

CATEGORY RESPONSIBLE MARKETING



CATEGORY CONTEXT

Evidence shows that marketing of ‘less healthy’ foods & beverages—including marketing that uses channels and techniques that appeal to children, and in places (online or offline) where children typically gather—is a common industry practice that influences children’s preferences, purchasing requests, and consumption patterns.¹ Public health organizations globally, including in the East Africa region, recognize that such marketing is a key contributor to overweight and obesity amongst children. While Tanzania has regulations in place to restrict the marketing of breastmilk substitutes, it does not have standards to restrict the marketing of foods and beverages to children under the age of 18.² ATNi conducts separate assessments of the marketing practices of companies that produce baby foods, breastmilk substitutes, and complementary foods.³

FINDINGS

Of the 10 companies assessed, the three global-headquartered companies—Coca-Cola, Wilmar, and PepsiCo—were found to publish their global commitments on responsible marketing to children.

Wilmar’s Code of Conduct states that all marketing directed at children “should not encourage or promote unhealthy eating or drinking habits; and should not actively encourage children to eat excessively throughout the day or replace main meals with confectionary or snack foods.” However, Wilmar does not specify the age threshold it uses to define a child, the media channels and techniques covered by its commitments, or whether it uses nutrition criteria to guide its marketing to children practices. Coca-Cola and PepsiCo include these details in their global policies (see Table 2).

TABLE 1
POLICY LANDSCAPE

National Policy or Regulation	Summary
Electronic and Postal Communications (Radio and Television Broadcasting Content) Regulations, 2018	Stipulates child protection mechanisms for broadcasting content on TV and radio. The regulations outline requirements for content and advertisements shown during a watershed period (10:00pm to 5:30am), and define ‘unsuitable content’ for children as content that may cause harm, depict violence, or use offensive language. These regulations are not specific to the F&B industry. ⁴
Media Guidelines on Reporting Children, 2022	Outlines voluntary standards for media professionals when reporting on children and their rights. The guidelines define a child as anyone under the age of 18, in line with the Tanzania’s Constitution and the Children’s Act of 2009. The Guidelines apply to traditional media (newspapers, radio, television) and social media, and call on media professionals to exercise the principles of truth, accuracy, fairness, objectivity, and privacy and confidentiality. These guidelines are not specific to the F&B industry. ⁵

TABLE 2
COMPANIES' GLOBAL RESPONSIBLE
MARKETING TO CHILDREN
COMMITMENTS

Company	Age Threshold	Nutrition Criteria	Audience Threshold	Media Channels/ Techniques
Coca-Cola	13	No products marketed to children	30%	14
PepsiCo	13	Products meeting industry association nutrition criteria	30%	13

None of these companies report on the implementation of their policies in the Tanzanian market. While PepsiCo disclosed to ATNi that marketing in countries where bottlers 'produce' products on behalf of the company remains the responsibility of PepsiCo, no information is available in the public domain on whether or how the companies require their subsidiaries and bottling partners in Tanzania to adhere to their global commitments.

During the research, ATNi did not conduct an independent assessment of the marketing practices of companies. However, during the time of the assessment, some examples were found of companies marketing products to children on their social media accounts, including Instagram and Facebook. Some examples include companies with sugar-sweetened beverage products in their portfolios promoting their products to children on their social media accounts. For example, Motisun featured children in some advertisements, and Bakhresa posted that it sponsors youth sports events.

None of the Tanzanian companies publish commitments related to responsible marketing to children. This underscores the importance for companies publishing a responsible marketing policy, outlining how the company avoids direct marketing of 'less healthy' products to children.

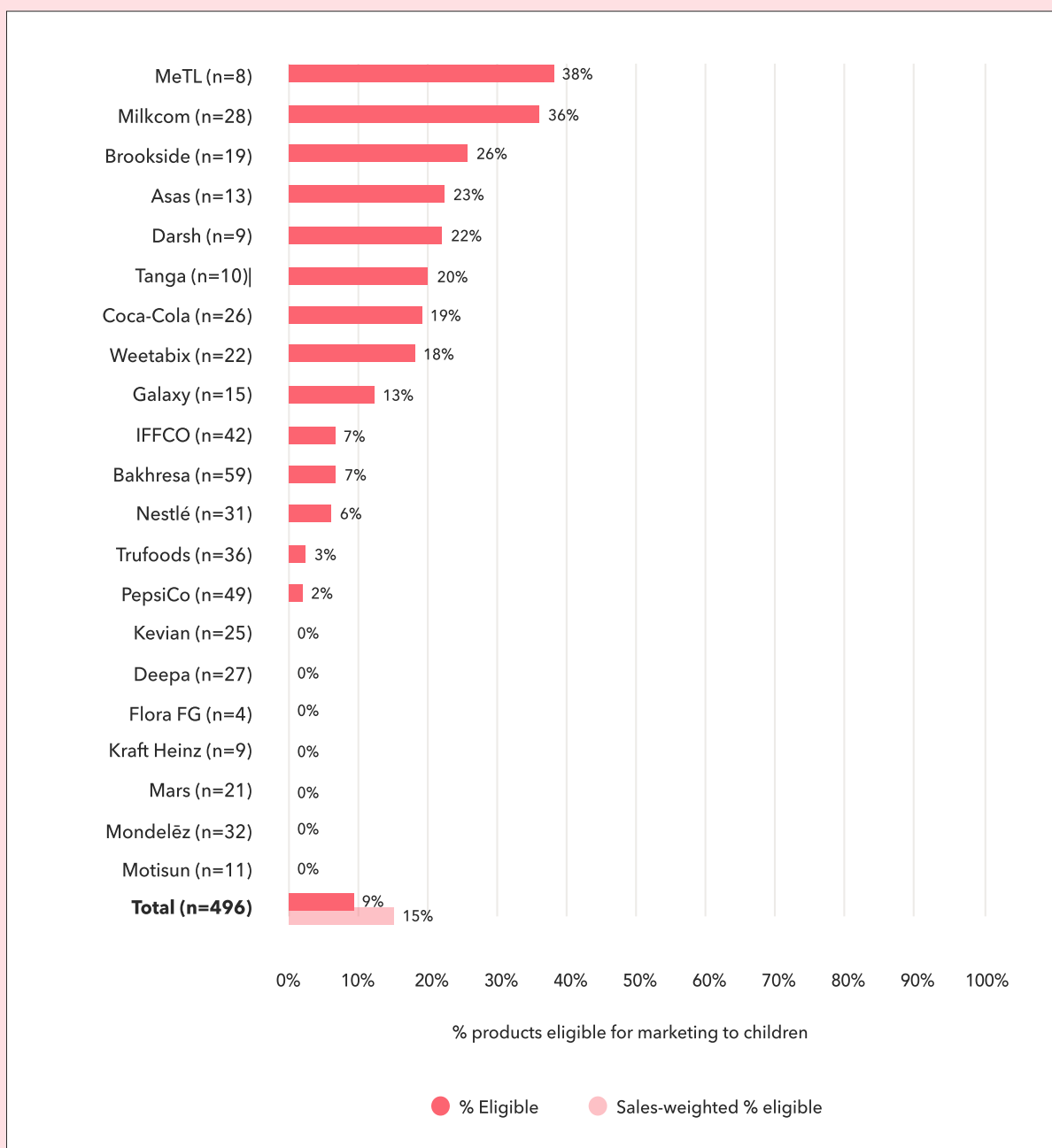




BOX 1 PRODUCT PROFILE FINDINGS

ATNi's Product Profile assessment evaluated the portfolio healthiness of 21 of the largest F&B companies operating in Tanzania against the World Health Organization's Africa Regional Office (WHO AFRO) (see Figure 1). This model was designed to determine products that are suitable to be marketed to children, and found that only 9% of products (representing 15% of sales) in Tanzania meet the model's criteria.

FIGURE 1
**PROPORTIONS OF PRODUCTS MEETING WHO AFRO ELIGIBILITY
CRITERIA FOR MARKETING TO CHILDREN IN TANZANIA**



KEY INDUSTRY RECOMMENDATIONS

To avoid marketing 'less healthy' foods to all consumers, but specifically to children in Tanzania, food and beverage companies are encouraged to:

- Commit to adhere to the ICC Framework for Responsible Food and Beverage Marketing Communications.
- Adopt and publish a responsible marketing policy to ensure that the company does not market any products—or 'less healthy' products—to children up to 18 years of age in Tanzania.
- Explicitly apply the responsible marketing policy to a comprehensive range of media channels and techniques identified by the WHO and UNICEF Guidelines.
- Commission an independent third-party audit of the company's responsible marketing commitments in Tanzania, covering a wide range of media channels and marketing techniques, and publish the results.

POLICY RECOMMENDATIONS

While some regulations and guidelines exist to limit marketing to children through print and broadcast media in Tanzania, they do not specifically address the marketing of F&B products. Policymakers are encouraged to use the findings from this research to help develop a roadmap for industry and policymakers outlining policy measures to restrict the marketing of 'less healthy' products to children under 18.



REFERENCES

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