

Coca-Cola's Specifications

Regional Headquarters

Kenya

Global Headquarters

U.S.

Market Share Range¹

5% - 10%

Type of Ownership

Public

Categories assessed in Product Profile

Bottled Water, Carbonates, Juice

Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

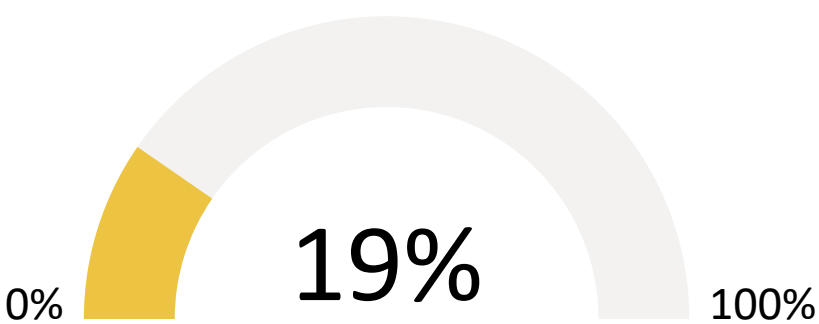
Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

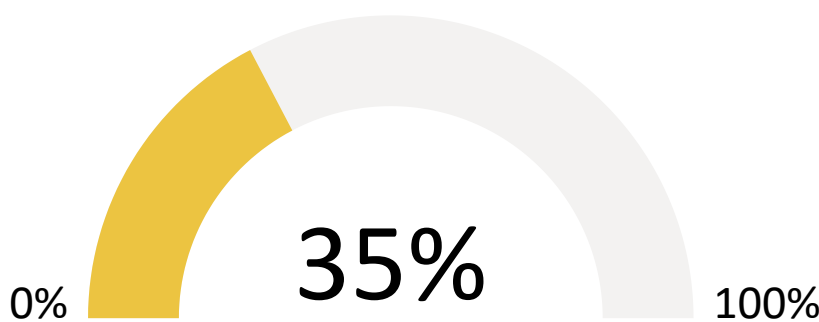
The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.

% products meeting WHO AFRO eligibility criteria



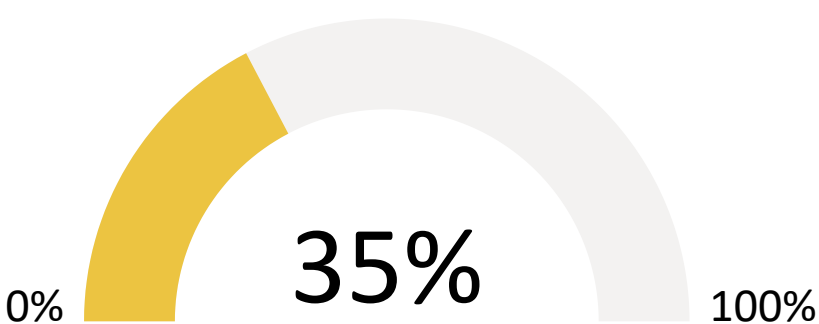
Out of **26** products assessed across all ATNi applicable categories, 19% meet the **WHO AFRO** eligibility criteria for marketing to children. The **WHO AFRO model** is designed for use by WHO African Region Member States, this model supports policies to restrict food marketing to children. It categorizes products into 25 categories and applies nutrient thresholds per 100g/mL. Products must meet all thresholds to be eligible for marketing. Results are binary: ‘marketing permitted’ or ‘marketing not permitted’.

% healthier products - HSR



Out of **26** products assessed across all ATNi applicable categories, 35% are considered healthier based on **the HSR model** and healthier threshold of 3.5 stars or above. The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered ‘healthier’. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.

% healthier products - mHSR + micronutrients



Out of **26** products assessed across all ATNi applicable categories, 35% are considered healthier based on **mHSR+ micronutrient model**. The **mHSR + micronutrients (HSR+) model** was developed by The George Institute in collaboration with ATNi. The HSR+ model builds on the original HSR by incorporating six key micronutrients: iron, vitamin A, vitamin B12, vitamin D, folic acid, and iodine. This allows for better differentiation of products based on micronutrient content.

Findings

☐ Nutrition strategy

Coca-Cola publishes its global nutrition strategy in its 2022 Business and Sustainability Report. The strategy focuses on the company’s global efforts to offer drinks with reduced sugar and providing smaller package options, clear nutrition labelling, and responsible marketing.

☐ Strategy reporting

The company’s public reporting at the Tanzania market level is limited. Coca-Cola shared with ATNi some qualitative evidence of implementing its strategy in Tanzania, including examples of reformulating drinks with reduced sugar, expanding its zero sugar portfolio, selling in various pack sizes, and providing nutrition information across multiple product packaging types, including cans, PET, and returnable glass bottles.

☐ Board oversight

While the global ‘Corporate Governance and Sustainability Committee’ of the Board of Directors has primary oversight of the company's global nutrition strategy, it is unclear whether the company has additional mechanisms for oversight of the strategy at the Tanzania or regional level.

☐ Executive accountability and remuneration

No evidence was found that the company has assigned formal responsibility for its nutrition strategy or KPIs to an executive function within the company, nor of incentivizing progress by linking nutrition KPIs to executive remuneration.

Recommendations

☐ Strategy reporting

In addition to recommendations outlined in Coca-Cola's assessment in the Global Index 2024, the company is encouraged to publish more detailed reporting on the implementation of its strategy in Tanzania and/or the Africa region, including by bottling companies, on the Coca-Cola Beverages Africa (CCBA) domain, including: [Coca-Cola Beverages Africa](#)

The percentage of sales in Tanzania that are from zero-sugar variants;

The percentage of its portfolio that displays nutritional labelling in Tanzania; and

The percentage of the company’s sales value or volume in Tanzania that is derived from products defined as ‘healthier’ using an internationally recognized or government-endorsed NPM such as HSR, Nutri-Score, or WHO Regional Model for Africa.

☐ Board oversight

The company is encouraged to have senior management at the Tanzania or Africa regional level review progress against the strategy on at least an annual basis.

☐ Executive accountability and remuneration

The company is encouraged to formally assign responsibility for its nutrition strategy or KPIs at an executive level within the company, and link nutrition KPIs to executive remuneration. The company is encouraged to do this both at the global and Tanzania-specific/regional level (for senior management).

* Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

Findings

- Targets for nutrients of concern**

While Coca-Cola has set sugar reduction targets through various local and regional pledges worldwide, the only such initiative it has in place in Africa is for the South African market specifically. No information was found in the public domain indicating that the company has reformulation strategies or targets in place to reduce sugar across its product portfolio in the Tanzanian market or wider East African region. Sodium, saturated fats and industrially produced trans fats (iTfAs) are not relevant to the company’s product portfolio.
- Targets for positive ingredients**

Ingredients such as minimally processed fruits, vegetables, nuts, legumes and wholegrains are not relevant to the company’s portfolio.
- Reporting progress**

The company publishes information on sugar reduction in its global portfolio but has not reported on progress at the Tanzanian market level. However, the company provided qualitative examples of some zero sugar products sold in Tanzania. Coca-Cola also indicated to ATNi that, in compliance with Tanzanian regulations prohibiting the combined use of sugar and low- or no-calorie sweeteners, the company only offers full sugar or zero sugar products in the Tanzanian market.

Recommendations

- Targets for nutrients of concern**

Coca-Cola is recommended to publish specific, measurable, and timebound targets for reducing levels of free/total and added sugars across all relevant products in the Tanzania market.
- Reporting progress**

The company is encouraged to publicly report on annual progress against reformulation targets in the Tanzania market using quantitative metrics.

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Findings

☐ **Fortified products**

Of the 26 products produced by Coca-Cola that were identified for ATNi’s Product Profile, six were found to have micronutrients data available, however it was not clear if these products are fortified as micronutrients were not mentioned on ingredient lists of the products. Indicating that the company either does not currently fortify (or does not disclose that it fortifies) products sold in the Tanzanian market.

☐ **Fortification policy**

Coca-Cola shared an internal document which outlines its commitment to adhere to CODEX CAC/GL 9-1987 General Principles for the Addition of Essential Nutrients to Foods, in line with standards set out by the Tanzanian government.

☐ **Quality control mechanisms**

The company shared an internal document which outlines quality control/assurance methods to determine whether the levels of micronutrient(s) are sufficient in the fortified staples at the time of procurement and in the final product.

Recommendations

☐ **Disclosure of micronutrient information**

Coca-Cola is recommended to specify- in full- the micronutrient content (inherent and if fortified) of its products on back-of-pack nutrition labels, including when fortified staples are used as ingredients using standardized measurement units.

☐ **Fortification policy**

Coca-Cola is advised to commit to not fortify or enrich products that are ‘less healthy’, according to the formal nutrition criteria of an internationally recognized or government-endorsed NPM such as the HSR, Nutri-Score, or the UK NPM.

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Findings

- ☐ **Nutrient profiling**
No information was found in the public domain indicating that the company uses a nutrient profiling model (NPM) to define and report on the healthiness of its product portfolio.

Recommendations

- ☐ **Reporting on portfolio healthiness**
The company is encouraged to measure and publicly report the percentage of its sales which are derived from products classified as ‘healthier’ according to an internationally recognized NPM such as the HSR, Nutri-Score, or WHO Regional Model for Africa
- ☐ **Transparency of NPM application**
The company should be transparent about how the NPM was applied to its portfolio, specifying which product categories are included and how the products are categorized.

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Findings

☐ **Affordable nutrition strategy**

No information was found indicating that the company currently has a commercial strategy to improve the affordability of products meeting a ‘healthier’ definition in Tanzania.

Recommendations

☐ **Relative affordability**

The company could consider measuring the price differential between its relatively ‘healthy’ products relative to its ‘less healthy’ products and setting a target to improve the price differential, so that ‘healthier’ options are relatively more affordable than ‘less healthy’ products.

☐ **Reporting progress**

Coca-Cola is recommended to report on quantitative progress on improving the price differential between ‘healthier’ and ‘less healthy’ products across the whole portfolio in Tanzania.

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Findings

- Responsible marketing to children**

Coca-Cola has a global policy for responsible marketing to children which commits not to market any products to children under 13, but it is unclear how this global policy is applied in Tanzania.
- Marketing policy scope**

The company’s policy applies to “all media which directly targets children under 13,” and lists specific media channels including TV/radio, print media, outdoor advertising, mobile/SMS, websites, on-pack advertising, social media, primary schools, licensed characters, celebrities/influencers and toys, sponsorship, games, and in-store/point-of-sales marketing.
- Audience threshold**

Coca-Cola uses an audience threshold of >30% to define ‘child-oriented’ programmes on measured media.

Recommendations

- Responsible marketing to children**

Coca-Cola is encouraged to specify in the public domain how its global responsible marketing policy is applied in the Tanzanian market, including by its subsidiaries.
- Age threshold**

The company is encouraged to increase the age threshold for defining a child to 18, in line with Tanzania’s Child Act of 2009.
- Marketing policy scope**

The company is advised to extend the list of media channels and marketing techniques to include those outlined in World Health Organization and UNICEF policy guidance, including cinema, secondary schools, and brand equity characters for example.
- Auditing compliance**

Coca-Cola is recommended to commission an independent third-party audit of its policy for responsible marketing to children in the Tanzanian market, covering a comprehensive variety of media channels and techniques. The company is encouraged to publish the results.

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Findings

Workforce nutrition program

Coca-Cola has a global workforce nutrition policy in place covering all four of the Workforce Nutrition Alliance (WNA) pillars – healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support – to varying extents. However, no evidence was provided by the company on how its global workforce nutrition policy is applied in the Tanzanian market. The company indicated to ATNi that it does not have significant number of permanent employees stationed in Tanzania. No information was found in the public domain indicating that Coca-Cola offers workforce nutrition benefits to its subsidiary bottling and distribution companies in the country, such as Coca-Cola Kwanza, which reports that it employs over 800 people.

Recommendations

Workforce nutrition program

Coca-Cola is recommended to develop and extend a comprehensive workforce nutrition program to its bottling and distribution partners in Tanzania, which includes healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support (beyond legal requirements). Engaging with the Workforce Nutrition Alliance (WNA) and utilizing its self-assessment scorecards would be a good first step in this regard.

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Findings

☐ Health and nutrition claims

No information was found in the public domain on whether the company has committed only to place health and nutrition claims on products that meet the definition of ‘healthier’ according to the formal nutrition criteria of an NPM.

Recommendations

☐ Health and nutrition claims

The company is advised to commit to refrain from using nutrition or health claims on products that are not considered ‘healthier’ according to the formal nutrition criteria of an NPM. Coca-Cola is recommended to extend its policy to include its subsidiaries operating in Tanzania.

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Product Profile Results

The Product Profile for EAMA Tanzania provides a structured evaluation of the nutritional composition of packaged food and beverage products from major manufacturers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), a modified version of HSR including micronutrients (mHSR+ micronutrients), and the World Health Organization Regional Office for Africa (WHO-AFRO) model. These models support a consistent and comparative analysis of portfolio healthiness across the market.

Proportion of "healthier" products, or products passing the model's criteria, per NPM

Category	% healthier products: HSR	% healthier products: mHSR+ micronutrient	% products meeting WHO AFRO eligibility criteria
Carbonates	21% (4/19)	21% (4/19)	0% (0/19)
Bottled Water	100% (5/5)	100% (5/5)	100% (5/5)
Juice	0% (0/2)	0% (0/2)	0% (0/2)

This table presents an overview of the nutritional quality of products across various food categories, based on three different nutrient profiling models. Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Mean HSR by category

