

PepsiCo's Specifications

Regional Headquarters

South Africa

Global Headquarters

U.S.

Market Share Range ¹

0% - 5%

Type of Ownership

Public

Categories assessed in Product Profile

Bottled Water, Carbonates, Juice, Savoury Snacks

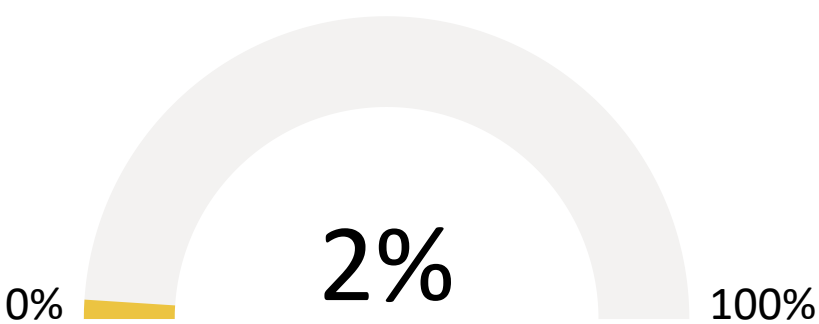
Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

Footnote:
1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

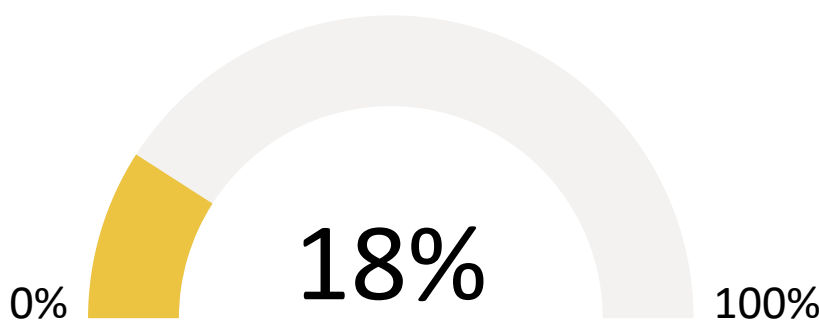
The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.

% products meeting WHO AFRO eligibility criteria



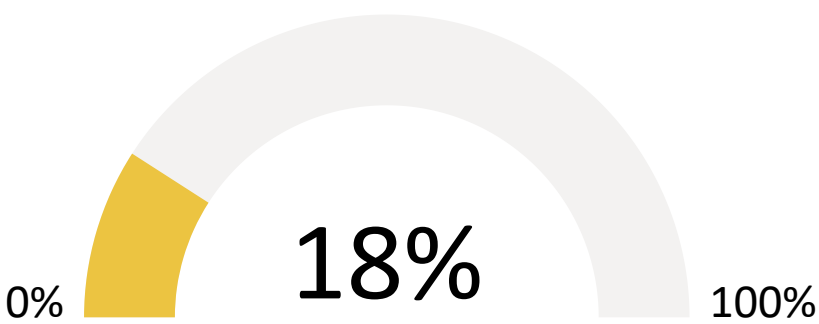
Out of **49** products assessed across all ATNi applicable categories, 2% meet the **WHO AFRO** eligibility criteria for marketing to children. The **WHO AFRO model** is designed for use by WHO African Region Member States, this model supports policies to restrict food marketing to children. It categorizes 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 **22** products assessed across all ATNi applicable categories, 18% 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 **22** products assessed across all ATNi applicable categories, 18% 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**

PepsiCo publishes its global nutrition strategy on its website. The strategy focuses on improving the healthiness of its portfolio, setting targets to reduce added sugar, sodium, and saturated fat levels, and improving food affordability and availability through a combination of commercial and philanthropic activities.
- Strategy reporting**

The company does not report on the implementation of the strategy at the Tanzanian or Africa market level. However, the company indicated to ATNi that distributors and bottling companies operating in Tanzania have a contractual obligation to adhere to PepsiCo’s global policies and standards.
- Management oversight**

PepsiCo's Board of Directors has oversight over the company's Positive Nutrition activities, while delegating oversight for the company's broader nutrition strategy to the ‘Sustainability, Diversity and Public Policy Committee’ of the Board. However, it is unclear what additional mechanisms the company has for oversight of the strategy at the Tanzania or regional level.
- Executive accountability and remuneration**

Part of PepsiCo’s CEO’s remuneration is linked to a qualitative appraisal of his performance on “delivering progress” on the ‘Positive Choices’ strategy. No evidence was found that the company has assigned formal responsibility for the implementation of its nutrition strategy or KPIs to a member of the senior management team at the Africa regional level.

Recommendations

- Strategy reporting**

In addition to recommendations outlined in PepsiCo’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 distributors and bottling companies, on the PepsiCo South Africa domain, including:

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

The number and percentage of products sold in Tanzania that meet the company's Global Nutrition Criteria for Affordable Nutrition Initiatives.

Reporting on the number of lower-income consumers reached in Tanzania with nutritious products, and how low-income is defined for the market.
- 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, both at the global and Tanzania-specific/regional level (for senior management). The company is also recommended to link senior management’s remuneration to nutrition KPIs at the Africa regional level.

* 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**

PepsiCo has set global targets to reduce added sugar, sodium, and saturated fat levels by 2025 and has an additional target to reduce sodium in its products by 2030. PepsiCo has a 2023 global commitment to not exceed 2g iTFA per 100 grams of fat/oil in its product, in line with WHO’s objective of phasing out iTFA and PHOs from the global food supply.
- Targets for positive ingredients**

PepsiCo has a target to deliver 145 billion diverse ingredients (such as minimally processed fruits, vegetables, nuts, legumes and wholegrains) annually in its global convenient foods portfolio.
- Reporting progress**

PepsiCo publicly reports on global progress towards achieving its reformulation targets, but does not report on reformulation efforts specifically in its portfolio in Tanzania. PepsiCo 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, and provided qualitative examples of some zero-sugar products sold in Tanzania.

Recommendations

- Targets for nutrients of concern**

PepsiCo is encouraged to publish how its global targets of the nutrients of concern (sodium, saturated fat, and free/total sugars) are applied in the Tanzania market.
- Targets for positive ingredients**

PepsiCo is encouraged to specify how its global target to provide diverse ingredients is applied to the convenient foods portfolio in the Tanzania market.
- Reformulation reporting**

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

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Findings	Recommendations
<div> <div> <div></div> <div>Fortified products</div> </div> <p>Of the 92 products produced by PepsiCo that were identified for ATNi’s Product Profile, 62 were classified as fortified (using ingredient lists), however only no products had micronutrient quantities available. The voluntary fortified products were in the juice category; and have a mean HSR 'healthiness' score of 0,5.</p> </div> <div> <div> <div></div> <div>Fortification policy</div> </div> <p>PepsiCo's public domain 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 Tanzania government. The company shared with ATNi its internal commitment to not fortify or enrich products that are ‘less healthy’, according to the company’s own nutrient thresholds.</p> </div>	<div> <div> <div></div> <div>Disclosure of micronutrient information</div> </div> <p>PepsiCo 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.</p> </div> <div> <div> <div></div> <div>Fortification policy</div> </div> <p>PepsiCo is advised to publish a commitment 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.</p> </div> <div> <div> <div></div> <div>Quality and control</div> </div> <p>The company is encouraged to publish its quality control or assurance methods to determine whether the levels of micronutrient(s) are sufficient in the final product.</p> </div>

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Findings

☐ Nutrient profiling

PepsiCo uses its own PepsiCo Nutrition Criteria (PNC) to assess the healthiness of its global product portfolio for internal reformulation purposes. The PNC includes clear thresholds for nutrients to limit (sodium, saturated fats, trans fats, and added sugars) and nutrients to encourage (fiber, minerals, fruits, vegetables, nuts, and legumes), but does not specify a threshold for defining ‘healthier’ products. The company does not publicly report on the percentage of sales or products meeting its different thresholds, nor report on portfolio healthiness using a government-endorsed NPM in the Tanzania or African market.

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**
 PepsiCo has a global goal to increase access to nutritious food for 50 million people by 2030. The company uses its Global Nutrition Criteria for Affordable Nutrition Initiatives to define ‘healthy’ products, which includes minimum thresholds for micronutrient content.
- [-] **Defining ‘affordability’**
 The company’s strategy specifies that commercial products contributing to its global goal must be affordable to low-income consumers according to local socioeconomic indicators and externally available data.
- [-] **Reporting on progress**
 PepsiCo provided qualitative examples of products contributing to its strategy in the Africa region, but not specifically in the Tanzanian market.

Recommendations

- [-] **Affordable nutrition strategy**
 The company is advised to specify in the public domain how its global goal to increase access to nutritious food for 50 million people by 2030 is applied in the Tanzanian market.
- [-] **Defining ‘healthy’**
 PepsiCo is encouraged to strengthen its global strategy by applying the strategy only to products that are ‘healthy’ according to an internationally recognized NPM such as HSR, Nutri-Score, or the UK NPM for the Tanzania market.
- [-] **Relative affordability**
 PepsiCo is encouraged to measure the price differential between ‘healthier’ products relative to products that do not meet nutrition criteria and work on improving the differential between them.
- [-] **Reporting progress**
 The company is advised to report quantitatively on its progress to improve the price differential between ‘healthier’ and ‘less healthy’ products across the whole portfolio in Tanzania.

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Findings

[-] Responsible marketing to children

PepsiCo has a global policy for responsible marketing to children which commits to only market products meeting the International Food and Beverage Association’s (IFBA) nutrition criteria to children under 13. The company indicated to ATNi that distributors and bottling companies in Tanzania are contractually obliged to comply with its global policy.

[-] Marketing policy scope

The company’s global policy lists specific media channels and techniques including TV, radio, print, cinema, online (including company-owned websites, third party, social media, corporate and brand-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, primary schools, mobile and SMS marketing, licensed characters, celebrities/influencers, and movie tie-ins.

[-] Audience threshold

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

Recommendations

[-] Responsible marketing to children

PepsiCo is encouraged to specify in the public domain how its global responsible marketing policy is applied in the Tanzanian market, including by distributors and bottling companies.

[-] Product restrictions for marketing to children

Ideally, the company’s responsible marketing to children policy would include a commitment not to market products to children at all, or only those products meeting the criteria of an internationally recognized NPM such as the World Health Organization (WHO) NPM for the Africa Region.

[-] Age threshold

A ‘child’ should be defined as those up to the age of 18, as per the Children’s 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 WHO and UNICEF policy guidance, including secondary schools, other places where children gather, event sponsorship, toys, premiums, giveaways, vouchers, in-store and on-pack advertisements, company-owned characters that appeal to children under 18.

[-] Audience threshold

PepsiCo is encouraged to apply an audience threshold of >25% on measured media to determine whether a channel is considered ‘child-directed’.

[-] Auditing compliance

The company 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**

PepsiCo has a global workforce nutrition program covering all four of the Workforce Nutrition Alliance (WNA) pillars – healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support. However, the company confirmed to ATNi that it does not have any permanent employees stationed in Tanzania. No information was found indicating that the company offers workforce nutrition benefits to employees of its distributors and bottling companies in the country, such as SBC Tanzania, which is reported to employ over 700 people.

Recommendations

- Workforce nutrition program**

PepsiCo is recommended to develop and extend a comprehensive workforce nutrition program to its distributors and bottling companies in Tanzania, which includes healthy food at work, nutrition education, nutrition-focused health-checks, and breastfeeding support.

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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 refraining from using nutrition or health claims on products that are not considered ‘healthier’ according to the formal nutrition criteria of an NPM. PepsiCo is recommended to extend its policy to include bottling and distributing partners 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	33% (3/9)	33% (3/9)	0% (0/9)
Juice	0% (0/5)	0% (0/5)	0% (0/32)
Savoury Snacks	0% (0/7)	0% (0/7)	0% (0/7)
Bottled Water	100% (1/1)	100% (1/1)	100% (1/1)

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

