

ATNi RETAIL ASSESSMENT 2025



ATNi (Access to Nutrition initiative) is a global foundation actively challenging the food industry, investors and policymakers to shape healthier food systems. We analyze and translate data into actionable insights, driving finance, partnerships, and innovations for market transformation so that all people have access to nutritious and sustainable food.

Food retailers play a key role in shaping food environments worldwide, often promoting unhealthy foods while healthier options remain less accessible. This contributes to unhealthy diets linked to rising obesity rates and non-communicable diseases. Understanding retailers' strategies is essential to advancing policies for healthier, more sustainable diets.

ATNi's 2025 Retail Assessment will map and analyze the strategies, policies, and performance of leading food retailers in six countries with varying income levels. It will identify effective interventions, investments and policy opportunities to create healthier food environments for all.

Building on 13 years of ATNi's market-shaping and benchmarking – including the [Global](#) and [Country Indexes](#) and the [UK 2022 Retailer Index](#) – this project will assess retailers in the USA, France, South Africa, Indonesia, Kenya, and the Philippines.

Research Components

1 Retail Environment Mapping

Map retail market structures, types of food retailers, their geographical distribution, consumer reach, and food retail trends in each of the selected countries, based on literature review and key informant interviews.

2 Retailer Strategies and Performance

Assess the corporate nutrition policies and commitments, and analyze promotional practices and healthiness of private label products (according to local and international government-endorsed Nutrient Profile Models and levels of processing) for the top three retailers per country.

3 Pricing and Affordability

Compare the affordability of healthier vs. less healthy products, in relation to income levels, purchasing power parity, and other economic indicators per country.

4 Policy and Regulatory Gaps

Map current policies, identify gaps and best practices to encourage retailers, institutional investors and policy makers to support healthier food environments.

IMPACT OUTCOMES

- Mapping of retail environments and strategies influencing nutrition.
- Greater transparency and accountability in the food retail sector.
- Evidence-based recommendations for retailers and policymakers to improve access and affordability of healthier foods.

FOOD RETAIL ACCOUNTABILITY

This assessment aims to drive systemic change by encouraging the food retail sector and other actors to prioritize health, transparency, and affordability. It generates cross-country data* on how retail strategies impact nutrition access, especially in lower-income settings, filling evidence gaps and supporting healthier, more sustainable food systems

** Data from this assessment will feed into ATNi's food data [Dashboard](#), which delivers actionable insights on the healthiness of packaged food portfolios through detailed, high-quality data from 30 countries worldwide.*

