

CATEGORY PRODUCT PROFILE

(30 COMPANIES)



CATEGORY CONTEXT

Product profiling is a key tool for evaluating the nutritional quality of food and beverage (F&B) companies' product portfolios. It enables stakeholders – including institutional investors, governments and consumers – to compare the healthiness of portfolios across companies and over time.

This Product Profile presents the first publicly available objective assessment of the nutritional quality of packaged F&B portfolios from the largest manufacturers in Kenya. It **evaluates the relative 'healthiness' of products across 30 companies** using four distinct nutrient profile models (NPMs):

1. The **Australasian Health Star Rating (HSR)** model
2. A **modified HSR model that includes micronutrients (mHSR + micronutrients)**
3. The **World Health Organization's Africa Regional Office (WHO AFRO)** nutrient profile model
4. The **Kenya Nutrient Profile Model (KNPM)**

a. The threshold of 3.5 or above (≥ 3.5 HSR) is based on research commissioned by the New South Wales Ministry of Health in Australia, which concluded that "healthy core foods with a HSR of ≥ 3.5 can be confidently promoted in public settings as healthier choices." Reference: Dunford, E., Cobcroft, M., Thomas, M., Wu, J.H. (2015). Technical Report: Alignment of the NSW Healthy Food Provision Policy with the Health Star Rating System. Available at: <http://www.health.nsw.gov.au/health/Publications/health-star-rating-system.pdf>.

BOX 1

DESCRIPTION OF THE DIFFERENT NUTRIENT PROFILE MODELS

Nutrient profiling is the science of classifying or ranking foods based on their nutritional composition for the purpose of preventing disease and promoting health. Different models are used depending on the policy objective or purpose.

The **Health Star Rating (HSR)** is a front-of-pack (FOP) 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 and saturated fat) and positive food components (fruit/vegetable content, protein, fibre) 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'.^a ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.

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 enables better differentiation of products based on their micronutrient content.

The **World Health Organization's Africa Regional Office (WHO AFRO) model** is designed for use by Member States of WHO African Region. It supports policies aimed at restricting food marketing to children. The model 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: either 'marketing permitted' or 'marketing not permitted'.

The **Kenya Nutrient Profile Model (KNPM)** was developed to underpin FOP labelling requirements in Kenya. It sets thresholds for total fat, saturated fat, total sugars, and sodium across 21 categories of processed foods. Products are assessed per 100g/mL.

DATA COLLECTION

For this analysis, nutrient information was analyzed^b for 746 packaged food and beverage products^c sold by 30 of Kenya's largest F&B companies. Collectively, these companies accounted for an estimated 57% of all packaged food and beverage sales in Kenya in 2022^d.

Product composition data was sourced from Innova Market Insights and shared with the companies for verification. To enable meaningful comparisons, Euromonitor International Marketing Insights (EMI) food and beverage categories and sub-category definitions were used to create subsets of products large enough for nutritional analysis. Sales-weighting was applied using data from Euromonitor International. Of the 30 companies, 14 provided (partial) additional feedback or confirmed the use of their data – including product identification and nutrition label information – for this analysis.

Where nutrition information was incomplete, proxy values were used to estimate missing data and enable scoring. The largest product sub-categories represented in the dataset were Dairy (n=135), Confectionery (n=109), and Juice (n=102). These factors should be considered when interpreting the results. Further details on the methodology, findings, and limitations of the Product Profile study are available in [the full ATNi/The George Institute for Global Health \(TGI\) Product Profile report](#). The results are also accessible via [ATNi's interactive dashboard](#).

Table 1 provides an overview of the companies included in the Kenya Product Profile assessment. It details per company the number of products analyzed under the HSR model, along with the product categories, example brands and the estimated proportion (range) of retail sales by the company in Kenya that is represented by this research. The categories are ordered based on sales estimates.

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- b. Using the Health Star Rating Model
 - c. Because of missing nutrient data for some products the number of products assessed per NPM differ.
 - d. ATNi estimates derived from Euromonitor International. Euromonitor International is an independent, privately owned global market research firm conducting in-country research in 100 countries worldwide analysing 26 consumer industries including; Hot Drinks, Packaged Food and Soft Drinks. Euromonitor International produces historic and forecast cross-comparable market data and strategic reports to narrate the current and future drivers shaping each one.



TABLE 1
PERCENTAGE RANGES OF KENYA SALES AND PRODUCT CATEGORIES INCLUDED
IN THE HSR ANALYSIS FOR THE PRODUCT PROFILE

Company	No. products assessed for HSR	Categories included	Examples of brands included	% Kenya 2022 retail sales values represented
Bidco	63	Edible Oils (10) Butter and Spreads (9) Juice (27) Rice, Pasta and Noodles (8) Carbonates (7) Bottled Water (1) Energy Drinks (1)	Bidco, Planet, Juo, Jooz Boost, Ribena	95-100%
Britannia	20	Sweet Biscuits (17) Juice (1)* Savoury Snacks (3)	Britania, Bikwi, Splash	95-100%
Broadways	5	Baked Goods (5)	Broadways	95-100%
Brookside	103	Dairy (75) Butter and spreads (6) Ice Cream (20) Plant-based Dairy (2) Juice (5)	Brookside, Tuzo, Delamere, Daima, Creambell	95-100%
Capwell	29	Rice, Pasta and Noodles (7) Processed Fruit and Vegetables (9) Sweet Biscuits (4) Dairy (3) Breakfast Cereals (1) Flour (5)	Pearl, Ranee, Treatos, Soko	95-100%
Coca-Cola	27	Carbonates (15) Bottled Water (4) Juice (8)	Coca-Cola, Fanta, Schweppes, Sprite, Minute Maid, Dasani, Keringet	80- 85%
Deepa	65	Savoury Snacks (61) Sweet biscuits (4)	Tropical Heat	85- 90%
Del Monte	18	Juice (18)	DelMonte, Just Juicy	95- 100%
Excel Chemicals	20	Bottled Water (1) Other Hot Drinks (2)* Juice (6) Concentrates (8) Confectionery (3) Energy Drinks (2)* Sports Drinks (2)	Excel, Champ, GoFrut, Quencher, Reload	95-100%
Ferrero	11	Sweet Biscuits (6) Confectionery (5)	Ferrero Rocher, Raffaello, Kinder, Keebler, Royal Dansk	95-100%
Flora FG	6	Butter and Spreads (4) Sweet Spreads (2)	Blue Band, Flora	95-100%
FrieslandCampina	7	Dairy (7)	Peak	95-100%
Githunguri	24	Dairy (20) Butter and Spreads (3) Bottled Water (1)	Fresha, Maziwa, Yuppi, Zito	95-100%
Highlands	20	Bottled Water (1) Carbonates (12) Concentrates (5) Energy Drinks (1) Juice (1)	Club, Bazuu, Rio	95-100%

Table continues on the next page.

TABLE 1 (CONTINUED)

**PERCENTAGE RANGES OF KENYA SALES AND PRODUCT CATEGORIES INCLUDED
IN THE HSR ANALYSIS FOR THE PRODUCT PROFILE**

Company	No. products assessed for HSR	Categories included	Examples of brands included	% Kenya 2022 retail sales values represented
Indofood	12	Rice, Pasta and Noodles (12)	Indomie	95-100%
Jetlak	33	Bottled Water (1) Concentrates (5)* Juice (20) Plant-based Dairy (9) Sweet Spreads (3)	Waba, Savanah, Frosti, Fruitville, Nuziwa, Nuteez	95-100%
Kapa Oil	17	Butter and Spreads (11) Edible Oils (5) Rice, Pasta and Noodles (1)	Kapa, Rina, Rinsun, Alpa, Prestige, Nala	95-100%
Kevian	17	Juice (9), Bottled Water (1) Energy Drinks (4) Carbonates (2) Sauces, Dips and Condiments (1) Asian Speciality Drinks (1)*	Kevian, Mt Kenyan, Afia, Sunny, Acacia, Pick n Peel,	95-100%
Kraft Heinz	10	Sauces, Dips and Condiments (10)	Heinz	95-100%
Lotte	27	Confectionery (27)	Lotte, E Wedel	95-100%
Manji Foods	5	Sweet Biscuits (4) Baked Goods (1) Savoury Snacks (4)*	Manji	90- 95%
Mars	25	Ice Cream (2) Confectionery (23)	M&M, Galaxy, Snickers, Bounty, Twix, Wringley's, Skittles	95-100%
Menengai	6	Edible Oils (1) Butter and Spreads (2) Rice, Pasta and Noodles (3)	Mamas own, Top Fry, Karibu, Somo	95-100%
Mondelēz	45	Confectionery (34) Other Hot Drinks (6) Sweet Biscuits (5)	Cadbury, Oreo, Bournvita, Stimerol	95-100%
Nestlé	26	Other Hot Drinks (2) Instant Coffee Mixes (1) Sauces, Dips and Condiments (1) Dairy (4) Confectionery (17) Ice Cream (1)	Kit Kat, Milkybar, Smarties, Nido, Milo, Maggi	75 - 80%
New KCC	26	Dairy (24) Butter and Spreads (2)	KCC, Gold Crown, Safariland	95 - 100%
PepsiCo	27	Carbonates (4) Juice (13) Breakfast Cereals (10)	Pepsi, 7UP, Bokomo, Ceres, Mirinda	80 - 85%
Promasidor	10	Dairy (2) Savoury Snacks (4) Meat and Seafood Substitutes (3) Other Hot Drinks (1) RTD Coffee (2)*	Miksi, Sossi, Twisco, Wow	95 - 100%
Pwani	7	Edible Oils (5) Butter and Spreads (2)	Fresh Fri, Salit, Fry Mate, Popco, Mpishi Poa	95 - 100%
Weetabix	35	Breakfast Cereals (29) Sweet Biscuits (6)	Weetabix, Weetos, Oatibix, Alpen	95 - 100%
Total	746			

Categories only included in the WHO AFRO analysis

FINDINGS

Aggregate industry level results across all NPMs

At the industry level, the overall healthiness of company portfolios is low, with substantial variation observed between companies, as shown in Table 2.

TABLE 2

PROPORTION OF INDIVIDUAL PRODUCTS AND SALES CONSIDERED 'HEALTHIER' ACROSS THE FOUR NPMs

NPM	No. of products assessed	Healthy threshold	% individual products	% sales
HSR	746	HSR % ≥3.5	33%	38%
mHSR + micronutrients	746	HSR % ≥3.5	36%	42%
WHO AFRO	916	% eligible	14%	23%
KNPM	840	% passing	10%	15%

Of all products analyzed, 33% met the original **HSR** 'healthy' cut-off of 3.5 out of 5.0 stars, increasing to 38% when results were weighted by company sales. Just over half (50.3%) of all products on the market scored 1.5 stars or below. Eight out of the 30 companies had 50% or more of their products meeting the HSR healthier threshold.

When including micronutrient data, using the **mHSR + micronutrients**, the mean HSR rose by 3%. Five companies increased their rankings under mHSR+ compared to HSR and 15 companies improved their overall healthiness score, of which four substantially. This is an indication of a positive contribution of micronutrients and appropriate fortification to product healthiness. It should be noted that none of the products had data for all six micronutrients included in the model so for the purposes of generating an mHSR+ result, proxy values were used which can result in an underestimation of the real differences between companies.

The lower results observed under the **WHO AFRO** model—14%, 23% sales weighted—reflect the more stringent criteria applied by WHO for eligibility to market to children. Even fewer products passed the **KNPM**, with only 10% of individual products passing the model, and 15% sales-weighted. Using the WHO AFRO model, for only three companies more than 50% of their products were found eligible for marketing to children.^e Similarly, only three companies had 50% or more of their products meeting the KNPM criteria.

Comparison with Global Benchmarks

The average healthiness of packaged foods sold by the 30 largest companies operating in Kenya is comparable to other regions in the world. The proportion of 'healthier' products when using HSR in Kenya—33%—is consistent with ATNi's previous findings, as can be seen in Table 3 below.

The sales-weighted mean HSR in Kenya was 2.3 – identical to the Global Index 2024. However, the product sample in Kenya (746 products) is significantly smaller than that of the Global Index (52,414 products), which may limit comparability. Comparing regional findings, [ATNi's Product Profile assessment in Tanzania](#), found a lower proportion of 'healthier' products at 25%, though the sales-weighted mean HSR was comparable.

e. This assessment did not investigate whether these products are in practice marketed to children and teens by the companies in scope. Instead, it provides an extra indication of the healthiness of the company's portfolios by checking whether the products, in theory, would be eligible to be marketed to children using WHO AFRO criteria

TABLE 3
PRODUCT PROFILE (HSR) RESULTS ACROSS OTHER ATNI INDEXES

	US Index 2022	India Index 2023	Global Index 2024	Tanzania Market Assessment 2025	Kenya Market Assessment 2025
No. companies assessed	11	20	30	21	30
Combined market share of companies assessed	30-35%	35-40%	20-25%	45-50%	55-60%
No. products analyzed with HSR	11,041	1,901	52,414	483	746
Mean HSR	2.3	1.9	2.3	1.9	2.1
Sales-weighted mean HSR	2.2	2.0	2.3	2.2	2.3
% individual 'healthier' products	31%	17%	31%	24%	33%
% sales from 'healthier' products	29%	24%	34%	37%	38%

When comparing 11 global-headquartered companies included in this Kenya Product Profile^f with their overall HSR results from the Global Index 2024 (see Table 4), it is evident that eight of the 11 companies have a lower average HSR in Kenya than their global average. The remaining 19 companies in this assessment have a combined mean HSR of 2.4, which is higher than the combined mean of 1.4 for the global-headquartered companies that were also assessed in [ATNi's 2024 Global Index](#).

While differences in sample sizes between the datasets should be taken into account, this finding raises important questions about the consistency of product healthiness across markets. It underscores the need for global-headquartered companies to assess whether they are making their healthier products equally available in all regions, including Kenya.

f. The results for the Kenya Product Profile have been considered here, as these results have been updated since the last Global Index 2024.

TABLE 4
PRODUCT PROFILE (HSR) RESULTS OF GLOBAL-HEADQUARTERED COMPANIES: KENYA VS GLOBALLY

Company	Mean HSR in Kenya	Mean HSR globally
Coca-Cola	1.9 (n=27)	2.2 (n=1170)
Ferrero	0.8 (n=11)	0.9 (n=2743)
Flora FG	2.4 (n=6)	2.0 (n=202)
FrieslandCampina	3.7 (n=7)	3.5 (n=358)
Indofood	1.2 (n=12)	1.8 (n=582)
Kraft Heinz	1.8 (n=10)	2.3 (n=2763)
Lotte	0.7 (n=27)	1.4 (n=1964)
Mars	1.5 (n=25)	1.4 (n=2999)
Mondelēz	1.0 (n=45)	1.3 (n=1945)
Nestlé	0.8 (n=26)	1.9 (n=4378)
PepsiCo	1.9 (n=27)	2.3 (n=2513)
Total mean HSR of global-headquartered companies in Kenya	1.4 (n=223)	1.7 (n=21,617)
Total mean HSR for all 30 companies in analysis*	2.1 (n=746)	2.3 (n=52,414)

* Both for this Kenya 2025 Product Profile as well as the Global Index 2024 Product profile, 30 companies were assessed, but they are not the same companies – 11 overlap

How do companies compare in terms of healthiness?

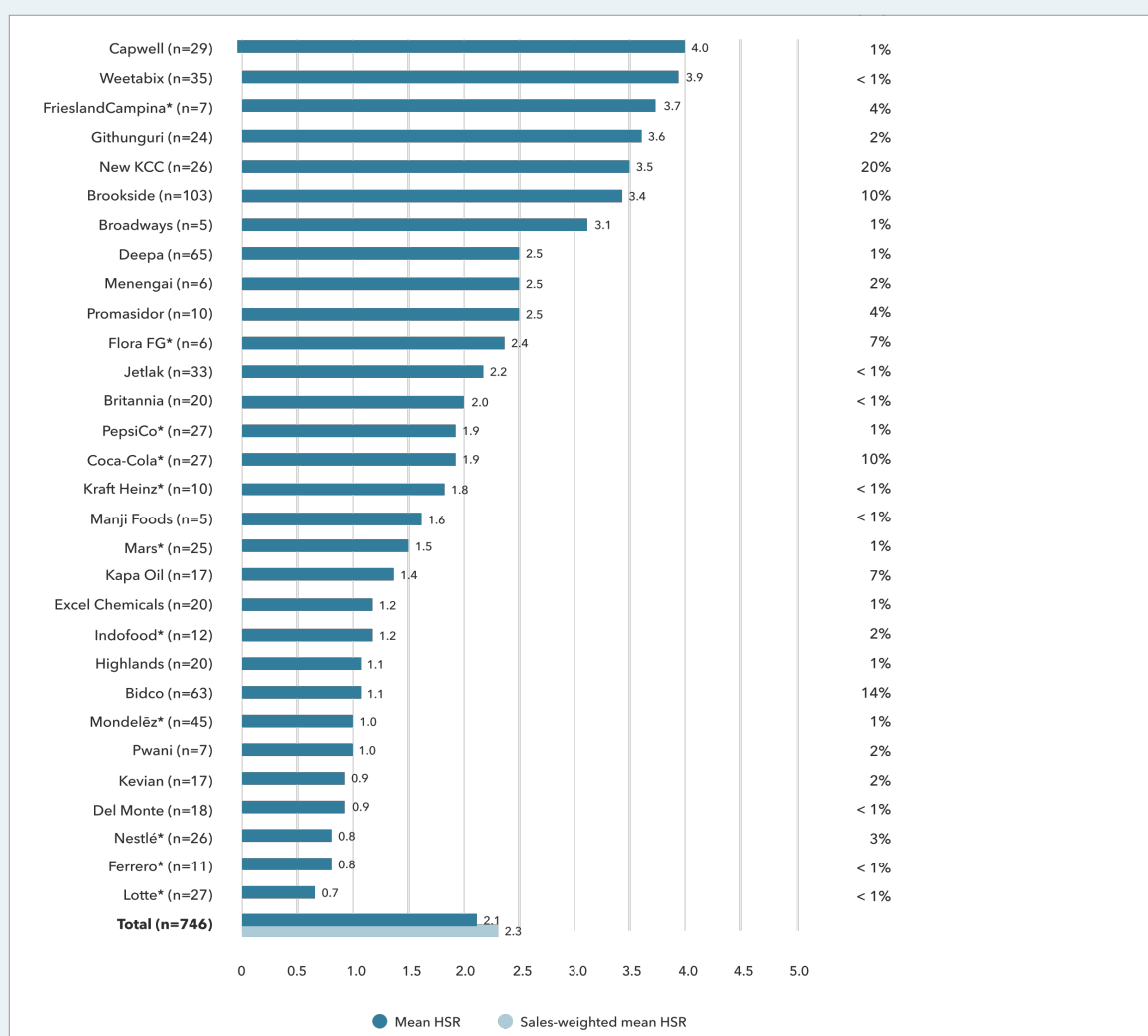
Based on the HSR, the mean healthiness of products from all 30 companies assessed in Kenya was 2.1 out of 5 stars, increasing slightly to 2.3 stars when weighted by sales. This indicates that healthier products accounted for a slightly larger share of total sales. Only five out of the 30 companies achieved a mean HSR of 3.5 or higher, which is considered the 'healthier' threshold (see Figure 1 below).

Differences in mean healthiness between companies primarily reflect differences in product mix, but this is also an indication of differences in the healthiness of

products within the same categories. For example, Lotte and Ferrero, which primarily produce confectionery, had low average HSRs of 0.7 and 0.8, respectively. In contrast, FrieslandCampina (dairy), Weetabix (breakfast cereals), and Capwell (mixed portfolio including rice, pasta, and noodles) had significantly higher mean HSRs of 3.7, 3.9, and 4.0, respectively.

For more detailed results per model, see the full [Product Profile report here](#). Detailed results for each company, including performance across product categories, are available in the company scorecards and on the [ATNi dashboard](#).

FIGURE 1
MEAN HSR AND SALES-WEIGHTED MEAN HSR BY COMPANY -
OVERALL PRODUCT PORTFOLIO (30 COMPANIES)



* Also assessed in ATNi's Global Index 2024

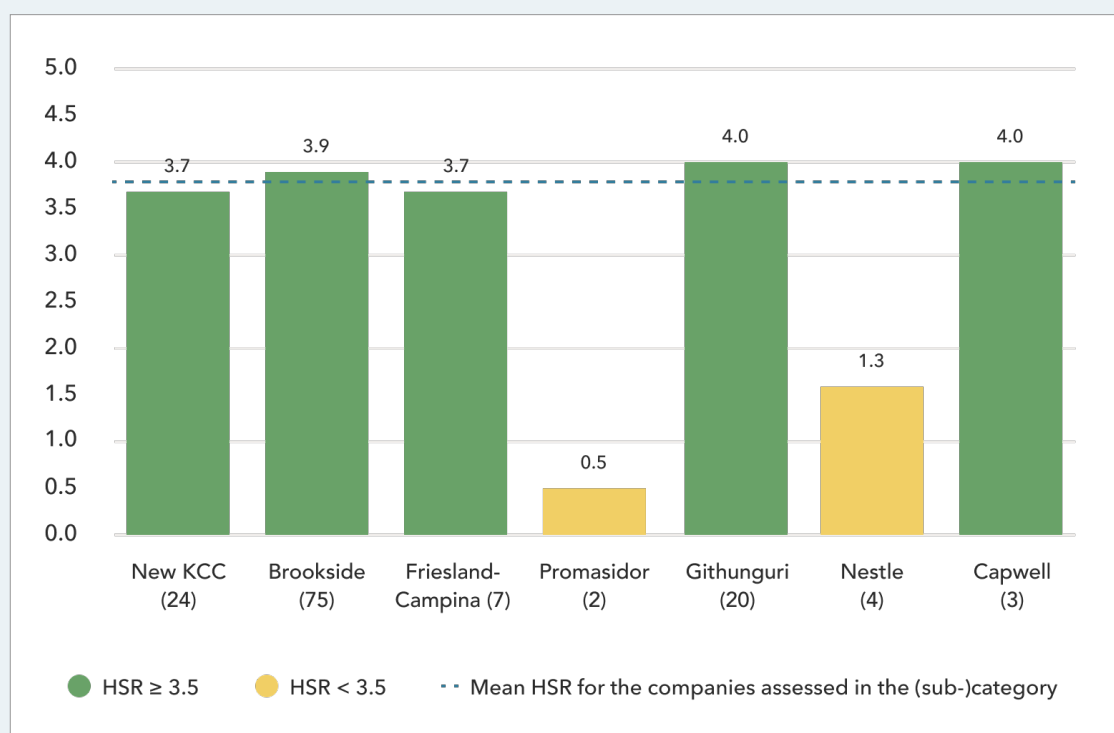
How do product categories compare in terms of healthiness?

There was considerable variation in mean HSR values among companies, even within the same product categories. Overall, food products had a higher mean HSR of 2.5, compared to beverages, which averaged just 1.1. Five categories – Flour, Processed Fruit and Vegetables, Meat and Seafood Substitutes, Plant-based Dairy and Bottled Water – had 100% of products with an HSR of 3.5 or higher. In contrast, none of the products in the Ice Cream, Concentrates, Energy Drinks, Instant Coffee Mixes, and Sports Drinks categories reached the HSR ‘healthier’ threshold. For more detailed results by category, see the full Product Profile report available [here](#).

Of all the products assessed, most were concentrated in the Dairy category (135 products, including milk, yoghurt, and cheese), Beverages (183 products), and a combined group of “Discretionary/ Indulgent” food categories (246 products) which includes Confectionery, Ice Cream, Savoury snacks and Sweet Biscuits.

Within the Dairy category, five out of the seven companies reached the healthier threshold of 3.5 out of 5 stars. In this category, the average HSR was 3.8 stars, although significant differences were observed between companies. Mean HSRs in this category ranged from 0.5 for Promasidor (2 products) to 4.0 for Capwell (3 products) and Githunguri (20 products) out of 5 stars (see Figure 2).^g

FIGURE 2
COMPARISON OF MEAN HSR BY COMPANY WITHIN THE DAIRY CATEGORY



g. Companies with only one product in a category are not shown here, see the [full Product Profile report here](#)

In the “Discretionary/Indulgent Food” category groups (Confectionery, Ice cream, Savoury Snacks and Sweet Biscuits), the mean HSR ranged from 0.6 for Nestlé (18 products), to 3.0 out of 5 stars for Excel Chemicals (3 products) and Weetabix (6 products) (see Figure 3).

Within the Beverage portfolio type, Carbonates and Juice were the largest sub-groups. For Carbonates, the mean HSR ranged from 0.5 for Kevian (3 products) to 1.6 for Coca Cola (15 products) out of 5 stars (see Figure 4).

FIGURE 3
COMPARISON OF MEAN HSR BY COMPANY WITHIN THE DISCRETIONARY/INDULGENT FOOD CATEGORY

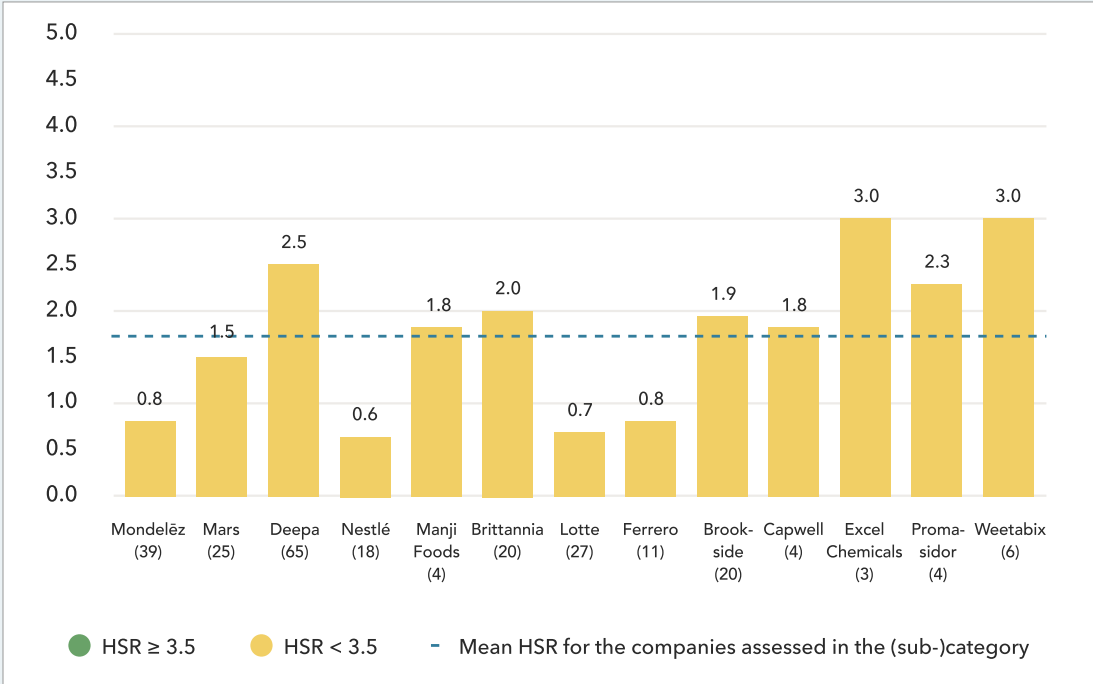
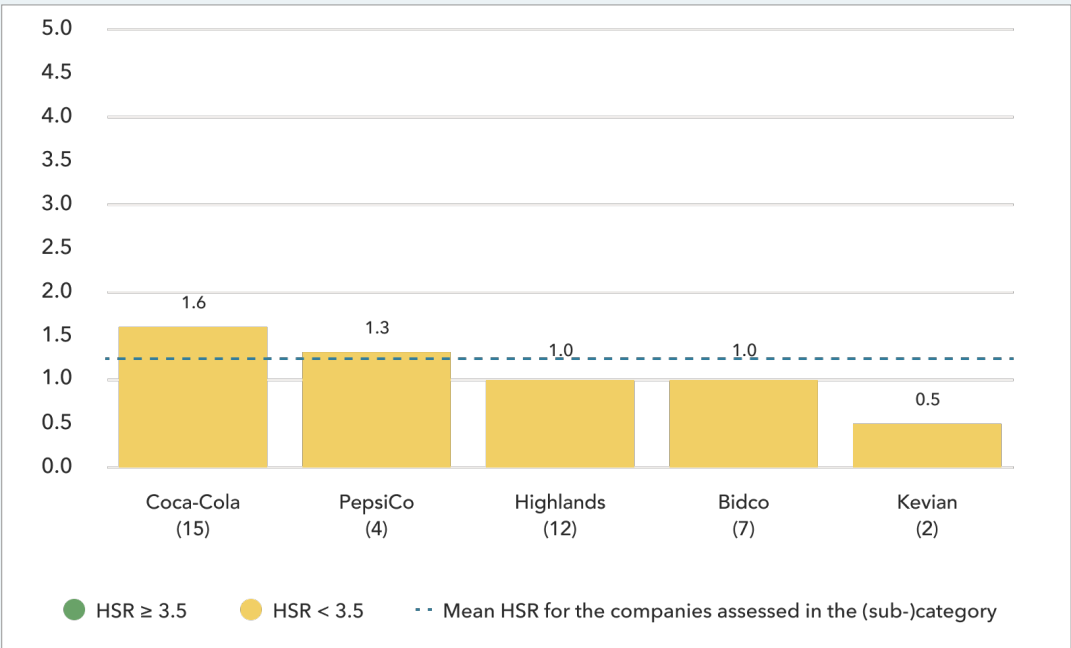
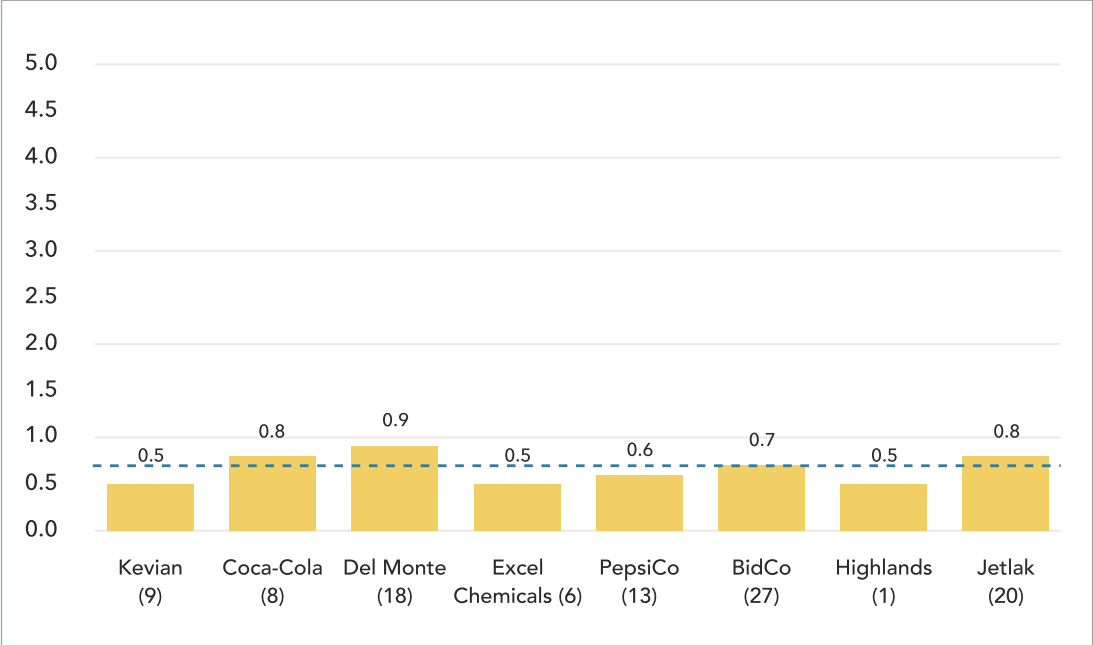


FIGURE 4
COMPARISON OF MEAN HSR BY COMPANY WITHIN THE CARBONATES CATEGORY



For Juice, the mean HSR in this sub-category was 0.7 out of 5 stars, with all eight companies scoring close to this mean (see Figure 5).

FIGURE 5
COMPARISON OF MEAN HSR BY COMPANY WITHIN THE JUICE CATEGORY



BOX 2

SUGAR-SWEETENED BEVERAGES (SSBS)

In Kenya, there's a growing interest from the government in implementing taxes on sugar-sweetened beverages (SSBs) to address diet-related non-communicable diseases (NCDs) like obesity and diabetes. When looking at the Carbonates sold by the five manufacturers highlighted in Table 5, the main differences between the companies is in the offerings of diet- and zero-sugar carbonates by Coca Cola (Diet Coke and Coca Cola Zero Sugar) and PepsiCo (Diet Pepsi and Pepsi Max). When comparing the mean sugar levels of the SSBS, excluding the diet varieties, the sugar mean is highest for Kevian and PepsiCo, as can be seen in table below. When excluding the diet varieties, Highlands (n=12) and Bidco (n=7) have the highest mean HSR of 1.0 out of 5 stars.

TABLE 5
LEVELS OF SUGAR IN SUGAR-SWEETENED BEVERAGES PRODUCED BY DIFFERENT COMPANIES IN KENYA

Company	Excluding diet- and zero-sugar drinks			Including diet- and zero-sugar drinks		
	Number	Mean sugar	Mean HSR	No	Mean sugar	Mean HSR
Bidco	7	9.7	1.0	7	9.7	1.0
Coca-Cola	11	8.2	0.9	15	6.0	1.6
Highlands	12	7.8	1.0	12	7.8	1.0
Kevian	2	14.6	0.5	2	14.6	0.5
PepsiCo	3	11.5	0.5	4	8.6	1.3
Total	35	9.0	0.9	40	7.9	1.2

CONCLUSION

The overall healthiness of the 30 Kenyan companies' portfolios is low, with substantial variation between companies. Only five out of the 30 companies achieved a mean HSR of 3.5 or higher, which is considered the 'healthier' threshold.

Overall, these results align with ATNi's global findings. The sales-weighted mean HSR in Kenya was 2.3 – identical to the Global Index 2024. However, when comparing 11 multinational companies included in this Kenya Product Profile with their global HSR results from the Global Index 2024, eight of the 11 companies have a lower average HSR in Kenya than their global average. This underscores the need for multinational companies to assess whether they are making their healthier products equally available across all regions, including Kenya.

Only 14% of products were eligible for marketing to children under the WHO AFRO criteria, increasing to 23% after sales-weighting. The low proportion of products eligible for marketing to children is indicative of the unhealthy nature of most products offered by Kenya's largest F&B manufacturers. The KNPM criteria are even more stringent: only 10% of products overall passing, representing 15% of total sales. These findings highlight the need for a strong policy environment to improve the nutritional quality of the food supply.

Across the different NPMs used in this assessment, the overall results improved after weighting by sales. This illustrates the opportunity for companies to increase the proportion of sales deriving from healthy foods and decrease their reliance on sales of less healthy foods. This can be achieved not only by accelerating product (re)formulation, but also by redirecting marketing strategies to healthier products and brands, and by incorporating nutrition considerations into merger and acquisition strategies.

There was also considerable variation in healthiness scores between companies within the same product category. This suggests that healthier product formulations are possible. Companies with lower average 'healthiness' scores in a specific category are encouraged to step up their reformulation efforts and/or develop new, healthier products.

INDUSTRY RECOMMENDATIONS

A healthy diet plays a crucial role in protecting consumers from chronic noncommunicable diseases. To support this, consumers should have access to a diverse range of foods while limiting their intake of salt, sugars, and industrially produced trans-fats.^h F&B companies can contribute to healthier diets for Kenyan consumers, by taking a comprehensive, portfolio-wide approach to nutrition. Specifically, companies should aim to:

- 1. Increase revenue from healthier products:** Derive a significant proportion of revenue from products classified as 'healthier'—using a government-endorsed nutrient profiling model such as the Kenya Nutrient Profile Model (KNPM) or the Health Star Rating (HSR) system (with a rating of 3.5 or higher) —and set measurable targets to grow this share.
- 2. Improve sales-weighted nutritional quality:** Achieve a high average sales-weighted nutritional score across the product portfolio, based on models such as the KNPM or HSR.
- 3. Reduce products requiring warning labels:** Ensure a high proportion of products are exempt from front-of-pack warning labels under the KNPM criteria, and set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) targets to increase this percentage.
- 4. Support responsible marketing to children:** Maintain a high proportion of products eligible for marketing to children, according to the WHO AFRO nutrient profile model.
- 5. Demonstrate continuous improvement:** Show measurable improvements in the healthiness of the product portfolio over time, and aim to lead on nutritional quality within specific product categories relative to industry peers.

h. Ministry of Health. National Guidelines for Healthy Diets and Physical Activity [Internet]. Nairobi: Government of Kenya; 2017 p. 1–100. Available from: <https://www.nutritionhealth.or.ke/wpcontent/uploads/Downloads/National%20Guidelines%20for%20Healthy%20Diets%20and%20Physical%20Activity%202017.pdf>

POLICY RECOMMENDATIONS

The Kenyan government has committed to advancing a policy environment that supports healthy diets, with particular emphasis on FOP nutrition labelling and restricting the marketing of food to children. The findings of this Product Profile assessment highlight the urgent need to introduce and enforce effective, mandatory food environment policies—especially those related to clear labelling and the restriction of marketing unhealthy products to children.

