

Shoprite Holdings's Retailer Profile

Headquarters
South Africa

Operating Brands
Shoprite, U-Save, Checkers, OK

Market Share (Formal Retail Market)¹
33-35%

Geographic Coverage
Nationwide

Type of Ownership
Public

Primary Retail Format
Supermarkets

Primary Consumer Segment
Mass market

Operation Model
Corporate-owned / Centralized

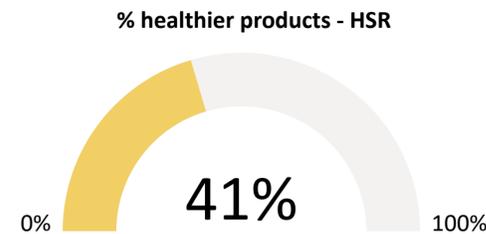
Important - The findings of this Assessment regarding retailers' performance rely to a large extent on information shared by retailers, in addition to information that is available in the public domain. Several factors beyond the retailers' control may impact the availability of information. Therefore, in the case of limited or no engagement by such retailers, this Assessment may not represent the full extent of their efforts.

Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2024

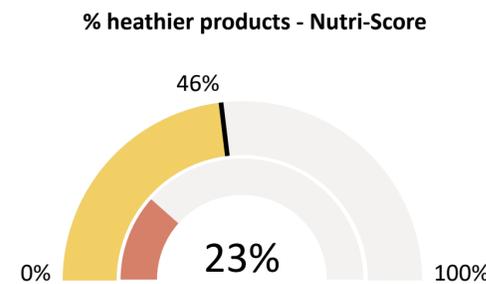
Overall Product Profile Results

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



Of 1324 private label products assessed across all applicable categories, 41% are considered healthier based on the **HSR model** and healthier threshold of 3.5 stars or above.

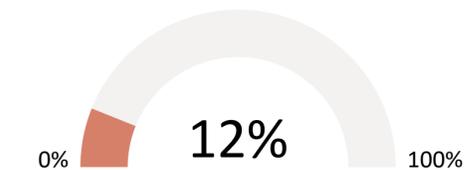
The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food 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.



Of 1290 private label products assessed across all applicable categories, 23% are considered healthier based on the **Nutri-Score** grades of A + B (represented by the inner arch of the graph). When extending the definition to include grade C (A + B + C), 46% of private label products are considered healthier (outer arch), allowing flexibility depending on the context and purpose of comparison.

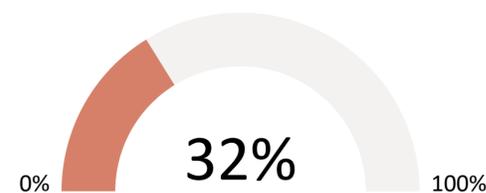
The **Nutri-Score model** was also used to assess the proportion of products in each retailer's portfolio that receive each of the five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality.

% products low in fat, sugar, salt and do not contain UPF markers (colours/flavours/NNS)



Of 1325 private label products assessed across all applicable categories, 12% are **non-HFSS** (so not High in Fat, Salt and Sugar) and **non-UPF** (no colours/flavours/NNS as markers of Ultra-Processed Food) products. The **HFSS + colours/flavours/NNS approach** (Popkin et al. 2024) combines HFSS (high in fat, sugar, and salt) thresholds with common UPF markers (in this case: colours, flavours, and non-nutritive sweeteners) to flag less healthy food and beverage items.

% products passing the model



Of 1327 private label products assessed across all applicable categories, 32% pass the **South African Draft Nutrient Profiling Model**.

South Africa currently has a proposed NPM in draft format that aims to validate for healthy claim regulations and child-directed food marketing regulations. The model is heavily based on the Chilean warning label criteria.

Findings

☐ Recognition of nutrition

The company identifies ‘Providing access to affordable and nutritious food’ as a material issue. However, no nutrition-related risks were identified in the company’s public enterprise risk register. [Link](#)

☐ Addressing & prioritizing nutrition

‘Providing access to affordable and nutritious food’ is one of the “key elements” of Shoprite’s sustainability strategy. In addition, nutrition features in the company’s commercial growth strategy under the ‘Trusted, profitable private labels’ pillar and ‘Grow share in premium and fresh food’, both of which include an emphasis on nutritious product offerings and meeting consumer demands for healthier products, for example, through the reformulation of private label products to reduce sugar, salt and fat content. [Link](#)

☐ Nutrition governance & accountability

The company’s sustainability strategy, which includes a focus on nutrition, is overseen by the Board of Directors and implementation is coordinated by a dedicated Sustainability team led by the Chief Sustainability Officer. While the company links its executives’ remuneration to a range of sustainability-related KPIs, these do not include nutrition, however.

Recommendations

☐ Recognition of nutrition

Shoprite is encouraged to identify and report nutrition-related risks in the enterprise risk register within its annual reporting. These risks may include potential business impacts arising from changing consumer preferences and health consciousness, reputational risks linked to poor nutrition performance, and the implications of possible future nutrition-related regulations.

☐ Addressing & prioritizing nutrition

To play an active role in addressing and preventing rising rates of overweight and obesity in South Africa, Shoprite is strongly encouraged to further integrate nutrition considerations across its grocery retail business and to develop a comprehensive strategy to improve its impact on consumer health, in line with ATNi’s recommendations from this Retail Assessment. This strategy should include clear objectives and defined actions. Doing so would help the company meet growing expectations from consumers, regulators, and investors, particularly given that Shoprite Holdings’ largest shareholder is the South African government-owned Public Investment Corporation (PIC), which is a member of the UN Principles for Responsible Investment (UNPRI) and the UN Global Compact (UNGC) and places strong emphasis on ESG and responsible investing. This approach would also support long-term, sustainable growth and help differentiate Shoprite from competitors.

☐ Nutrition governance & accountability

Shoprite is recommended to publish details of its governance arrangements for nutrition, including formal accountability and oversight mechanisms, and to assign direct responsibility for its nutrition strategy to a named executive.

Findings

☐ Nutrition targets and reporting

While the company states that it reformulates private label products to reduce sugar, salt and fat content, it has not set specific and timebound targets to formalize its efforts, nor does it report quantitatively. The company does not have an overarching target to increase sales of ‘healthier’ products or fruits and vegetables, nor does it report on its sales of such products.

☐ Defining ‘healthier’ products

No evidence that the company has a system in place to classify ‘healthier’ products using an NPM.

☐ Reducing processing levels

No information was found on whether or how the company defines, monitors, or aims to lower levels of food processing across its product portfolio.

Recommendations

☐ Nutrition targets and reporting

Shoprite is strongly recommended to track the sales of products — starting with its private label portfolio — that meet a formal definition of ‘healthier’. The results should be published annually, ideally according to ATNi’s proposed NPM reporting guidelines. The company is also strongly encouraged to set an ambitious, timebound target to increase the proportion of total food sales derived from products meeting this definition. Setting targets and transparently reporting in this way not only helps to focus internal efforts, but also builds stakeholder trust by demonstrating accountability and a commitment to promoting healthier consumer choices. [Link](#)

☐ Defining ‘healthier’ products

Shoprite is strongly recommended to adopt a government-endorsed NPM to define ‘healthier’ products within its portfolio. It can use this ‘healthier’ definition to guide decisions on stocking, pricing, positioning, promotion, marketing and labelling of products, as well as to develop new healthy products and reformulate existing products to improve their healthiness.

☐ Reducing processing levels

Shoprite is encouraged to review the levels of processing in its food offering, expand the availability and promotion of minimally processed and fresh foods and reduce the share of ultra-processed foods.

Findings

☐ Affordability of healthier products

“Delivering affordability through low-price leadership” is one of the company’s key commercial strategies. Most references to nutrition in its reporting relate to its premium private label offering, such as its Simple Truth brand, aimed towards “more affluent consumers”. However, with its U-Save discount stores, the company explicitly aims to “ensure access to affordable products in lower-income/ underserved communities”. It states that these include a fresh, chilled, and frozen fruits and vegetables offering. However, no reporting was found regarding deliberate efforts to increase the affordability of ‘healthier’ products across its stores.

☐ Price promotions & loyalty rewards

Only one example of a loyalty mechanism to incentivize purchases of healthier products was found. Under the ‘Discovery Vitality Healthy Food programme’, customers of Discovery Band and Vitality Insurance receive 75% cashback on healthy food purchases at Shoprite’s Checkers and Sixty60 stores. It is unclear what products are included, how many customers are members of these insurance schemes, and how long this promotion is expected to last. No additional evidence of a policy or initiative to offer proportionately more price promotions on healthier products in its other operating brands was found, nor any loyalty mechanisms to incentivize the purchasing of healthier products specifically.

Recommendations

☐ Affordability of healthier products

Building on its overall commitment to affordability, Shoprite is encouraged to develop a dedicated strategy to increase the affordability of ‘healthier’ products specifically, ensuring that these are priced more competitively relative to less healthy options. For example, the company could complement its existing affordability-related KPIs by tracking the share of products (or sales value) that are both ‘affordable’ and classified as ‘healthier’, while being transparent about ‘affordability’ is defined and measured. Ideally, these efforts would be complemented by a strategy to improve the accessibility of affordable, healthy products for lower-income consumers.

☐ Price promotions & loyalty rewards

Shoprite is encouraged to leverage its loyalty rewards program to actively incentivize the purchase of ‘healthier’ products, ideally through ongoing or permanent mechanisms. The company is also encouraged to develop a program or policy to ensure that a greater share of price promotions are applied to ‘healthier’ products throughout the year, or to reduce promotions on less healthy products. The company could also consider tracking and publicly reporting quantitative data on these initiatives to demonstrate their reach and impact.

Findings

[-] In-store marketing techniques

No evidence was found in the public domain of policies or initiatives addressing the in-store positioning of healthier versus unhealthy products, such as in prominent in-store locations, improving shelf-space ratios, or using promotional techniques (beyond pricing) to encourage sales of healthier products and/or fruits and vegetables.

[-] Responsible marketing to children

Shoprite has published a Position on Responsible Marketing and states that it adheres to the Advertising Regulatory Board (ARB)'s 'Code of Advertising Practice', which is assumed to include the Food & Beverage appendix. The Food & Beverage appendix restricts the advertising of products that "do not represent healthy dietary choices," based on unspecified "established scientific standards," to children under 12. It also sets broad rules for marketing conduct, including bans on advertising unhealthy foods in schools and limits on the use of licensed characters and health claims in ads for such products, although these restrictions do not apply to packaging.

[Link](#)

[-] Responsible marketing of breastmilk substitutes (BMS) and complimentary foods (CF)

No information was found on the public domain regarding a responsible marketing policy of breastmilk substitutes (BMS) and complimentary foods (CF).

Recommendations

[-] In-store marketing techniques

Shoprite is encouraged to develop initiatives to increase the proportion of healthier products that are prominently displayed in high-traffic areas of stores, such as end-of-aisle displays, checkout zones, and store entrances, relative to less healthy products. Ideally, these efforts would be complemented by similar practices in online retail environments, ensuring that healthier options are prominently featured in digital promotions, search results, and recommendations.

[-] Responsible marketing to children

Shoprite is recommended to update its 'Position on responsible marketing' to explicitly reference and commit to the ARB Food & Beverage appendix. It should also clearly specify which nutrition criteria it uses to restrict the marketing of unhealthy products, ideally by applying a government-endorsed nutrient profile model (NPM), such as the WHO Regional Model for the African Region. The company is further encouraged to exceed the ARB Code by raising the age threshold to 18 years, in line with WHO and UNICEF guidance, and by applying its policy to all products—including treats and seasonal products—and across all marketing channels and techniques, including in-store promotion, digital media, and sponsorships, while disclosing any exemptions. The company is also encouraged to commission independent third-party audits of this policy on an annual basis, and to publish the results to demonstrate transparency and accountability.

[-] Responsible marketing of breastmilk substitutes (BMS) and complimentary foods (CF)

Shoprite is encouraged to explicitly include BMS and CF within its Responsible Marketing Policy.

Findings

☐ Identifying healthier products

No evidence of a company initiative currently in place to assist consumers in identifying 'healthier' or 'unhealthy' products as they are displayed, either in-store or online, was found. Similarly, no statement was found that it displays 'Guidelines on Daily Amounts' (GDA) icons for key nutrients of concern on its product packaging.

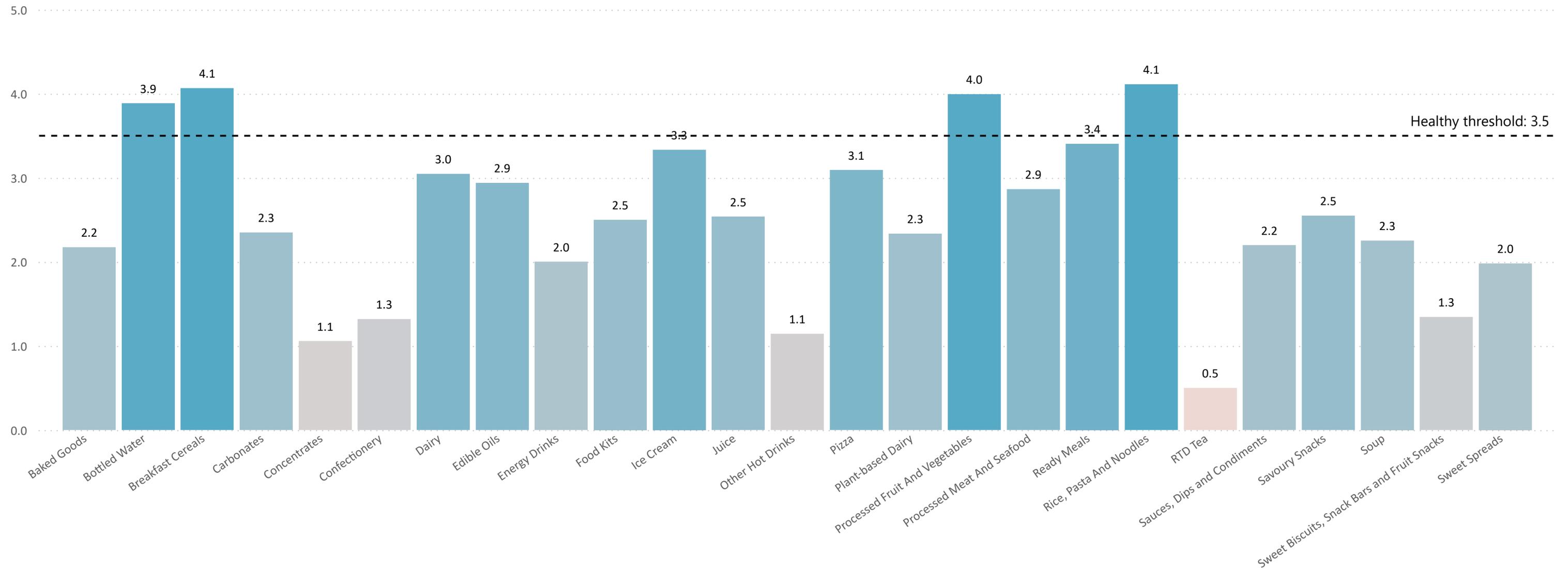
Recommendations

☐ Identifying healthier products

ATNi encourages retailers to closely monitor developments related to South Africa's draft food labelling regulation R3337 (released in 2023) and to proactively prepare for its potential implementation. If adopted, the regulation would introduce significant changes to back-of-pack labelling requirements (including ingredient lists and date marking) and mandate a front-of-pack (FOP) warning label, while prohibiting the use of any other FOP nutrition labelling schemes. Retailers are therefore encouraged to assess the implications for their private-label portfolios and review existing labelling practices to support timely compliance

The Product Profile for Retail Assessment provides a structured evaluation of the nutritional composition of private label packaged food and beverage products from selected retailers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), the Nutri-Score model, and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). These models support a consistent and comparative analysis of portfolio healthiness across the retailers. Graph below indicates mean HSR of each categories assessed for Shoprite.

Mean HSR by category



Private Label Product Profile Results

The table presents an overview of the nutritional quality of products across various food categories, based on HSR, Nutri-Score (A+B and A+B+C) and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). 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.

| Category | % healthier products: HSR | % healthier products: Nutri-Score (A+B) | % healthier products: Nutri-Score (A+B+C) | % products that are HFSS | % products that are HFSS AND/OR contain UPF markers (colours/flavours/NNS) | % products passing the model |
|---------------------------------------------|---------------------------|-----------------------------------------|-------------------------------------------|--------------------------|----------------------------------------------------------------------------|------------------------------|
| Baked Goods | 23% (27/118) | 10% (12/118) | 27% (32/118) | 88% (104/118) | 94% (111/118) | 15% (18/118) |
| Bottled Water | 81% (21/26) | 77% (20/26) | 100% (26/26) | 13% (3/24) | 96% (23/24) | 77% (20/26) |
| Breakfast Cereals | 87% (33/38) | 53% (20/38) | 92% (35/38) | 100% (38/38) | 100% (38/38) | 45% (17/38) |
| Carbonates | 27% (9/33) | 12% (4/33) | 33% (11/33) | 12% (4/33) | 100% (33/33) | 27% (9/33) |
| Concentrates | 0% (0/18) | 0% (0/18) | 0% (0/18) | 72% (13/18) | 100% (18/18) | 0% (0/18) |
| Confectionery | 2% (2/83) | 0% (0/83) | 8% (7/83) | 94% (79/84) | 100% (84/84) | 12% (10/84) |
| Dairy | 50% (50/101) | 8% (8/101) | 36% (36/101) | 74% (75/101) | 89% (90/101) | 26% (26/101) |
| Edible Oils | 63% (5/8) | 38% (3/8) | 75% (6/8) | 88% (7/8) | 88% (7/8) | 13% (1/8) |
| Energy Drinks | 0% (0/2) | 0% (0/2) | 0% (0/2) | 0% (0/2) | 100% (2/2) | 0% (0/2) |
| Food Kits | 50% (1/2) | 0% (0/2) | 50% (1/2) | 50% (1/2) | 100% (2/2) | 50% (1/2) |
| Ice Cream | 67% (2/3) | 67% (2/3) | 100% (3/3) | 0% (0/3) | 100% (3/3) | 100% (3/3) |
| Juice | 32% (13/41) | 20% (8/41) | 63% (26/41) | 29% (12/41) | 46% (19/41) | 83% (34/41) |
| Other Hot Drinks | 14% (1/7) | 0% (0/7) | 14% (1/7) | 100% (7/7) | 100% (7/7) | 14% (1/7) |
| Pizza | 45% (10/22) | 0% (0/22) | 45% (10/22) | 86% (19/22) | 91% (20/22) | 14% (3/22) |
| Plant-based Dairy | 44% (4/9) | 33% (3/9) | 44% (4/9) | 56% (5/9) | 89% (8/9) | 44% (4/9) |
| Processed Fruit And Vegetables | 79% (53/67) | 67% (45/67) | 82% (55/67) | 48% (32/67) | 52% (35/67) | 60% (40/67) |
| Processed Meat And Seafood | 54% (73/135) | 26% (34/130) | 42% (54/130) | 76% (102/135) | 79% (108/136) | 24% (33/136) |
| Ready Meals | 66% (94/142) | 30% (43/142) | 81% (115/142) | 50% (71/142) | 85% (121/142) | 49% (70/142) |
| Rice, Pasta And Noodles | 95% (60/63) | 90% (57/63) | 98% (62/63) | 78% (49/63) | 81% (51/63) | 94% (59/63) |
| RTD Tea | 0% (0/3) | 0% (0/3) | 0% (0/3) | 100% (3/3) | 100% (3/3) | 0% (0/3) |
| Sauces, Dips and Condiments | 16% (25/155) | 11% (15/132) | 31% (41/132) | 92% (143/155) | 92% (144/156) | 14% (22/156) |
| Savoury Snacks | 30% (22/73) | 14% (10/73) | 27% (20/73) | 99% (72/73) | 100% (73/73) | 19% (14/73) |
| Soup | 38% (27/71) | 15% (11/71) | 61% (43/71) | 55% (39/71) | 89% (63/71) | 45% (32/71) |
| Sweet Biscuits, Snack Bars and Fruit Snacks | 6% (5/77) | 0% (0/77) | 3% (2/77) | 96% (74/77) | 97% (75/77) | 12% (9/77) |
| Sweet Spreads | 15% (4/27) | 14% (3/21) | 29% (6/21) | 96% (26/27) | 96% (26/27) | 11% (3/27) |
| Total | 41% (541/1324) | 23% (298/1290) | 46% (596/1290) | 74% (978/1323) | 88% (1164/1325) | 32% (429/1327) |