

MarketFit Nutrition 2035



MarketFit Nutrition 2035 is a multi-year, multi-country initiative designed to help countries realign market incentives so that by 2035 more than half of their food and beverage sales come from healthier, more sustainable products. MarketFit Nutrition prevents malnutrition at scale.

The Challenge

Food systems are rapidly changing, particularly in low- and middle-income countries. Many countries face persistent micronutrient deficiencies alongside a rapid rise in diet-related diseases driven by unhealthy food environments. This is partly due to expanding modern retail and food manufacturing sectors. The data shows that market incentives remain misaligned, favouring highly processed foods rather than nutritious options:

- Companies face stronger incentives to sell less healthy products.
- Public and private investments into the food sector rarely includes nutrition criteria.
- Policymakers often lack the data and tools needed to shape healthier food markets.

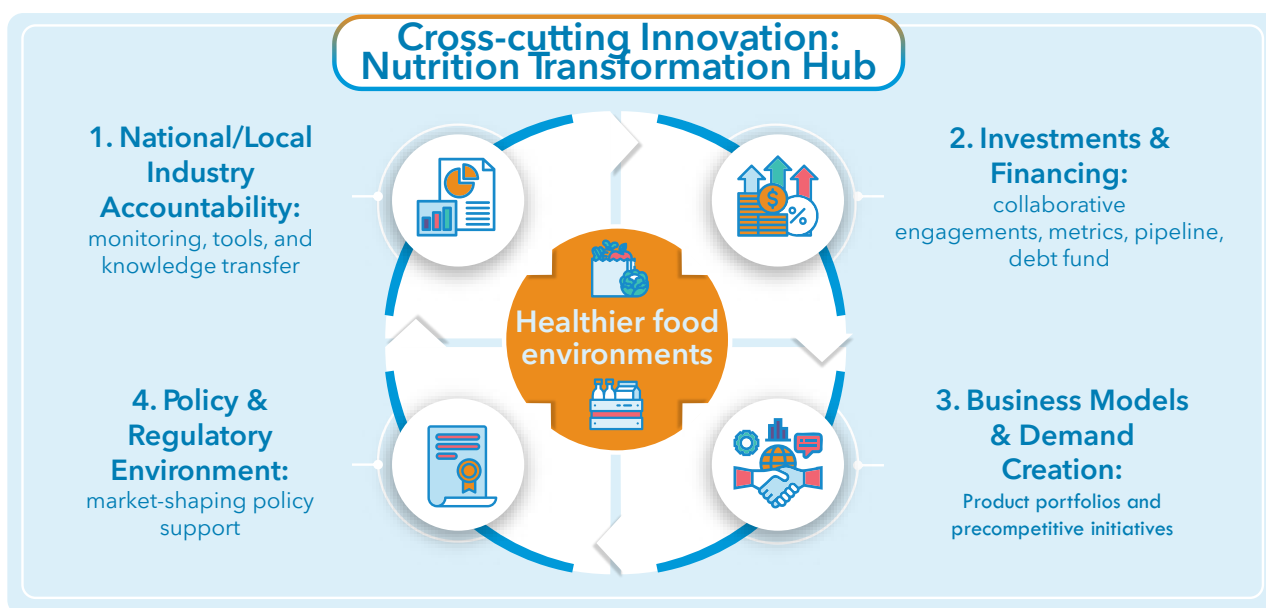
MarketFit Nutrition 2035 addresses these gaps by **changing the incentives that drive what food companies produce and what investors finance.**

WHY NOW?

Four global trends make market transformation urgent and this approach highly relevant:

- **2.6 billion people cannot afford a healthy diet**, with costs rising in many regions.
- **Ultra-processed foods are expanding rapidly** in emerging markets as modern retail grows.
- **Investment in nutrition delivers high economic returns- up to USD 23 for every USD 1 invested.**
- **Shrinking aid budgets and rising diet-related diseases** mean new market-based approaches are urgently needed.

MARKETFIT NUTRITION 2035: A MULTI-PARTNER, MULTI-COUNTRY INITIATIVE TOWARDS HEALTHIER AND SUSTAINABLE FOOD ENVIRONMENTS



Proposed partners 1.



2.



3.



4.



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How MarketFit Works

MarketFit operates through **four complementary pillars**, each led by a specialized partner organization and implemented with national institutions.

1 National Corporate Accountability

Lead: ATNi and pre-selected local organizations

Strengthen national capacity to monitor and benchmark food companies using adapted ATNi tools and national nutrient profiling models. These systems enable governments, investors and civil society to track company performance and improve accountability.

2 Investment and Financing for Nutrition

Lead: BlueOrchard with ATNi's Investors in Nutrition & Health

Mobilize investors and development finance institutions to integrate nutrition metrics into ESG frameworks and direct capital toward nutritious food businesses. This pillar includes conducting a feasibility study for a new debt financing facility for national food companies.

3 Business Models and Demand Creation

Lead: Bopinc

Support food companies to reformulate products, expand healthier portfolios and improve distribution models that reach low-income consumers. Partnerships and pre-competitive platforms will strengthen demand for nutritious foods through responsible marketing and consumer engagement.

4 Policy and Market-Shaping Regulation

Lead: Policy research partners including APHRC and in close collaboration with governments

Support governments to design policies that improve food environments, including nutrient profiling models, labelling systems, fiscal policies and incentives that encourage healthier food production and consumption.

Cross-cutting: Nutrition Transformation Hub

Locally hosted AI-enabled digital platforms will provide benchmarking tools, real-time analytics and shared data for governments, investors and companies—supporting evidence-based decision-making and accountability.

MARKETFIT AT A GLANCE

Goal: By 2035, support national markets so that at least 50% of food sales come from healthier products.

Current Countries Include: Bangladesh, Indonesia, Kenya, Nigeria, Senegal, Tanzania, UK (Combined population: 900+ million people)

Approach: Nationally anchored partnerships aligning governments, investors, companies and civil society.

Expected Impact: MarketFit aims to catalyze system-level market transformation, including:

- Healthier food portfolios across major food companies
- Increased investment into nutritious food production
- Stronger national accountability systems for the private sector
- Improved food environments and reduced diet-related disease
- Improved metabolic health

Why ATNi and this set of partners?

ATNi is the only global organization dedicated exclusively to transforming markets for nutrition through independent data, corporate accountability, and finance. Through its benchmarking and investor engagement work, ATNi works with 87 institutional investors representing over USD 21 trillion in assets under management, creating a powerful platform to influence the global food industry. MarketFit builds on this foundation, involving complementary international and local organizations to translate global accountability into national market transformation.

Partnership Opportunity

MarketFit is designed as a collaborative, multi-stakeholder initiative bringing together governments, investors, businesses, research institutions and civil society. Donors can play a catalytic role by supporting the first implementation phase (2026-2030) and helping unlock larger public and private investment flows into nutritious food systems.

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