

Health Select Committee - Progress on the Government's childhood obesity plan examined, October 29 2019

Update on Manufacturers and Out of Home Sector

1. The update below covers manufacturers and the out of home sector. It should be read in conjunction with Dr Alison Tedstone's response to Q15 in the transcripts.
2. All figures presented are taken from the second progress report on the sugar reduction programme: *Sugar reduction: Report on progress between 2015 and 2018*

Manufacturers

- Some manufacturers have shown decreases in the sales weighted average (SWA) total sugar content per 100g, particularly in breakfast cereals (e.g. Cereal Partners (-7%) and Weetabix (-8%) and yogurts and fromage frais (e.g. Danone (-17%) and General Mills (-15%))
- Kellogg's and Muller did not give permission for company level SWA data to be published. From the brand level nutrient analysis, both have made some reductions, but not as much as other manufacturers in their main categories. Kellogg's has made reductions in some products (such as Coco Pops and Rice Krispies but not others (such as Frosties and Cornflakes) In biscuits, Pladis (which has a large market share) has shown a reduction in calories per portion (-6%) but not in the overall SWA total sugar content per 100g
- In chocolate confectionery, no major manufacturer has shown any reduction in the SWA total sugar content per 100g. However, both Mondelez (-4%) and Nestle (-9%) have shown reductions in calories per portion. Mars-Wrigley have shown no change in either SWA total sugar content (g/100g) or calories per portion
- In sweet confectionery, all the major companies showed either no change in SWA total sugar content (g/100g) or small increases (Mondelez (+2%), Mars-Wrigley (+2%), Nestle (+1%) and Dunhills (0%). Overall there has been a 6% reduction in calories per portion – primarily driven by Swizzels Matlow (-17%) and Pervetti Van Melle (-8%).

Out of Home (only simple averages used)

- Between 2017 and 2018, overall there was a 4.9% reduction in sugar content per 100g but a 1.8% increase in calories per portion
- Of the biggest companies in terms of portions sold, Costa (-11%) and Greggs (-8%) both showed a reduction in average sugar content, while Caffè Nero (+4%) and Starbucks (+5%) both showed an increase. It was not possible to calculate the change in sugar for the other companies (Burger King, JD Wetherspoon, KFC, Subway and Tesco food to go)
- Burger King increased calories per portion by 15%. For Subway there was no change, while all other companies showed a decrease of between 1% and 15% (for KFC and Tesco food to go, no comparison was possible as PHE only has data available for one year).