

# Reducing children's exposure to HFSS ads



11 leading global food and beverages companies committed to responsible marketing



Since 1 January 2022, we observe the following commitments globally, across all types of media

## PRODUCTS ADVERTISED

All products marketed to **under 13s** must meet our **Common Nutrition Criteria**. The following five categories cannot be marketed to **under 13s**:

- ✗ Chocolates
- ✗ Candies/confectionary
- ✗ Potato crisps
- ✗ Soft drinks
- ✗ Ice cream



## PLACEMENT OF ADS

HFSS ads cannot be in media where

**30% OR MORE**  
of the audience is  
**under 13 years of age**



No marketing communications are shown to children in:

- ✗ primary schools
- ✗ early childhood education centres
- ✗ children's care service centres

## CONTENT RULES

We commit to the content rules of the International Chamber of Commerce (ICC), which say:



snacks should not be presented as meals;



portion sizes should be appropriate;



ads should support good dietary habits.

## ACCORDING TO NIELSEN'S 2021 AVATAR STUDY

**Only 1.45%**  
of ads served to children online are for HFSS products.

**228**

On average, a child is served only one HFSS ad per 228 websites visited.

A child sees one HFSS ad every **10 hours 59 minutes** spent online.



\*Nielsen analysis of 30,593 ads captured in non-logged-in environments by a child avatar, 7-27 October 2021, in Belgium, Brazil, Czechia, Denmark, Ireland, Japan, Mexico, Netherlands, Nigeria, Philippines, South Africa and Spain. Products high in fat, salt and sugar ('HFSS') defined on the basis of UK Ofcom and Department of Health guidelines. More info [here](#).

### For further information

Individual member companies may maintain or adopt specific policies that go beyond the IFBA policy.

Read the [IFBA 2021 policy](#) or watch the [IFBA 2021 policy video](#).

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