

At a glance – key findings

STANDARDS



- None of the 16 Out of Home businesses we assessed has a sales-based target for increasing sales of healthy food, highlighting the urgent need for swift implementation of mandatory reporting to ensure an industry-wide shift.
- In contrast, all of the UK's 11 major supermarkets now have a target or commitment to increase sales of healthy food.
- Just one major food business (Lidl GB) has an animal/plant protein split target and discloses data on their progress, despite this being crucial for meeting Net Zero targets and achieving sustainable diets.
- The number of food industry meetings with ministers dwarfs the number of meetings with NGOs, with ten times as many meetings for industry. Over three quarters of industry meetings with Defra were with trade associations.
- While all major food businesses have set Net Zero targets, only two thirds (68%) have a target and disclose data on Scope 3 emissions, and just one third (32%) have a transition plan for a 1.5°C world.

AVAILABILITY



- Overall, 69% of train station food outlets visited offered no fruit at all and 85% no veg snacks. Less healthy snacks were much more readily available than fruit and veg – a third (33%) of outlets stocked over 20 different types of chocolate, crisps and sweets.
- Just 6% of ready meals and 7% of restaurant menu options contain pulses.
- Restaurants, pubs and bars have the most calorific menus in the Out of Home sector, with dishes averaging 726 calories. There is huge variation across businesses – the average calorie count for an item on the menu at Stonehouse Pizza & Carvery is 1,015 calories, compared to just 406 calories at Nando's.

AFFORDABILITY



- 1.4 million (nearly half – 43.5%) food sector workers are paid below the Real Living Wage. They are 2.5 times more likely to be earning below the Real Living Wage than workers across the economy as a whole.
- On average, a week's worth of healthy lunchbox items for children from UK supermarkets costs 26% more than a week's worth of unhealthy lunchbox items.

APPEAL



- Outdoor advertising spend by food companies increased by 28% between 2021 and 2024 in the years following the government's announcement in July 2020 of a forthcoming ban on TV and online advertising. McDonald's increased outdoor advertising spend by 71% between 2021 and 2024.
- Over two thirds (71%) of food marketing cues on the world's most popular videogame livestreaming platform are for unhealthy High in Fat, Salt, or Sugar (HFSS) food and drinks, with 77% of branded cues for energy drinks and soft drinks, and a fifth of branded cues (20%) for the Out of Home sector.