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Epidemiology
Unit



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Evaluating new regulations on food marketing in the UK

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A note on food marketing vs advertising



Product



Price



Promotion



Place



People

The balloon theory of marketing



The UK interventions

- Restrictions on marketing of foods high in salt, fat or sugar:
 - Volume based price promotions (e.g. buy one get one free)
 - Location-based promotions (e.g. at end of aisle & checkout)
 - TV advertising 0530-2100
 - Online advertising



What happened in the UK?



What's happening in the UK?

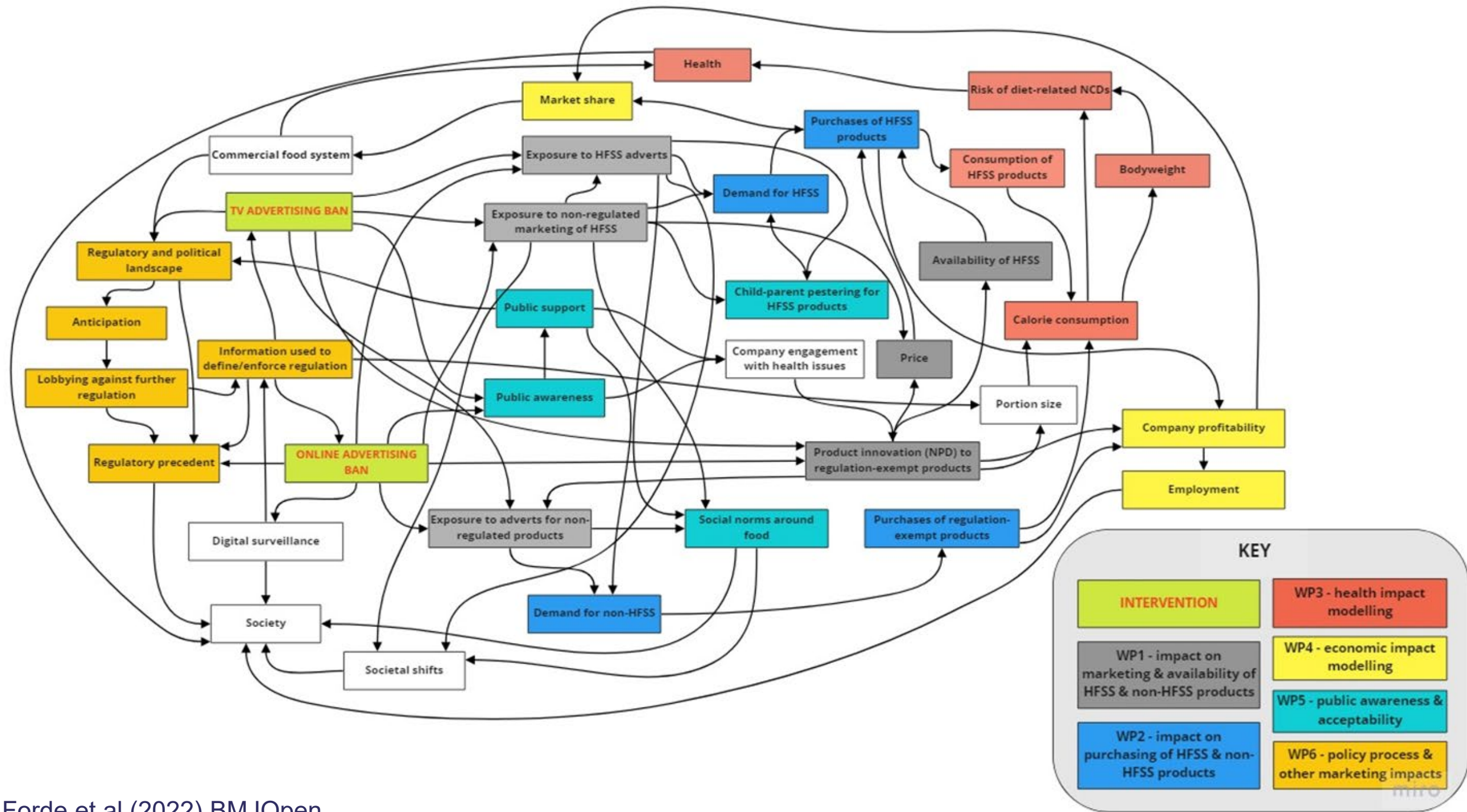
- **Businesses in scope:** 250+ employees, manufacture or sell food, pay to advertise less healthy food
- **Products in scope:** any identifiable food or drink product high in fat, salt or sugar (NPM) & in one of 13 categories
- **TV adverts in scope:** 0530-2100 live broadcast, on demand & internet protocol TV under UK jurisdiction
- **Online adverts in scope:** all paid for advertising including on demand and internet protocol TV not under UK jurisdiction
- **Implementation:** 5 January 2026

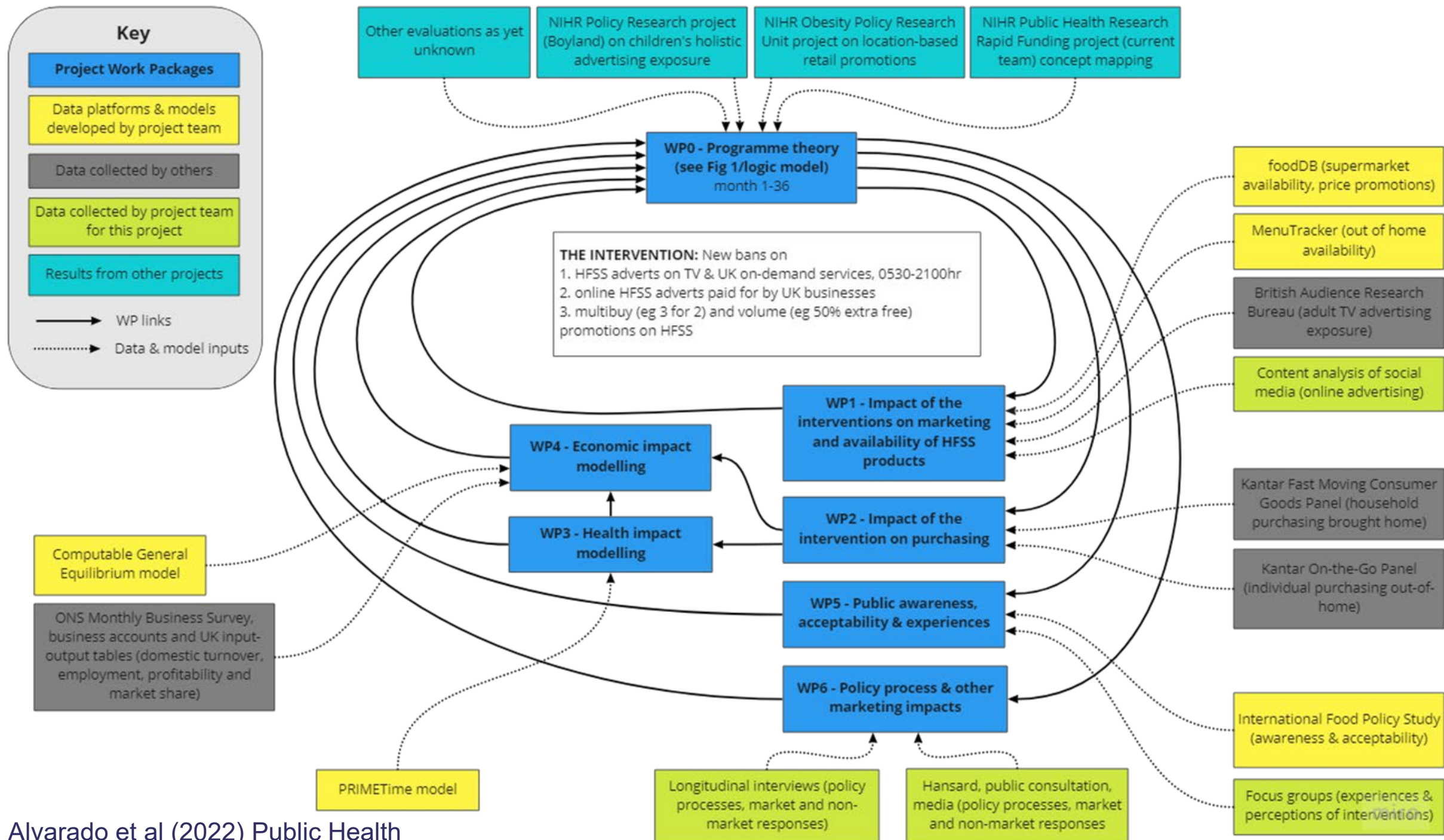


What's not happening in the UK?



- **Products not brands:** *any identifiable food or drink product* high in fat, salt or sugar (NPM) & in one of 13 categories
- **Adverts on TV & online:** not anywhere else or any other form of marketing





Acknowledgement and team

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