



Norwegian Ministry
of Health and Care Services

The Norwegian experience - New regulation on the prohibition of the marketing of certain foods particularly aimed at children

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February 24, 2026



Norwegian regulation prohibiting the marketing of certain foods particularly aimed at children

- Was adopted 25 April 2025
- Entered into force 25 October 2025



Forskrift om forbud mot markedsføring av visse næringsmidler særlig rettet mot barn

Dato	FOR-2025-04-25-684
Departement	Helse- og omsorgsdepartementet
Ikrafttredelse	25.04.2025, 25.10.2025
Hjemmel	LOV-2003-12-19-124-§3 , LOV-2003-12-19-124-§10 , LOV-2003-12-19-124-§23

Policies to protect children from the harmful impact of food marketing

WHO guideline

WHO's guideline 2023

- Systematic reviews of the evidence base on marketing of unhealthy foods and beverage
 - Recognition of how marketing of unhealthy foods violates children's rights
- The basis for WHO's clear policy recommendations to restrict such marketing



FOOD MARKETING EXPOSURE AND POWER AND THEIR ASSOCIATIONS WITH FOOD-RELATED ATTITUDES, BELIEFS, AND BEHAVIOURS: A NARRATIVE REVIEW

Boyland & McGale 2022



JAMA Pediatrics | [Original Investigation](#)

Association of Food and Nonalcoholic Beverage Marketing With Children and Adolescents' Eating Behaviors and Health A Systematic Review and Meta-analysis

Emma Boyland, PhD; Lauren McGale, PhD; Michelle Maden, PhD; Juliet Hounsome, PhD;
Angela Boland, PhD; Kathryn Angus; Andrew Jones, PhD

PUBLIC HEALTH/POLICY

OBESITY
Reviews **WILEY**

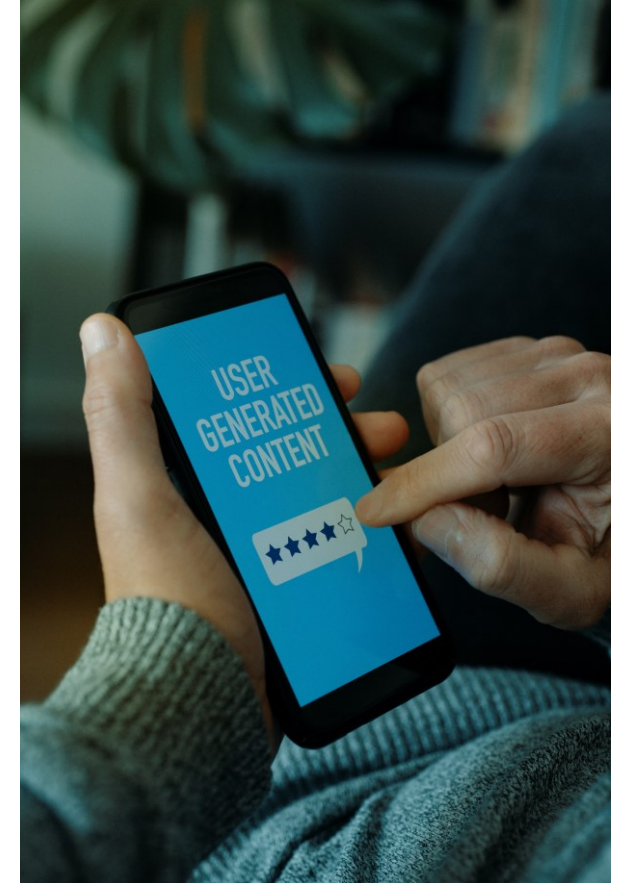
Systematic review of the effect of policies to restrict the marketing of foods and non-alcoholic beverages to which children are exposed

Emma Boyland¹  | Lauren McGale^{1,2} | Michelle Maden³ | Juliet Hounsome³ |
Angela Boland³ | Andrew Jones¹



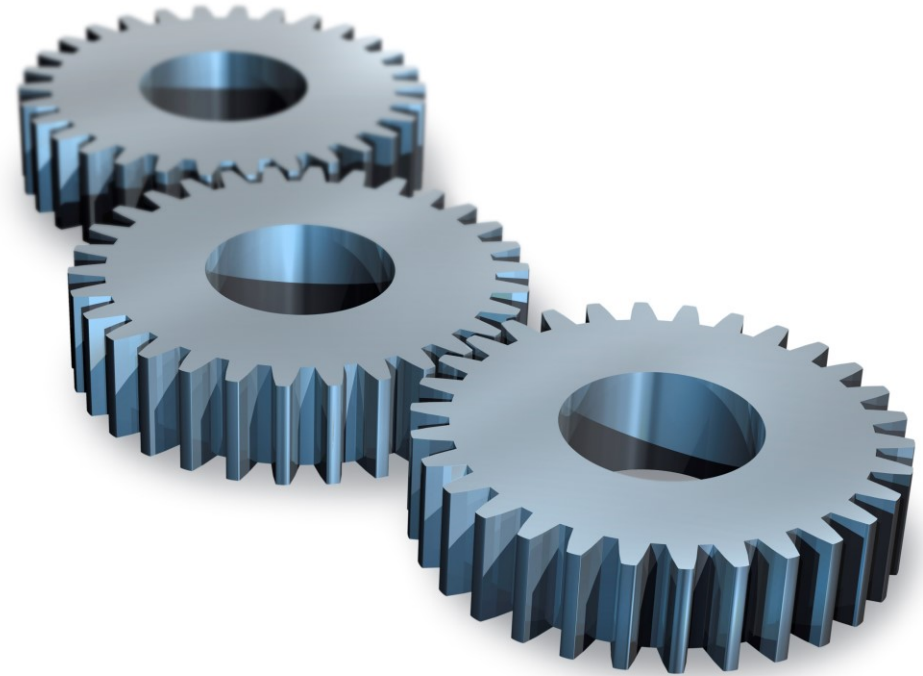
Example from research in Norway

- *The Extent of Unhealthy Food and Drink Advertising on Social Media* (Tangen & Schjøll 2025)
 - Collected postings by 16 influencers (TikTok & Instagram)
 - 24% of the postings were ads
 - 35% of these were for foods and beverages
 - 82% of these were not in accordance with WHO nutrient profile
 - More unhealthy food ads among foreign influencers
- The same research group has collected screen recordings among youths – are currently being analysed



Factors that contributed to the development of the regulation

- Active civil society
- Access to relevant research and experience
- Political support
- WHO's guideline



Main content of the Regulation (1)

- Objective: Promote health through the prevention of diet-related health problems and diseases in the population, by protecting children from the marketing of unhealthy products.
- Ban of marketing particularly aimed at children of products in Annex I
 - *Children* = under 18 years old

Including in digital media Marketing = Any form of communication or action with the aim of promoting sales to consumers

- *Sponsorship* = Any form of public or private contribution to an event, entity or person with the intention of promoting sales towards consumers



Main content of the Regulation (1):

Foods and beverages covered by the Regulation

Categories where no products may be marketed towards children:

1. Chocolate, sugar confectionery, energy bars, sweet toppings/spreads and desserts
2. Cakes, biscuits and other sweet and/or fatty pastries
3. Snacks
4. Ice cream
5. Soft drinks, energy drinks, cordial/squash and the like

Categories where nutrient thresholds are used to cover the «most unhealthy»:

6. Juices and similar
7. Milk and plant-based beverages
8. Breakfast cereals
9. Yoghurt and similar products
10. Fast food and composite dishes

Main content of the Regulation (2)

- Certain types of marketing always covered by the ban:
 - Advertising in cinemas in connection with films that are particularly aimed at children under 13 y.o. and that start before 18:30
 - Competitions open for children
 - Distribution of samples and tastings to children
 - Ban on marketing that encourages adults to buy such products for children.
- A general assessment of whether the marketing is particularly targeting children, with suggested criterias



Exemptions

- Sponsorship for non-profit purposes (except the most unhealthy products)
- Use of the sponsor's name and trademarks (except trademarks that apply to specific unhealthy products)
- Product design, packaging/wrapping
- Ordinary display at point of sale
- Neutral/factual product information on websites and at point of sale



Supervision and sanctions



- Supervisory authority: The Directorate of Health
- Sanctions:
 - order to rectify the situation within a time limit
 - a coercive fine if the order to rectify is not followed
- Appeal body: the Market Council

Evaluation

- The Norwegian Institute for Public Health has will evaluate the regulation
- Comprehensive protocol
 - Impact on marketing extent, power and exposure
 - Impact on children/youths' dietary behaviour
 - Unintended consequences
 - Experiences from implementing the regulation

Some elements are dependent on funding



Celebrating progress on regulating unhealthy food marketing to children in Norway



SEMINAR

Celebrating progress on regulating unhealthy food marketing to children in Norway

 17 March 2026

 13:00 - 16:00 CET

 Oslo and online

 17. mars 2026  13:00–16:00  Norwegian Directorate of Health, Vitaminveien 4, Oslo and digitally



Norwegian Ministry of Health and Care

 Påmeldingsfrist 12. mars 2026



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Thank you for your attention!

Prepared in collaboration with Sandra Lárudóttir Gjernes