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Interactive Session: Shaping Regulations: The Influence of Current Nutrition & Health Trends

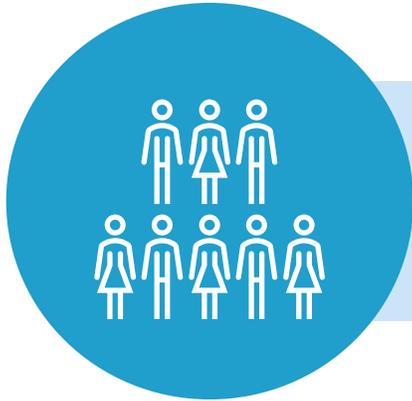
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Contents

- Global momentum toward preventive nutrition policy
- Increasing regulation of ultra-processed foods (UPFs)
- Stronger focus on child nutrition and labelling transparency
- Rise of functional nutrition and positive reformulation
- Implications for claims compliance, product innovation, and market access



Challenges in the food industry (some...)



Consumer preferences and attitudes



Cost of living crisis

Market differentiation



Digital transformations



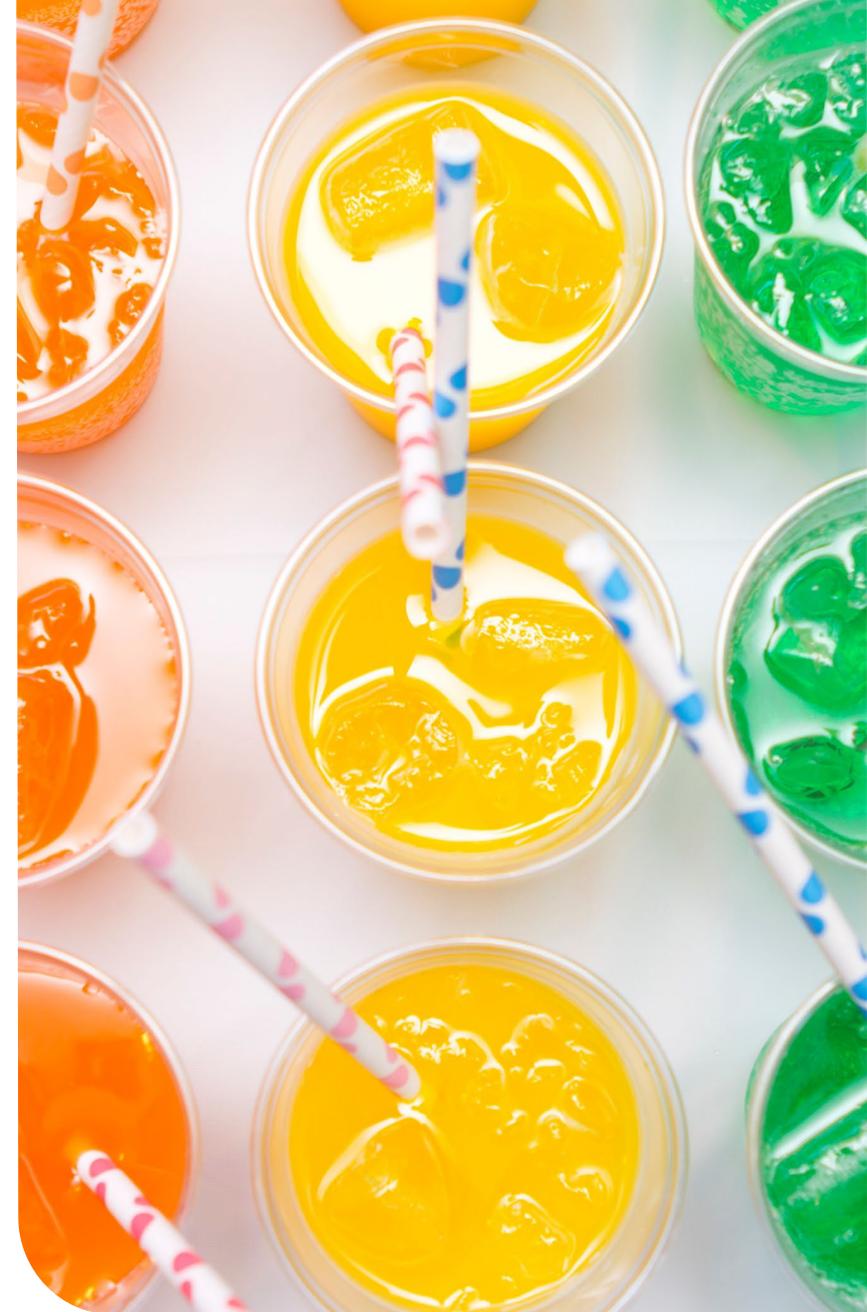
Trend theme 1 – ultra-processed foods under fire

Key developments:

- USA: federal definition of UPFs, school bans, warning labels
- UK: advertising restrictions, reformulation incentives
- Mexico, Kenya, Jamaica: marketing restrictions

Regulatory implications:

- Need for **clear definitions** and **substantiation frameworks**
- Increased scrutiny of **claims on processed products**
- Potential for **cross-border regulatory alignment**



Trend theme 2 – labelling & transparency

Key developments:

China, Nigeria, Sri Lanka: new/revised FOPNL and nutrient profiling

France: proposal to make Nutriscore mandatory

Ireland: delayed alcohol warning labels

Regulatory implications:

Shift toward **mandatory disclosures**

Harmonisation challenges across jurisdictions

Impact on **claims language and packaging strategy**



Trend theme 3 – child-focused nutrition reform

Key developments:

UK: energy drink ban (under 16), slushie guidance (under 7), revised child nutrition guidance, HFSS restrictions

India: sugar boards in schools

Jamaica: school nutrition policies limiting UPF

Trinidad and Tobago: law to be passed raising the legal drinking age from 18 to 21 in Trinidad and Tobago.

Regulatory implications:

Heightened **compliance risk** for products targeting children

Need for **age-specific claims substantiation**

Opportunity for **child-friendly reformulated products**



Trend theme 4 – functional nutrition & reformulation

Key developments:

UK: soft drink levy reform

Italy: sugar tax postponed 2026

India: oil reduction campaigns

Regulatory implications:

Growing space for **positive claims** (e.g., skin, immunity, aging)

Importance of **ingredient-specific approvals**

Strategic alignment with **consumer wellness trends**



Strategic takeaways for regulatory affairs

Anticipate stricter claims substantiation for UPFs and child-targeted products

Monitor ingredient-specific approvals for functional claims (e.g., protein, collagen)

Align with evolving labelling standards to ensure market access

Engage early with policy consultations to shape future regulations

What's next?

Track emerging definitions (e.g., UPFs, “healthy”)

Prepare for **cross-border compliance challenges**

Leverage **positive nutrition** trends for innovation

Collaborate with **scientific and legal teams** to future-proof claims



Questions?

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