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

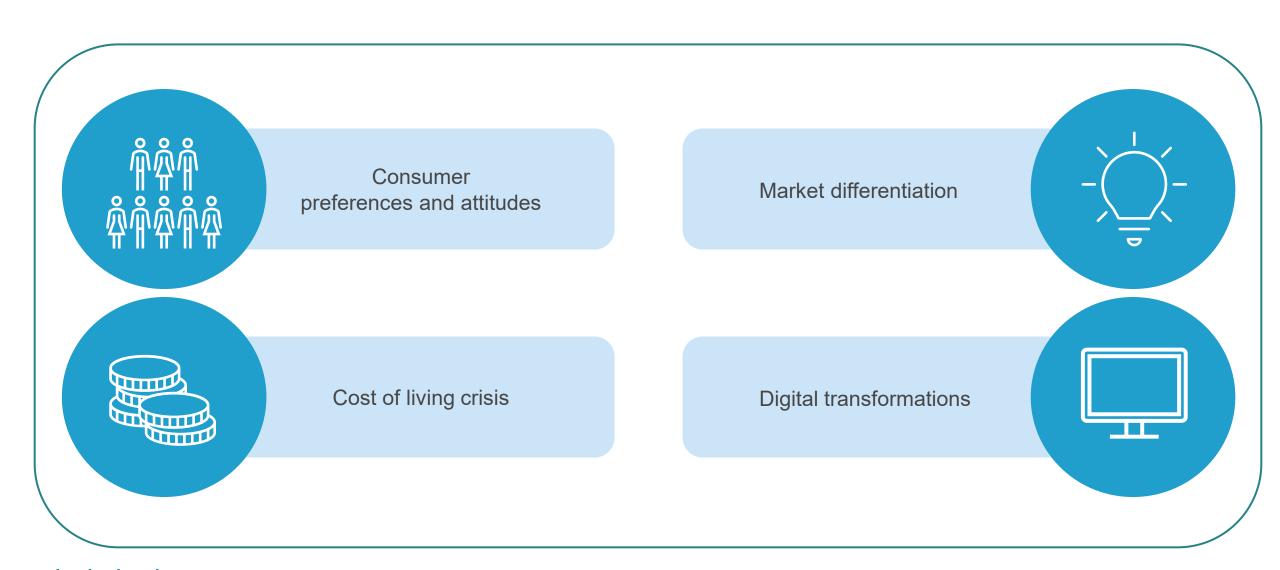
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Challenges in the food industry (some...)



Ultra-Processed Foods Under Fire

Recent developments:

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

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



Labelling & Transparency

Recent 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



Child Focused Nutrition

Recent 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



Reformulations

Recent 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 childtargeted 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 futureproof claims



Emerging trends to keep an eye on...

- GLP 1 Satiety Thinking
- Personalised Nutrition & Al
- **Healthy Indulgence** alcohol free etc.
- Sugar reduction
- Sustainable Diet EAT Lancet 2.0 report



Questions?

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