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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...)



Consumer
preferences and attitudes



Cost of living crisis

Market differentiation



Digital transformations



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 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



Emerging trends to keep an eye on...

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



Questions?

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