Countries with statutory regulations or voluntary industry self-regulations on food marketing to children

Not shown: IFBA’s Global Policy provides minimum criteria for marketing directed to children <12y that is paid for by IFBA companies in every country where they market their products. Companies include:

- Ferrero
- General Mills
- Grupo Bimbo
- Kellogg Company
- McDonald’s
- Mondelēz International
- Mars, Incorporated
- Nestlé S.A.
- PepsiCo, Inc.
- Unilever

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Countries with **any statutory regulations** on food marketing to children

National or regional statutory regulation
Mandatory regulation of **broadcast food advertising to children**

*Not showing countries with regulations that apply to only specific/limited products*
Mandatory regulation of food advertising in **non-broadcast media**

*Not showing countries with regulations that apply to only specific/limited products*
Brazil: ban on advertisement and sales promotions of ultra-processed food products on premises of Ministry of Health and its entities

Latvia and Lithuania: restrict marketing of energy drinks

Thailand (2017): bans all advertising for food for infants (e.g., breastmilk substitutes) & complementary infant foods; prohibits use of infants/young children in advertisements.

National or regional statutory regulation
Mandatory regulation of food marketing in schools
Countries with voluntary industry self-regulatory schemes

Not shown: IFBA’s Global Policy provides minimum criteria for marketing directed to children <12y that is paid for/controlled by IFBA companies in every country where they market their products. Companies include:

- Ferrero
- General Mills
- Grupo Bimbo
- Kellogg Company
- McDonald’s
- Mondelēz International
- Mars, Incorporated
- Nestlé S.A.
- PepsiCo, Inc.
- Unilever