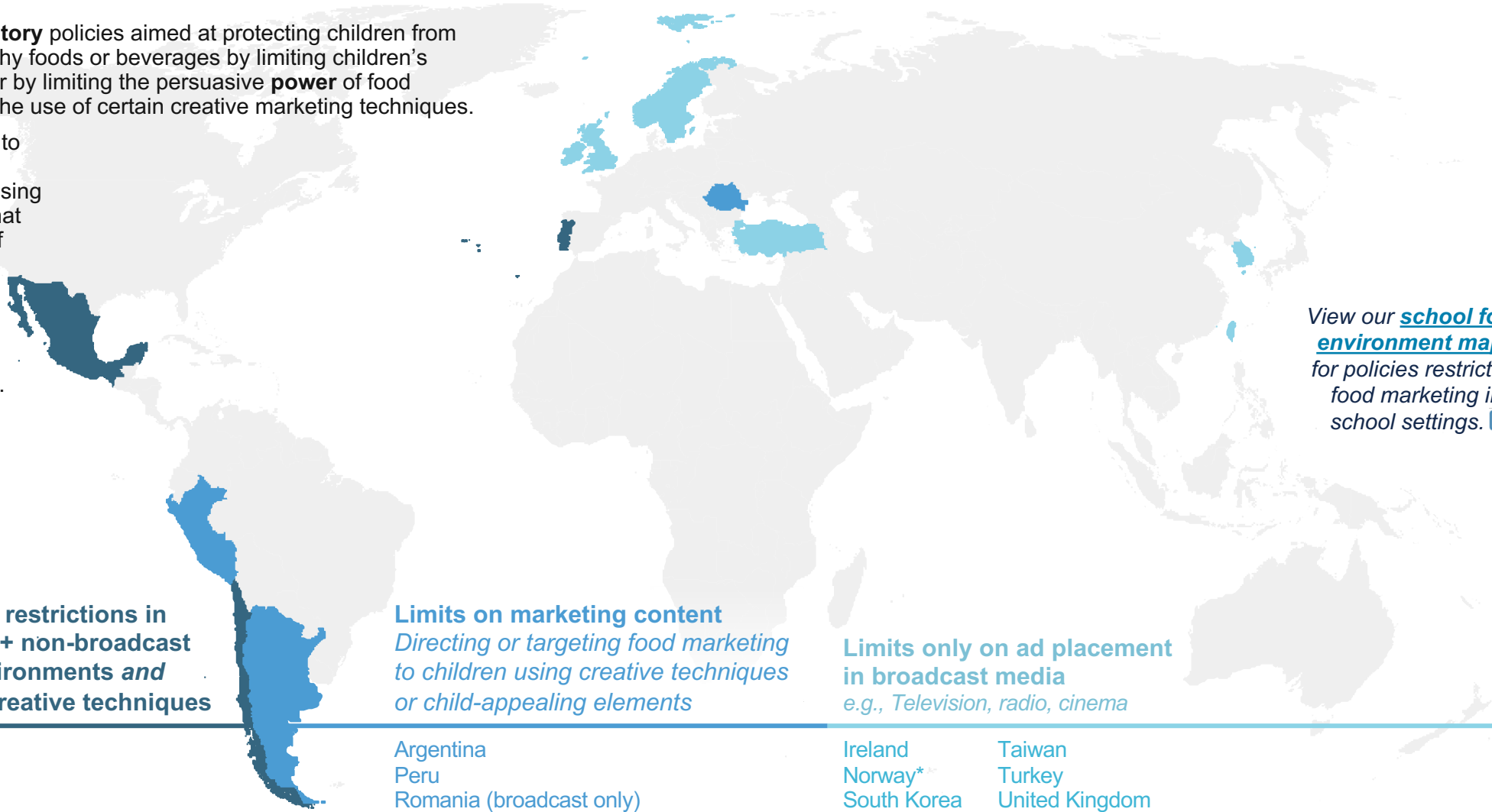


# National policies regulating food marketing to children

These countries have **mandatory** policies aimed at protecting children from harmful marketing for unhealthy foods or beverages by limiting children’s **exposure** to marketing and/or by limiting the persuasive **power** of food marketing via restrictions on the use of certain creative marketing techniques.

Restrictions most often apply to foods and drinks identified as potentially harmful to health using a **nutrient profiling model** that assesses products’ content of concerning nutrients (sugar, salt, saturate or *trans* fats), calorie density, and in some cases, content of healthful ingredients or nutrients (e.g., fiber, vitamins, minerals, etc.).



View our [school food environment maps](#) for policies restricting food marketing in school settings. [↗](#)

**Scope**  
Placement restrictions in broadcast + non-broadcast media/environments and limits on creative techniques

Countries

- Chile
- Mexico
- Portugal

Limits on marketing content  
*Directing or targeting food marketing to children using creative techniques or child-appealing elements*

- Argentina
- Peru
- Romania (broadcast only)

Limits only on ad placement in broadcast media  
*e.g., Television, radio, cinema*

- Ireland
- Norway\*
- South Korea
- Sweden\*
- Taiwan
- Turkey
- United Kingdom

\* Restrictions on child-directed marketing for any commercial products (not only foods)

# Media channels, environments covered

**E** **EXPOSURE** to marketing limited  
Cannot market restricted products  
in specified media/environment)

**P** **POWER** of marketing limited  
Restricted use of creative marketing techniques  
to appeal to children in specified media/location\*

 See our [school food policy maps](#) to view policies restricting food marketing in school settings. 

	Broadcast			Digital <sup>†</sup>		Print & Environmental				Protected age range	
	TV	Radio	Cinema	Web	Social Media	Print	Signs/ Outdoor	Packaging	Point of Sale		Events/ venues
Norway <sup>¶</sup> 1992, '97, 2007	E+P	E+P									<18y
United Kingdom 2007	E+P	E+P									4–15y <sup>††</sup>
Sweden <sup>¶</sup> 2010	E+P										<12y
South Korea 2010	E+P	P		P							<18y
Romania 2013	P	P									<12y
Ireland 2013	E+P	E+P									<18y <sup>††</sup>
Taiwan 2016	E+P										<12y
Turkey 2011, 2019	E	E									<18y
Chile 2016, 2019	E+P	P	E+P	E+P	P	P	P	P	P	P	<14y
Portugal 2019	E+P	E+P	E+P	E+P	E+P	E+P	P	P	P	P	<16y
Peru 2019	P	P	P	P	P	P	P	P	P	P	<16y
Mexico 2014, 2020, 2022	E+P	P	E+P	P	P	P	P	P	P	P	<13y
Argentina 2022	P	P	P	P	P	P	P	P	P	P	<18y

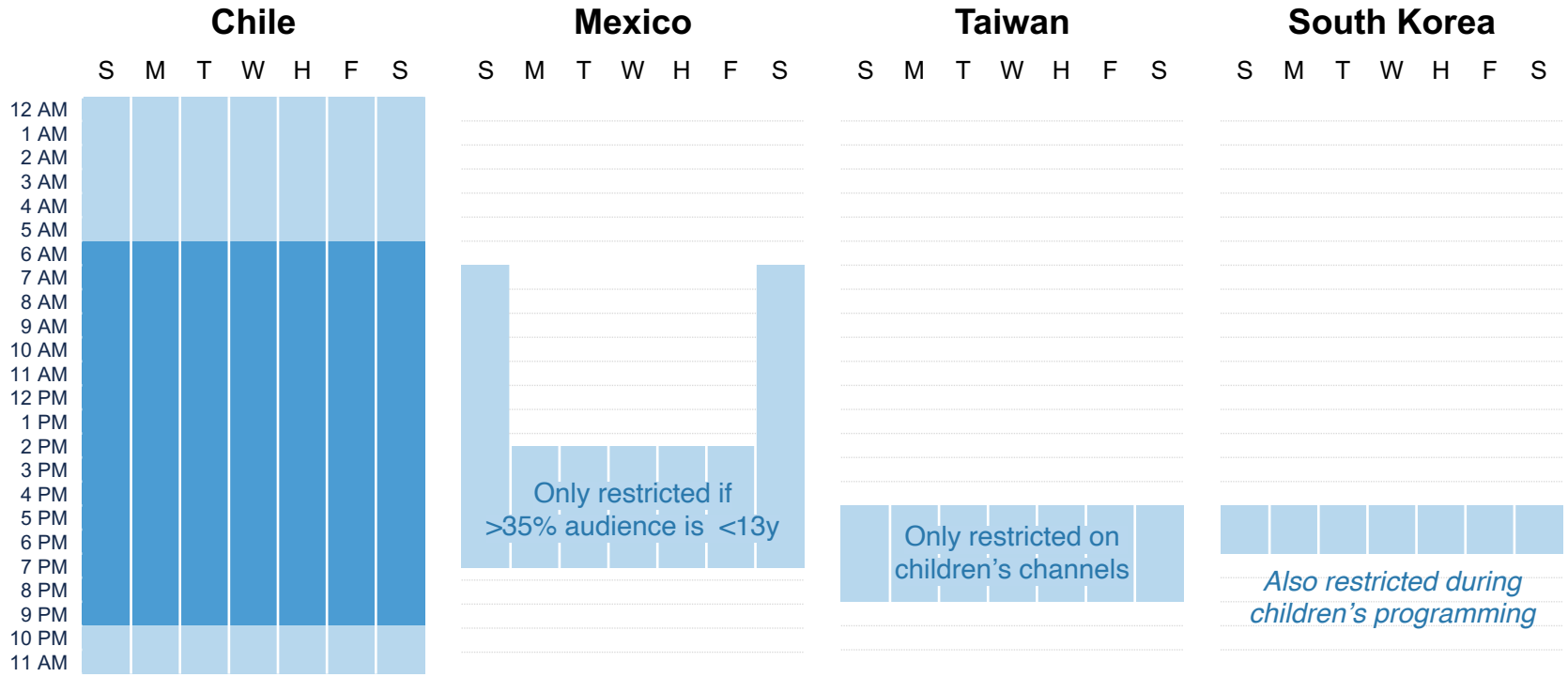
\* “Power” limits vary by policy and often include prohibiting offers of gifts, toys, or prizes and use of cartoons, characters, or celebrities to appeal to children (ages defined by the policy)

<sup>†</sup> Digital categories are simplified here for ease of comparison. Digital marketing can occur on company-owned websites, via paid advertising on third-party sites, in mobile apps other than social media, in video and online games, etc.

<sup>††</sup> Lower age ranges are used for restrictions on creative techniques (in Ireland, <15y for use of licensed characters, celebrities, or athletes and <13y for promotional offers; in the United Kingdom, <12y for licensed characters, celebrities popular with children, or promotional offers)

<sup>¶</sup> Restrictions apply to marketing for any commercial products (not only foods and beverages)

# Television advertising restrictions for less-healthy foods



## Countries without time-based TV restrictions:

- **Portugal:** Before, during, and after programs targeting children or when >25% audience includes children <16y
- **Ireland:** During programs broadcast to >50% audience <18y
- **United Kingdom:** During children's programs and/or when proportion of viewers ages 4–15y is ≥20% higher than in general population.
- **Norway, Turkey, Sweden:** Before, during, and after children's TV programs

Beyond 6am–10pm ban, advertising restricted:

- On children's channels;
- During child-targeted programs; or
- If >20% audience is <14y

■ Full ban    ■ Restricted if additional criteria met

Some countries with statutory restrictions on marketing were not included on these maps. These are listed below with brief explanations for why they are excluded here:

- **Countries with policies limiting marketing in school settings:** Schools are a very important setting in which to limit marketing for ultra-processed foods that can harm health. A separate map focused exclusively on in-school marketing policies can be found in our [school food environment policy maps](#). Countries with such policies include, but are not limited to: **Costa Rica, Ecuador, Hungary, Poland, Spain, and Uruguay**.
- **Countries with policies only limiting marketing for a specific, limited product type:** **Lithuania** and **Latvia** both have regulations limiting marketing for energy drinks, only. ([WCRF NOURISHING Database](#))
- **Iran:** Iran has a ban on advertising for health-threatening products, including some unhealthy foods and beverages. This law does not focus on child-directed marketing and has faced implementation and enforcement challenges, particularly in broadcast media; it is thus not included on this resource, at this time. ([Abachizadeh et al., 2020](#))
- **Thailand:** All advertising of breastmilk substitutes and complementary food for infants is banned in since 2017. Food for young children cannot be advertised if linked to/cross-promoting breastmilk substitutes. This policy is excluded here as the advertising is aimed at adult caretakers. ([WCRF NOURISHING Database](#))
- **Bulgaria:** Bulgaria's 2020 Food Act introduced a prohibition on the use of children as performers in any form of commercial communication for foods containing nutrients and substances with nutritional or physiological effects that do not meet the requirements for healthy nutrition. Given the narrow scope of this limit to child appeals, this policy is not included here. Some sources have also indicated that the 2020 Food Act would introduce restrictions on targeting children in promotional material on TV and in print for foods deemed unhealthy, but we have not been able to find implementation guidelines or evidence to describe this policy element in more detail, so it is also not yet included here. ([WCRF NOURISHING Database](#); [Bulgarian Food Act](#))
- **United Kingdom:** The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code, implemented 2017) aims to limit unhealthy food marketing in non-broadcast media, including print ads, cinema commercials, internet/online ads, commercial emails, viral ads, advergames, in-game ads, text messages, direct mail, competitions, special offers, and sales promotions. The CAP Code was not included in here because it is not statutory in nature, but rather self-regulated by the UK advertising industry. While the advertiser-funded Committee of Advertising Practice and Advertising Standards Authority (ASA) writes and oversees both the CAP and BCAP (Broadcast) codes, the UK government's Office of Communications (Ofcom) is responsible in law for only the BCAP Code. ([asa.org.uk](#))

*If you are aware of a marketing policy that does not appear on this resource and would like to suggest it for inclusion, or if you have further information or questions about any of the included policies, please [contact us](#).*