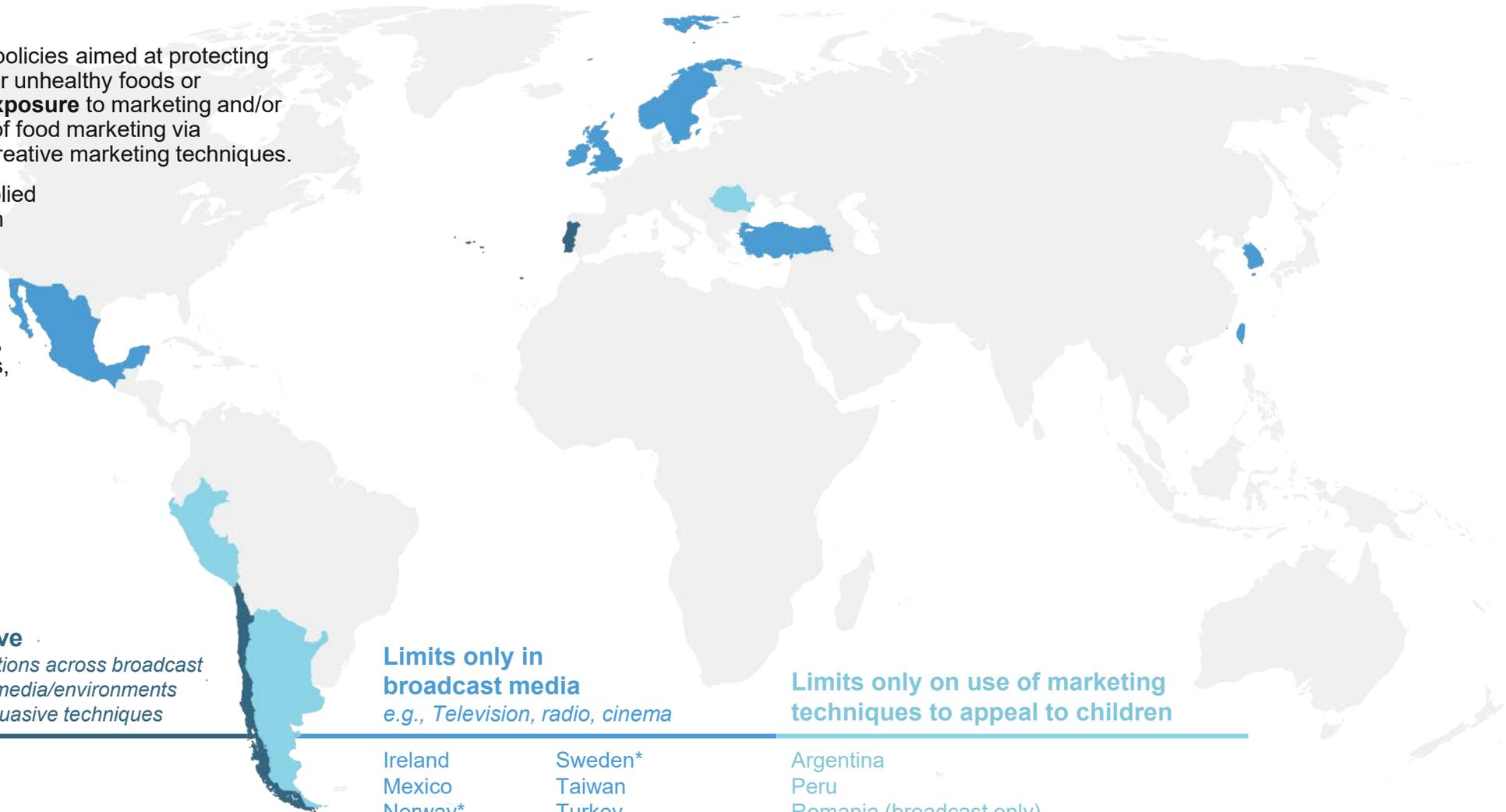


National policies regulating food marketing to children

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.

In most cases, restrictions are applied to foods and drinks that have been 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 and minerals, healthy fats, etc.).



Scope
Comprehensive
Placement restrictions across broadcast + non-broadcast media/environments and limits on persuasive techniques

Countries
 Chile
 Portugal

Limits only in broadcast media
e.g., Television, radio, cinema

Ireland
 Mexico
 Norway*
 South Korea
 Sweden*
 Taiwan
 Turkey
 United Kingdom

Limits only on use of marketing techniques to appeal to children

Argentina
 Peru
 Romania (broadcast only)

Marketing: Media channels, environments covered

■ EXPOSURE to marketing limited (cannot market restricted products in specified media/locations)

P POWER of marketing limited (restricted use of creative marketing techniques to appeal to children in specified media/locations*)

	Broadcast			Digital [†]		Print & Environmental					Protected age range
	TV	Radio	Cinema	Websites	Social Media	Print	Signs/ Outdoor	Packaging	Point of Sale	Events/ venues	
Norway [¶] 1992	P	P									<18
United Kingdom 2007	P	P									4–15 ^{††}
South Korea 2010	P	P		P							<18
Sweden [¶] 2010	P										<12
Turkey 2011, 2018											<18
Ireland 2013	P	P									<18 ^{††}
Romania 2013	P	P									<12
Mexico 2014, 2019								P			<13
Chile 2016, 2019	P	P	P	P	P	P	P	P	P	P	<14
Taiwan 2016	P										<12
Portugal 2019	P	P	P	P	P	P	P	P	P	P	<16
Peru 2019	P	P	P	P	P	P	P	P	P	P	<16
Argentina 2022	P	P	P	P	P	P	P	P	P	P	<18

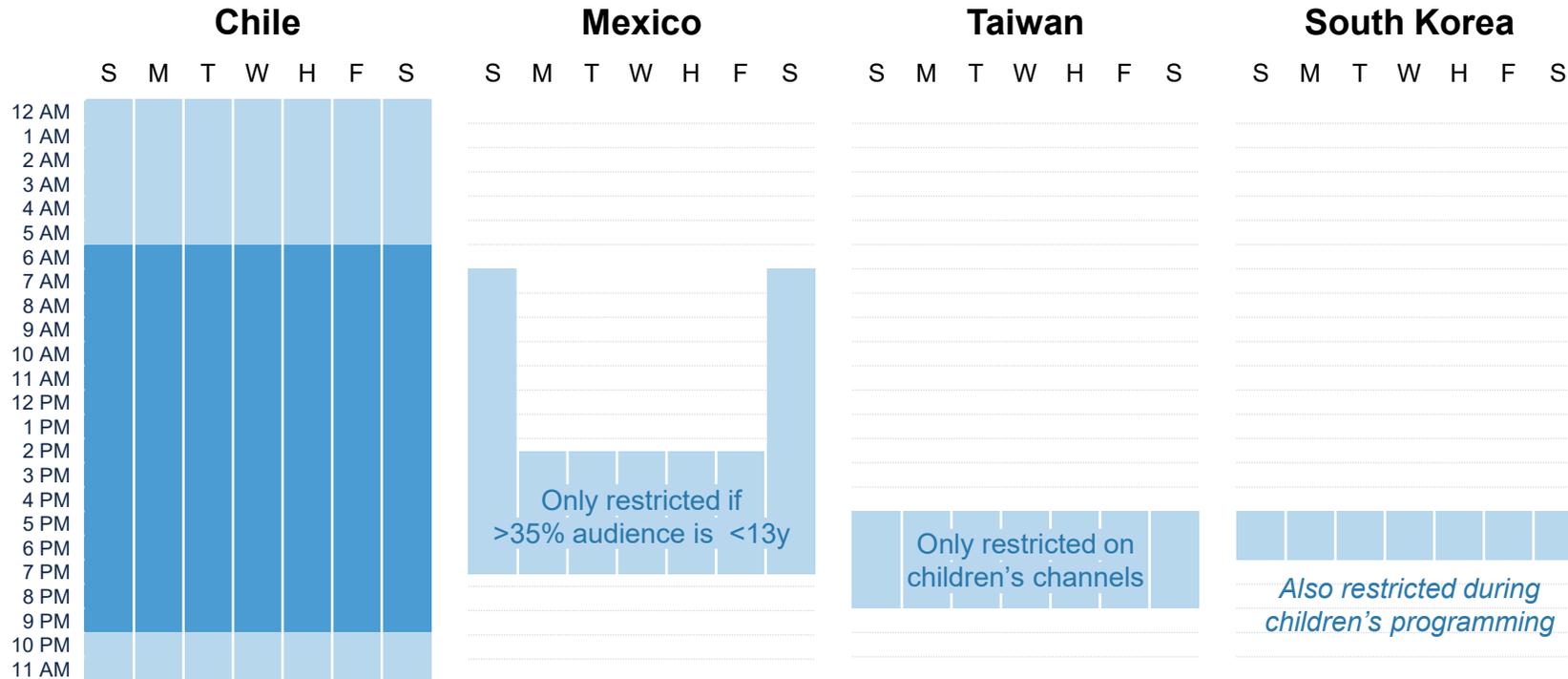
* Limits vary by policy and often include offers of gifts, toys, or prizes and use of cartoons, characters, or celebrities

[†] 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.

^{††} Lower ages used for restrictions to 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)

[¶] Restrictions apply to marketing for any commercial products (not only foods and beverages)

Marketing: Television advertising restrictions



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

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

Marketing: Other policies not included here

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 junk foods. A separate map focused exclusively on in-school marketing policies is forthcoming. Countries with such policies include: **Costa Rica, Ecuador, Hungary, Poland, Spain, and Uruguay.** ([WCRF NOURISHING Database](#))
- **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](#).