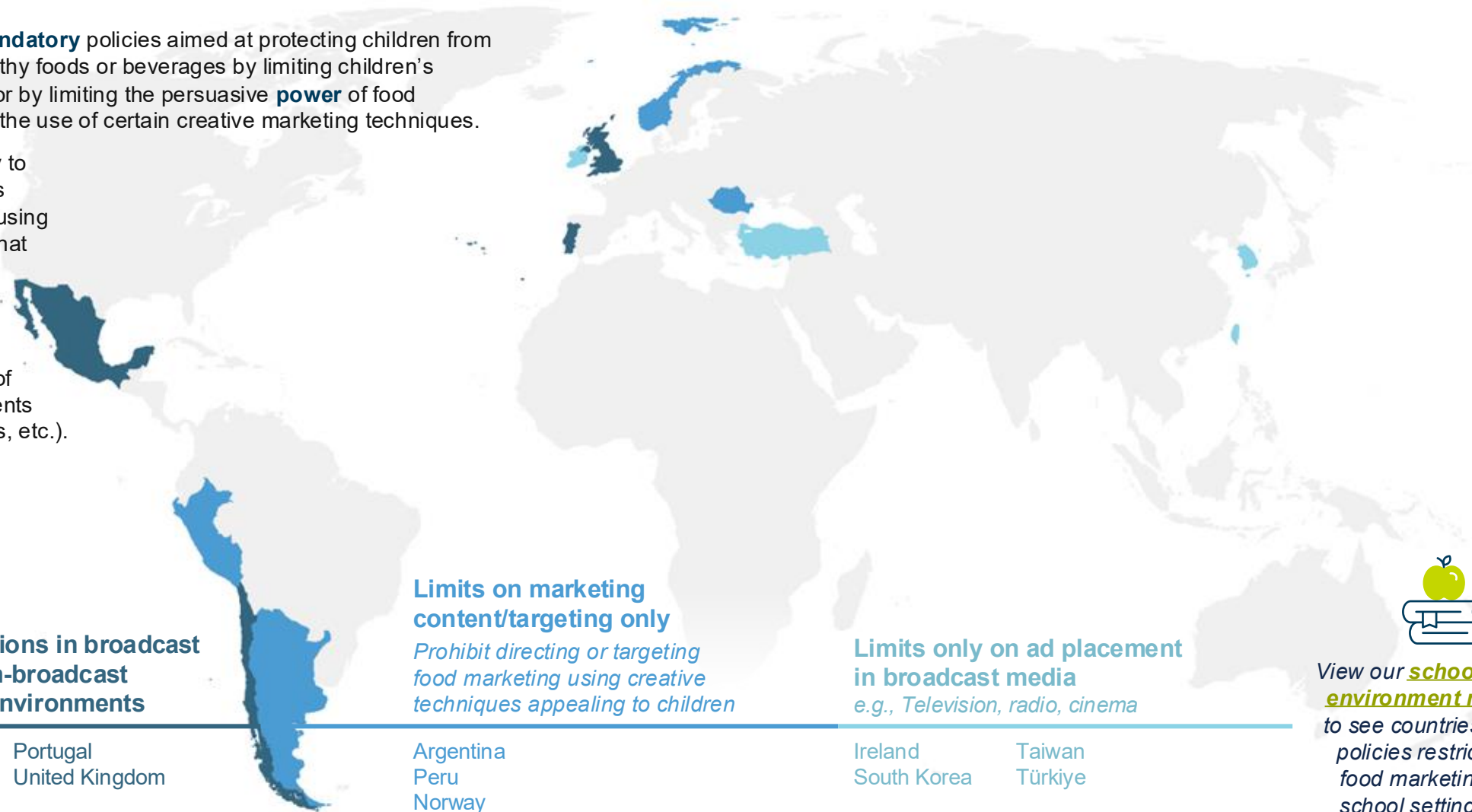


National policies restricting food marketing to children

These 11 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, saturated or *trans* fats), calorie density, and in some cases, content of healthful ingredients or nutrients (e.g., fiber, vitamins, minerals, etc.).



Scope for regulated foods & drinks

Restrictions in broadcast and non-broadcast media/environments

Limits on marketing content/targeting only

Prohibit directing or targeting food marketing using creative techniques appealing to children

Limits only on ad placement in broadcast media

e.g., Television, radio, cinema

Countries

Chile
Mexico
Portugal
United Kingdom

Argentina
Peru
Norway

Ireland
South Korea
Taiwan
Türkiye



View our [school food environment maps](#) to see countries with policies restricting food marketing in school settings. [↗](#)

Based on narrative and systematic reviews on the nature, extent, and impact of food marketing and the effectiveness of policies to restrict food marketing to which children are exposed, the World Health Organization (WHO) [made these recommendations](#) for policies to protect children from the harmful impact of food marketing:



WHO recommendations

WHO suggests implementation of policies to restrict marketing of foods high in saturated fatty acids, *trans*-fatty acids, free sugars, and/or salt to which children are exposed, and that such policies:

- **Be mandatory;**
- **Protect children of all ages;**
- **Use a government-led nutrient profile model to classify foods to be restricted from marketing;**
- **Be sufficiently comprehensive to minimize the risk of migration of marketing to other media, to other spaces within the same medium, or to other age groups; and**
- **Restrict the power of food marketing to persuade.**

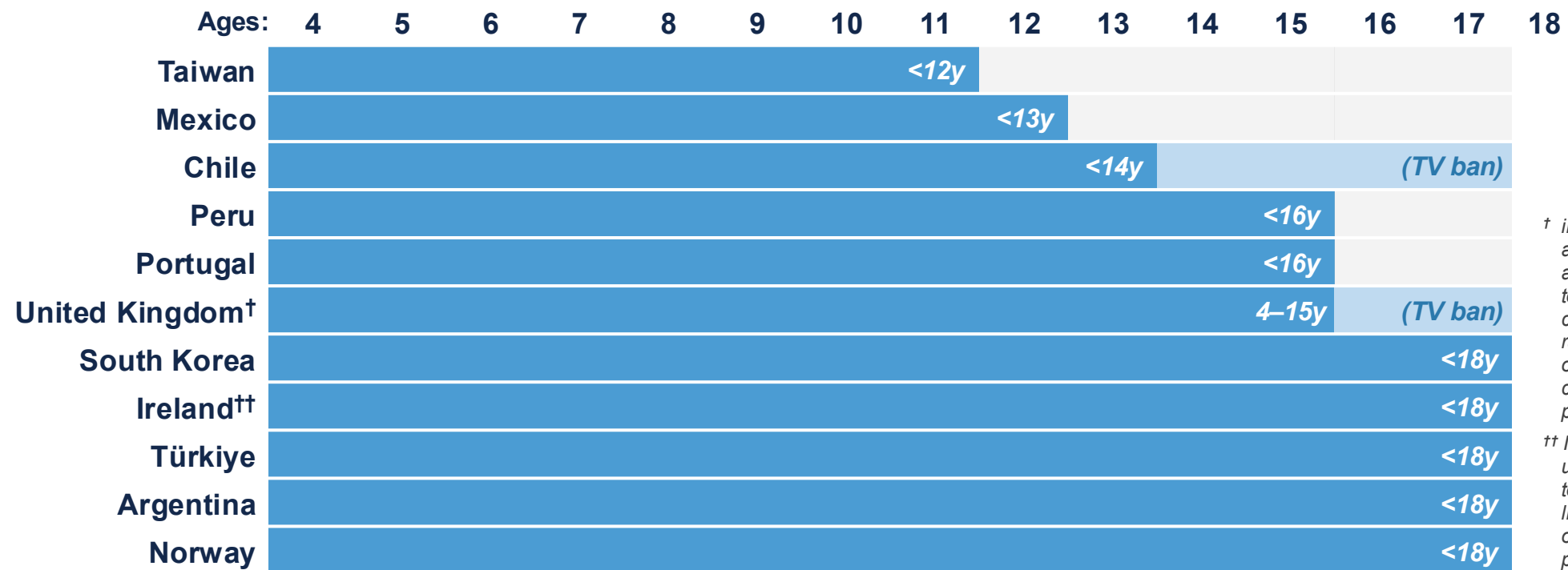
The following slides summarize current global policies' adherence to these recommendations.

All included policies are national-level and mandatory.

Marketing regulations: Protected ages



WHO RECOMMENDS: Policies **protect children of all ages**. “Children’ refers to all human beings below the age of 18, as defined by the Convention on the Rights of the Child...”



[†] in the **United Kingdom**, the 4–15y age range is used only for TV advertising restrictions outside of a total daytime ban which protects children of all ages. Additional range of <12y is used for restriction on use of licensed characters, celebrities popular with children, or promotional offers.

^{††} In **Ireland**, lower age ranges are used for restrictions on creative techniques: <15y for use of licensed characters, celebrities, or athletes and <13y for promotional offers.

Marketing regulations: Nutrient profiling



WHO RECOMMENDS: Policies use a government-led nutrient profile model to classify foods to be restricted from marketing

	Nutrient profiling model or governing body	Regulated food categories	Nutrients or ingredients profiled	Use in other policies
Argentina	PAHO Nutrient Profile Model	All packaged products	Thresholds for sugars, total fat, saturated fat, <i>trans</i> fat, and sodium based on proportion of nutrient relative to WHO-recommended maximum intake for each	Front-of-package warning labels
Chile	Ministry of Health	Packaged products with added sugars, sodium, or saturated fats	Thresholds for energy, saturated fat, sugar, and/or sodium content per 100 g or 100 mL	Front-of-package warning labels , prohibited sales/promotion in schools
Ireland & United Kingdom	UK Food Standards Agency Nutrient Profiling Model	All packaged products	Points for vegetable, fruit, nut, fiber, or protein content subtracted from points for energy, saturated fat, total sugar, and sodium content	—
Mexico	Ministry of Health	Restricted creative techniques on packaging: all products; TV and cinema advertising restrictions: categories including desserts, flavored beverages, snacks, confectionery, chocolates	Thresholds for energy; sugar, saturated fat, or <i>trans</i> fats (as % total energy) or sodium (per calorie or total); or if containing any caffeine or sweeteners	Front-of-package warning labels
Norway	Ministry of Health and Care Services	All products from “unhealthiest” categories covered (e.g., snacks, confectionery, soft drinks); all others subject to nutrient thresholds	Category-specific thresholds for energy, sugar, other sweeteners, fat, saturated fat, or salt per 100 g/100 mL ready-to-eat product	—
Peru	Ministry of Health	All packaged products	Thresholds for sodium, total sugar, saturated fat, or <i>trans</i> fat content per 100 g or 100 mL	Front-of-package warning labels
Portugal	Portuguese Nutrient Profile Model (based on WHO Regional Office for Europe's)	Thresholds vary for 20 food and beverage categories	Category-specific thresholds for energy, sugars, saturated fat, <i>trans</i> fat, and salt per 100 g or 100 mL	—
South Korea	Food and Drug Administration	Children’s “preferred foods” (e.g., confectionery, juices, carbonated drinks, ready-to-eat instant noodles, pizza, hamburgers)	Thresholds for energy, total sugar, saturated fat, and sodium per serving (protein per serving also considered)	—
Taiwan	Food and Drug Administration	All packaged products	Thresholds for sodium per serving and for percentage of calories from fats, saturated fats, or free sugar	—
Türkiye	Ministry of Health	Red, orange, and green color categories: All red category (e.g., confectionery, crunchy snacks, sweet beverages) subject to regulation; orange category subject to nutrient thresholds	Category-specific thresholds for energy, total fat, saturated fat, total sugar, free sugar, non-sugar sweeteners, or salt per 100 g	—

Media channels, environments covered



WHO RECOMMENDS: Policies be sufficiently comprehensive to minimize the risk of migration of marketing to other media, to other spaces within the same medium, or to other age groups.”

+ Policies restrict the power of food marketing to persuade.

	Broadcast			Digital†		Print & Environmental				
	TV	Radio	Cinema	Web	Social Media	Print	Signs/ Outdoor	Packaging	Point of Sale	Events/ venues
United Kingdom	E+P	E+P		E+P	E+P					
South Korea	E+P	P		P						
Ireland	E+P	E+P								
Taiwan	E+P									
Türkiye	E	E								
Chile	E+P	P	E+P	E+P	P	P	P	P	P	P
Portugal	E+P	E+P	E+P	E+P	E+P	E+P	P	P	P	P
Peru	P	P	P	P	P	P	P	P	P	P
Mexico	E+P	P	E+P	P	P	P	P	P	P	P
Argentina	P	P	P	P	P	P	P	P	P	P
Norway	P	P	P	P	P	P	P		P	P

E EXPOSURE to marketing is limited
Cannot market regulated products in specified media/environment
e.g., A high-salt food product may not place advertisements on TV during regulated hours.

P POWER to target children is limited
Restricted use of creative techniques to appeal to children in specified media/environment*
e.g., A high-sugar beverage product may advertise on TV but cannot use creative techniques to target or appeal to children.

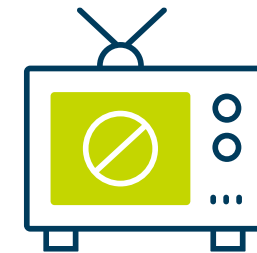
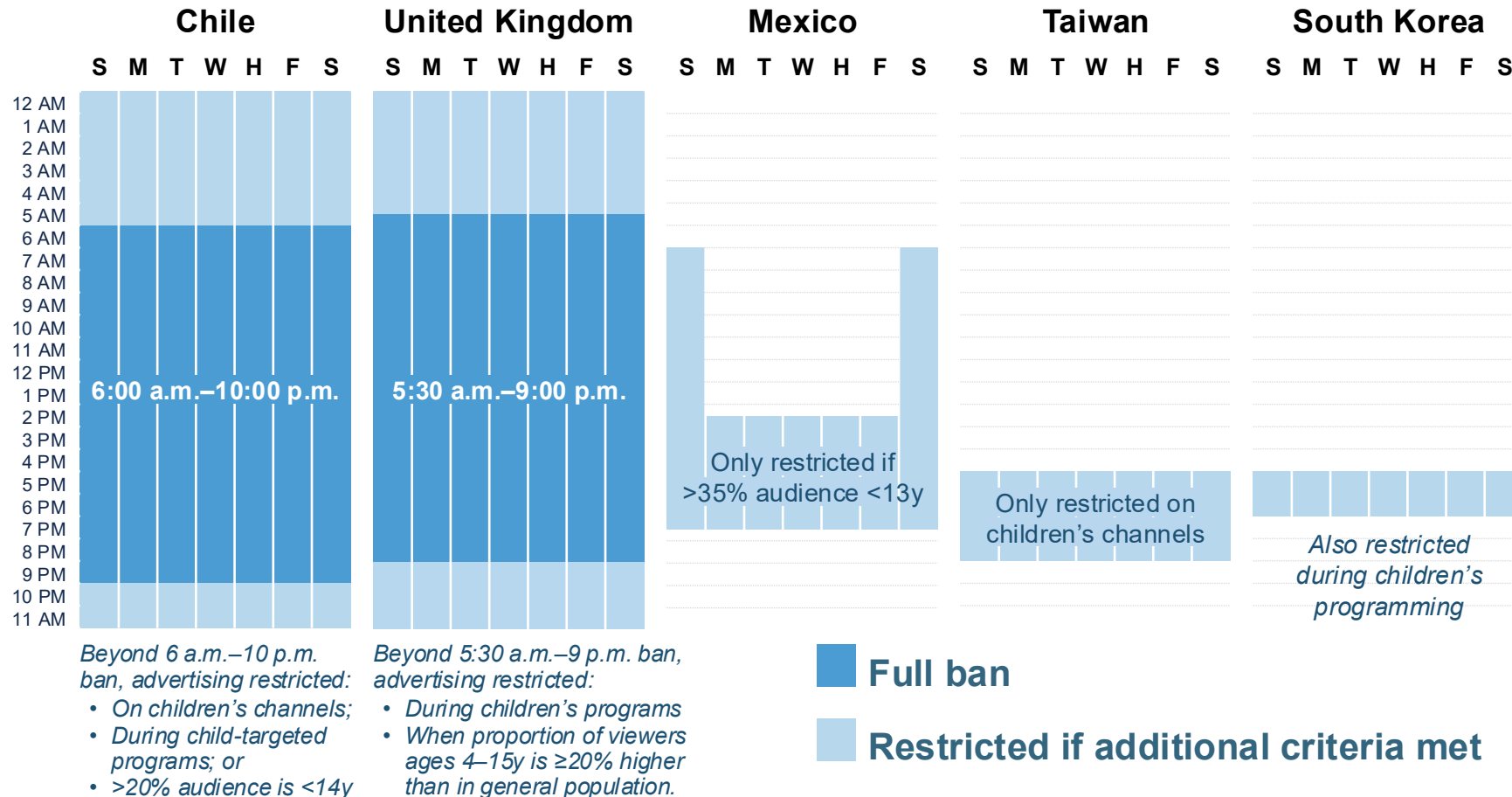
* “Power” limits vary by policy and often include prohibiting offers of gifts, toys, or prizes and use of cartoons, characters, or celebrities to appeal to children (ages defined by the policy)

† 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.

Television advertising restrictions for less-healthy foods



WHO RECOMMENDS: Policies be sufficiently comprehensive to minimize the risk of migration of marketing to other media, to other spaces within the same medium, or to other age groups.”



Countries without time-based TV restrictions:

- Ireland:** During programs broadcast to >50% audience <18y
- Portugal:** Before, during, and after programs targeting children or when >25% audience includes children <16y
- Türkiye:** Before, during, and after children’s TV programs

Other policies not included

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:** e.g., **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:** **In addition to new statutory regulations included here**, 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 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](#).