

# How ready is the grocery industry for the new HFSS legislation?



We interviewed 11 supermarkets in the UK.  
This is what they told us.

# HFSS Supermarket Readiness Report



**87%**

of top supermarkets think the extension should be increased by 6 months or more



**100%**

of UK retailers expect to encounter challenges implementing HFSS rules

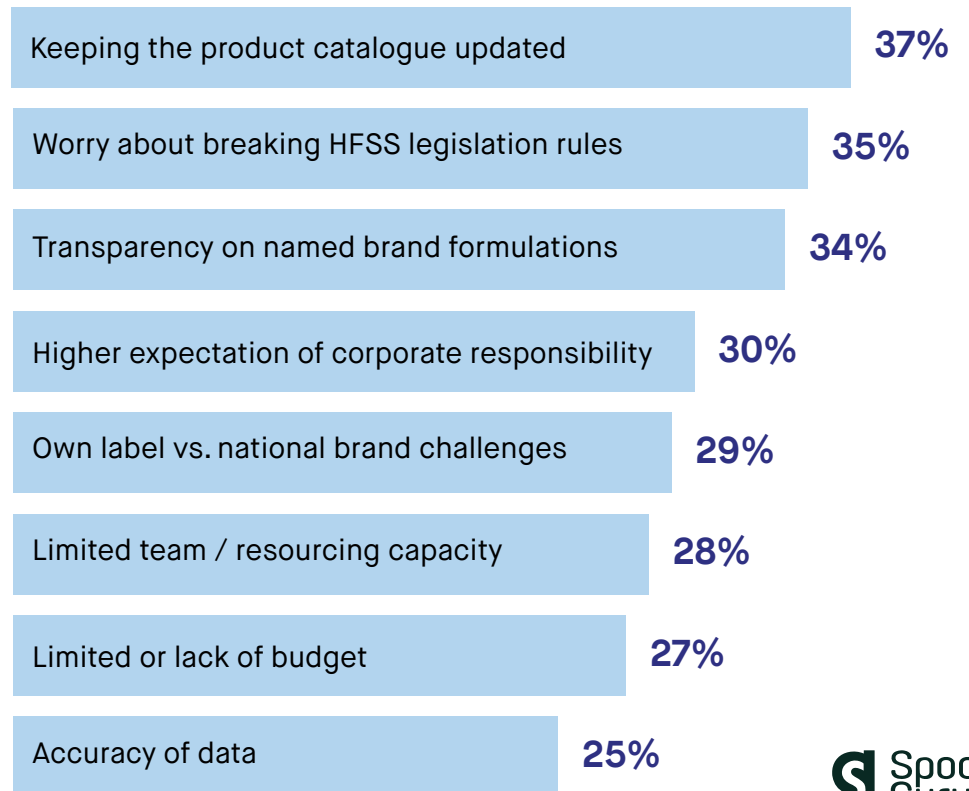
**Half** are somewhat unsure what the new legislation will entail, and unsurprisingly...

*“When thinking of the new HFSS legislation, what do you anticipate the challenges to be?”*

**59%**



are **concerned** about the overall effect of the HFSS legislation

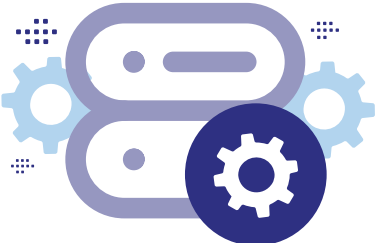


# HFSS Supermarket Readiness Report



## 100%

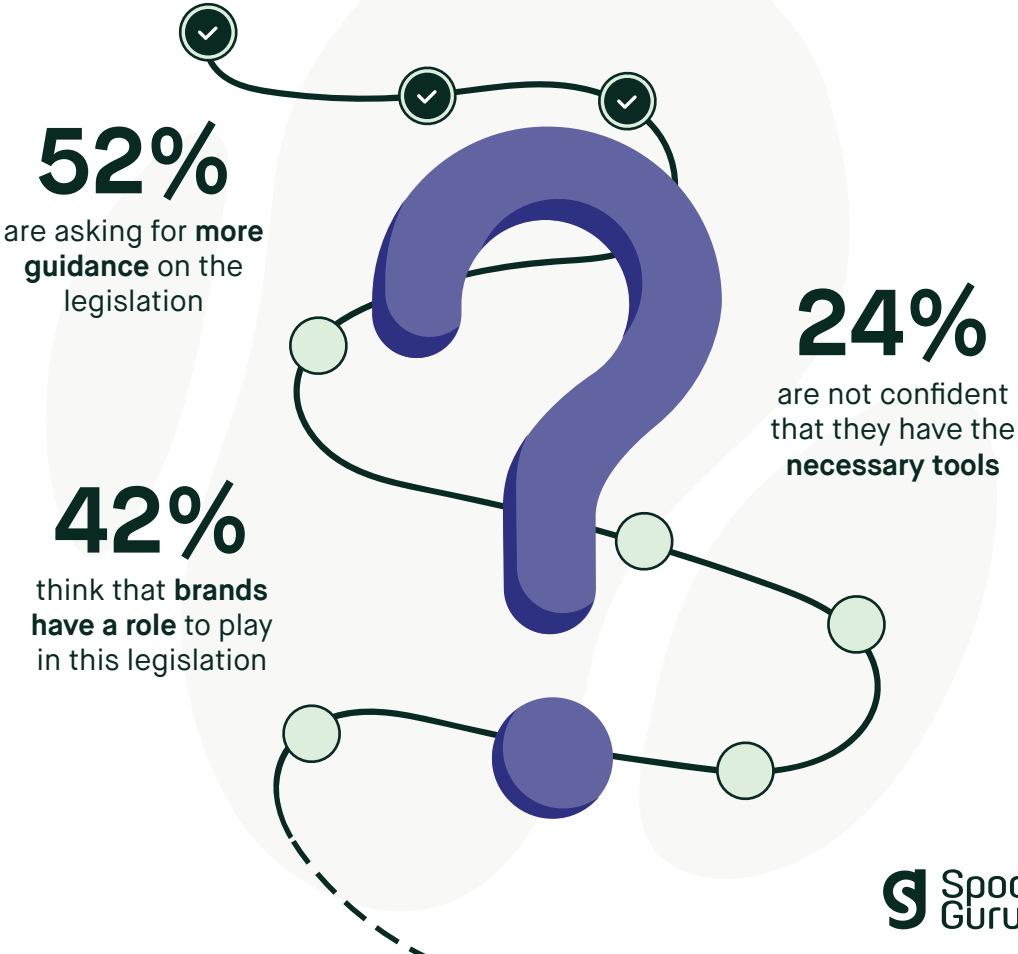
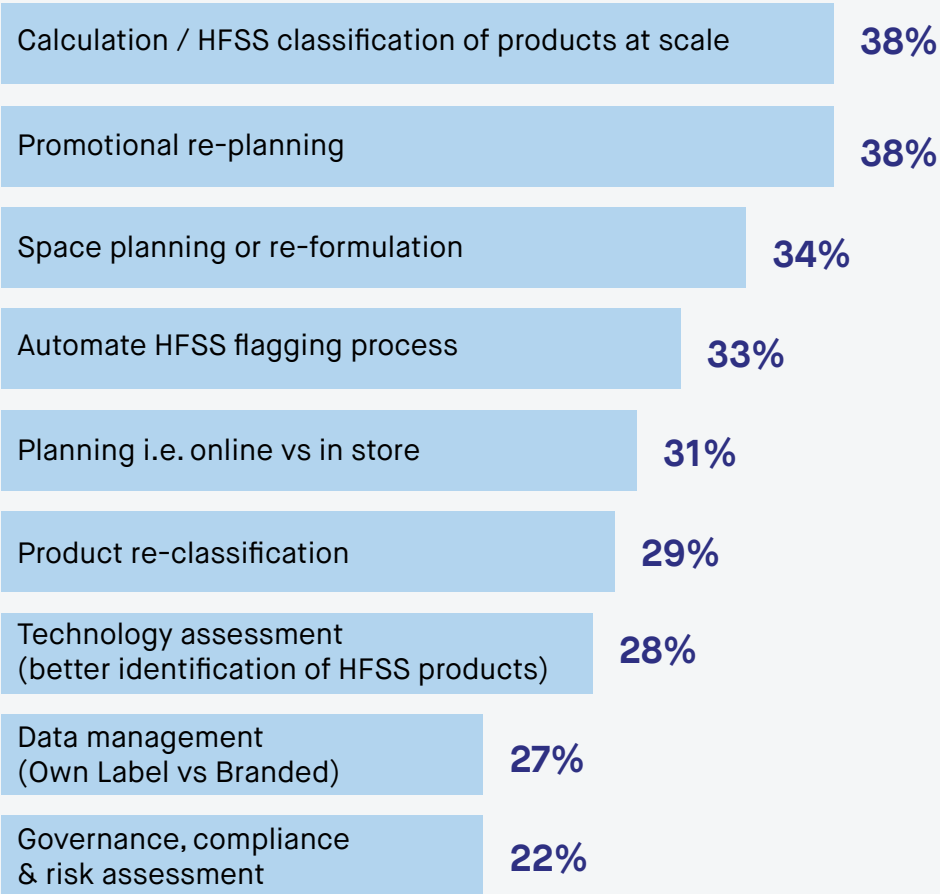
of major UK supermarkets have already started their **HFSS planning journey**



## 41%

think **technology can help** them manage & execute HFSS processes

“Where are you in the journey of planning for HFSS?”



# HFSS Supermarket Readiness Report

100%

**have a wider health strategy** planned in addition to planning for HFSS, to encourage customers into healthy eating



64%

think **consumers will opt for healthier choices** all or some of the time

## HFSS Index by Spoon Guru

### Retailers:

Improve product classification & categorisation with FVN & NPM Scores



### Regulators:

Ensure impartial & independent HFSS scoring across all products



### CPGs:

Quickly identify reformulation opportunities and seamlessly transfer data to retailers



Established in 2015, Spoon Guru is a London-based global AI nutrition technology start-up providing a world leading end-to-end solution.

The technology combines AI and machine learning with in-house nutritional expertise to enable food retailers to understand consumer shopping behaviour and analyse developing trends to make data-driven decisions.

Reflecting on all touchpoints Spoon Guru accurately caters to customers' dietary, health and lifestyle needs.



[www.spoon.guru](http://www.spoon.guru)