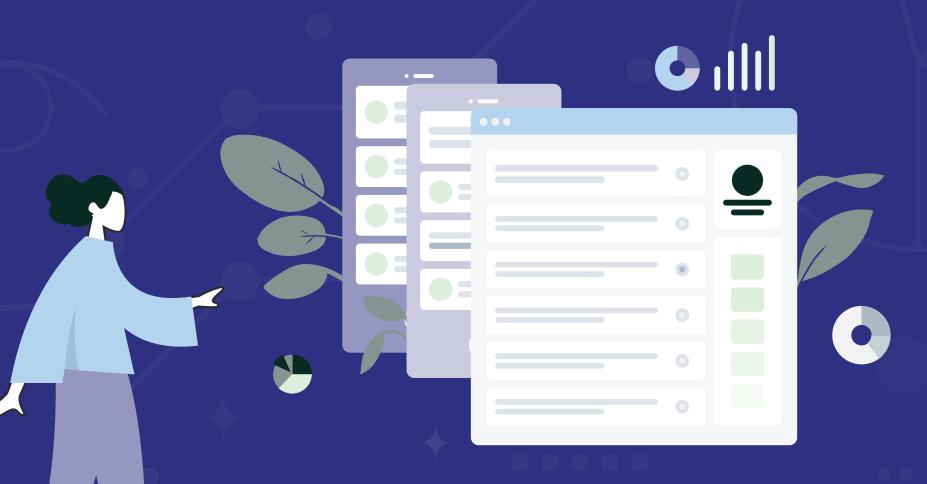
# How ready is the grocery industry for the new HFSS legislation?



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

effect of the

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



100%

of UK retailers expect to encounter challenges implementing HFSS rules

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

Keeping the product catalogue updated			37%
Worry about breaking HFSS legislation r	ules		35%
Transparency on named brand formulat	ions		34%
Higher expectation of corporate respon	sibility	30%	
Own label vs. national brand challenges		29%	
Limited team / resourcing capacity	2	28%	
Limited or lack of budget	27	%	
Accuracy of data	25%		<b>S</b> Spoon

#### **HFSS Supermarket Readiness Report**



100%

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

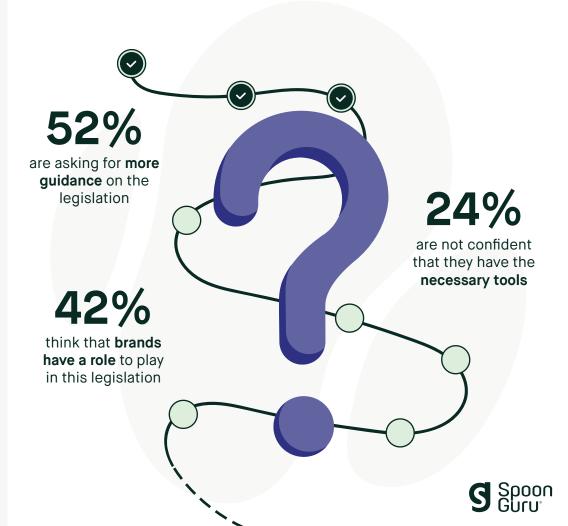
"Where are you in the journey of planning for HFSS?"

38% Calculation / HFSS classification of products at scale Promotional re-planning 38% Space planning or re-formulation 34% Automate HFSS flagging process 33% Planning i.e. online vs in store 31% Product re-classification 29% Technology assessment 28% (better identification of HFSS products) Data management 27% (Own Label vs Branded) Governance, compliance 22% & risk assessment



41%

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



#### **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.

## S Spoon Guru®

www.spoon.guru