

Report on the comparative nutritional profile of 983 food and beverage products marketed by 30 large companies operating in Kenya.

Prepared by The George Institute for the Access to Nutrition Initiative

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EXECUTIVE SUMMARY

The overall goal of this work is to provide stakeholders, including companies, government, nutrition experts and others, with a fuller understanding of the nutritional quality of packaged food and non-alcoholic beverage products sold by the largest manufacturers operating in Kenya. Nutrient information for 983 packaged food and beverage products sold by 30 companies in 2025 was included in analysis. Nutrient information was obtained either from Innova Market Insight's Kenya database or directly from the manufacturer.

Four nutrient profiling methods were selected to evaluate each company's product portfolio. The Australasian Health Star Rating (HSR) system was used to assess the healthiness of company product portfolios. In addition, the mHSR+ (developed in collaboration with The George Institute and ATNi) was used to assess the healthiness of company product portfolios. The mHSR+ model uses the HSR model as a basis and enables products containing sufficient micronutrient levels to achieve a higher score than they would under the HSR. The World Health Organization's Africa Regional Office (WHO AFRO) nutrient profile model was used to assess the proportion of products in each company's portfolio eligible to be marketed to children. Finally, the Kenyan Nutrient Profile Model (KNPM) was used to assess the proportion of products in each company's portfolio that would be eligible for front-of-pack labelling. The proportion of products that could be considered 'healthier' using the HSR was determined using a cut-off of 3.5 out of 5.0 stars and was examined both by company and by food/beverage category. Each company was then ranked by the mean HSR of their product portfolio (under both the original HSR and the mHSR+ models), the proportion of their portfolio that was considered 'healthier', the proportion of products meeting WHO AFRO eligibility criteria and the proportion of products passing the Kenyan NPM criteria. Results were weighted using sales data from Euromonitor International.

The mean healthiness of companies' products under the original HSR model was found to be 2.1 stars out of 5.0 (2.3 when data were weighted by sales), with substantial variation observed between companies. A low proportion (33%) of products met the HSR 'healthier' cut-off of 3.5 out of 5.0 stars increasing to 38% when results were weighted by company sales. Only 14% of products overall were eligible to be marketed to children according to the WHO AFRO criteria, increasing to 23% after sales-weighting was applied. Only 10% of products overall were eligible for front-of-pack labelling according to the Kenyan NPM criteria, increasing to 15% after sales-weighting was applied. Sales-weighting generally increased the disparities observed between companies.

There were significant strengths and some important weaknesses relating to the research process. For example, 16 companies were not willing to review and provide corrections and/or additions to the list of their product portfolio and nutrition composition of their products that were prepared by TGI and shared by ATNI with all 30 companies. It is therefore difficult to determine the level of market coverage achieved by the inclusion of these n=983 products. On balance, it is reasonable to conclude that the average healthiness of the products provided and sold by the largest food companies operating in Kenya is sub-optimal. Further, there are important differences between companies that could be addressed by investments that target improvements in the product mix as well as the reformulation of less healthy products. The low number of products eligible for marketing to children is indicative of the unhealthy nature of most of the products offered by Kenya's largest food and beverage manufacturers.

In addition to the remedial actions that the companies could take, there is a clear opportunity for the Government of Kenya to introduce effective and enforceable legislation that prevents the marketing of unhealthy products to children.

BACKGROUND

The George Institute for Global Health's mission is to improve the health of millions of people worldwide. More specifically, the Food Policy Division works to reduce rates of death and disease caused by diets high in salt, saturated fat, sugar and excess energy by undertaking research and advocating for a healthier food environment. The Division's main areas of activity are quantifying the healthiness of the food supply, encouraging food reformulation, and developing innovative approaches to encourage consumers to make healthier food choices.

In 2025, The George Institute was commissioned by the Access to Nutrition Initiative (ATNi) to produce the first *Product Profile* for Kenya to input into the *Kenya East Africa Market Assessment 2025*. The Market Assessment will assess the contribution of Kenya's largest food and beverage manufacturers to tackling the country's double burden of malnutrition. It will consist of an analysis of those companies' policies, practices and disclosures (the *Corporate Profile*), which includes an analysis of the nutritional quality of each company's food and beverage products in the Kenyan market (the *Product Profile*).

This report sets out the objectives, methods, results and interpretation of the Kenya *Product Profile* analysis done in 2025 for the *Kenya East Africa Market Assessment 2025*.

OVERALL GOAL

The overall goal of this work is to provide stakeholders, including companies, government, nutrition experts and others with a fuller understanding of the healthiness of packaged food and non-alcoholic beverage products (hereafter "foods and beverages") sold by 30 of the largest manufacturers in Kenya.

METHODOLOGY

Selection of companies

ATNI requested The George Institute include the products of 30 manufacturers with the highest estimated packaged food and beverage retail sales in Kenya in 2022.³ The included companies, in alphabetical order, with the name used throughout this report in brackets are:

- Bidco Africa Ltd (Bidco)
- Britannia Allied Industries (Britannia)
- Broadway Bakery Ltd (Broadways)
- Brookside Dairy Ltd (Brookside)
- Capwell Industries Ltd (Capwell)
- Deepa Industries Ltd (Deepa)
- Excel Chemicals Ltd (Excel Chemicals)
- Ferrero (Ferrero)
- Flora Food Group (Flora FG)
- Fresh Del Monte Produce Inc (Del Monte)
- Githunguri Dairy Ltd (Githunguri)
- Highlands Mineral Water Co Ltd (Highlands)
- Indofood Sukses Makmur Tbk PT (Indofood)
- Jetlak Foods Ltd (Jetlak)
- Kapa Oil Refineries Ltd Kenya (Kapa Oil)
- Kevian Kenya Ltd (Kevian)
- Kraft Heinz (Kraft Heinz)
- Lotte Group (Lotte)
- Manji Foods Industries Ltd (Manji)
- Mars Inc (Mars)
- Menengai Oil Refineries Ltd (Menengai)
- Mondelēz International Inc (Mondelēz)
- Nestlé S.A. (Nestlé)
- New Kenya Co-operative Creameries Ltd (New KCC)
- PepsiCo Inc (PepsiCo)
- Promisador (South Africa) (Pty) Ltd (Promisador)
- Pwani Oil Products Ltd (Pwani)
- Royal FrieslandCampina NV (FrieslandCampina)
- The Coca-Cola Company (Coca-Cola)
- Weetabix East Africa Ltd (Weetabix)

Choice of nutrient profile model

Nutrient profiling is the science of classifying or ranking foods according to their nutritional composition for the purpose of preventing disease and promoting health.⁴ Nutrient profile models have been developed by academics, government departments, health-related charities and the food industry for a variety of applications including: to underpin food labelling; to regulate advertising of products to children; and to regulate health and nutrition claims. Although nutrient profiling is a tool to quantify aspects of individual foods, not diets, nutrient profile models are commonly used to underpin policies designed to improve the overall nutritional quality of diets. The following four nutrient profile models were used to examine company portfolios in the Kenya 2025 Product Profile:

The Health Star Rating is a front-of-pack interpretive nutrition labelling system designed to assist consumers in making healthier choices. The underlying nutrient profile model assesses risk nutrients (overall energy, sodium, total sugar, saturated fat) and positive food components (fruit and vegetable content, protein and fibre) to score products on the basis of nutritional composition per 100g or 100mL across one of six categories. These scores are then converted to a ‘Health Star Rating’ from 0.5 to 5 stars. Development was led by the Australian government in collaboration with industry, public health and consumer groups, and builds upon the Nutrient Profiling Scoring Criteria (NPSC) previously developed by the Australian and New Zealand Governments to regulate health claims.⁵ The NPSC itself was developed from the United Kingdom’s Ofcom model. The HSR has been implemented in Australia since June 2014 on a voluntary basis. The system has also been adopted in New Zealand. Further detailed information is available [online](#).⁶

³ Data extracted from Euromonitor International International’s 2022 industry publications of; Packaged Food, Hot Drinks and Soft Drinks.

⁴ World Health Organization, Nutrient Profiling <http://www.who.int/nutrition/topics/profiling/en/>

⁵ See Australia New Zealand Food Standards Code, Standard 1.2.7

⁶ Department of Health, Australian Health Star Rating website: <http://healthstarrating.gov.au>

The mHSR+ micronutrients model is a nutrient profile model designed by The George Institute in collaboration with ATNi. Discrimination of companies' product portfolios based on micronutrient content is currently not possible through the HSR. The HSR algorithm assigns points per product for its energy density, saturated fat, total sugar and sodium content, with modifying points assigned for protein, fibre and the presence of fruits, vegetables, nuts and legumes. The absence of micronutrients in its assessment means that the HSR can often not discriminate between products within lower-middle income countries seeking to prevent undernutrition caused by micronutrient deficiencies. The pilot phase of the mHSR+ algorithm found that the incorporation of six micronutrients (iron, vitamin A, vitamin B12, vitamin D, folic acid and iodine) was feasible. In this report, two versions of the mHSR+ models were used to examine whether the inclusion of micronutrients in the HSR had any effect on company rankings.

The WHO AFRO model is a nutrient profile model designed primarily for use and adaptation by Member States of the WHO African Region when developing policies to restrict food marketing to children. The model was developed in 2016. The model operates by first requiring foods to be allocated to one of 25 categories. Products are then checked against category-specific compositional thresholds for nutrients and other food components. A product must not exceed on a per 100g/mL basis any of the relevant thresholds for that product category if marketing is to be permitted. Results under this model are simply expressed on a binary basis i.e. 'marketing permitted' or 'marketing not permitted'. In the absence of relevant Kenyan regulation in this area, the model was selected as a reasonable basis by which to determine products' suitability to be marketed to children.

The Kenyan Nutrient Profile Model was developed to underpin front-of-pack labelling requirements in Kenya. The draft standard specifies the requirements of the application of front-of-pack nutrition labelling to pre-packaged food products related to the levels of total fat, saturated fat, total sugars and sodium. The model is presented in tabular format and consists of 21 categories of processed foods and components that are subject to restriction, namely, total and saturated fats, total sugars and sodium per 100g/mL. The Kenyan model is very similar (and appears based on) the WHO AFRO model.

To work optimally, nutrient profile models rely on the availability of comprehensive nutrition information. In the Kenyan context, national nutrition labelling legislation generally only requires the display of energy content (in kilocalories), protein, carbohydrates, total sugars and total fats. Amounts of other nutrients are only required where a nutrient content claim is made. **Table 2** on the following page displays the alignment between nutrients required for the operation of the HSR, and those required to be declared on Kenyan nutrition labels. Calculating a nutrient profile score for a product requires values for all data points used by the nutrient profile model and imputation of missing data was therefore required for Kenya.

Table 1 Alignment of nutrients required for the four included nutrient profile models with those required by Kenyan labelling legislation

	Kenyan Regulations	HSR	mHSR+ micronutrients	WHO AFRO NPM	Kenyan NPM
Total number of nutrients required	7	9	14*	7	5
Protein	✓	✓	✓		
Fibre		✓	✓		
Fruit and vegetable content		✓	✓		
Energy	✓	✓	✓	✓	
Total fat	✓			✓	✓
Saturated fat		✓	✓	✓	✓
Trans fat	✓			✓	✓
Carbohydrate	✓				
Total sugars	✓	✓	✓	✓	✓
Added sugars		✓		✓	
Other sweeteners		✓	✓		
Sodium	✓	✓	✓	✓	✓
Iodine			✓		
Iron			✓		
Vitamin D			✓		
Vitamin B12			✓		
Folate			✓		
Vitamin A			✓		

= nutrients required by both specified nutrient profiling model and Kenyan legislation

Eligibility of food and beverage products

Foods and beverages eligible for inclusion were defined as '*all packaged foods and non-alcoholic beverages manufactured by the included companies available for purchase in Kenya.*' A food or beverage was considered a unique item based on the brand name and description irrespective of serving size and packaging (i.e. a specific brand of cola sold in 330mL cans was considered to be the same food item as the same specific brand of cola sold in 600mL bottles). However, if two products with the same name and description existed yet had different nutrient values, both products were retained in the analysis.

The following products were excluded from analyses:

1. Unprocessed meat, poultry and fish (on the basis that such foods are not generally required to carry a nutrient declaration)
2. Plain tea and coffee (on the basis that these make an inherently low nutritional contribution and are thereby not required to display a nutrient declaration)
3. Condiments such as herbs, salt, pepper, vinegars and spices (on the basis that these make an inherently low nutritional contribution and are thereby not required to display a nutrient declaration)
4. Infant formulas, and baby food and baby beverages (excluded because these products are not consumed by the general population and the selected models are not appropriate for their evaluation).
5. Companies with more than 50% of their product portfolio missing all nutrient data were excluded from analysis.

Product identification and data review

Two data sources were used to create a product list for each manufacturer comprising nutritional information:

- Products from Innova Market Insight's Kenya database
- Products from the *2024 Global Product Profile*

In December 2024, companies were asked if they wished to provide data for analysis using a template, or whether they preferred to be provided with their data for review (sourced via Innova Market Insights) and offered an opportunity to make corrections or additions to information about their product range. 14 of the 30 included companies either reviewed or provided data for the *2025 Kenya Product Profile* analysis.

Imputation of essential missing data

Health Star Rating

For the purposes of generating a Health Star Rating, proxy values were used for missing values of saturated fat, sugar, fibre and sodium, but *only* if the product label included energy and at least two of the four required nutrients for the analysis (saturated fat, sugar, sodium, protein) otherwise the product was excluded. These decisions were a pragmatic compromise between enabling analysis of the majority of identified products versus basing analysis on mostly proxy data. The imputation of missing data was done as follows:

- Proxy values for saturated fat, total sugar, sodium, fibre and 'fruit vegetable nut and legume' (FVNL) content were developed by using available data for 1,037 global food categories and more than 400,000 products in the full Global FoodSwitch database (regardless of manufacturer). The average value of the products with available data was estimated for each category and assigned to those products in that category with missing data.

Health Star Rating + micronutrients (mHSR+)

For the purposes of generating an mHSR+ result, proxy values were used for missing values of iron, vitamin A, vitamin B12, vitamin D, folic acid and iodine, but *only* if the product label included energy, total fat, protein and carbohydrate, otherwise the product was assigned a micronutrient value of zero. The imputation of missing micronutrient data was done as follows:

1. As existing method to identify individual ingredients from each product's ingredient list and estimate their proportion within a product was used.
2. Ingredient text was disaggregated using an automated process and all ingredient terms were aggregated to a single list that was refined to include only unique ingredients.
3. A linear programming method was used to estimate the weight proportion of individual ingredients when not reported on the product label. The product nutrition information and the list of ingredients reported on the packaging, along with the nutrient profiles of the ingredients, were used to define the algorithm.
4. Each unique ingredient was assigned values per 100g for iron, vitamin A, vitamin B12, vitamin D, folic acid and iodine. The values were derived from four food composition tables (AUSNUT 2011-2013 food nutrient database, Kenya food composition tables 2018, Tanzania food composition tables 2023 and AUSNUT 2007 nutrient database) by matching unique ingredients to a similar ingredient in the tables.
5. An estimate for missing micronutrients for each product (nutrient/100g) was calculated from the ingredient data by summing the micronutrient content for each ingredient, weighted by the ingredient proportion within a product.

WHO AFRO NPM

For the purposes of generating an outcome under the WHO AFRO NPM, proxy values were used for total fat, saturated fat, sugar and sodium where required. Eligibility was determined category-by-category as per the WHO model which uses different nutrients for each WHO-specified category. For some products, the available nutritional information was insufficient to apply the WHO AFRO eligibility criteria. It was therefore necessary to impute missing data which was done as follows:

- Proxy values for saturated fat, total sugar and sodium contents were developed by using available data for 1,037 global food categories and more than 400,000 products in the full Global FoodSwitch database (regardless of manufacturer). The average value of the products with available data was estimated for each category and assigned to those products in that category with missing data.

Table 2 outlines the sources of nutrient information used in generating nutrient profile scores. For most products, the available nutritional information was insufficient to apply the selected nutrient profile models.

Table 2 Sources of information relied upon in applying each of the four nutrient profile models

	HSR	mHSR+*	WHO AFRO	Kenya NPM
Total products analysed	746	746	916	840
All data direct from label	438	59	439	136
Proxy data required for one nutrient	187	44	477**	704**
Proxy data required for two nutrients	115	103	-	-
Proxy data required for 3 or more nutrients	6	540	-	-

** Proxies under mHSR+ refer to proxies for between 1-6 of the micronutrients used in analysis

** Different criteria are required for each WHO AFRO and Kenyan NPM category.

Product categorisation

Products were categorised in four ways:

- To one of 1,037 categories within the global FoodSwitch database.
- As either a food or beverage product.
- To one of 25 categories under the WHO AFRO NPM.
- To one of 21 categories under the Kenyan NPM.
- To one of 25 categories within the Euromonitor International food and beverage categorisation system. This categorisation was made to enable the nutrition analysis to be combined with sales data.

Groupings of Euromonitor International categories and sub-categories – hereafter called ‘EMI subsets’ - were made to generate subsets of products of sufficient size to allow analysis of comparable food products. Results for milk drinks are presented as ‘foods’ not ‘drinks’ according to Euromonitor International’s method of classification but were considered beverages when calculating their nutrient profile results.

Table 3 EMI subsets

Foods	Beverages
Baked Goods	Asian Specialty Drinks
Breakfast Cereals	Bottled Water
Butter and Spreads	Carbonates
Confectionery	Concentrates
Dairy	Energy Drinks
Edible Oils	Instant Coffee Mixes
Flour	Juice
Ice Cream	Other Hot Drinks
Meat and Seafood Substitutes	Sports Drinks
Plant-based Dairy	
Processed Fruit and Vegetables	
Rice, Pasta and Noodles	
Sauces, Dips and Condiments	
Savoury Snacks	
Sweet Biscuits, Snack Bars and Fruit Snacks	
Sweet Spreads	

Definitions for subsets can be found on ATNI’s website

Sales data

Sales data were obtained for each company. This was used to generate sales-weighted outcomes for analyses. As ATNI held the licence for the Euromonitor International data, ATNI did the analyses and provided The George Institute with results. ATNI accepts full responsibility for these components of the report. The sales data were those for the 2022 period.

Analysis strategy

There were four research questions addressed:

1. *What is the average health Star Rating of each company's product portfolio and how do companies compare?* Three metrics were used to examine product portfolios:
 - a. *Health Star Rating (HSR)*
 - b. *Health Star Rating + micronutrients (mHSR+)*
 - c. *Health Star Rating + micronutrients (no protein) (mHSR+ NP)*
2. *What proportion of each company's products are 'healthier' and how do companies compare?* The metric used was the proportion of the product portfolio that had a Health Star Rating of 3.5 stars or above. Three metrics were used to examine product portfolios:
 - a. *Health Star Rating (% healthier)*
 - b. *mHSR+ (% healthier)*
 - c. *mHSR+NP (% healthier)*
3. *What proportion of each company's products are eligible to be marketed to children and how do companies compare?* The metric used was the proportion of the product portfolio meeting WHO AFRO eligibility criteria for marketing to children.
4. *What proportion of each company's products are eligible for front-of-pack labelling and how do companies compare?* The metric used was the proportion of the product portfolio meeting Kenya's national nutrient profile model eligibility criteria for front-of-pack labelling.

The data were analysed using STATA statistical software version 18.

RESULTS – (1) Health Star Rating

Products included

Initially, n=983 products were identified manufactured by the 30 included companies. Of these, n=6 were removed due to erroneous data or were considered duplicate products. An additional n=231 were excluded from the HSR algorithm as they did not have sufficient baseline data to conduct the HSR algorithm. This left n=746 unique products for analysis from 30 companies, of which n=563 were food products and n=183 beverages.

Table 4 Number of food products by company in EMI subsets

	Baked Goods	Breakfast Cereals	Butter & Spreads	Confectionery	Dairy	Edible Oils	Flour	Ice Cream	Meat / Seafood Substitutes	Plant-based Dairy	Processed Fruit & Veg	Rice, Pasta & Noodles	Sauces, Dips & Condiments	Savoury Snacks	Sweet Biscuits	Sweet Spreads	Total
Bidco	-	-	9	-	-	10	-	-	-	-	-	8	-	-	-	-	27
Britannia	-	-	-	-	-	-	-	-	-	-	-	-	-	3	17	-	20
Broadways	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Brookside	-	-	6	-	75	-	-	20	-	2	-	-	-	-	-	-	103
Capwell	-	1	-	-	3	-	5	-	-	-	9	7	-	-	4	-	29
Deepa	-	-	-	-	-	-	-	-	-	-	-	-	-	61	4	-	65
Excel Chemicals	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	3
Ferrero	-	-	-	5	-	-	-	-	-	-	-	-	-	-	6	-	11
Flora FG	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	2	6
FrieslandCampina	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-	7
Githunguri	-	-	3	-	20	-	-	-	-	-	-	-	-	-	-	-	23
Indofood	-	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	12
Jetlak	-	-	-	-	-	-	-	-	-	9	-	-	-	-	-	3	12
Kapa Oil	-	-	11	-	-	5	-	-	-	-	-	1	-	-	-	-	17
Kevian	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
Kraft Heinz	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	10
Lotte	-	-	-	27	-	-	-	-	-	-	-	-	-	-	-	-	27
Manji Foods	1	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	5
Mars	-	-	-	23	-	-	-	2	-	-	-	-	-	-	-	-	25
Menengai	-	-	2	-	-	1	-	-	-	-	-	3	-	-	-	-	6
Mondelēz	-	-	-	34	-	-	-	-	-	-	-	-	-	-	5	-	39
Nestlé	-	-	-	17	4	-	-	1	-	-	-	-	1	-	-	-	23
New KCC	-	-	2	-	24	-	-	-	-	-	-	-	-	-	-	-	26
PepsiCo	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10
Promasidor	-	-	-	-	2	-	-	-	3	-	-	-	-	4	-	-	9
Pwani	-	-	2	-	-	5	-	-	-	-	-	-	-	-	-	-	7
Weetabix	-	29	-	-	-	-	-	-	-	-	-	-	-	-	6	-	35
Total	6	40	39	109	135	21	5	23	3	11	9	31	12	68	46	5	563

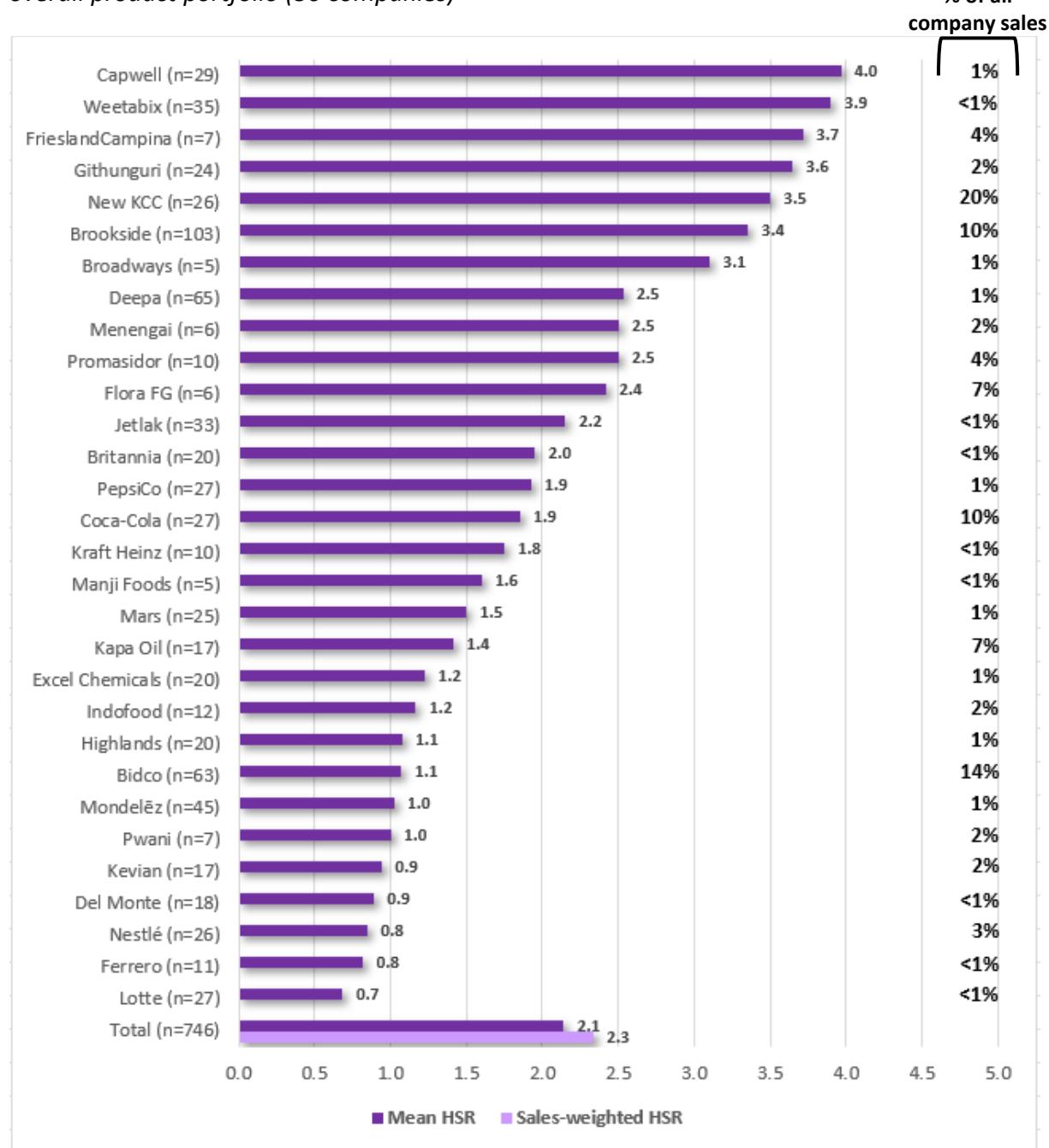
Table 5 Number of beverage products by company in EMI subsets

EMI subset	Bottled Water	Carbonates	Concentrates	Energy Drinks	Instant Coffee Mixes	Juice	Other Hot Drinks	Sports Drinks	Total
Bidco	1	7	-	1	-	27	-	-	36
Coca-Cola	4	15	-	-	-	8	-	-	27
Del Monte	-	-	-	-	-	18	-	-	18
Excel Chemicals	1	-	8	-	-	6	-	2	17
Githunguri	1	-	-	-	-	-	-	-	1
Highlands	1	12	5	1	-	1	-	-	20
Jetlak	1	-	-	-	-	20	-	-	21
Kevian	1	2	-	4	-	9	-	-	16
Mondelēz	-	-	-	-	-	-	6	-	6
Nestlé	-	-	-	-	1	-	2	-	3
PepsiCo	-	4	-	-	-	13	-	-	17
Promasidor	-	-	-	-	-	-	1	-	1
Total	10	40	13	6	1	102	9	2	183

The number of products examined in this report ranged from n=5 products for Broadways and Manji Foods to n=103 products for Brookside. The biggest EMI subsets were *Dairy* (n=135), *Confectionery* (n=109) and *Juice* (n=102). The smallest subsets were *Instant Coffee Mixes* (n=1) and *Sports Drinks* (n=2).

ANALYSIS 1a: Corporate rankings based upon mean nutrient profile of products

Figure 1 Mean Health Star Rating and sales-weighted mean Health Star Rating by company – overall product portfolio (30 companies)



Overall, mean HSR was 2.1 stars out of 5.0, increasing to 2.3 stars following sales-weighting (indicating healthier products accounted for a slightly higher proportion of sales). Capwell had the highest mean HSR of 4.0 out of 5.0, followed by Weetabix with 3.9. Lotte had the lowest mean HSR of 0.7. Five of the 30 companies had a mean HSR of ≥3.5. Mean HSR results by company for foods and beverages separately can be found in [Annex Figure 1](#) and [Annex Figure 2](#).

Figure 2 Mean Health Star Rating by category – foods

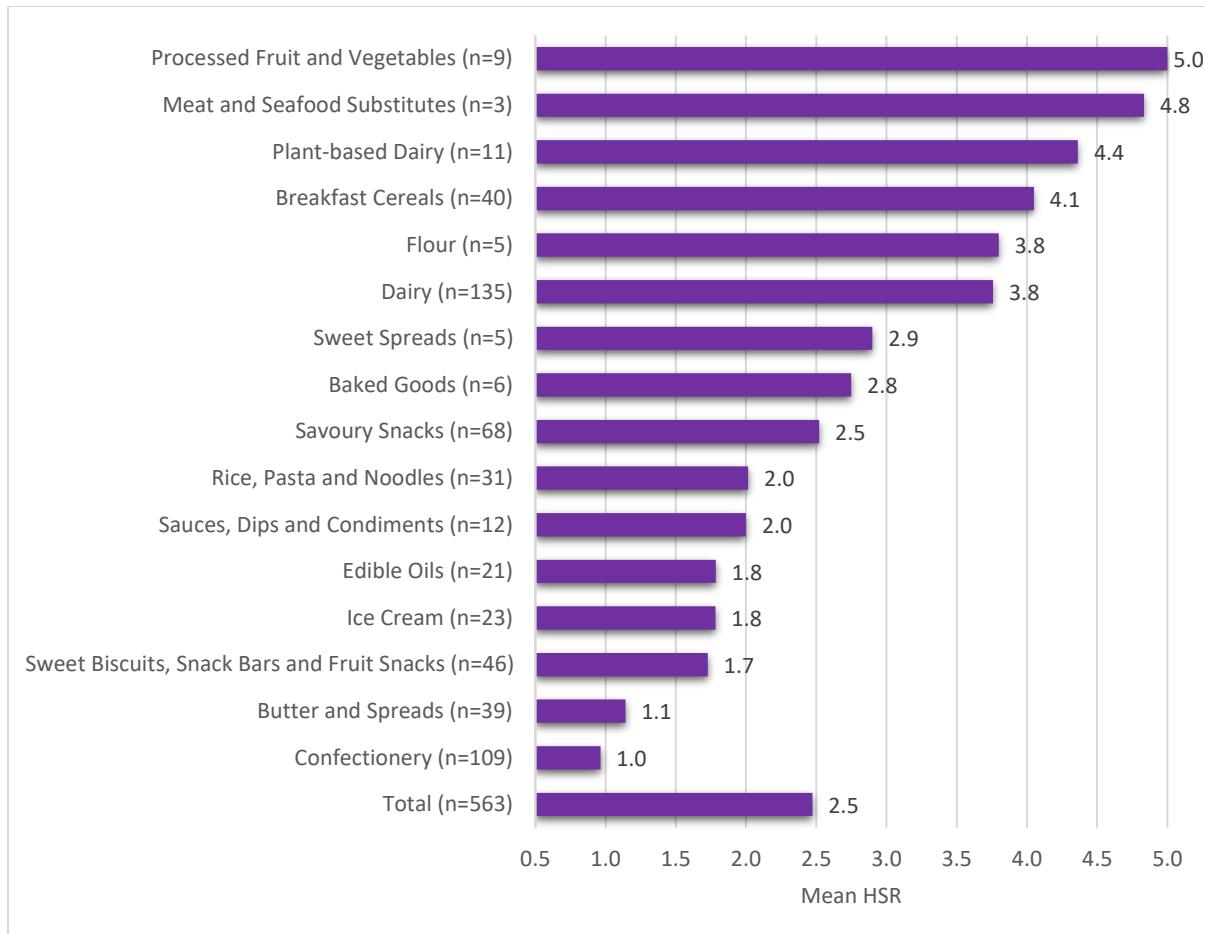
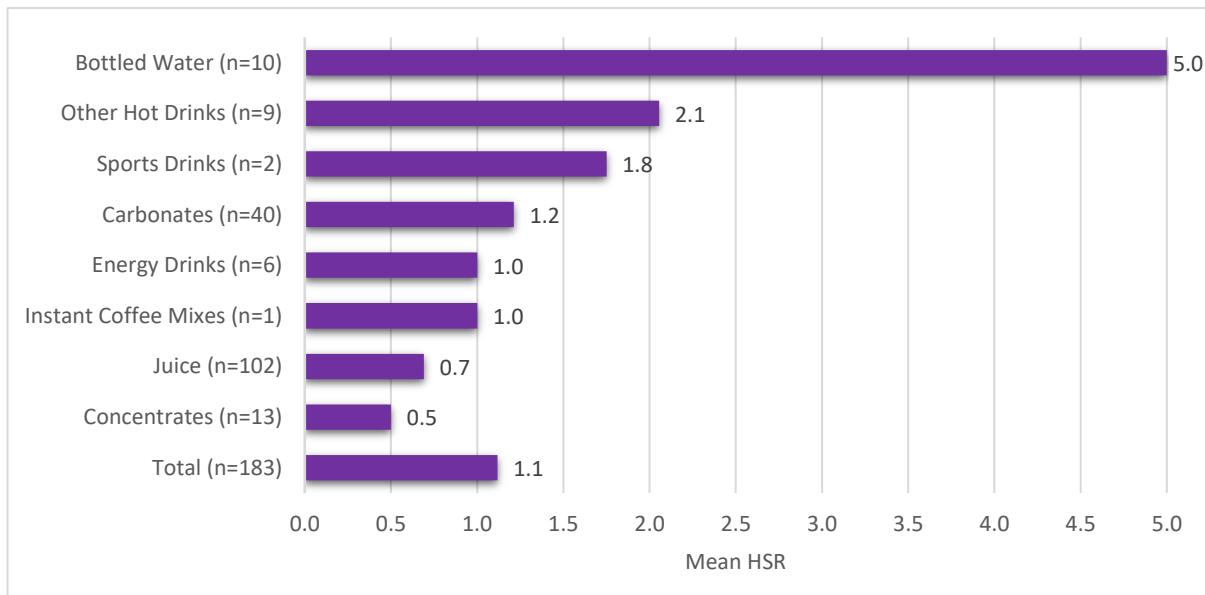


Figure 3 Mean Health Star Rating by category - beverages



The mean HSR for foods was higher at 2.5 than for beverages at 1.1. *Processed Fruit and Vegetables* and *Bottled Water* were the two categories that had the highest mean HSR (5.0). *Concentrates* had the lowest mean HSR (0.5) followed by *Juice* (0.7).

Table 6 Number of products with each Health Star Rating overall and by company

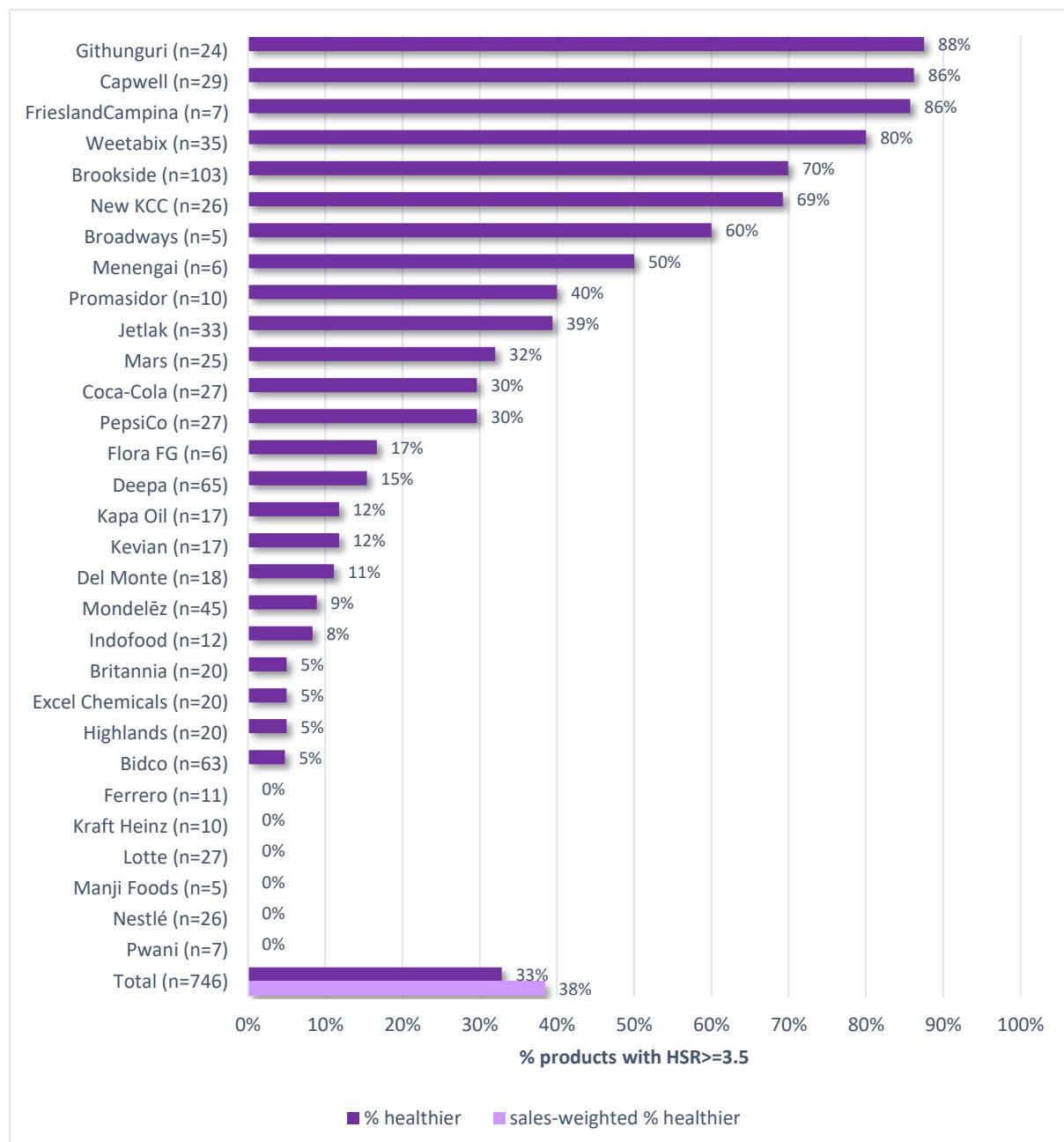
	Star rating (HSR model): 3.5 stars or more = healthier product										
	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
Bidco	36	11	3	8	0	2	2	0	0	1	63
Britannia	1	0	9	2	7	0	1	0	0	0	20
Broadways	0	0	0	1	0	1	3	0	0	0	5
Brookside	7	4	3	7	7	3	3	57	11	1	103
Capwell	0	0	2	2	0	0	2	14	0	9	29
Coca-Cola	8	9	2	0	0	0	4	0	0	4	27
Deepa	1	7	4	8	20	15	4	3	2	1	65
Del Monte	15	1	0	0	0	0	1	1	0	0	18
Excel Chemicals	14	0	1	1	0	3	0	0	0	1	20
Ferrero	8	2	0	0	0	1	0	0	0	0	11
Flora FG	1	0	0	1	1	2	1	0	0	0	6
FrieslandCampina	1	0	0	0	0	0	1	2	2	1	7
Githunguri	1	2	0	0	0	0	0	20	0	1	24
Highlands	10	5	3	1	0	0	0	0	0	1	20
Indofood	7	1	1	1	1	0	1	0	0	0	12
Jetlak	18	0	0	1	0	1	0	4	8	1	33
Kapa Oil	2	12	0	0	0	1	1	0	1	0	17
Kevian	15	0	0	0	0	0	1	0	0	1	17
Kraft Heinz	1	1	3	2	3	0	0	0	0	0	10
Lotte	19	6	2	0	0	0	0	0	0	0	27
Manji Foods	0	1	2	2	0	0	0	0	0	0	5
Mars	15	2	0	0	0	0	8	0	0	0	25
Menengai	0	3	0	0	0	0	0	3	0	0	6
Mondelēz	36	0	2	1	0	2	2	0	0	2	45
Nestlé	20	2	0	2	0	2	0	0	0	0	26
New KCC	3	1	0	0	1	3	0	9	8	1	26
PepsiCo	15	0	1	0	1	2	1	3	2	2	27
Promasidor	3	0	1	2	0	0	1	0	1	2	10
Pwani	0	7	0	0	0	0	0	0	0	0	7
Weetabix	0	0	2	1	1	3	4	8	12	4	35
Total	257	77	41	43	42	41	41	124	47	33	746
% products	34.5%	10.3%	5.5%	5.8%	5.6%	5.5%	5.5%	16.6%	6.3%	4.4%	100.0%

Table 6 above shows the spread of results achieved by all companies across the HSR spectrum.

The 30 companies assessed offered products with a range of HSRs but a large number scored poorly. Just over half (50.3%) of all products on the market scored 1.5 stars or below. The products that scored 3.5 and above totalled 245, accounting for only 27.3% of all products.

ANALYSIS 1b: Corporate rankings based upon proportion of 'healthier' products

Figure 4 Proportion of 'healthier' products and sales-weighted proportion of 'healthier' products by company - overall product portfolio (30 companies)



Only 33% of products from all manufacturers were classified as 'healthier', which increased to a proportion of 38% after sales-weighting. Githunguri had the largest proportion of its portfolio achieving an HSR of 3.5 or above (88%) followed by Capwell (86%) and FrieslandCampina (86%). Six companies (Ferrero, Kraft Heinz, Lotte, Manji Foods, Nestlé and Pwani) had 0% of 'healthier' products. The proportion of 'healthier' products by company for foods and beverages separately can be found in [Annex Figure 3](#) and [Annex Figure 4](#).

Figure 5 Proportion of 'healthier' products by category – foods

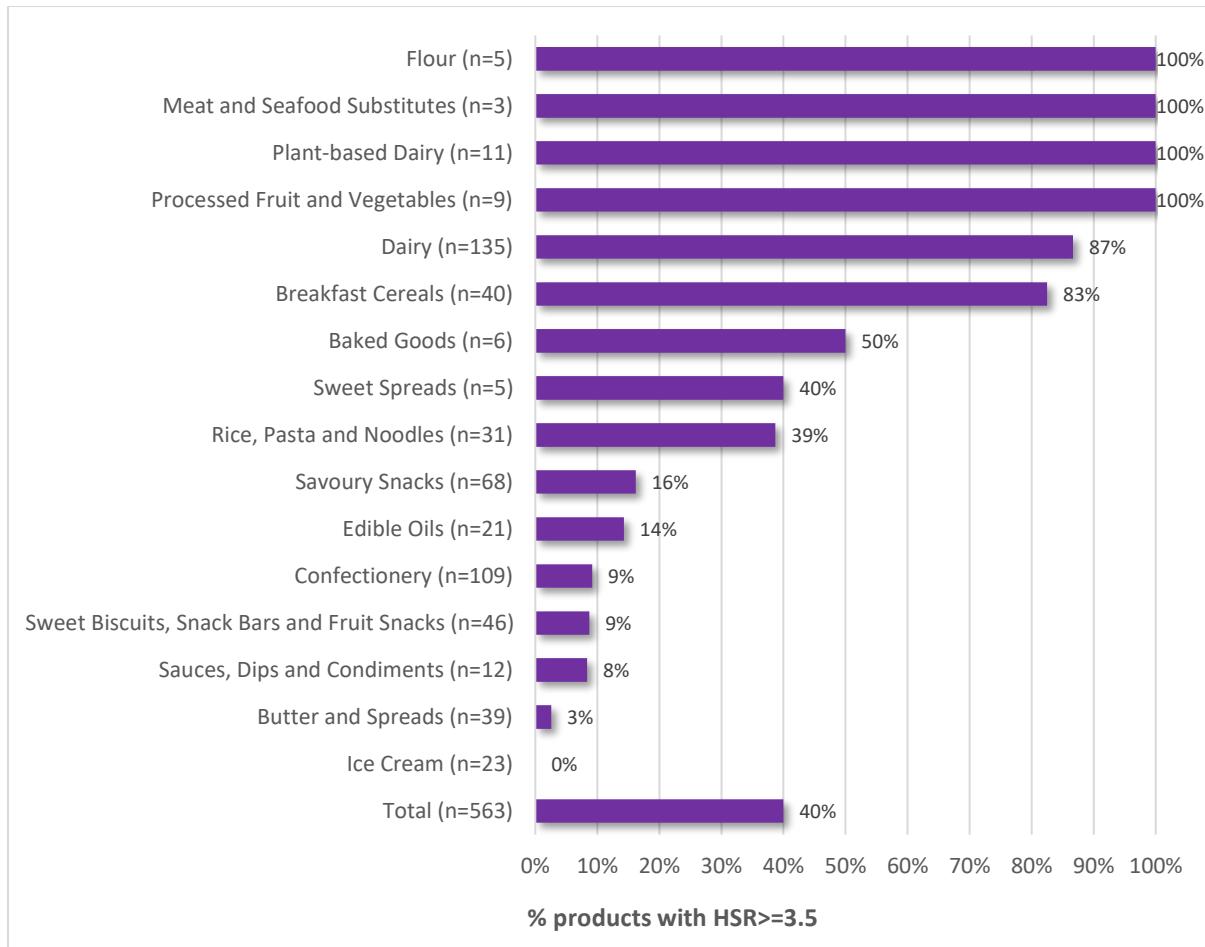
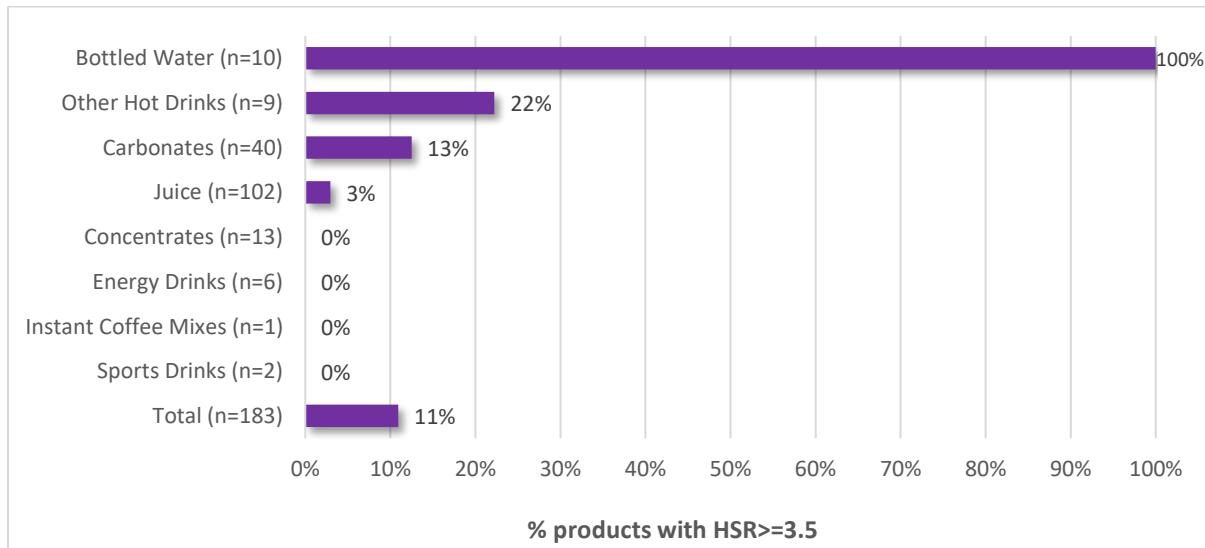


Figure 6 Proportion of 'healthier' products by category – beverages

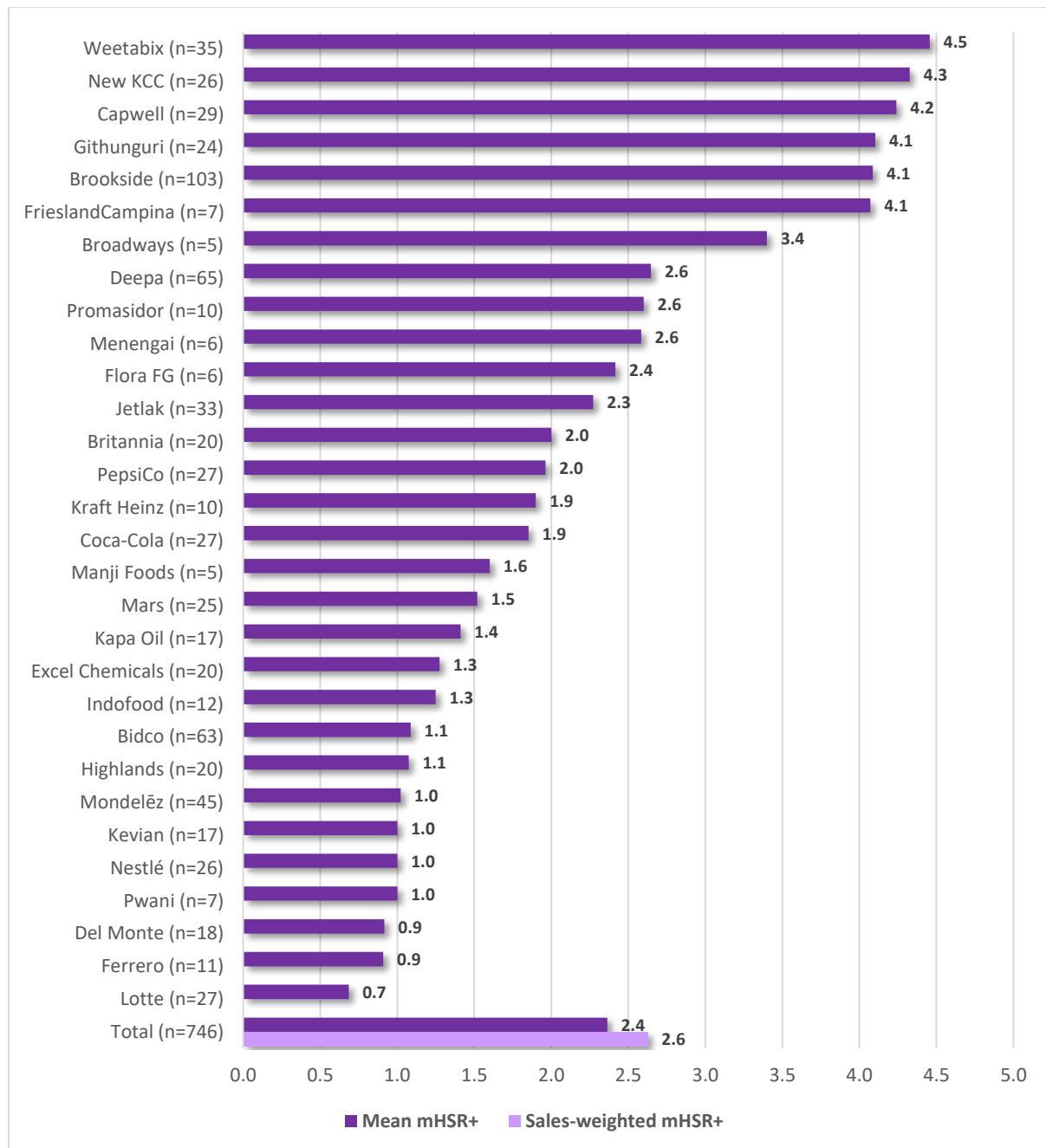


Five categories (*Flour, Processed Fruit and Vegetables, Meat and Seafood Substitutes, Plant-based Dairy* and *Bottled Water*) had 100% of products with an HSR ≥ 3.5 . Similarly, five categories had zero products receiving an HSR ≥ 3.5 (*Ice Cream, Concentrates, Energy Drinks, Instant Coffee Mixes* and *Sports Drinks*).

RESULTS – (2) mHSR+ micronutrients

ANALYSIS 2a: Corporate rankings based upon mean nutrient profile of products – mHSR+ micronutrients (mHSR+)

Figure 7 Mean mHSR+ Rating and sales-weighted mean mHSR+ Rating by company – overall product portfolio (30 companies)



Overall, mean mHSR+ was 2.4 stars out of 5.0, increasing to 2.6 stars following sales-weighting (indicating healthier products accounted for a slightly higher proportion of sales). Weetabix had the highest mean mHSR+ of 4.5 out of 5.0, followed by New KCC with 4.3 and Capwell with 4.2. Lotte had the lowest mean mHSR+ of 0.7. Six of the 30 companies had a mean mHSR+ of ≥ 3.5 . Mean mHSR+ results by company for foods and beverages separately can be found in [Annex Figure 5](#) and [Annex Figure 6](#).

Figure 8 Mean mHSR+ by category – foods

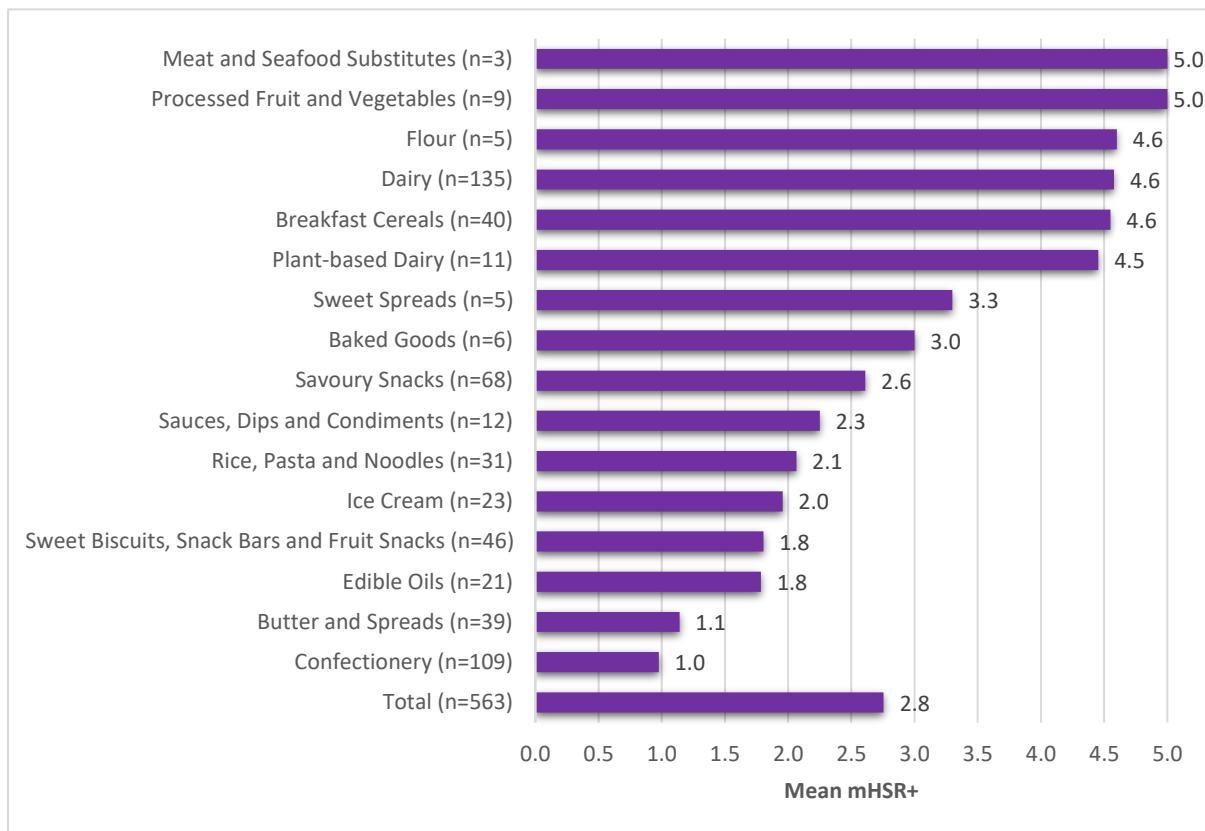
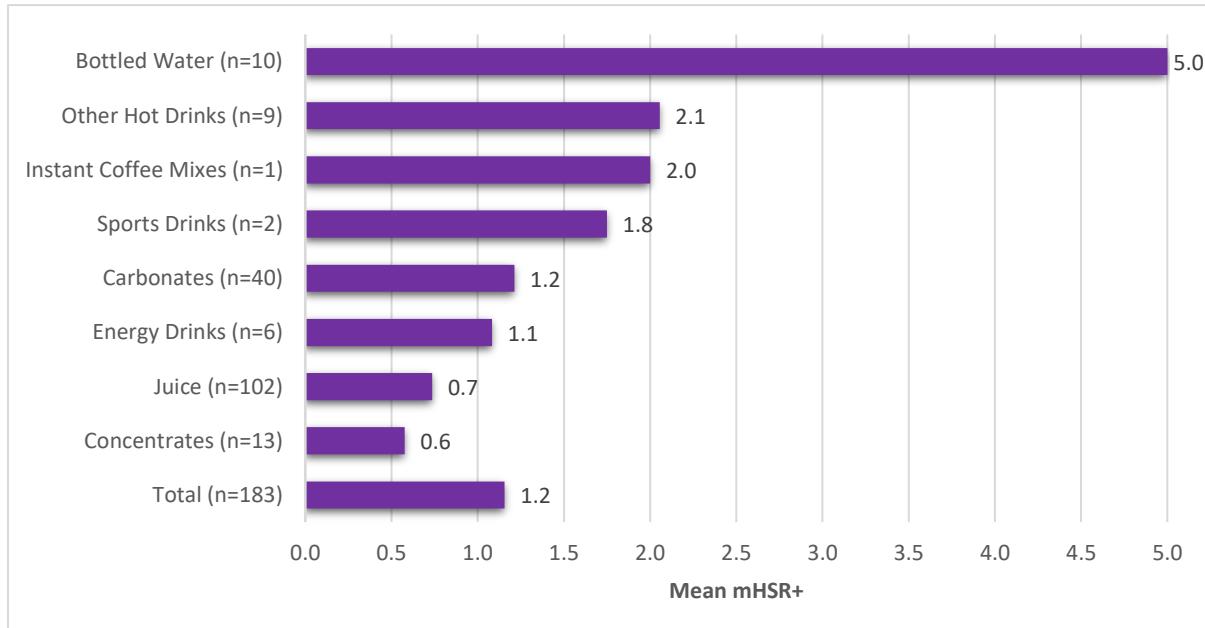


Figure 9 Mean mHSR+ by category - beverages



The mean mHSR+ for foods was higher at 2.8 than for beverages at 1.2. *Processed Fruit and Vegetables*, *Meat and Seafood Substitutes* and *Bottled Water* were the three categories with the highest mean mHSR+ (5.0). Concentrates had the lowest mean HSR (0.6).

Table 7 Number of products with each mHSR+ Rating overall and by company

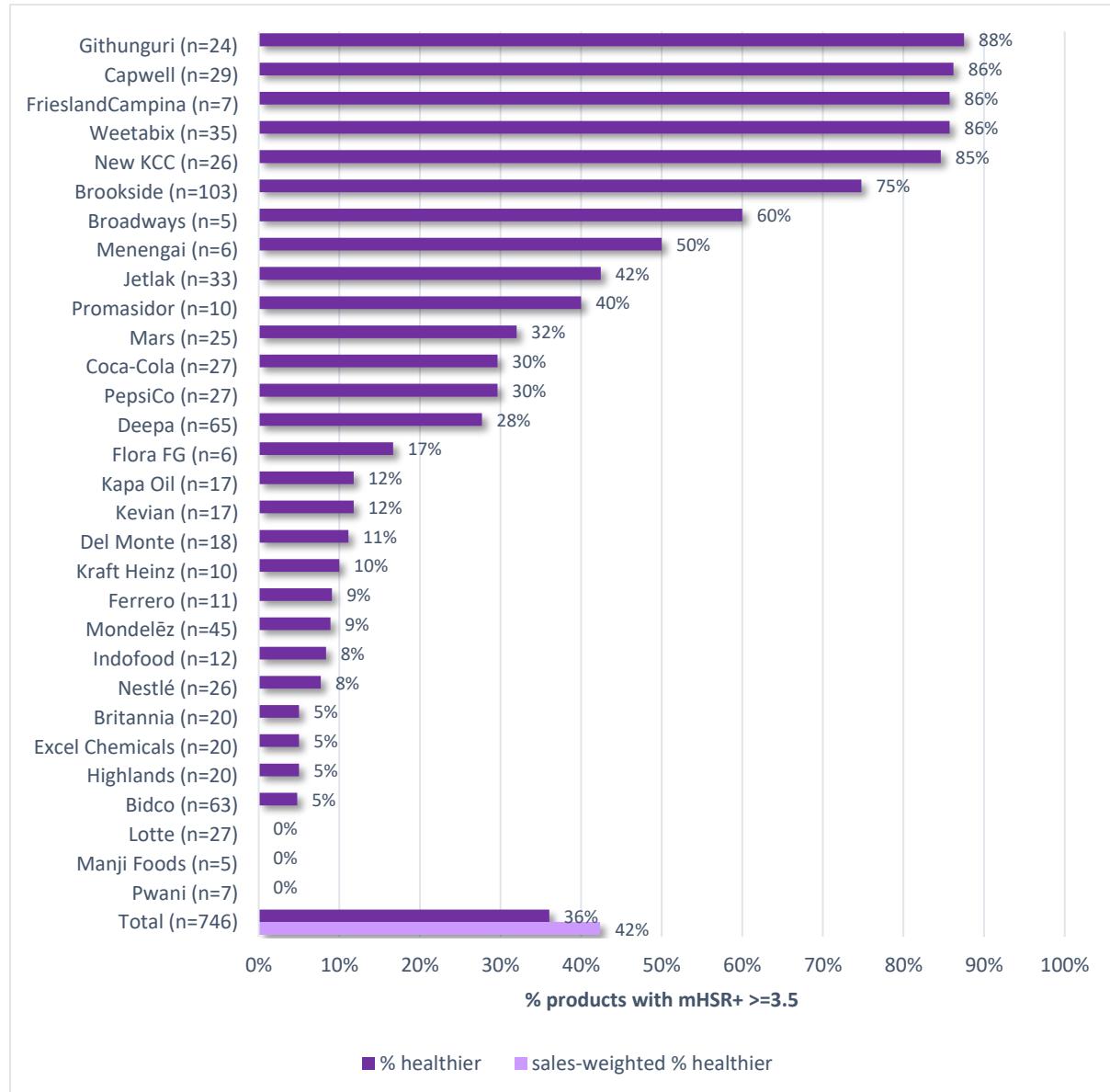
	Star rating (mHSR+ model): 3.5 stars or more = healthier product										
	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
Bidco	36	11	3	8	0	2	2	0	0	1	63
Britannia	1	0	9	2	7	0	1	0	0	0	20
Broadways	0	0	0	1	0	1	3	0	0	0	5
Brookside	7	4	3	7	7	3	3	57	11	1	103
Capwell	0	0	2	2	0	0	2	14	0	9	29
Coca-Cola	8	9	2	0	0	0	4	0	0	4	27
Deepa	1	7	4	8	20	15	4	3	2	1	65
Del Monte	15	1	0	0	0	0	1	1	0	0	18
Excel Chemicals	14	0	1	1	0	3	0	0	0	1	20
Ferrero	8	2	0	0	0	1	0	0	0	0	11
Flora FG	1	0	0	1	1	2	1	0	0	0	6
FrieslandCampina	1	0	0	0	0	0	1	2	2	1	7
Githunguri	1	2	0	0	0	0	0	20	0	1	24
Highlands	10	5	3	1	0	0	0	0	0	1	20
Indofood	7	1	1	1	1	0	1	0	0	0	12
Jetlak	18	0	0	1	0	1	0	4	8	1	33
Kapa Oil	2	12	0	0	0	1	1	0	1	0	17
Kevian	15	0	0	0	0	0	1	0	0	1	17
Kraft Heinz	1	1	3	2	3	0	0	0	0	0	10
Lotte	19	6	2	0	0	0	0	0	0	0	27
Manji Foods	0	1	2	2	0	0	0	0	0	0	5
Mars	15	2	0	0	0	0	8	0	0	0	25
Menengai	0	3	0	0	0	0	0	3	0	0	6
Mondelēz	36	0	2	1	0	2	2	0	0	2	45
Nestlé	20	2	0	2	0	2	0	0	0	0	26
New KCC	3	1	0	0	1	3	0	9	8	1	26
PepsiCo	15	0	1	0	1	2	1	3	2	2	27
Promasidor	3	0	1	2	0	0	1	0	1	2	10
Pwani	0	7	0	0	0	0	0	0	0	0	7
Weetabix	0	0	2	1	1	3	4	8	12	4	35
Total	257	77	41	43	42	41	41	124	47	33	746
% products	34.5%	10.3%	5.5%	5.8%	5.6%	5.5%	5.5%	16.6%	6.3%	4.4%	100.0%

Table 7 above shows the spread of results achieved by all companies across the mHSR+ spectrum.

The 30 companies assessed offered products with a range of results but a large number scored poorly. Just over half (50.3%) of all products on the market scored 1.5 stars or below. The products that scored 3.5 and above totalled 245, accounting for only 32.8% of all products.

ANALYSIS 2b: Corporate rankings based upon proportion of 'healthier' products – mHSR+

Figure 10 Proportion of 'healthier' products (mHSR+) by company - overall product portfolio (30 companies)



Only 36% of products from all manufacturers were classified as 'healthier' under the mHSR+ model, which increased to a proportion of 42% after sales-weighting. Githunguri had the largest proportion of products achieving an mHSR+ of 3.5 or above (88%) followed by Capwell, FrieslandCampina and Weetabix (86%). Three companies (Lotte, Manji Foods and Pwani) had 0% of 'healthier' products under the mHSR+ model. The proportion of 'healthier' products using the mHSR+ model by company for foods and beverages separately can be found in [Annex Figure 7](#) and [Annex Figure 8](#).

Figure 11 Proportion of ‘healthier’ products (mHSR+) by category – foods

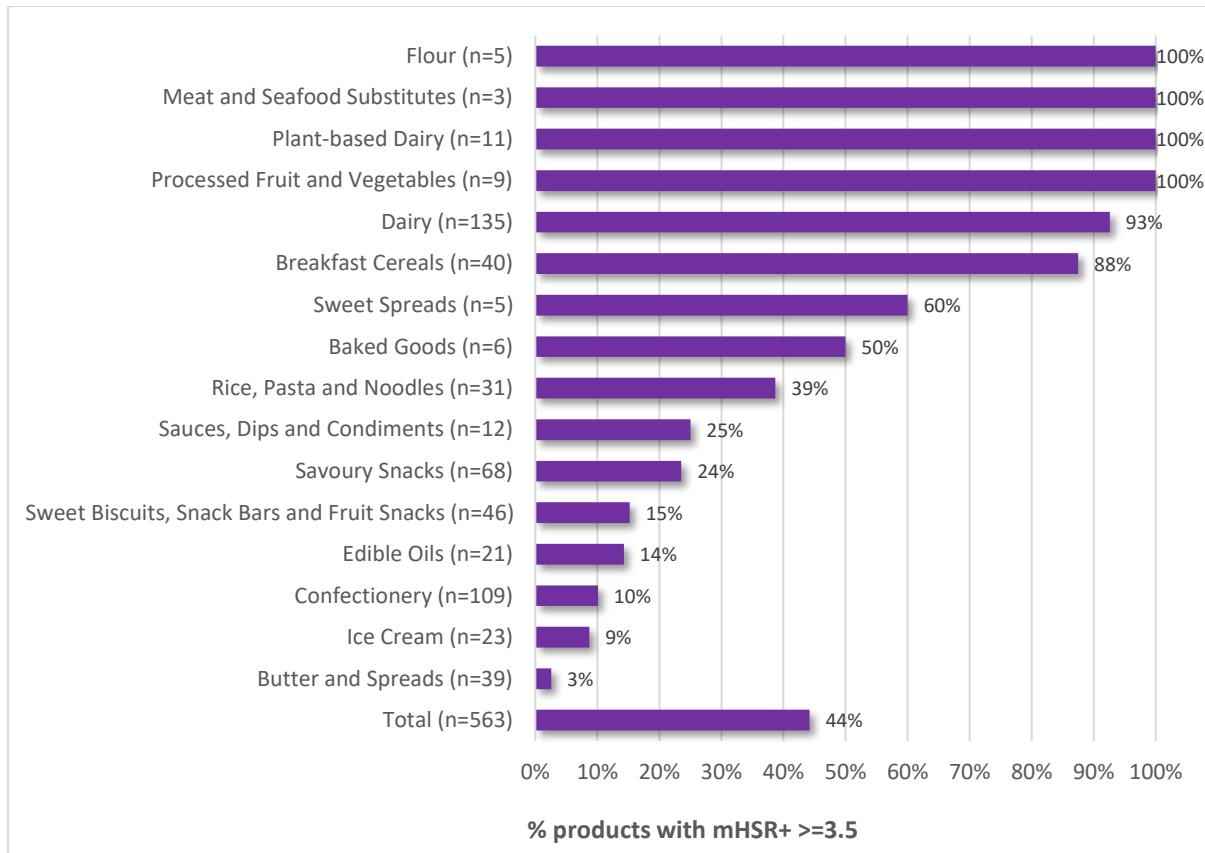
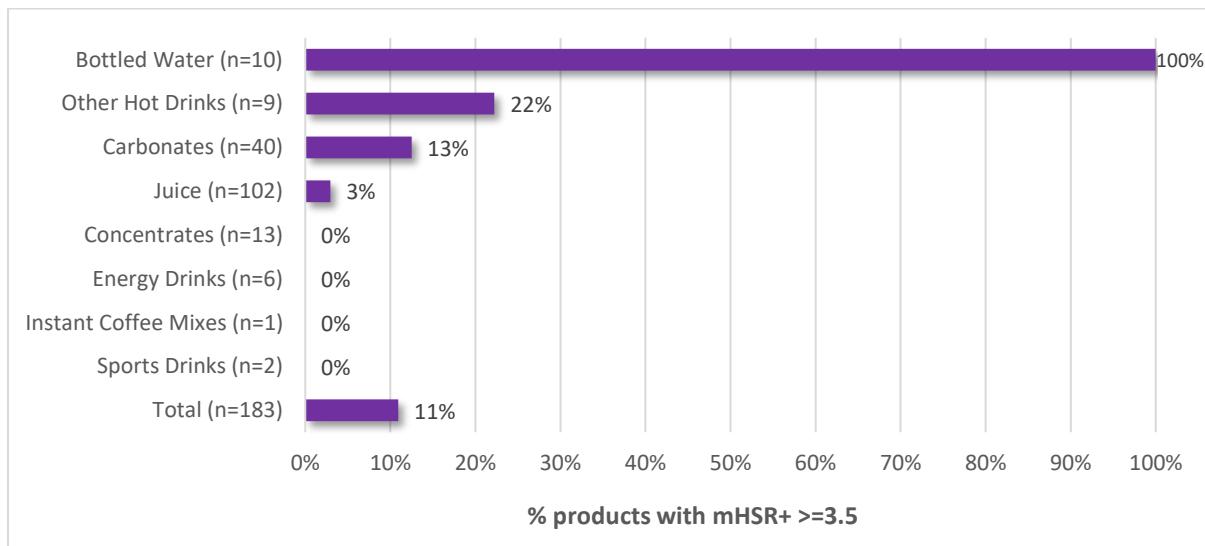


Figure 12 Proportion of ‘healthier’ products by category – beverages

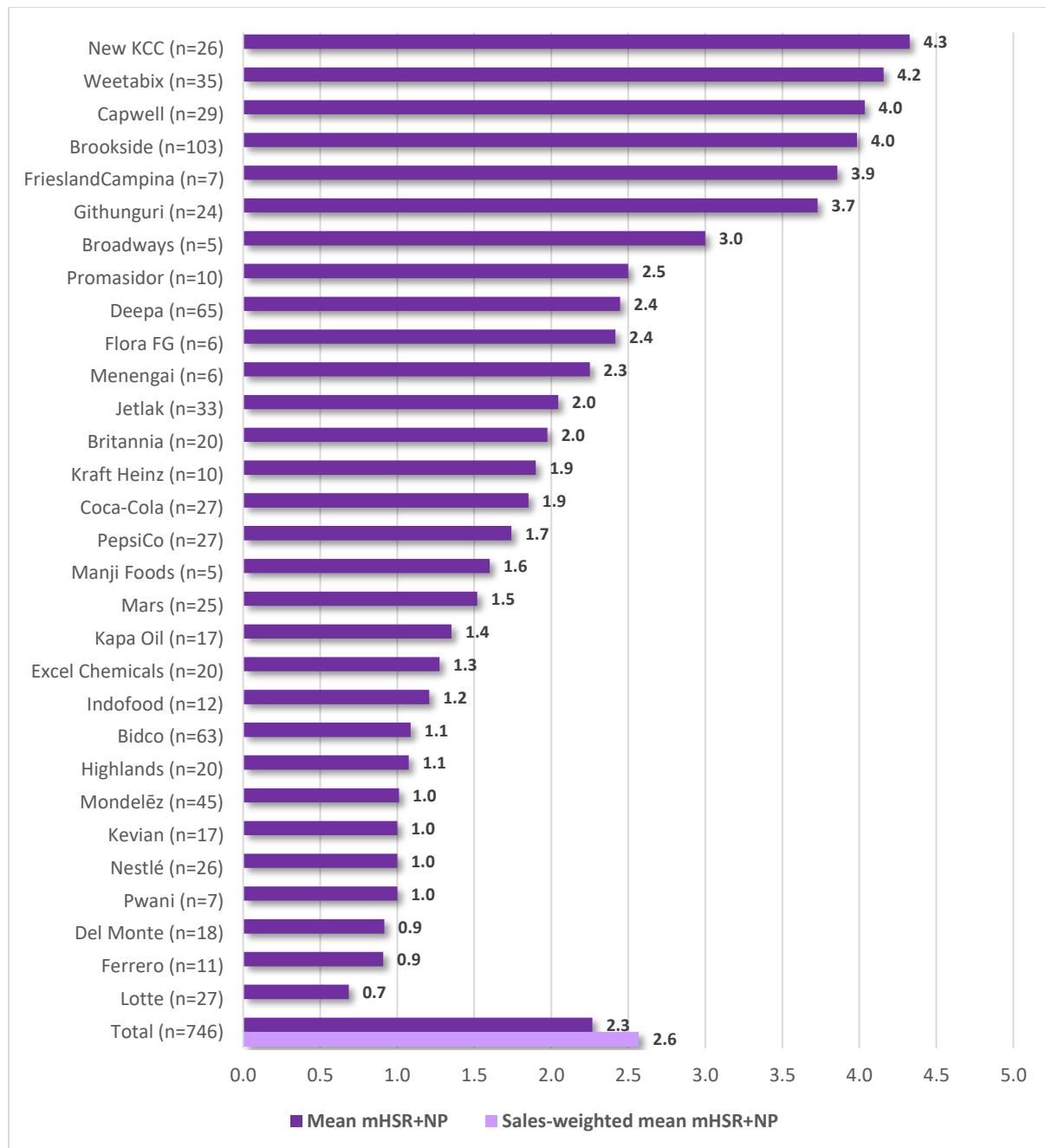


Five categories (*Flour, Processed Fruit and Vegetables, Meat and Seafood Substitutes, Plant-based Dairy* and *Bottled Water*) had 100% of products with an mHSR+ ≥ 3.5 . Four categories had zero products receiving an mHSR ≥ 3.5 (*Concentrates, Energy Drinks, Instant Coffee Mixes* and *Sports Drinks*).

RESULTS – (3) mHSR+ micronutrients (no protein)

ANALYSIS 3a: Corporate rankings based upon mean nutrient profile of products – mHSR+ micronutrients (no protein) (mHSR+NP)

Figure 13 Mean mHSR+NP Rating and sales-weighted mean mHSR+NP Rating by company – overall product portfolio (30 companies)



Overall, mean mHSR+NP was 2.3 stars out of 5.0, increasing to 2.6 stars following sales-weighting (indicating healthier products accounted for a slightly higher proportion of sales). New KCC had the highest mean mHSR+NP of 4.3 out of 5.0, followed by Weetabix with 4.2 and Capwell and Brookside with 4.0. Lotte had the lowest mean mHSR+NP of 0.7. Six of the 30 companies had a mean mHSR+NP of ≥3.5. Mean mHSR+NP results by company for foods and beverages separately can be found in [Annex Figure 9](#) and [Annex Figure 10](#).

Figure 14 Mean mHSR+NP by category – foods

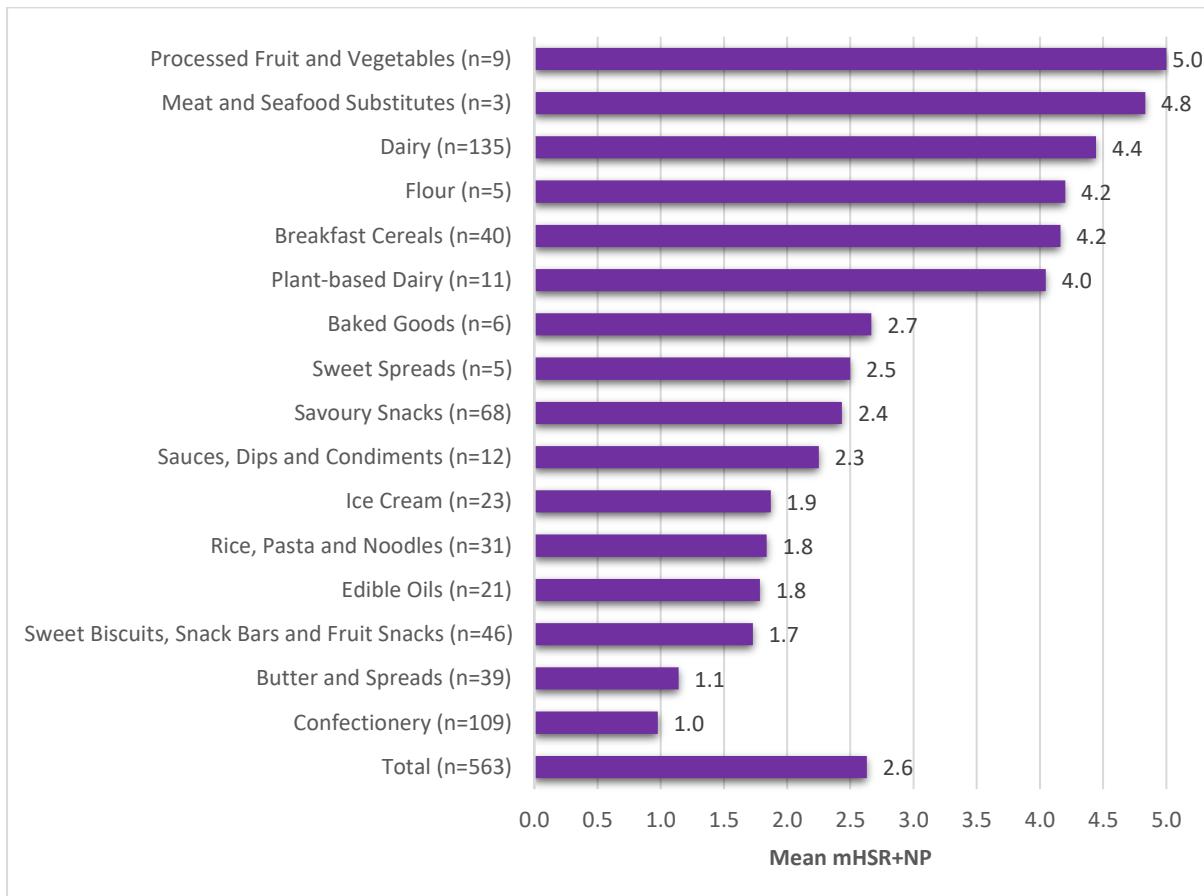
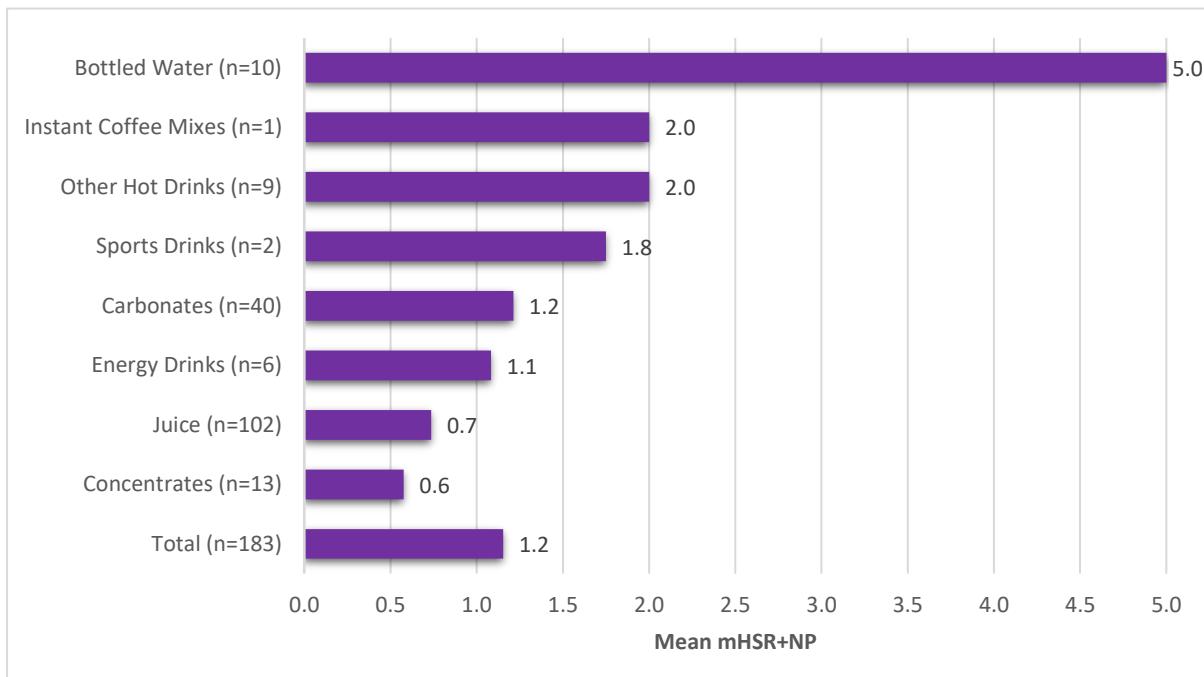


Figure 15 Mean mHSR+NP by category - beverages



The mean mHSR+NP for foods was higher at 2.6 than for beverages at 1.2. *Processed Fruit and Vegetables* and *Bottled Water* were the categories with the highest mean mHSR+NP (5.0). *Concentrates* had the lowest mean mHSR+NP with 0.6.

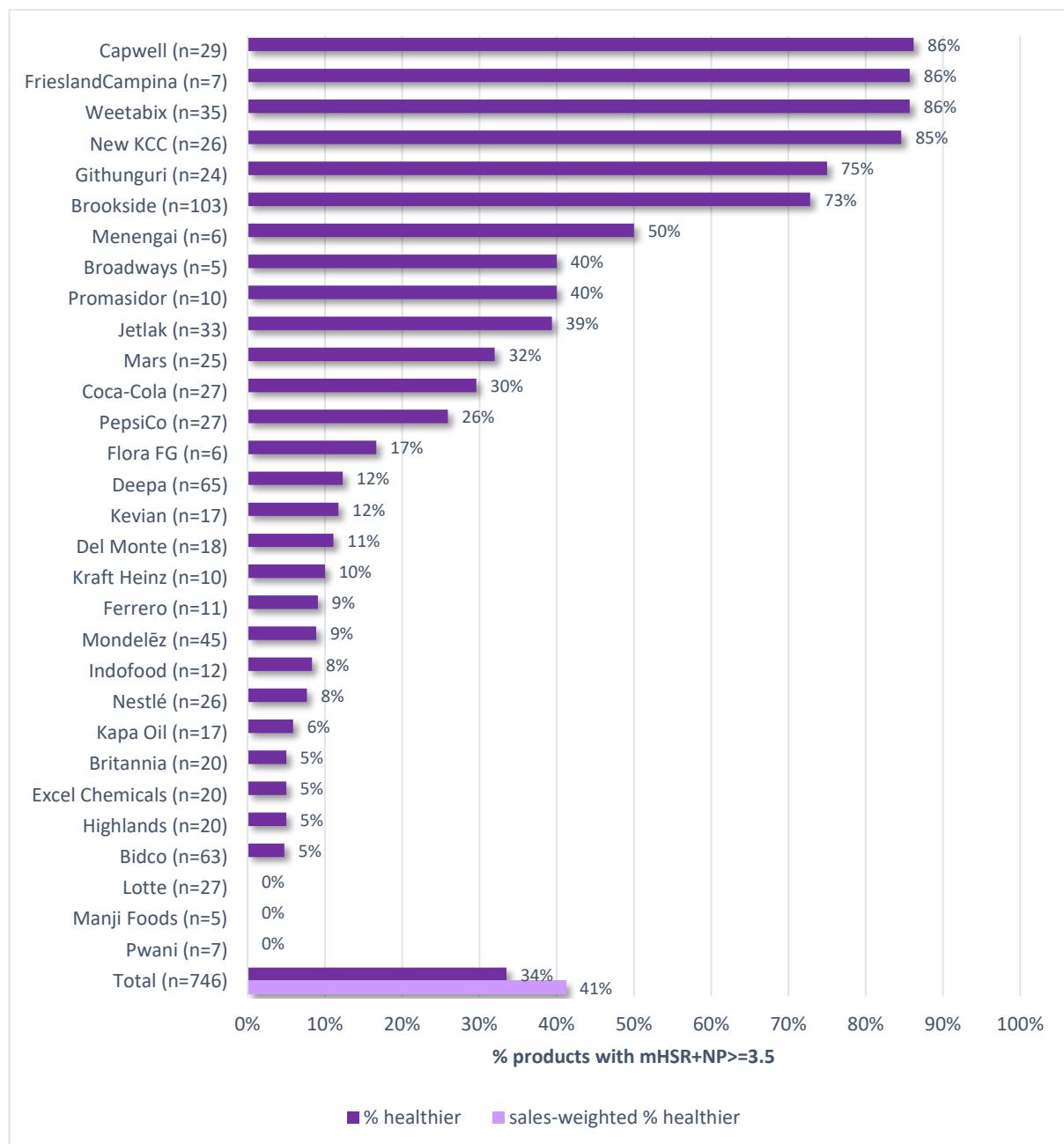
Table 8 Number of products with each mHSR+NP Rating overall and by company

	Star rating (mHSR+NP model): 3.5 stars or more = healthier product										
	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	Total
Bidco	36	11	3	8	0	2	2	0	0	1	63
Britannia	1	0	9	2	7	0	1	0	0	0	20
Broadways	0	0	0	1	0	1	3	0	0	0	5
Brookside	7	4	3	7	7	3	3	57	11	1	103
Capwell	0	0	2	2	0	0	2	14	0	9	29
Coca-Cola	8	9	2	0	0	0	4	0	0	4	27
Deepa	1	7	4	8	20	15	4	3	2	1	65
Del Monte	15	1	0	0	0	0	1	1	0	0	18
Excel Chemicals	14	0	1	1	0	3	0	0	0	1	20
Ferrero	8	2	0	0	0	1	0	0	0	0	11
Flora FG	1	0	0	1	1	2	1	0	0	0	6
FrieslandCampina	1	0	0	0	0	0	1	2	2	1	7
Githunguri	1	2	0	0	0	0	0	20	0	1	24
Highlands	10	5	3	1	0	0	0	0	0	1	20
Indofood	7	1	1	1	1	0	1	0	0	0	12
Jetlak	18	0	0	1	0	1	0	4	8	1	33
Kapa Oil	2	12	0	0	0	1	1	0	1	0	17
Kevian	15	0	0	0	0	0	1	0	0	1	17
Kraft Heinz	1	1	3	2	3	0	0	0	0	0	10
Lotte	19	6	2	0	0	0	0	0	0	0	27
Manji Foods	0	1	2	2	0	0	0	0	0	0	5
Mars	15	2	0	0	0	0	8	0	0	0	25
Menengai	0	3	0	0	0	0	0	3	0	0	6
Mondelēz	36	0	2	1	0	2	2	0	0	2	45
Nestlé	20	2	0	2	0	2	0	0	0	0	26
New KCC	3	1	0	0	1	3	0	9	8	1	26
PepsiCo	15	0	1	0	1	2	1	3	2	2	27
Promasidor	3	0	1	2	0	0	1	0	1	2	10
Pwani	0	7	0	0	0	0	0	0	0	0	7
Weetabix	0	0	2	1	1	3	4	8	12	4	35
Total	257	77	41	43	42	41	41	124	47	33	746
% products	34.5%	10.3%	5.5%	5.8%	5.6%	5.5%	5.5%	16.6%	6.3%	4.4%	100.0%

Table 8 above shows the spread of results achieved by all companies across the mHSR+NP spectrum. The 30 companies assessed offered products with a range of results but a large number scored poorly. Just over half (50.3%) of all products on the market scored 1.5 stars or below. The products that scored 3.5 and above totalled 245, accounting for only 32.8% of all products.

ANALYSIS 3b: Corporate rankings based upon proportion of 'healthier' products – mHSR+ micronutrients (no protein) (mHSR+NP)

Figure 16 Proportion of 'healthier' products (mHSR+NP) by company - overall product portfolio (30 companies)



Only 34% of products from all manufacturers were classified as 'healthier' under the mHSR+NP model, which increased to a proportion of 41% after sales-weighting. Capwell, FrieslandCampina and Weetabix had the largest proportion of products achieving an mHSR+NP of 3.5 or above (86%) followed by New KCC (85%) and Githunguri (75%). Three companies (Lotte, Manji Foods and Pwani) had 0% of 'healthier' products under the mHSR+NP model. These results mirrored the mHSR+ results. The proportion of 'healthier' products using mHSR+NP by company for foods and beverages separately can be found in **Annex Figure 11** and **Annex Figure 12**.

Figure 17 Proportion of 'healthier' products ($mHSR+NP$) by category – foods

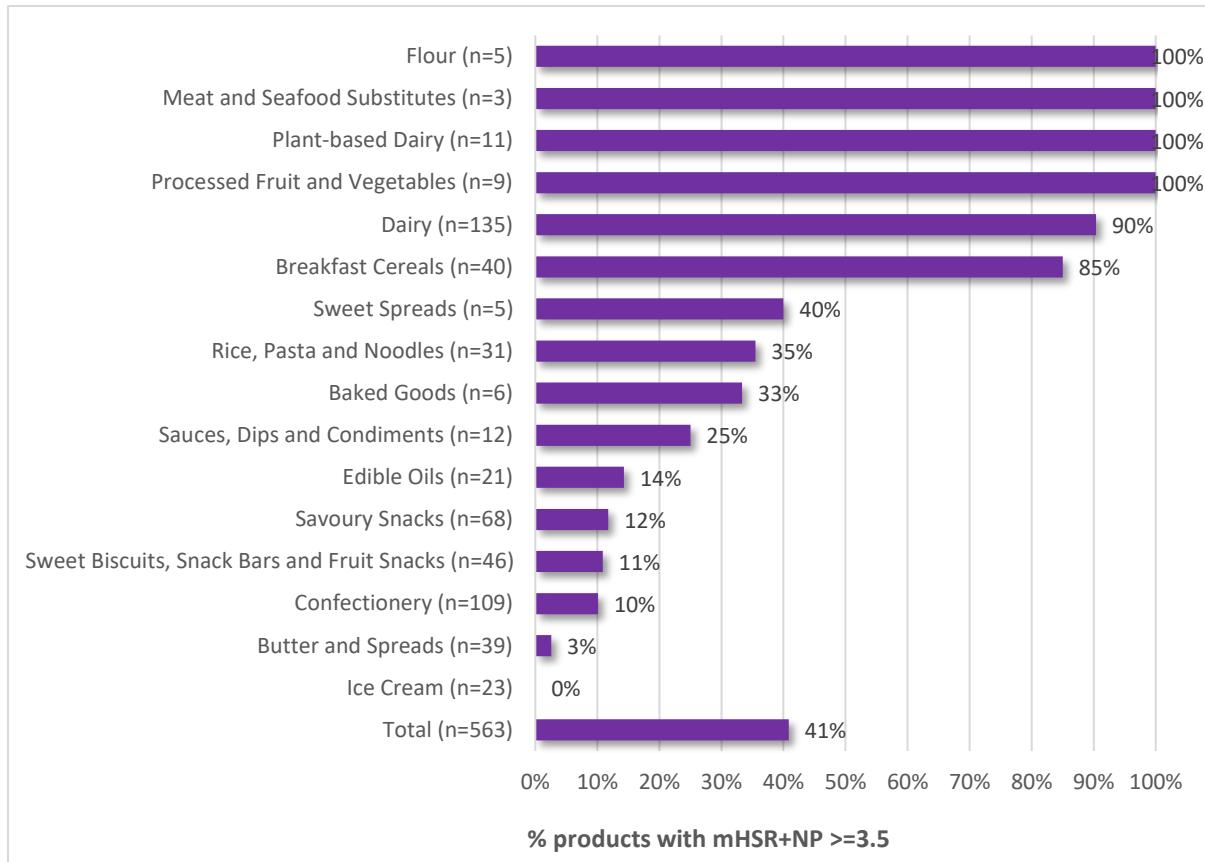
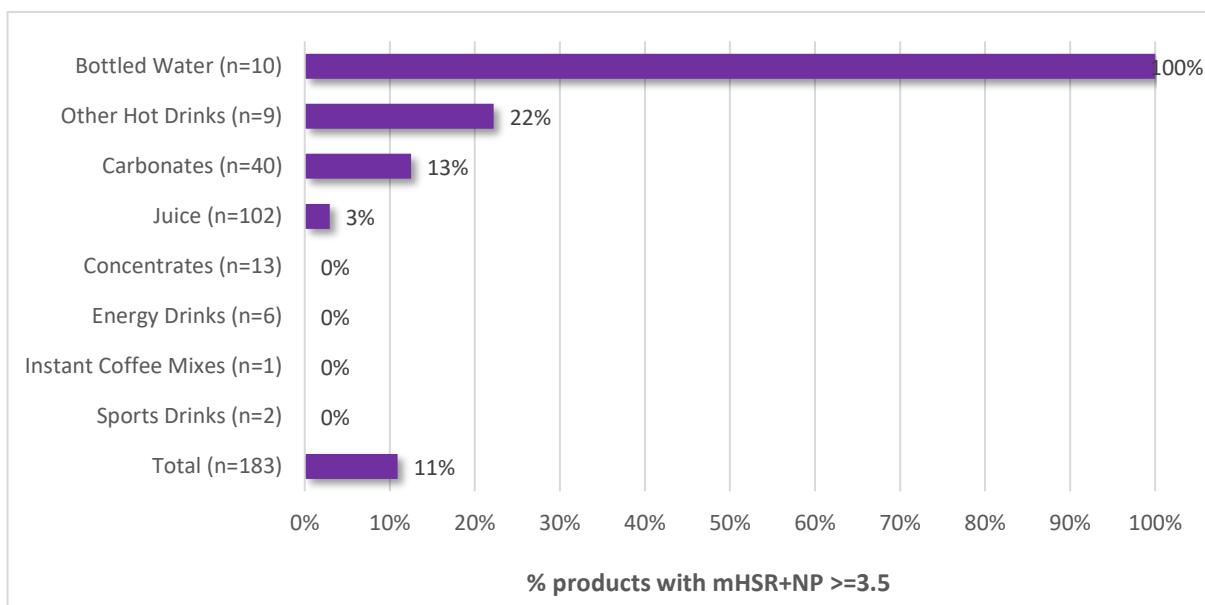


Figure 18 Proportion of 'healthier' products ($mHSR+NP$) by category – beverages



Five categories (*Flour, Processed Fruit and Vegetables, Meat and Seafood Substitutes, Plant-based Dairy* and *Bottled Water*) had 100% of products with an $mHSR+NP \geq 3.5$. Five categories had zero products receiving an $mHSR+NP \geq 3.5$ (*Concentrates, Energy Drinks, Instant Coffee Mixes, Ice Cream* and *Sports Drinks*).

RESULTS – (4) World Health Organization African Region Nutrient Profile Model

Products included

Initially, n=983 products were identified manufactured by the 30 included companies. Of these, n=6 were removed due to erroneous data or were considered duplicate products. An additional n=61 were excluded from the WHO AFRO NPM algorithm specifically as they did not have sufficient baseline data to conduct analysis. This left n=916 unique products for analysis from 30 companies.

Table 9 Number of food products by company in EMI subsets, for WHO AFRO analysis

	Baked Goods	Breakfast Cereals	Butter & Spreads	Confectionery	Dairy	Edible Oils	Ice Cream	Meat and Seafood Substitutes	Plant-based Dairy	Processed Fruit & Vegetables	Rice, Pasta & Noodles	Sauces, Dips & Condiments	Savoury Snacks	Sweet Biscuits	Sweet Spreads	Total
Bidco	-	-	9	-	-	10	-	-	-	-	8	-	-	-	-	27
Britannia	-	-	-	-	-	-	-	-	-	-	-	-	3	23	-	26
Broadways	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Brookside	-	-	6	-	92	-	29	-	2	-	-	-	-	-	-	129
Capwell	-	1	-	-	3	-	-	-	-	4	16	-	-	4	-	28
Deepa	-	-	-	-	-	-	-	-	-	-	-	-	61	4	-	65
Excel Chemicals	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3
Ferrero	-	-	-	5	-	-	-	-	-	-	-	-	-	6	-	11
Flora FG	-	-	4	-	-	-	-	-	-	-	-	-	-	-	2	6
FrieslandCampina	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	7
Githunguri	-	-	3	-	20	-	-	-	-	-	-	-	-	-	-	23
Indofood	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	12
Jetlak	-	-	-	-	-	-	-	-	9	-	-	-	-	-	5	14
Kapa Oil	-	-	11	-	-	5	-	-	-	-	1	-	-	-	-	17
Kevian	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
Kraft Heinz	-	-	-	-	-	-	-	-	-	-	-	11	-	-	-	11
Lotte	-	-	-	27	-	-	-	-	-	-	-	-	-	-	-	27
Manji Foods	1	-	-	-	-	-	-	-	-	-	-	-	4	41	-	46
Mars	-	-	-	26	-	-	2	-	-	-	-	-	-	-	-	28
Menengai	-	-	2	-	-	1	-	-	-	-	3	-	-	-	-	6
Mondelēz	-	-	-	34	-	-	-	-	-	-	-	-	-	5	-	39
Nestlé	-	-	-	17	4	-	1	-	-	-	-	1	-	-	-	23
New KCC	-	-	2	-	24	-	-	-	-	-	-	-	-	-	-	26
PepsiCo	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10
Promasidor	-	-	-	-	2	-	-	3	-	-	-	-	5	-	-	10
Pwani	-	-	2	-	-	5	-	-	-	-	-	-	-	-	-	7
Weetabix	-	29	-	-	-	-	-	-	-	-	-	-	6	-	-	35
Total	6	40	39	112	152	21	32	3	11	4	40	13	73	89	7	642

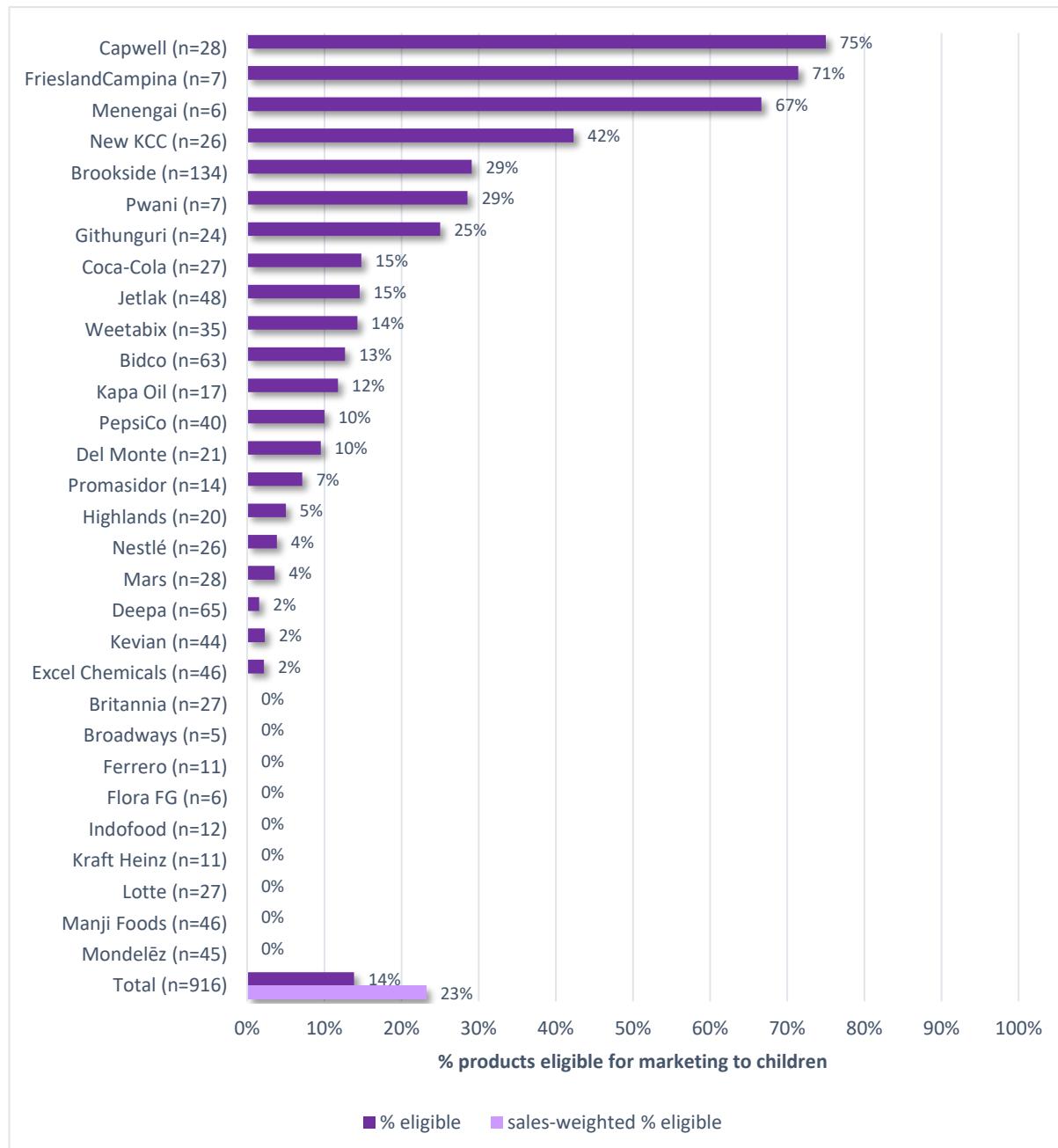
Table 10 Number of beverage products by company in EMI subsets, for WHO AFRO analysis

	Asian Specialty Drinks	Bottled Water	Carbonates	Concentrates	Energy Drinks	Instant Coffee Mixes	Juice	Other Hot Drinks	RTD Coffee	Sports Drinks	Total
Bidco	-	1	7	-	1	-	27	-	-	-	36
Britannia	-	-	-	-	-	-	1	-	-	-	1
Brookside	-	-	-	-	-	-	5	-	-	-	5
Coca-Cola	-	4	15	-	-	-	8	-	-	-	27
Del Monte	-	-	-	-	-	-	21	-	-	-	21
Excel Chemicals	-	1	-	8	2	-	28	2	-	2	43
Githunguri	-	1	-	-	-	-	-	-	-	-	1
Highlands	-	1	12	5	1	-	1	-	-	-	20
Jetlak	-	1	-	5	-	-	28	-	-	-	34
Kevian	1	1	6	-	4	-	31	-	-	-	43
Mondelēz	-	-	-	-	-	-	-	6	-	-	6
Nestlé	-	-	-	-	-	1	-	2	-	-	3
PepsiCo	-	-	4	-	-	-	26	-	-	-	30
Promasidor	-	-	-	-	-	-	-	2	2	-	4
Total	1	10	44	18	8	1	176	12	2	2	274

The number of products examined under the WHO AFRO NPM in this report ranged from n=5 products for Broadways to n=134 products for Brookside. The biggest EMI subsets were *Dairy* (n=152), *Juice* (n=176) and *Confectionery* (n=112). The smallest subsets were *Instant Coffee Mixes* (n=1) and *Asian Specialty Drinks* (n=1).

ANALYSIS 4: Corporate ranking based upon proportions and sales-weighted proportions of products meeting WHO AFRO eligibility criteria

Figure 19 Proportions of products meeting WHO AFRO eligibility criteria for marketing to children – overall product portfolio (30 companies)



A low proportion of food products (14%) offered by the companies could be marketed to children using the WHO AFRO eligibility criteria, increasing to 23% following sales-weighting. Capwell, FrieslandCampina and Menengai ranked highest in terms of proportion of products eligible to be marketed to children. Nine companies had 0% of their portfolios eligible for marketing to children. Beverage products overall only had 5% of products eligible. *Bottled Water* and *Processed Fruit and Vegetables* had the highest proportion of eligible products. Thirteen categories had zero products eligible under WHO AFRO. The proportion of eligible products under the WHO AFRO model by company for foods and beverages separately can be found in [Annex Figure 13](#) and [Annex Figure 14](#).

Figure 20 Proportions of products meeting WHO AFRO eligibility criteria for marketing to children, by category – foods

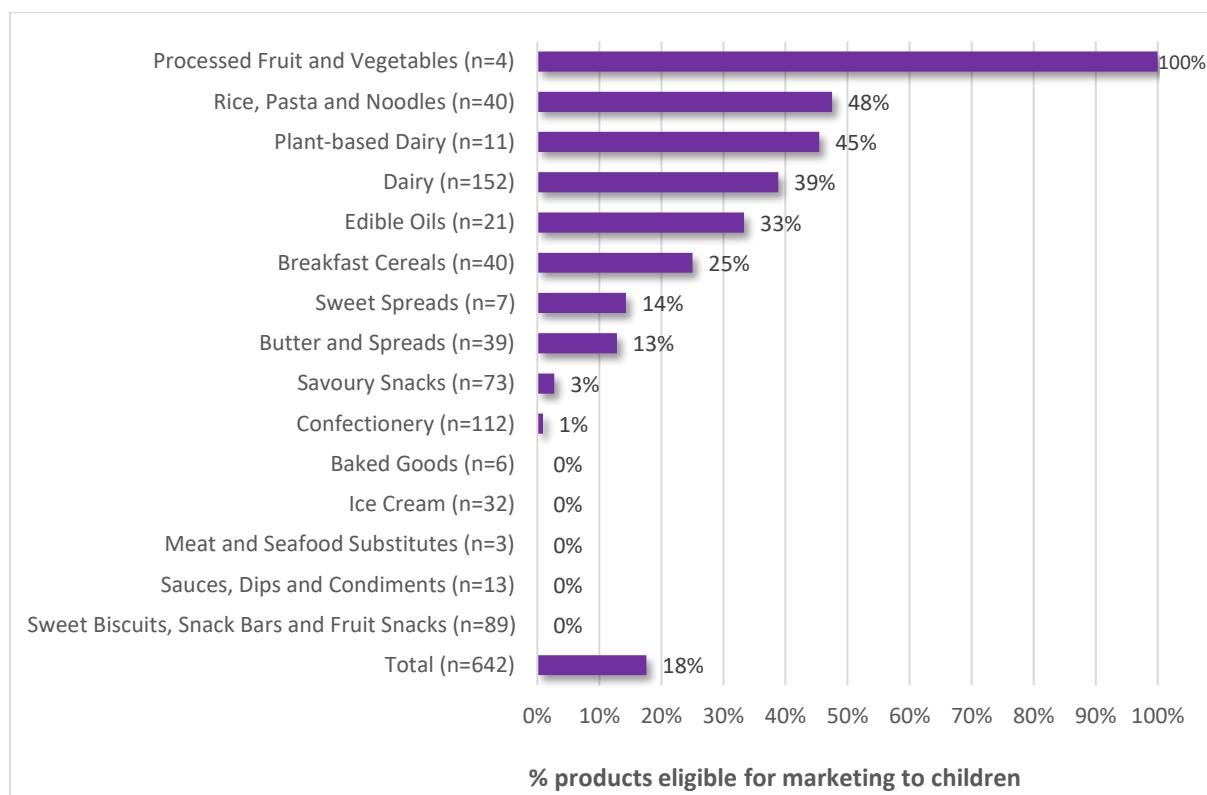
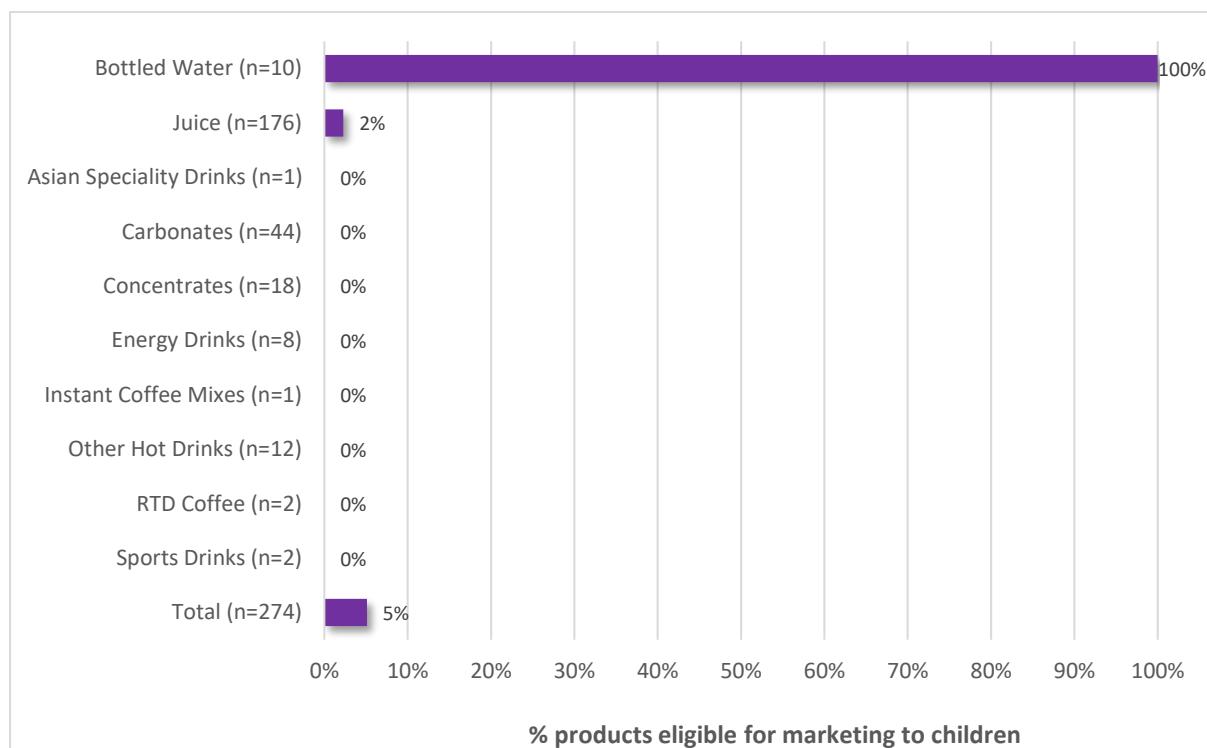


Figure 21 Proportions of products meeting WHO AFRO eligibility criteria for marketing to children, by category – beverages



RESULTS – (5) Kenyan Nutrient Profile Model

Products included

Initially, n=983 products were identified manufactured by the 30 included companies. Of these, n=6 were removed due to erroneous data or were considered duplicate products. An additional n=137 were excluded from the Kenyan NPM algorithm specifically as they did not have sufficient baseline data to conduct analysis. This left n=840 unique products for analysis from 30 companies.

Table 11 Number of food products by company in EMI subsets, for Kenyan NPM analysis

	Baked Goods	Breakfast Cereals	Butter & Spreads	Confectionery	Dairy	Ice Cream	Meat and Seafood Substitutes	Plant-based Dairy	Processed Fruit & Vegetables	Rice, Pasta & Noodles	Sauces, Dips & Condiments	Savoury Snacks	Sweet Biscuits	Sweet Spreads	Total
Bidco	-	-	9	-	-	-	-	-	-	8	-	-	-	-	17
Britannia	-	-	-	-	-	-	-	-	-	-	-	3	17	-	20
Broadways	5	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Brookside	-	-	6	-	78	21	-	2	-	-	-	-	-	-	107
Capwell	-	1	-	-	3	-	-	-	4	19	-	-	4	-	31
Deepa	-	-	-	-	-	-	-	-	-	-	-	61	4	-	65
Excel Chemicals	-	-	-	3	-	-	-	-	-	-	-	-	-	-	3
Ferrero	-	-	-	6	-	-	-	-	-	-	-	-	6	-	12
Flora FG	-	-	4	-	-	-	-	-	-	-	-	-	-	2	6
FrieslandCampina	-	-	-	-	7	-	-	-	-	-	-	-	-	-	7
Githunguri	-	-	3	-	20	-	-	-	-	-	-	-	-	-	23
Indofood	-	-	-	-	-	-	-	-	-	12	-	-	-	-	12
Jetlak	-	-	-	-	-	-	-	9	-	-	-	-	-	3	12
Kapa Oil	-	-	11	-	-	-	-	-	-	1	-	-	-	-	12
Kevian	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1
Kraft Heinz	-	-	-	-	-	-	-	-	-	-	10	-	-	-	10
Lotte	-	-	-	27	-	-	-	-	-	-	-	-	-	-	27
Manji Foods	1	-	-	-	-	-	-	-	-	-	-	-	6	-	7
Mars	-	-	-	30	-	2	-	-	-	-	-	-	-	-	32
Menengai	-	-	2	-	-	-	-	-	-	-	3	-	-	-	5
Mondelēz	-	-	-	34	-	-	-	-	-	-	-	-	5	-	39
Nestlé	-	-	-	17	4	1	-	-	-	-	1	-	-	-	23
New KCC	-	-	2	-	24	-	-	-	-	-	-	-	-	-	26
PepsiCo	-	10	-	-	-	-	-	-	-	-	-	-	-	-	10
Promasidor	-	-	-	-	2	-	3	-	-	-	-	4	-	-	9
Pwani	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2
Weetabix	-	29	-	-	-	-	-	-	-	-	-	-	6	-	35
Total	6	40	39	117	138	24	3	11	4	43	12	68	48	5	558

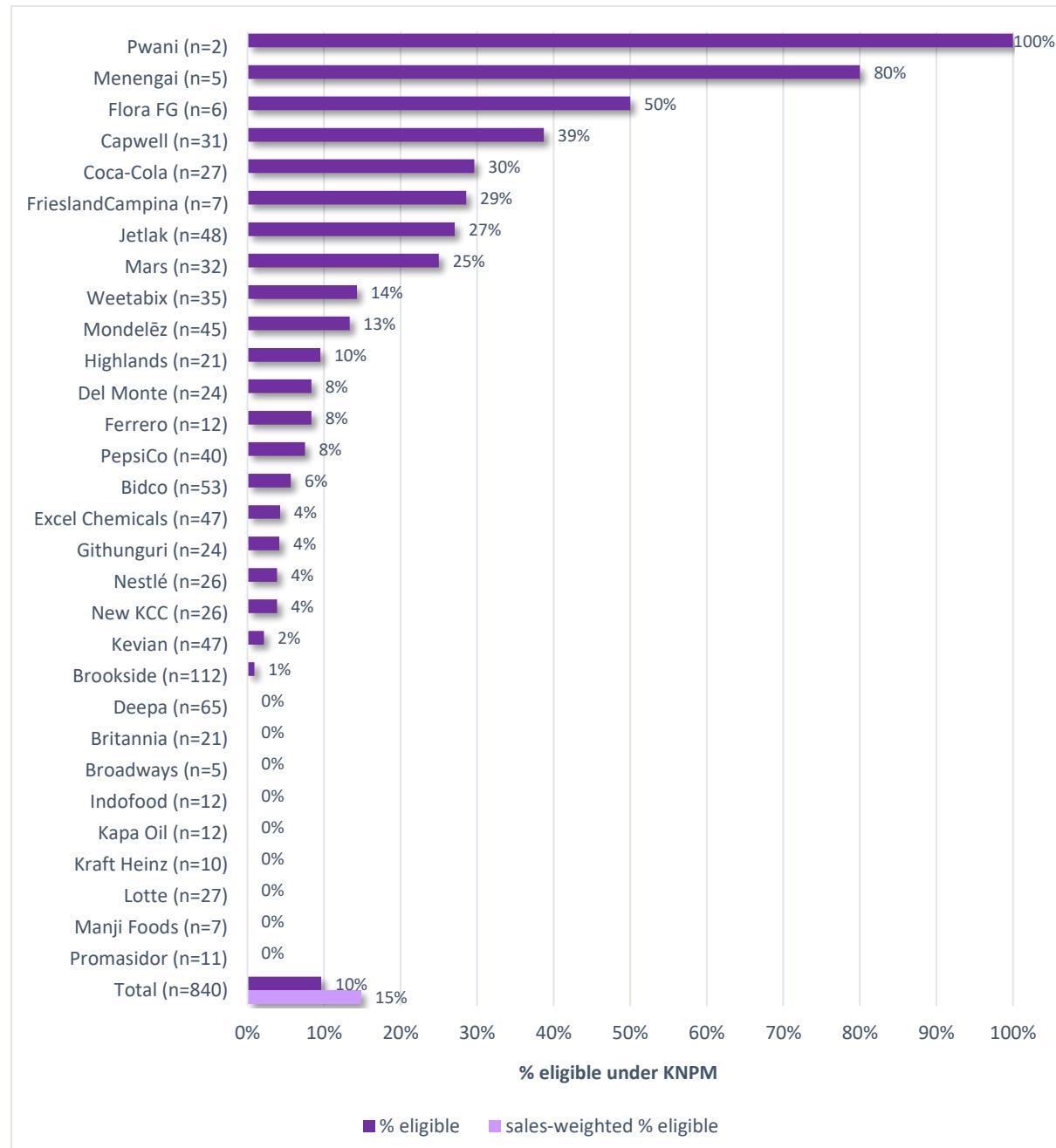
Table 12 Number of beverage products by company in EMI subsets, for Kenyan NPM analysis

EMI subset	Asian Specialty Drinks	Bottled Water	Carbonates	Concentrates	Energy Drinks	Instant Coffee Mixes	Juice	Other Hot Drinks	Sports Drinks	Total
Bidco	-	1	7	-	1	-	27	-	-	36
Britannia	-	-	-	-	-	-	1	-	-	1
Brookside	-	-	-	-	-	-	5	-	-	5
Coca-Cola	-	4	15	-	-	-	8	-	-	27
Del Monte	-	-	-	-	-	-	24	-	-	24
Excel Chemicals	-	1	-	8	2	-	29	2	2	44
Githunguri	-	1	-	-	-	-	-	-	-	1
Highlands	-	1	12	6	1	-	1	-	-	21
Jetlak	-	1	-	6	-	-	29	-	-	36
Kevian	1	1	6	-	4	-	34	-	-	46
Mondelēz	-	-	-	-	-	-	-	6	-	6
Nestlé	-	-	-	-	-	1	-	2	-	3
PepsiCo	-	-	4	-	-	-	26	-	-	30
Promasidor	-	-	-	-	-	-	-	2	-	2
Total	1	10	44	20	8	1	184	12	2	282

The number of products examined under the Kenyan NPM in this report ranged from n=2 products for Pwani to n=112 products for Brookside. The biggest EMI subsets were *Juice* (n=184), *Dairy* (n=138) and *Confectionery* (n=117). The smallest subsets were *Instant Coffee Mixes* (n=1) and *Asian Specialty Drinks* (n=1).

ANALYSIS 5: Corporate ranking based upon proportions and sales-weighted proportions of products meeting Kenyan NPM eligibility criteria

Figure 22 Proportions of products meeting Kenyan NPM eligibility criteria – overall product portfolio (30 companies)



A low proportion of food products (10%) offered by the companies were eligible under the Kenyan NPM criteria, increasing to 15% following sales-weighting. Quite different rankings were observed under the Kenyan NPM compared to the HSR and WHO AFRO criteria, with Pwani ranked first with 100% of their two dairy products eligible, followed by Menengai with 80% of their portfolio eligible. Nine companies had zero products eligible under this model. Beverage products overall only had 8% of products eligible. *Bottled Water* and *Processed Fruit and Vegetables* had the highest proportion of eligible products. Eight categories had zero products eligible under the Kenyan NPM. The proportion of eligible products under the KNPM model by company for foods and beverages separately can be found in [Annex Figure 15](#) and [Annex Figure 16](#).

Figure 23 Proportions of products meeting Kenyan NPM eligibility criteria, by category – foods

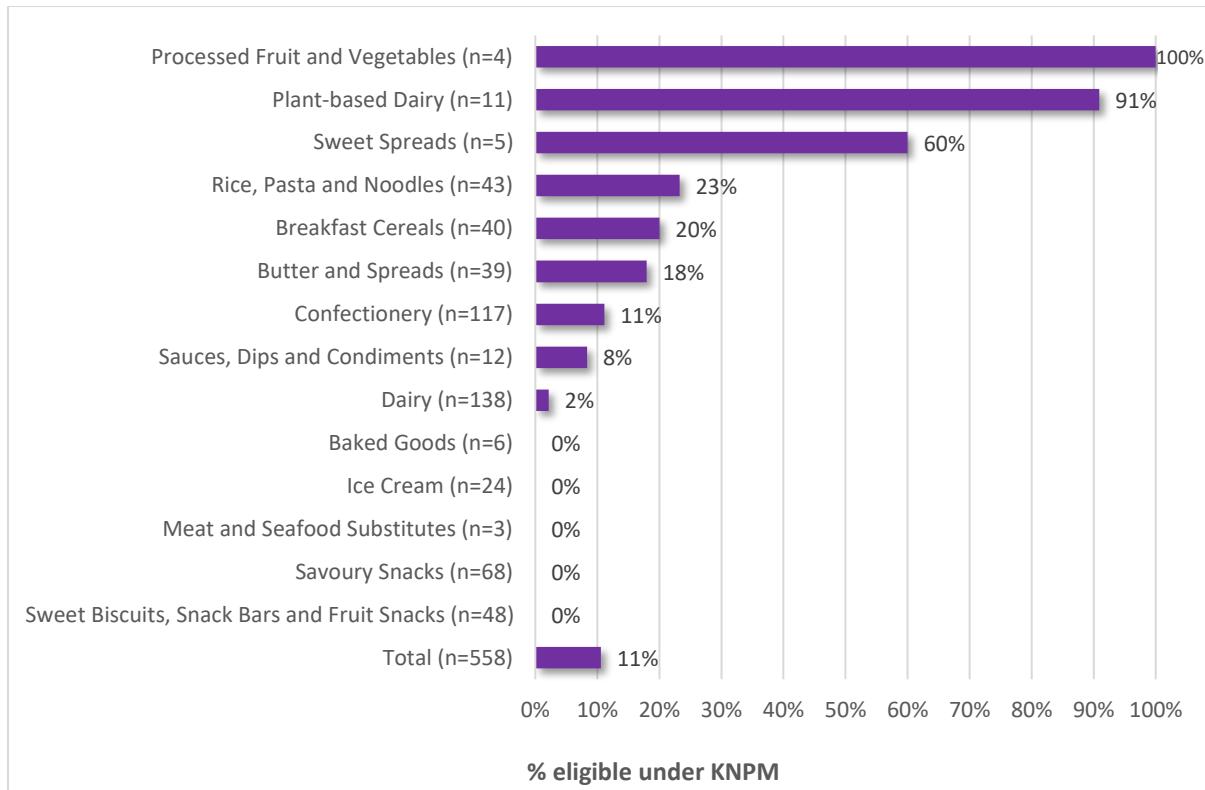
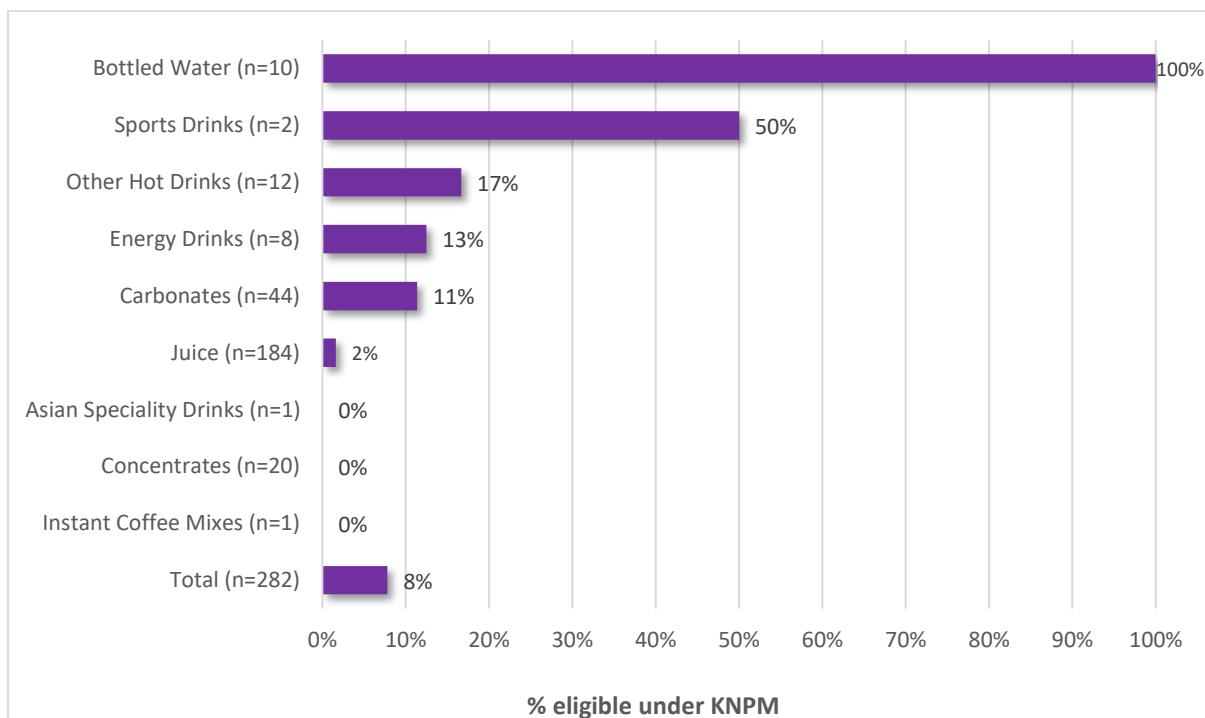


Figure 24 Proportions of products meeting Kenyan NPM eligibility criteria, by category – beverages



RESULTS – (6) Nutrient Profile Model Comparisons

Summary

In this report, five different approaches were used to examine the healthiness of the Kenyan packaged food supply. Three variations of the Health Star Rating were used (the original algorithm as well as two modified algorithms incorporating micronutrient levels), as was the WHO AFRO NPM and the Kenyan NPM. All NPMs showed a low level of overall healthiness, however there were distinct differences between the models. The following section outlines and discusses some of these differences.

Table 13 Comparative scores of companies based upon the different evaluation methods

Company	HSR		mHSR+		mHSR+NP		WHO	KNPM
	Mean	% healthier	Mean	% healthier	Mean	% healthier	% eligible	% eligible
Bidco	1.1	5%	1.1	5%	1.1	5%	13%	6%
Britannia	2.0	5%	2.0	5%	2.0	5%	0%	0%
Broadways	3.1	60%	3.4	60%	3.0	40%	0%	0%
Brookside	3.4	70%	4.1	75%	4.0	73%	29%	1%
Capwell	4.0	86%	4.2	86%	4.0	86%	75%	39%
Coca-Cola	1.9	30%	1.9	30%	1.9	30%	15%	30%
Deepa	2.5	15%	2.6	28%	2.4	12%	2%	0%
Del Monte	0.9	11%	0.9	11%	0.9	11%	10%	8%
Excel Chemicals	1.2	5%	1.3	5%	1.3	5%	2%	4%
Ferrero	0.8	0%	0.9	9%	0.9	9%	0%	8%
Flora FG	2.4	17%	2.4	17%	2.4	17%	0%	50%
FrieslandCampina	3.7	86%	4.1	86%	3.9	86%	71%	29%
Githunguri	3.6	88%	4.1	88%	3.7	75%	25%	4%
Highlands	1.1	5%	1.1	5%	1.1	5%	5%	10%
Indofood	1.2	8%	1.3	8%	1.2	8%	0%	0%
Jetlak	2.2	39%	2.3	42%	2.0	39%	15%	27%
Kapa Oil	1.4	12%	1.4	12%	1.4	6%	12%	0%
Kevian	0.9	12%	1.0	12%	1.0	12%	2%	2%
Kraft Heinz	1.8	0%	1.9	10%	1.9	10%	0%	0%
Lotte	0.7	0%	0.7	0%	0.7	0%	0%	0%
Manji Foods	1.6	0%	1.6	0%	1.6	0%	0%	0%
Mars	1.5	32%	1.5	32%	1.5	32%	4%	25%
Menengai	2.5	50%	2.6	50%	2.3	50%	67%	80%
Mondelez	1.0	9%	1.0	9%	1.0	9%	0%	13%
Nestle	0.8	0%	1.0	8%	1.0	8%	4%	4%
New KCC	3.5	69%	4.3	85%	4.3	85%	42%	4%
PepsiCo	1.9	30%	2.0	30%	1.7	26%	10%	8%
Promasidor	2.5	40%	2.6	40%	2.5	40%	7%	0%
Pwani	1.0	0%	1.0	0%	1.0	0%	29%	100%
Weetabix	3.9	80%	4.5	86%	4.2	86%	14%	14%

ANALYSIS 6a: Comparison between all five nutrient profile models

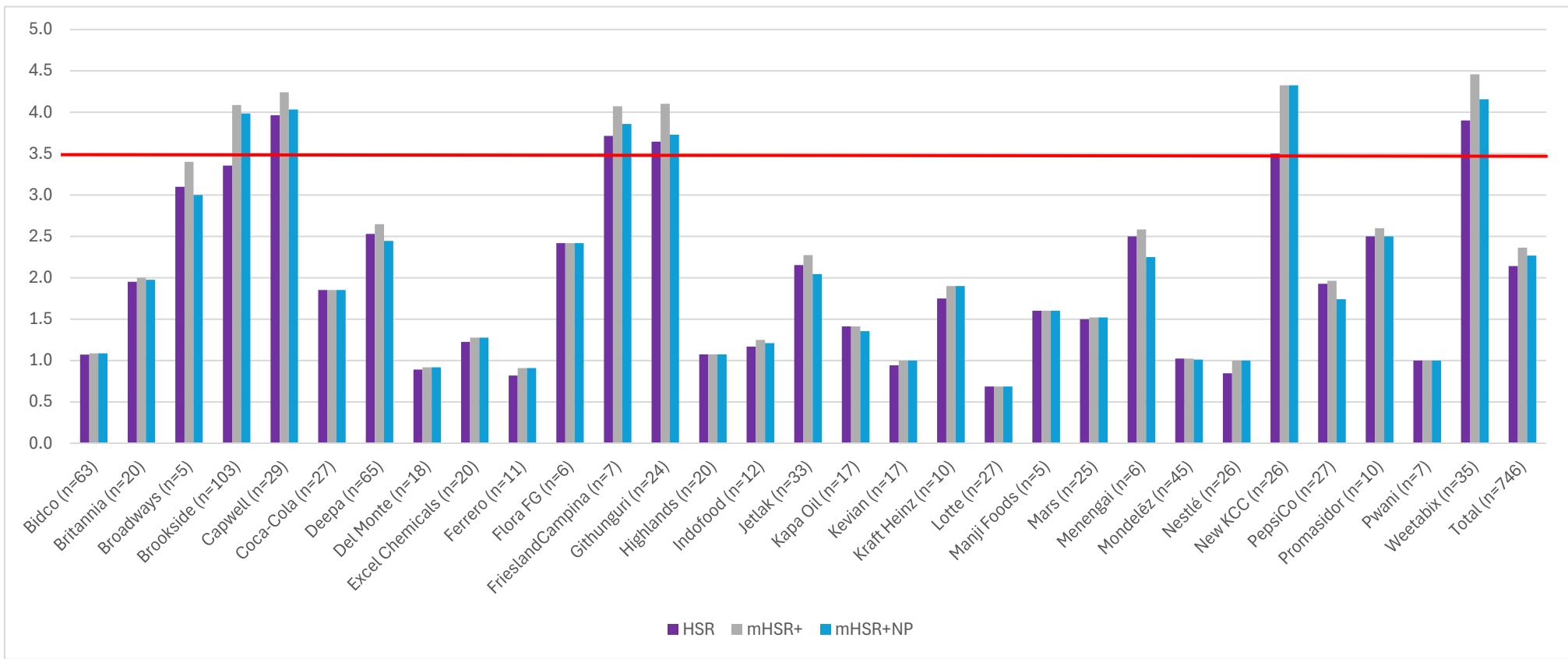
Table 13 on the previous page shows the mean HSR and proportion of products considered ‘healthier’ under each of the three HSR models examined, and the proportion of products considered ‘eligible’ under the WHO AFRO and Kenyan models. Differences between the three HSR models specifically are discussed in the next section. Companies with large differences in products considered ‘healthier’ under HSR and products eligible under the WHO AFRO and KNPM included dairy companies (e.g. Brookside, FrieslandCampina, Githunguri and New KCC), companies with predominantly spreads (e.g. Flora FG and Pwani), and breakfast cereal company Weetabix.

Overall, many dairy companies (such as Brookside, FrieslandCampina, New KCC and Githunguri) had a much higher proportion of products considered ‘healthier’ under the HSR compared to WHO AFRO or the Kenyan NPM. This is due to dairy products such as yoghurts generally scoring highly under the HSR model, whereas there are strict penalties for sugar content under the WHO AFRO NPM and KNPM. The KNPM does not allow products with saturated fat exceeding 1.3g/100g or total sugar exceeding 7.2g/100g to be eligible. The WHO AFRO model is even more strict, with no products eligible if they contain added sugar. The HSR model in comparison is not a binary outcome, and the algorithm instead assigns negative “points” for each incremental increase in total sugar and saturated fat content. An additional factor is that for many companies, estimated values for nutrients such as saturated fat and total sugar were necessary as the company does not/did not provide this information on product packaging. For companies such as Flora FG and Pwani which predominantly sell spreads (butters, peanuts butters), the KNPM criteria for these products are much more lenient than the HSR and WHO AFRO criteria. For example, the KNPM criteria allow for butters to have up to 630mg/100g of sodium, whereas the WHO AFRO NPM allows up to only 100mg/100g. For Weetabix, the only breakfast cereal company, the lower proportion of products eligible under WHO AFRO and the KNPM is due to strict total sugar criteria under both these models. Similar to dairy, the HSR algorithm allows for an incremental approach to sugar content, and high sugar levels can often be “offset” by positive nutritional components such as fibre and protein.

ANALYSIS 6b: Comparison of HSR, mHSR+ and mHSR+NP

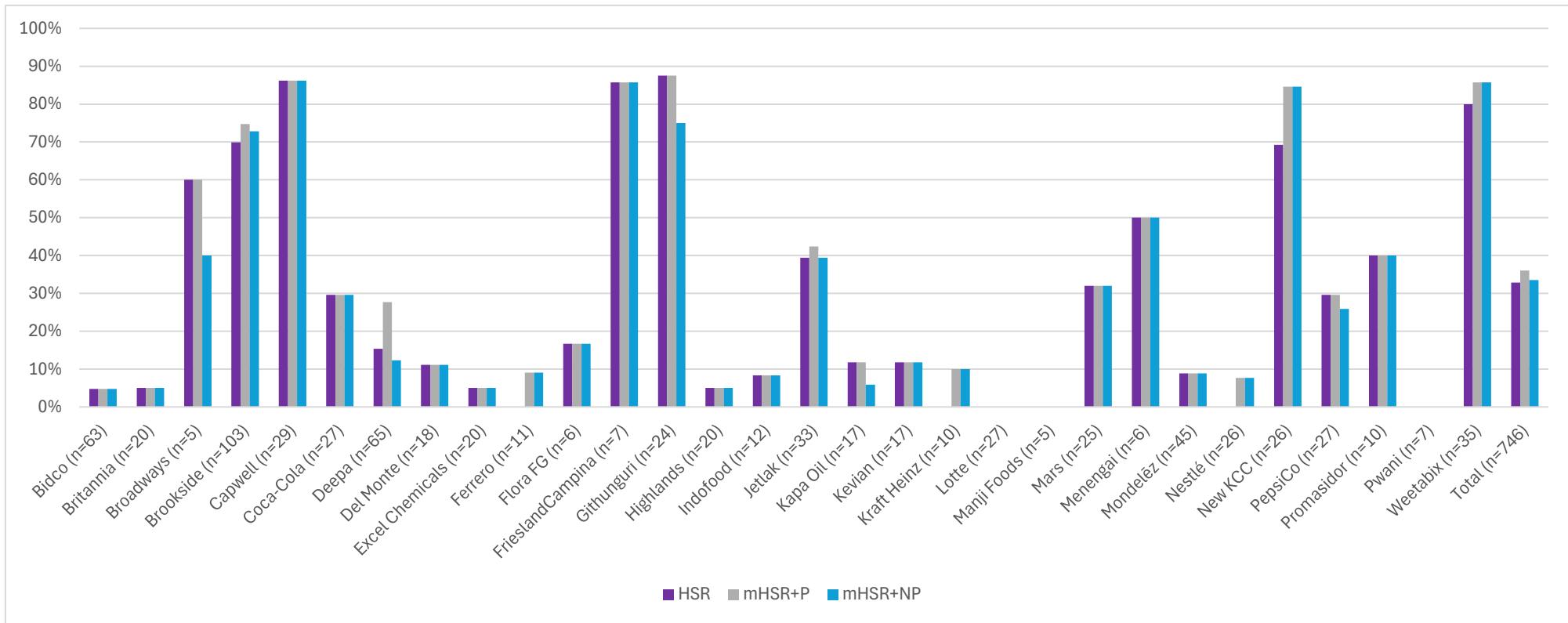
Figures 25 and 26 on the following pages compare the three HSR models used in this report (HSR, mHSR+ and mHSR+NP). Overall, mean results were highest under mHSR+ (2.4) compared to HSR (2.1) and mHSR+NP (2.3). Similarly, the proportion of products considered ‘healthier’ was highest under mHSR+ (36%) compared to HSR (33%) and mHSR+NP (34%). This is expected given that the mHSR+ algorithm gives additional points to products that contain substantial levels of micronutrients. In some cases where the mHSR+NP result was lower than the HSR result (e.g. Menengai, PepsiCo, Kapa Oil, Jetlak, Deepa and Broadways), this indicates that protein content is a key component of why these companies’ products are scoring well under the original HSR, and that micronutrient content is not contributing to their overall healthiness score under the mHSR+ algorithm. The same thing can be seen with % healthiness in **Figure 26**. The mHSR+ algorithm takes the original HSR algorithm and gives extra points to products that contain a substantial level of one or more of six micronutrients. This means that the mHSR+ result will never be lower than the HSR result. However, the mHSR+NP algorithm takes the original HSR algorithm and gives extra points to products with micronutrients, however it also removes protein points (with the understanding that protein points under the original HSR were included as a proxy for micronutrient content). This is the reason why in some cases mHSR+NP can be lower than HSR.

Figure 25 Comparative mean HSR results, by company, using HSR, mHSR+ and mHSR+NP



mHSR+ was highest for 13 out of the 30 companies, with HSR and mHSR+NP not highest for any of the 30 companies. Seven companies had the exact same result under all three HSR models (Coca-Cola, Flora FG, Highlands, Lotte, Manji Foods, Mondelēz and Pwani). Four companies showed a substantial increase in mean healthiness under mHSR+ and mHSR+NP compared to HSR (Brookside, New KCC and Weetabix).

Figure 26 Comparative % healthier results, by company, using HSR, mHSR+ and mHSR+NP



Overall, mHSR+ was highest for three out of the 30 companies, with HSR and mHSR+NP not highest for any of the 30 companies. Eighteen of the 30 companies had the exact same proportion considered healthier under all three schemes. Five companies showed a substantial increase in the proportion of products considered 'healthier' under mHSR+ and mHSR+ compared to HSR (Ferrero, Kraft Heinz, Nestlé, New KCC and Weetabix).

CONCLUSIONS AND INTERPRETATION

Key findings

Mean healthiness of products - HSR

- The overall sales-weighted mean healthiness of companies' products was 2.3 out of 5.0 and the mean healthiness of product portfolios varied substantially between companies (0.7 for Lotte to 4.0 for Capwell). Differences in mean healthiness between companies reflected primarily differences in product mix but also to a lesser extent differences in the healthiness of products within the same categories. Companies such as Lotte and Ferrero, which make primarily products such as confectionery, generally scored poorly in each metric examined, whereas companies that sold primarily edible oil products such as Menengai, and dairy products such as FrieslandCampina, generally scored better.
- Rankings of companies varied depending upon whether the comparison was based upon all products, foods alone or beverages alone reflecting the importance of product mix in determining the average healthiness of the product portfolio.
- Inclusion of micronutrients in the mHSR+ algorithm overall improved mean healthiness scores (increasing from sales-weighted 2.3 under HSR to sales-weighted 2.6 under mHSR+). However, when protein was removed from the mHSR+ algorithm (mHSR+NP), overall sales-weighted results did not change substantially from the mHSR+ algorithm. Seven companies increased their rankings under mHSR+ compared to HSR and eighteen companies improved their overall healthiness score.

Proportions of products defined as healthier

- Just over a third of companies' products (sales-weighted) were defined as 'healthier' (38%). The proportion of products defined as 'healthier' varied greatly between companies (0% for Ferrero, Kraft Heinz, Lotte, Manji Foods, Nestlé and Pwani to 88% for Githunguri). Similar to results for overall mean healthiness, companies with portfolios dominated by products such as confectionery (e.g. Lotte) scored poorly using this metric and those with portfolios dominated by dairy products (e.g. FrieslandCampina) scored better.
- Assessing the overall proportion of 'healthier' products across all companies, the sales-weighted proportion of products with an HSR of 3.5 or above (38%) was higher than the unweighted proportion of products (33%).

Proportions of products eligible for marketing to children

- The sales-weighted proportion of products eligible for marketing to children (23%) was lower than the proportion considered 'healthier' under the HSR (38%). Ten companies had no products eligible for marketing to children according to the WHO AFRO criteria. Similar to the sales-weighted proportion of products defined as 'healthier', the sales-weighted proportion of products eligible for marketing to children (23%) was higher than the unweighted proportion of products (14%).

Proportions of products eligible for front-of-pack labelling under the Kenyan NPM

- The sales-weighted proportion of products eligible under the Kenyan NPM (15%) was lower than the proportion considered 'healthier' under the HSR (38%) and eligible under the WHO AFRO criteria (23%). Nine companies had no products eligible under the Kenyan NPM. Similar to the other metrics examined, the sales-weighted proportion of products eligible under the Kenyan NPM (15%) was higher than the unweighted proportion of products (10%).

Methodological limitations

The results of this research should be considered in relation to the following limitations:

The limited nutrition data available. The data available were in part insufficient to evaluate the nutritional value of the products because they were based on a larger number of nutrients than current Kenyan regulations require to be listed on product packaging. This problem was addressed by using proxy data where required. Of note, no alternative nutrient profiling model has been identified that would make better use of the limited data available. The most likely impact of using proxy nutrient values is underestimation of the real differences between products, and correspondingly, therefore, underestimation of the real differences between companies.

The absence of a complete list of all marketed products. Listings of all products sold in Kenya and their nutritional content were sought from the 30 companies but not all companies included in analysis provided them. The solution was to compile listings based upon data extracted from Innova Market Insight's Kenya database as well as the dataset used in the *2024 Global Product Profile*. It seems unlikely that incomplete data collection has resulted in significant biases in the results.

Restriction of the analysis to 30 large companies. The assessment of 30 manufacturers operating in Kenya was a pragmatic compromise designed to ensure feasibility and meaningful comparisons based upon the average nutritional composition of the majority of products made by each company. This strategy will not have affected the primary conclusions of the project about the relative nutritional quality of the products provided by the included companies but how the included companies compare to other smaller companies, artisanal/street food providers, quick service restaurants or home-cooked meals is unknown.

Limitations of the nutrient profiling tools. While the HSR is based upon extensive research and validation, there is continuing discussion of how the algorithm operates for some food categories. The HSR (and most other nutrient profile models) also does not consider the level of processing a product has gone through. This is also the first report to include the mHSR+ and mHSR+NP ratings to food and beverage products. These metrics were developed jointly between The George Institute and ATNi to incorporate micronutrient contents into the HSR algorithm, an important consideration in lower-middle income countries such as Kenya.

No consideration of serving size. Overweight and obesity can be influenced by the quantity of food people choose to consume at one sitting. This may be the case particularly for products provided in packages eaten at a single sitting. The association between serving size and portion size for products provided in packages that contain multiple servings is also not always strong. It has been argued that nutrient profiling models should include consideration of serving size but the absence of agreed national and international standards has meant that this has not proved possible to date.

Limited granularity of sales data. The sales data accessible from Euromonitor International are provided by category not by individual product. This limits the capacity to obtain robust sales-weighted estimates because it is not possible to precisely match a sales figure to an HSR value. In this project, erroneous results may have been generated because it is unlikely that sales volumes of every item sold by a company within a given category were the same. So, while the process should give a reasonable sales-weighted estimate of the mean healthiness of products, it is imperfect.

APPENDIX B – Results by category for each company

Table B1 Summary results by category for Bidco

Bidco								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Butter and Spreads	1.1	0%	1.1	0%	1.1	0%	22%	22%
Carbonates	1.0	0%	1.0	0%	1.0	0%	0%	0%
Edible Oils	2.1	20%	2.1	20%	2.1	20%	50%	-
Energy Drinks	2.0	0%	2.5	0%	2.5	0%	0%	0%
Juice	0.7	0%	0.7	0%	0.7	0%	0%	0%
Rice, Pasta and Noodles	0.6	0%	0.6	0%	0.6	0%	0%	0%
Total	1.1	5%	1.1	5%	1.1	5%	13%	6%

Table B2 Summary results by category for Britannia

Britannia								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Juice	-	-	-	-	-	-	0%	0%
Savoury Snacks	2.5	0%	2.5	0%	2.5	0%	0%	0%
Sweet Biscuits	1.9	6%	1.9	6%	1.9	6%	0%	0%
Total	2.0	5%	2.0	5%	2.0	5%	0%	0%

Table B3 Summary results by category for Broadways

Broadways								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Baked Goods	3.1	60%	3.4	60%	3.0	40%	0%	0%
Total	3.1	60%	3.4	60%	3.0	40%	0%	0%

Table B4 Summary results by category for Brookside

Brookside								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Butter and Spreads	0.8	0%	0.8	0%	0.8	0%	0%	0%
Dairy	3.9	93%	4.9	97%	4.8	97%	40%	0%
Ice Cream	1.9	0%	2.1	10%	2.0	0%	0%	0%
Juice	-	-	-	-	-	-	0%	0%
Plant-based Dairy	4.5	100%	5.0	100%	4.5	100%	100%	50%
Total	3.4	70%	4.1	75%	4.0	73%	29%	1%

Table B5 Summary results by category for Capwell

Capwell								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Breakfast Cereals	4.0	100%	5.0	100%	4.5	100%	100%	100%
Dairy	4.0	100%	5.0	100%	5.0	100%	0%	0%
Flour	3.8	100%	4.6	100%	4.2	100%	-	-
Processed Fruit and Vegetables	5.0	100%	5.0	100%	5.0	100%	100%	100%
Rice, Pasta and Noodles	4.0	100%	4.0	100%	3.5	100%	100%	37%
Sweet Biscuits	1.8	0%	1.8	0%	1.8	0%	0%	0%
Total	4.0	86%	4.2	86%	4.0	86%	75%	39%

Table B6 Summary results by category for Coca-Cola

Coca-Cola								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Carbonates	1.6	27%	1.6	27%	1.6	27%	0%	27%
Juice	0.8	0%	0.8	0%	0.8	0%	0%	0%
Total	1.9	30%	1.9	30%	1.9	30%	15%	30%

Table B7 Summary results by category for Deepa

Deepa								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Savoury Snacks	2.5	16%	2.6	25%	2.4	11%	2%	0%
Sweet Biscuits	2.4	0%	2.9	75%	2.5	25%	0%	0%
Total	2.5	15%	2.6	28%	2.4	12%	2%	0%

Table B8 Summary results by category for Del Monte

Del Monte								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Juice	0.9	11%	0.9	11%	0.9	11%	10%	8%
Total	0.9	11%	0.9	11%	0.9	11%	10%	8%

Table B9 Summary results by category for Excel Chemicals

Excel Chemicals								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Concentrates	0.5	0%	0.6	0%	0.6	0%	0%	0%
Confectionery	3.0	0%	3.0	0%	3.0	0%	0%	0%
Energy Drinks	-	-	-	-	-	-	0%	0%
Juice	0.5	0%	0.5	0%	0.5	0%	0%	0%
Other Hot Drinks	-	-	-	-	-	-	0%	0%
Sports Drinks	1.8	0%	1.8	0%	1.8	0%	0%	50%
Total	1.2	5%	1.3	5%	1.3	5%	2%	4%

Table B10 Summary results by category for Ferrero

Ferrero								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Confectionery	1.0	0%	1.2	20%	1.2	20%	0%	17%
Sweet Biscuits	0.7	0%	0.7	0%	0.7	0%	0%	0%
Total	0.8	0%	0.9	9%	0.9	9%	0%	8%

Table B11 Summary results by category for Flora FG

Flora FG								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Butter and Spreads	3.0	25%	3.0	25%	3.0	25%	0%	50%
Sweet Spreads	1.3	0%	1.3	0%	1.3	0%	0%	50%
Total	2.4	17%	2.4	17%	2.4	17%	0%	50%

Table B12 Summary results by category for FrieslandCampina

FrieslandCampina								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Dairy	3.7	86%	4.1	86%	3.9	86%	71%	29%
Total	3.7	86%	4.1	86%	3.9	86%	71%	29%

Table B13 Summary results by category for Githunguri

Githunguri								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Butter and Spreads	0.8	0%	0.8	0%	0.8	0%	0%	0%
Dairy	4.0	100%	4.6	100%	4.1	85%	25%	0%
Total	3.6	88%	4.1	88%	3.7	75%	25%	4%

Table B14 Summary results by category for Highlands

Highlands								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Carbonates	1.0	0%	1.0	0%	1.0	0%	0%	0%
Concentrates	0.5	0%	0.5	0%	0.5	0%	0%	0%
Energy Drinks	2.0	0%	2.0	0%	2.0	0%	0%	100%
Juice	0.5	0%	0.5	0%	0.5	0%	0%	0%
Total	1.1	5%	1.1	5%	1.1	5%	5%	10%

Table B15 Summary results by category for Indofood

Indofood								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Rice, Pasta and Noodles	1.2	8%	1.3	8%	1.2	8%	0%	0%
Total	1.2	8%	1.3	8%	1.2	8%	0%	0%

Table B16 Summary results by category for Jetlak

Jetlak								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Concentrates	-	-	-	-	-	-	0%	0%
Juice	0.8	5%	0.9	5%	0.9	5%	7%	3%
Plant-based Dairy	4.3	100%	4.3	100%	3.9	100%	33%	100%
Sweet Spreads	4.0	67%	4.7	100%	3.3	67%	20%	67%
Total	2.2	39%	2.3	42%	2.0	39%	15%	27%

Table B17 Summary results by category for Kapa Oil

Kapa Oil								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Butter and Spreads	0.9	0%	0.9	0%	0.9	0%	0%	0%
Edible Oils	2.1	20%	2.1	20%	2.1	20%	40%	-
Rice, Pasta and Noodles	3.5	100%	3.5	100%	2.5	0%	0%	0%
Total	1.4	12%	1.4	12%	1.4	6%	12%	0%

Table B18 Summary results by category for Kevian

Kevian								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Asian Speciality Drinks	-	-	-	-	-	-	0%	0%
Bottled Water	5.0	100%	5.0	100%	5.0	100%	100%	100%
Carbonates	0.5	0%	0.5	0%	0.5	0%	0%	0%
Energy Drinks	0.5	0%	0.5	0%	0.5	0%	0%	0%
Juice	0.5	0%	0.6	0%	0.6	0%	0%	0%
Sauces, Dips and Condiments	3.5	100%	4.0	100%	4.0	100%	0%	0%
Total	0.9	12%	1.0	12%	1.0	12%	2%	2%

Table B19 Summary results by category for Kraft Heinz

Kraft Heinz								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Sauces, Dips and Condiments	1.8	0%	1.9	10%	1.9	10%	0%	0%
Total	1.8	0%	1.9	10%	1.9	10%	0%	0%

Table B20 Summary results by category for Lotte

Lotte								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Confectionery	0.7	0%	0.7	0%	0.7	0%	0%	0%
Total	0.7	0%	0.7	0%	0.7	0%	0%	0%

Table B21 Summary results by category for Manji Foods

Manji Foods								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Baked Goods	1.0	0%	1.0	0%	1.0	0%	0%	0%
Savoury Snacks	-	-	-	-	-	-	0%	-
Sweet Biscuits	1.8	0%	1.8	0%	1.8	0%	0%	0%
Total	1.6	0%	1.6	0%	1.6	0%	0%	0%

Table B22 Summary results by category for Mars

Mars								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Confectionery	1.6	35%	1.6	35%	1.6	35%	4%	27%
Ice Cream	0.8	0%	0.8	0%	0.8	0%	0%	0%
Total	1.5	32%	1.5	32%	1.5	32%	4%	25%

Table B23 Summary results by category for Menengai

Menengai								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Butter and Spreads	1.0	0%	1.0	0%	1.0	0%	50%	50%
Edible Oils	1.0	0%	1.0	0%	1.0	0%	0%	-
Rice, Pasta and Noodles	4.0	100%	4.2	100%	3.5	100%	100%	100%
Total	2.5	50%	2.6	50%	2.3	50%	67%	80%

Table B24 Summary results by category for Mondelēz

Mondelēz								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Confectionery	0.8	6%	0.8	6%	0.8	6%	0%	12%
Other Hot Drinks	2.6	33%	2.6	33%	2.5	33%	0%	33%
Sweet Biscuits	0.5	0%	0.5	0%	0.5	0%	0%	0%
Total	1.0	9%	1.0	9%	1.0	9%	0%	13%

Table B25 Summary results by category for Nestlé

Nestlé								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Confectionery	0.5	0%	0.5	0%	0.5	0%	0%	0%
Dairy	1.3	0%	1.8	25%	1.8	25%	25%	0%
Ice Cream	2.0	0%	2.0	0%	2.0	0%	0%	0%
Instant Coffee Mixes	1.0	0%	2.0	0%	2.0	0%	0%	0%
Other Hot Drinks	1.3	0%	1.3	0%	1.3	0%	0%	0%
Sauces, Dips and Condiments	3.0	0%	4.0	100%	4.0	100%	0%	100%
Total	0.8	0%	1.0	8%	1.0	8%	4%	4%

Table B26 Summary results by category for New KCC

New KCC								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Butter and Spreads	0.8	0%	0.8	0%	0.8	0%	0%	0%
Dairy	3.7	75%	4.6	92%	4.6	92%	46%	4%
Total	3.5	69%	4.3	85%	4.3	85%	42%	4%

Table B27 Summary results by category for PepsiCo

PepsiCo								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Breakfast Cereals	4.0	70%	4.0	70%	3.4	60%	40%	20%
Carbonates	1.3	25%	1.3	25%	1.3	25%	0%	25%
Juice	0.6	0%	0.7	0%	0.7	0%	0%	0%
Total	1.9	30%	2.0	30%	1.7	26%	10%	8%

Table B28 Summary results by category for Promasidor

Promasidor								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Dairy	0.5	0%	0.5	0%	0.5	0%	0%	0%
Meat and Seafood Substitutes	4.8	100%	5.0	100%	4.8	100%	0%	0%
Other Hot Drinks	0.5	0%	0.5	0%	0.5	0%	0%	0%
RTD Coffee	-	-	-	-	-	-	0%	-
Savoury Snacks	2.3	25%	2.4	25%	2.3	25%	20%	0%
Total	2.5	40%	2.6	40%	2.5	40%	7%	0%

Table B29 Summary results by category for Pwani

Pwani								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Butter and Spreads	1.0	0%	1.0	0%	1.0	0%	100%	100%
Edible Oils	1.0	0%	1.0	0%	1.0	0%	0%	-
Total	1.0	0%	1.0	0%	1.0	0%	29%	100%

Table B30 Summary results by category for Weetabix

Weetabix								
EMI subset	Mean HSR	%>=3.5 HSR	Mean mHSR+ (with protein)	%>=3.5 mHSR+	Mean mHSR+ (no protein)	%>=3.5 mHSR+ (no protein)	% eligible under WHO	% eligible under KNPM
Breakfast Cereals	4.1	86%	4.7	93%	4.4	93%	17%	17%
Sweet Biscuits	3.0	50%	3.1	50%	2.8	50%	0%	0%
Total	3.9	80%	4.5	86%	4.2	86%	14%	14%