Unilever Global Foods & Ice cream portfolio assessment against 6 Nutrient Profiling Models (NPMs) and own NPM

Introduction

At Unilever, we want to help people enjoy healthier, affordable, and nutritious diets. To achieve this, we use a Nutrient Profiling Model (NPM) to assess and report the nutritional quality of our food and beverage portfolio, to inform how we reformulate our products, and to inspire our product innovation programmes. As a global business with a presence in over 190 countries, we have used – for more than 20 years – one NPM to do this. This NPM is now called Unilever's Science-based Nutrition Criteria (USNC), which is a Unilever-developed model based on Global WHO dietary guidance. As a leader in this space, we have more than doubled the proportion of our products meeting our criteria over the last decade, and we are committed to continue to improve the nutritional quality of our products.

USNC is a rigorous and effective NPM. Nevertheless, we recognise that it is not the only one. In fact, there are dozens of NPMs currently in use worldwide. Importantly, since different NPM's use different methodologies to assess the nutritional make-up of food, they often arrive at different conclusions about the healthiness of the same product which can be confusing. NPMs are often based on local dietary requirements and consumption habits and developed for different purposes than reformulation such as marketing restrictions and front of pack labelling. Each NPM has their own strengths and weaknesses in their methodology.

In October 2022, we set an example in nutrition transparency to be the first company disclosing our portfolio against six externally endorsed NPMs from different geographies next to our own NPM. We have chosen to do this for our global food and beverage portfolio and for our top 16 markets, based on both volume and value sales. We are now the first company to publicly disclose the performance of the product portfolio against 6 NPMs and our own NPM for 4 consecutive years.

We believe that by taking this approach, we will provide greater transparency to our consumers and stakeholders about the progress we are making and call on the wider industry to follow.

Assessment of portfolio

The 2024 assessment of Unilever's foods, ice cream and beverage portfolio, against the different NPM's, was based on the audited 2024 dataset used to report Unilever's nutrition commitment to reduce salt, sugar and calories reported in Annual Reports of Accounts.
The NPMs in scope of the assessment are UK NPM (High Fat Sugar Salt), NutriScore, Health Star Rating, Chile warning logo, Choices 5 level criteria, Healthy Choice Symbol Singapore. The characteristics of the different NPMs can be found in appendix 1.

All Unilever Foods and Ice cream business group products are in scope of the assessment. Unilever product groups were mapped to the product groups defined in each NPM, and the scoring rules of the individual NPMs were applied to determine the "healthiness" scores of the products.

The results are based on the percentage "healthiness" score per NPM at a global level and for 16 markets, based on volume in tons sold as well as turnover and presented together with the data which were previously published. For details see appendix 2.

The assessment shows a large diverging outcome in "healthiness" scores to the different NPMs, which is related to the nature of the algorithm as explained in the characteristics of the NPMs. Continuous progress is observed in the results based on volume sold between 2021 and 2024. The results on turnover give more of a mixed picture due to fluctuations in pricing and commodity costs inflation. This demonstrates that measuring progress in compliance of "healthiness" in volume in tons or servings sold is a better indicator for what people buy and consume rather than turnover. Therefore, Unilever's nutrition goals are always based on volume measurements.

Looking to the future

There is currently no globally aligned approach to set a harmonised "healthiness" score for food and beverage products. Assessment results of companies' portfolios using only one NPM or more NPMs with similar algorithms should therefore be treated with caution.
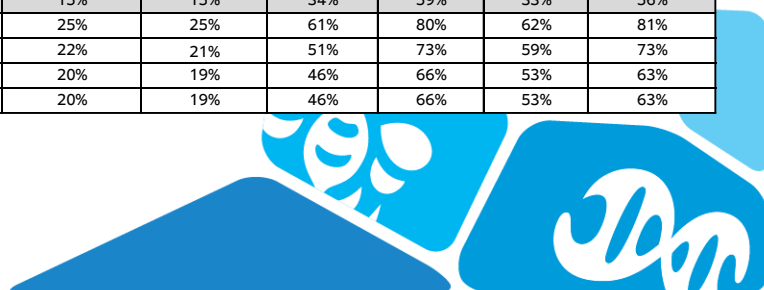
Nutrient Profile Models
Performance against transparency benchmarking exercise

|	Year	Non-HFSS	A+B	>3.5	No Chile Warning Labels	T1 + T2	Meet HCS criteria	Compliant
Volume								
Global	2024	40%	22%	22%	48%	68%	44%	72% (USNC)
	2023	38%	19%	19%	45%	65%	44%	67% (USNC)
	2022	36%	19%	18%	45%	65%	45%	64% (HNS)
	2021	35%	19%	17%	43%	63%	43%	63% (HNS)
Australia & New Zealand	2024	49%	15%	15%	47%	77%	45%	70%
	2023	48%	15%	15%	46%	78%	43%	67%
	2022	50%	15%	13%	46%	79%	47%	74%
	2021	51%	15%	14%	48%	81%	46%	73%
Belgium	2024	83%	11%	11%	81%	86%	77%	85%
	2023	82%	11%	11%	80%	84%	75%	83%
	2022	80%	12%	10%	79%	84%	73%	83%
	2021	78%	13%	10%	77%	81%	71%	80%
Brazil	2024	17%	16%	17%	17%	34%	9%	91%
	2023	18%	17%	17%	17%	37%	11%	88%
	2022	16%	15%	14%	15%	43%	15%	88%
	2021	14%	12%	12%	13%	42%	10%	86%
China	2024	11%	11%	10%	11%	35%	12%	77%
	2023	10%	9%	9%	9%	37%	10%	69%
	2022	13%	12%	3%	12%	46%	15%	68%
	2021	13%	12%	3%	12%	31%	12%	68%
France	2024	71%	21%	21%	71%	80%	70%	85%
	2023	72%	13%	13%	72%	80%	68%	84%
	2022	73%	8%	8%	73%	82%	68%	82%
	2021	72%	9%	9%	71%	81%	66%	80%
Germany - Austria - Switzerland	2024	40%	14%	14%	36%	67%	35%	56%
	2023	42%	13%	13%	39%	66%	39%	57%
	2022	45%	8%	7%	42%	70%	40%	55%
	2021	47%	7%	5%	44%	70%	43%	56%
India	2024	58%	57%	57%	58%	70%	56%	67%
	2023	62%	61%	61%	61%	73%	62%	70%
	2022	55%	54%	54%	53%	66%	53%	58%
	2021	54%	53%	53%	51%	63%	50%	58%
Indonesia	2024	38%	31%	31%	28%	51%	3%	43%
	2023	31%	30%	30%	30%	44%	4%	42%
	2022	47%	47%	46%	47%	63%	17%	80%
	2021	4%	4%	4%	4%	20%	4%	86%
Italy	2024	36%	12%	12%	33%	62%	31%	57%
	2023	36%	12%	12%	32%	62%	33%	59%
	2022	34%	11%	10%	32%	64%	31%	54%
	2021	32%	12%	11%	29%	60%	25%	48%
Mexico	2024	34%	32%	32%	44%	72%	17%	78%
	2023	34%	30%	30%	43%	72%	17%	77%
	2022	33%	28%	25.5	41%	70%	15%	75%
	2021	32%	27%	25%	39%	68%	16%	69%
Netherlands	2024	70%	19%	24%	62%	77%	47%	70%
	2023	67%	16%	20%	63%	75%	50%	70%
	2022	63%	17%	16%	61%	76%	48%	71%
	2021	63%	17%	17%	61%	72%	47%	68%
Philippines	2024	17%	12%	12%	18%	61%	10%	55%
	2023	16%	11%	11%	17%	54%	10%	56%
	2022	29%	25%	24%	31%	75%	22%	62%
	2021	22%	21%	19%	21%	62%	17%	58%
South Africa	2024	66%	54%	55%	59%	71%	55%	81%
	2023	64%	52%	53%	56%	69%	55%	82%
	2022	66%	55%	55%	59%	74%	60%	86%
	2021	66%	55%	55%	60%	74%	59%	83%
Turkey	2024	43%	4%	4%	42%	75%	41%	54%
	2023	50%	3%	3%	50%	82%	48%	62%
	2022	56%	8%	8%	55%	85%	54%	67%
	2021	56%	9%	9%	56%	86%	54%	68%
United Kingdom - Ireland	2024	41%	14%	14%	34%	57%	34%	60%
	2023	37%	13%	13%	33%	55%	33%	60%
	2022	32%	8%	6%	34%	58%	34%	59%
	2021	31%	15%	15%	34%	59%	33%	56%
United States	2024	32%	25%	25%	61%	80%	62%	81%
	2023	29%	22%	21%	51%	73%	59%	73%
	2022	24%	20%	19%	46%	66%	53%	63%
	2022	24%	20%	19%	46%	66%	53%	63%

Nutrient Profile Models
Performance against transparency benchmarking exercise

	Year	Non-HFSS	A+B	>3.5	No Chile Warning Labels	T1 + T2	Meet HCS criteria	Compliant
Turn Over (excluding Pepsi-Lipton Join Venture Portfolio)								
Global	**2024**	**28%**	**24%**	**24%**	**24%**	**63%**	**16%**	**52% (USNC)**
	2023	**27%**	**22%**	**22%**	**25%**	**54%**	**17%**	**55% (USNC)**
	2022	**30%**	**26%**	**24%**	**29%**	**59%**	**23%**	**55% (HNS)**
	2021	**30%**	**26%**	**24%**	**29%**	**57%**	**23%**	**55% (HNS)**
Australia & New Zealand	2024	21%	16%	16%	19%	67%	6%	40%
	2023	17%	14%	14%	14%	56%	4%	34%
	2022	12%	12%	10%	8%	50%	8%	41%
	2021	20%	17%	15%	16%	57%	7%	37%
Belgium	2024	31%	19%	21%	25%	43%	7%	47%
	2023	30%	17%	18%	28%	41%	9%	37%
	2022	43%	26%	22%	42%	59%	30%	49%
	2021	31%	19%	13%	30%	43%	13%	34%
Brazil	2024	16%	13%	13%	15%	32%	7%	81%
	2023	11%	9%	10%	9%	36%	3%	73%
	2022	9%	7%	7%	7%	42%	5%	76%
	2021	9%	8%	7%	7%	44%	4%	73%
China	2024	4%	4%	3%	3%	48%	1%	42%
	2023	16%	15%	15%	16%	52%	15%	62%
	2022	18%	17%	4%	17%	60%	18%	60%
	2021	22%	22%	7%	22%	42%	21%	64%
France	2024	7%	5%	5%	6%	41%	11%	60%
	2023	14%	10%	10%	14%	44%	8%	52%
	2022	25%	20%	19%	25%	54%	17%	49%
	2021	28%	21%	20%	26%	55%	17%	47%
Germany - Austria - Switzerland	2024	18%	12%	12%	11%	68%	7%	28%
	2023	17%	11%	11%	15%	46%	11%	33%
	2022	18%	12%	11%	16%	48%	10%	26%
	2021	16%	11%	9%	15%	45%	10%	27%
India	2024	89%	87%	87%	89%	91%	86%	92%
	2023	79%	78%	78%	79%	86%	78%	83%
	2022	80%	79%	78%	80%	87%	79%	81%
	2021	81%	79%	79%	81%	86%	79%	82%
Indonesia	2024	35%	31%	31%	24%	50%	7%	42%
	2023	39%	38%	38%	38%	56%	10%	54%
	2022	48%	48%	47%	48%	69%	18%	79%
	2021	10%	10%	10%	10%	33%	10%	82%
Italy	2024	4%	3%	3%	4%	45%	8%	34%
	2023	11%	9%	9%	8%	49%	8%	34%
	2022	13%	11%	10%	10%	55%	8%	31%
	2021	13%	11%	9%	10%	51%	6%	29%
Mexico	2024	55%	53%	53%	54%	76%	8%	89%
	2023	41%	36%	36%	38%	69%	5%	68%
	2022	41%	36%	33%	39%	66%	6%	65%
	2021	39%	34%	31%	37%	65%	6%	59%
Netherlands	2024	47%	29%	38%	30%	57%	9%	40%
	2023	34%	22%	30%	27%	50%	8%	40%
	2022	25%	20%	18%	22%	49%	8%	42%
	2021	30%	22%	21%	28%	46%	7%	40%
Philippines	2024	9%	9%	9%	9%	69%	6%	64%
	2023	25%	25%	25%	25%	59%	9%	72%
	2022	23%	22%	22%	24%	62%	8%	59%
	2021	21%	21%	19%	20%	54%	13%	59%
South Africa	2024	55%	53%	54%	39%	50%	31%	76%
	2023	56%	54%	56%	40%	51%	36%	72%
	2022	57%	56%	57%	40%	51%	41%	79%
	2021	61%	59%	60%	46%	57%	44%	73%
Turkey	2024	8%	7%	8%	7%	78%	4%	23%
	2023	12%	5%	6%	11%	77%	3%	28%
	2022	25%	19%	19%	24%	80%	18%	39%
	2021	30%	23%	23%	29%	81%	21%	41%
United Kingdom - Ireland	2024	31%	20%	20%	19%	68%	7%	41%
	2023	29%	24%	24%	24%	40%	21%	44%
	2022	25%	14%	13%	30%	46%	28%	42%
	2021	29%	25%	24%	32%	52%	31%	44%
United States	2024	8%	7%	6%	4%	71%	4%	41%
	2023	12%	7%	6%	9%	49%	6%	54%
	2022	17%	12%	10%	15%	52%	11%	53%
	2021	19%	15%	14%	16%	59%	11%	54%
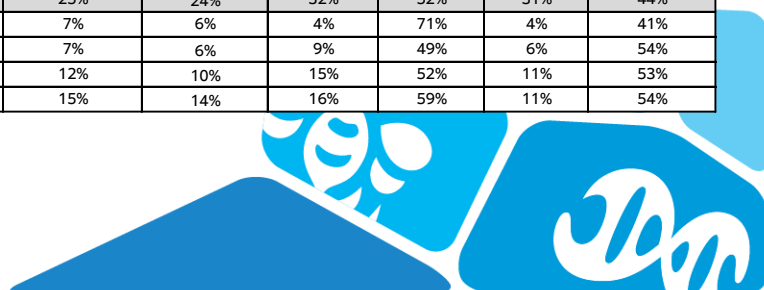
Appendix 1: The characteristics of the six NPMs in scope
The six NPMs which we have assessed our portfolio against use different algorithms to determine a food product's "healthiness score".
The first three NPMs use a scoring approach. These are:

- UK NPM High Fat Sugar Salt (HFSS), which is used in the United Kingdom.
- NutriScore (NS), which is used in several European countries.
- Health Star Rating (HSR), which is used in Australia and New Zealand.

In this approach, the overall healthiness of a product is determined by an algorithm which incentivises the inclusion of more healthy nutrients, because they help to "compensate" for the presence of 'nutrients to limit' in the product's final score. Under this model, the product's ingredients and nutrients are assessed per 100g or 100ml of the product. A key challenge with this approach is that where products are consumed in significantly larger or smaller portion sizes than this quantity, it can lead to a product healthiness score which does not reflect the reality of the consumer's intake.

These NPMs use different scoring systems to judge products:

- UK NPM uses a binary "HFSS" or "non-HFSS" classification.
- NutriScore classifies products on a scale from A-E.
- HSR grades products on a scale of 0-5 stars, in 0.5-star increments.

In assessing Unilever's portfolio against these NPM's, products were considered "healthy" if they achieved a score of "non-HFSS", A&B in NutriScore, or ≥3.5 in HSR. Note that NutriScore is based on original algorithm as at the time of assessment the implementation of the new algorithm was not clear in all countries that adopt NS as FOP labelling scheme and considering there is a two-year transition period.

The fourth NPM used was the Chile warning logo. In this model – like those listed above - nutrient criteria are applied on a per 100g or 100ml basis, but according to the product's salt, saturated fat, sugar, and calorie profile. The challenges identified previously with a per 100g / 100ml approach also apply in this model.

In assessing Unilever's portfolio against this NPM, products were considered "healthy" if there was no warning label applied to any of the four nutrients.

The final two NPM's used a threshold approach, based on product category specific criteria. These were:
- Choices 5 level criteria, an evolution of Choices Int. criteria used as foundation for several country Healthy Choice Logos.
- Healthy Choice Symbol (HCS), used in Singapore. For 2024 we updated the sugar thresholds in line with the latest HCS nutrient guidelines published in 2022.

In this approach, a product's healthiness score is determined based on its performance against specific criteria for nutrients 'to limit', and the presence in specific product groups of calcium, fibre or wholegrain. The role of the product in the diet, the appropriate serving size and frequency of consumption are also considered.

These NPM's also use different scoring systems to judge products:
- Choices classifies products on a T1 to T5 basis.
- HCS use a binary "compliant" or "non-compliant" approach.

In assessing Unilever's portfolio against these NPM's, products were considered "healthy" if they achieved a Choices score of T1 or T2 and were "compliant" in the HCS model.

The threshold approach used by Choices and HCS is very similar to that used by our USNC, which is also determined based on a product's performance against specific criteria for nutrients 'to limit'. However, in the USNC model, some products can be rewarded with better scores if they are downsized, because products in the ice cream and snack categories are measured based on a "per serving" approach, rather than product criteria per 100g or 100ml. Like HCS, USNC also uses a binary "compliant" or "non-compliant" scoring system to evaluate products.

References to the full methodologies of the NPMs:
- UK NPM Microsoft Word - Nutrient Profiling template.doc (publishing.service.gov.uk)

- NutriScore https://www.santepubliquefrance.fr/determinants-de-sante/nutrition-et-activite-physique/articles/nutri-score
- Health Star Rating Health Star Rating - Guidance for Industry
- Chile Warning logo http://web.minsal.cl/ley-de-alimentos-nuevo-etiquetado-de-alimentos/
- Choices 5 level criteria Development of the Choices 5-Level Criteria to Support Multiple Food System Actions - PubMed (nih.gov)
- Heathy Choice Symbol Singapore Healthier Choice Symbol Nutrient Guidelines August 2022
- Unilever's Science-based Nutrition Criteria Unilevers-nutrition-standards-booklet.pdf

Appendix 2: Methodology

Products in scope:
The performance measure for each NPM in the assessment is all Foods and Ice Cream business group (F&I) products except for sales from products that have been acquired recently and whose data are not yet integrated into Unilever's systems.

Data collection, analysis and calculation:
The nutritional data used to calculate the different nutrient profiling systems were derived from Unilever's Nutritional data system, which also includes sales volume and turnover for each product.
All Unilever products were mapped to the product groups defined in each NPM, and the scoring rules of the individual NPMs were applied to determine the "healthiness" scores of the products. Products were scored as sold unless they require reconstitution with water, e.g., powders, in which case they were scored as prepared.
For each NPM, the percentage of "healthiness" score is calculated by dividing the total volume in tons sold or turnover of F&I products that meet the "healthy" criteria by the overall volume in tons sold or turnover of all F&I products.
The published results are based on the percentage "healthiness" score per NPM at a global level and for 16 markets, both on volume in tons sold as well as turnover and presented together with the data which were previously published.

Definitions:

- Foods and Ice Cream (F&I) products: All Foods and Ice Cream products sold by Unilever Foods and Ice Cream Business Groups which include:
  - Unilever F&I products
  - Pepsi Lipton joint-venture (JV) products
- Sales by volume: The total weight (excluding packaging) of Unilever F&I products sold in tons or in mL for Pepsi Lipton joint-venture products.
- Sales by turnover: The total turnover, in Euro's, of Unilever F&I products sold. Pepsi Lipton joint-venture products are excluded from this disclosure as Unilever has no access to turnover data for those products.