WEBINAR SUMMARY

INSIDE OUR SUPERMARKETS

2024 Australian Report

About Inside Our Supermarkets

Rates Australia's four major supermarkets on their **nutrition policies and practices**. This much-anticipated update to the first release in 2018, used globally-developed assessment methods tailored to the Australian context. Evidence of supermarket nutrition-related policies and practices were scored against industry benchmarks and public health best practice.

Supermarkets have a crucial role to play in supporting healthy diets

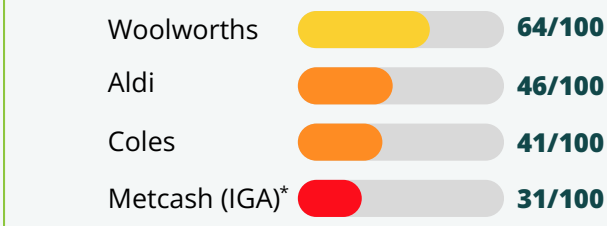
- Where most food is **purchased**
- Influence purchasing through **product** availability**, pricing, promotion** and **placement** strategies
- Among the largest **manufacturers of packaged foods**
- **Influential relationships** with food manufacturers

Ongoing monitoring allows us to **track changes** in food environments **over time**, **facilitate target-setting for healthier supermarkets**, and **hold supermarkets to account** for their policy commitments.

Key findings

1. There have been **some improvements in the last 5 years** (including improved food labelling, and some steps to make checkouts healthier), but **more substantial action is needed.**
2. The supermarket chains have **limited policies** and practices dedicated to **improving the affordability of healthy foods**, particularly when compared to unhealthy food.

The four major Australian supermarket chains achieved an average score of 46/100



*Assessment based on publicly available information only

Priority actions for supermarkets

Healthy food sales: Set targets to increase the proportion of sales from healthy products.

Affordability of healthy food: Cut prices of healthy foods, and limit price promotions on unhealthy products.

Healthy checkouts: No unhealthy products (e.g. chocolate and sugary drinks) near registers in all stores nationally.

Potential areas for government action:

- Healthy checkouts and restricting price promotions on unhealthy food (similar to legislation in the UK).
- Mandatory company reporting using evidence-based, nutrition-related metrics.

> **"Governments need to take urgent action to set higher standards for how supermarkets operate to ensure that they better support Australians to eat healthily."**

The NHMRC-funded Centre of Research Excellence in Food Retail Environments for Health: Next Generation (RE-FRESH: Next Generation, 2024-2028) is working to create healthier retail food environments via **3 key focus areas:**

- **Research to support government policy**
- **Accountability mechanisms**
- **Support for retailers to scale-up & sustain initiatives**

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