 Luke Upchurch +44 796 894 9327 lupchurch@consint.org

Consumers International – Press briefing
International Code on Marketing of Food to Children
Marketing spend figures

EMBARGOED, 00.01 GMT, 15 MARCH 2008

1. How much does the junk food industry spend on advertising?

For every $1 the World Health Organization (WHO) spends on trying to improve the nutrition of the world's population, $500 is spent by the food industry in promoting processed food[1].

The food, drink and confectionary industries spent **US$13 billion** on worldwide advertising in 2006[2].

Advertising spent in 2006 (in US$ million) of the Global Marketers:

Food	7,793
Soft Drinks	3,916
Candy	1,137
Total	**12,846**

Source: *Global Marketers*, Advertising Age, Nov 2007

Global Marketers are the Top 100 advertisers from 90 surveyed countries that have reported media spending on at least three continents.

Food industry advertising spend in 2006 (in US$ million):

Company	Asia	Europe	Latin America	USA
Unilever	1,309	1,906	329	848
Nestle	276	1,075	104	605
Kellogg	42	263	43	495
Coca-Cola	444	746	132	487
Cadbury	59	87	27	290
PepsiCo	180	218	82	966
Burger King	1	66	0	286
McDonalds	301	431	33	785
Mars	62	424	12	362
Danone	31	1,076	96	83
YUM	310	60	10	749
	3,015	**6,352**	**868**	**5,956**

Source: *Global Marketers*, Advertising Age, Nov 2007

Some sample figures from that year:

- PepsiCo increased its spending in **Bahrain** by **238%** and spent **$2.3 million**. In **Egypt** it increased spending by **74.9%** to **$9.9 million.**

[1] Lang, T & Millstone, E (eds) (2002) The Atlas of Food, Earthscan Books, cited in K.Dalmeny, E Hanna, T Lobstein "Broadcasting Bad Health" International Association of Consumer Food Organizations July 2003

[2] http://adage.com/images/random/datacenter/2007/globalmarketing2007.pdf

- Nestle spent **$15.7 million** in **Venezuela**, an increase of **106.7%** compared to the previous year.
- In **India**, Coca-Cola increased its spending by **113.8%** compared to 2005 and spent $**29.2 million.**
- YUM Brands increased its spending by **67.1%** and spent **$133.3 million** on advertising in **China**.

2. But isn't it up to parents what children eat?

Parents have been telling the consumer movement that they would welcome restrictions on marketing because the extensive of promotion of unhealthy food, undermines the healthy messages they are trying to teach their children. Scientific evidence from the WHO[3] shows that marketing does affect children's eating habits and what food they buy themselves.

In the United States:

- 68% of people rated fast food advertising targeting children and teens as a major cause of obesity[4].

In France:

- 84% of parents buy breakfast cereals advertised on television when their children ask for them[5].

In the UK

- Three in four parents think the way that foods are marketed to children makes it difficult for them to eat healthily[6].

In addition, not only are many children and teenagers consumers in their own right with money to spend, but parents may not be aware of all advertising that children are seeing – especially advertising online and in schools.

[3] Marketing of Food and Non-alcoholic Beverages to Children, Report of a WHO Forum and Technical Meeting, Oslo, 2-5 May 2006.

[4] Consumer Reports (CU) "Overweight children - concern, prevalence and contributing factors" June 2007

[5] From UFC "Study on the influence of children's television advertising on children's food-related preferences and behaviour" November 2006

[6] Which? "Cartoon Heroes and Villains" August 2007