



**Health & Wellness Progress Report**  
Based on 2018 survey findings



# What our members are doing to support healthier lives

The survey results show good progress in all categories and significant improvement in achievement of all commitments, in particular since last year.

**Almost 2M employees participated in health and wellness initiatives**  
1.6M in 2017 and 1.3M in 2016



## PRODUCT FORMULATION



**98%** of companies reported reformulating at least some part of their product portfolio to align with health and wellness policies. Since 2015 over 320,000 products have been reformulated.



Over **70%** of companies reported reformulating salt and sugar in their products



## TRANSPARENCY & LABELLING



**79%** of companies reported that their **food and beverage products** display key nutrients information on product packaging (similar to 2017)

**84%** of companies reported that their **personal care and hygiene products** display clear product usages on packaging (+18% compared to 2017)

**76%** of companies reported that they are not advertising HFSS products to children under 12



**61%** participated in food bank programmes (nearly 93,000 tonnes of food donated)



Partnerships with education authorities on health and wellness initiatives for over

**550,000 schools**

## PARTICIPATION

**75**  
respondents



**More employees are represented** than last year



**Steady representation across categories**

Food and beverage manufacturers are the most represented



**Board member companies continue to perform better, in particular in achievement of commitments on product formulation and marketing to children**

# Message from our Board sponsors

More and more consumers are making healthier lifestyle choices. The people and communities our industry serves around the world are increasingly determined to make their ways of consuming healthier and more responsible. They are doing so because it is good for them and good for the planet.

That is why the positive change agenda The Consumer Goods Forum initiated in 2010 is more relevant than ever, in particular our resolutions and commitments on Health & Wellness and Sustainability.

This is the fifth edition of the CGF Health & Wellness report, which measures progress on our resolutions and commitments. The five years' worth of results show that we are meeting consumers' expectations and fulfilling our ambition to 'empower consumers to lead healthier lives'.

Key highlights include:

- Over 98% of responding companies said that they had reformulated at least some part of their product portfolio in accordance with their own health and wellness policies.
- Over 70% of companies offered low-salt or low-sugar versions of their products.
- 79% of companies declared that 81%-100% of their food and beverage products display key nutrient information on pack.
- 84% declared that 81%-100% of their personal care and hygiene portfolio clearly display proper product use
- Respondents partnered with education authorities on health and wellness initiatives for over 550,000 schools.
- At least two million employees participated in health and wellness programmes.

The CGF Health & Wellness Pillar supports the WHO Action Plan on non-communicable diseases, as well as three of the UN Sustainable Development Goals (SDGs): zero hunger (Goal 2), good health and well-being (Goal 3), and partnerships for the goals (Goal 17).

This report shows our efforts to work towards these goals in a business context, foster collaborative action, and provide practical tools to help with their implementation and growth. It also serves as a guide to CGF members as they embark on their own internal health and wellness initiatives.

Our member companies should be proud of their commitment to improving the health and wellness of their consumers, their communities and their employees. Of course, the road is a long one and many challenges lie ahead. As we look for new and innovative ways to grow our businesses, health and wellness considerations should play a role in our decisions. Health and wellness can be an important source of added value for our companies and for society.

Please take a moment to have a closer look at the results of the survey to understand our progress and get inspiration for further action.



**Mark Schneider**  
CEO Nestlé S.A.  
Board Co-Sponsor of The Consumer Goods Forum  
Health & Wellness Pillar



**Frans Muller**  
President and CEO Ahold Delhaize  
Board Co-Sponsor of The Consumer Goods Forum  
Health & Wellness Pillar

# Executive Summary

A lot can happen in five years. Over this period, the CGF has tracked a number of trends and tendencies related to health and wellness and several changes stand out. We have noted, for example, that consumers increasingly favour products made in accordance with principles of sustainability. Increasingly, consumers also want more transparency.

When considered along with our annual survey, this report gives our members a better understanding of the issues that matter most to their customers. Just as importantly, the CGF Health & Wellness Progress Report shows how well our industry is addressing these concerns.

At the beginning of this five-year journey, we set goals in the form of commitments and resolutions. These were designed to reveal particular ways of addressing health and wellness concerns, from participating in community food banks to changing product formulations. We are happy to note that over the past five years we have seen steady advances on the resolutions and commitments, the details of which are outlined in this report. If we focus specifically on the past year, there has been a significant improvement in the achievement of all commitments.

Survey participation has fluctuated somewhat over the five-year report period, but remains indicative of the whole industry. All geographies and product categories are once again well represented. Perhaps the most encouraging result is that in 2018, participation in terms of number of employees represented exceeded the two million mark, the highest figure to date. This tells us that more and more of the largest companies in our industry are adopting policies on health and wellness, a very positive sign.

## Community counts

In the communities where our members work and live, companies and their employees are taking greater interest than ever in health and wellness issues. The majority of companies responding took part in food bank programmes and donated nearly 93,000 tonnes of food in 2018. To help bring the health and wellness message to young people, members partnered with over 550,000 schools in 2018, a 44% increase over 2016 (the first year the number was tracked).

In 2017, the CGF launched Collaboration for Healthier Lives (CHL) a global movement of stakeholders working together to drive positive behaviour change. Participants work together to provide information and guidance to help citizens create healthier shopping baskets and make healthier choices. To date, five countries – Bogota and

Medellin in Colombia; Hagerstown, MD, in the US; Osaka and Kobe in Japan; San José in Costa Rica and several cities in Turkey have been targeted, with more cities and countries participating in coming years. The UK and French collectives will go live with CHL in London and Lyon respectively in 2019, and the Chinese and Mexican teams are developing the initiative for 2019/2020.

CHL is one example of the purpose-driven agenda the CGF is adopting to tackle some of the most pressing issues. The strategy lies in bringing together a diverse set of expertise and assets to find solutions to improve community health.

## Winning trust through transparency

To get buy-in for CHL and other initiatives, we will need the trust of the consumer. A key part of winning and maintaining that vital trust is transparency. In “The Honest Product”, a survey of members of both the CGF and the Chartered Institute of Marketing, 90% of corporate respondents said that consumers are more interested in transparency than they were five years ago. A further 95% said that consumer interest in honesty about social, health, environmental, and safety issues will increase in the future.

Our efforts have helped convince more companies of the importance of transparency in labelling. Ethical and political considerations, sensitivities and allergies are changing the way we prepare and consume our foods. Technology has also given consumers unprecedented access to information about ingredients and raw materials. In short, a consumer demanding better information about a product will find it, with or without the cooperation of suppliers, manufacturers and retailers. This makes transparency vital to strong consumer relations.

We are pleased to report that 79% of surveyed members declared that 81%-100% of their food and beverage products display key nutrients information on product packaging. Meanwhile, 84% of respondents said that 81%-100% of their personal care and hygiene product portfolio clearly displays product usages on packaging. This is an impressive 18% increase over last year's results.

## Looking ahead

This report marks the end of the first five-year plan of the CGF's Health & Wellness Pillar. Last year, the Health & Wellness Steering Committee had their 5-year plan to 2023 approved by the CGF Board of Directors. It builds on the knowledge we have gained to this point and sets new goals for our members.

**The full report is available to members  
of The Consumer Goods Forum.**

To read the full report, please login to your  
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