

## **The extent of unhealthy multi-buy products in one online retailer**

### *Methodology*

The OHA surveyed all multi-buy offers, including 'buy-one- get-one-free' and 'buy-x-for-price-of-y' offers for food and non-alcoholic drink products that Tesco's online grocery offered on the 7<sup>th</sup> of February 2019. Tesco is the leading online grocery retailer in the UK<sup>1</sup>.

We calculated the percentage of these offers that are for food and drink products that are included in Public Health England's sugar or calorie reduction programme or subject to the soft drinks industry levy and that are also rated 'less healthy' according to the nutrient profile model (NPM).

### *Summary of Results (please see Appendix 3 for more detail)*

Overall, there were 266 multi-buy offers for food and non-alcoholic drink products, 113 (42.48%) of which were included in either the sugar or calorie reduction programmes and rated as less healthy according to the Nutrient Profile Model. The category with the highest number of promoted products was puddings (20 promoted products).

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<sup>1</sup> <https://www.statista.com/statistics/630462/leading-online-grocery-retailers-united-kingdom-uk/>