All Party Parliamentary Group on Dietary Health

APPG Dietary Health Call for Evidence: Understanding the impacts and shortfalls of the less healthy advertising regulations

The inquiry will gather evidence from organisations, experts, stakeholders and members of the public on the impact of the regulations since their introduction. It will explore a range of issues, including:

- Changes in the advertising content, format and volume of less healthy food and drink marketing.
- The effectiveness of the regulations in reducing exposure to advertising, particularly among children and young people.
- The adequacy of the products and categories covered by the regulations.
- The impact of exemptions, including those relating to brand advertising.
- Whether advertising has shifted into unregulated channels, such as outdoor advertising, cinema, radio and other media.
- The effectiveness of enforcement and supporting guidance.
- Opportunities to strengthen existing regulations and address gaps in the current framework.

Evidence gathered through the inquiry will inform recommendations to Government and other decisionmakers on the future of food and drink advertising policy.

Questions for individuals responding on behalf of an organisation and/or in a professional capacity

1. How has the introduction of TV and online advertising regulations on TV (before 9pm) and paid for online media (at all times) changed the content, format and impact of advertising of food and drink products classified as high in sugar, salt and saturated fat since their introduction in January 2026?
2. Do you consider the current list of products covered by the regulations to be sufficient? In particular we welcome evidence related to:
    i) The application of the updated 2018 Nutrient Profiling Model to the existing regulations, as committed to in the Government's 10 Year Plan for Health.
    ii) The existing "less healthy" definition of product categories in scope of the regulations.

3. Do you support or oppose the exemptions in the regulations related to “pure brand” advertising, as made by the 2025 changes to the secondary legislation and associated guidance, and for what reasons?
4. What was the impact, if any, of the delayed introduction of the regulations on TV and online?
5. Do you support or oppose the application of similar regulations to currently unregulated advertising mediums, such as outdoor billboards, cinema, owned media, push notifications, radio and print?
    i) Has there been a displacement of unhealthy food and drink advertising from regulated mediums (e.g. TV and online) to unregulated ones since January 2026?
    ii) Do you consider action taken by local councils and mayors sufficient in limiting people's exposure to HFSS advertising outdoors, particularly vulnerable groups such as children and people living in more deprived areas?
6. How effective has enforcement of the less healthy food and drink advertising regulations been since their introduction? Please provide examples or evidence where possible.
7. What are your views on the ASA guidance underpinning the regulations, including its clarity, usability, practicality and enforceability?
8. What are your views on the timing of the 5-year post-implementation review of the less healthy advertising restrictions?
9. Do you have any further views or evidence that you wish the APPG to consider in its report?

Questions for members of the public

1. Since January 2026, have you noticed any changes in the adverts you see for foods and drinks that are high in sugar, salt or fat?
   If yes, what changes have you noticed?
2. Where do you most often see adverts for foods and drinks that are high in sugar, salt or fat? For example: online, social media, TV, billboards, public transport, cinemas, shops or elsewhere.
3. Do you think children and young people are still exposed to too many adverts for unhealthy food and drink?
   Please explain your answer.
4. Do you think more should be done to reduce advertising of unhealthy food and drink?

If yes, what changes would you like to see?

5. How much, if at all, do food and drink adverts influence what you or your family buy, eat or drink?
6. Is there anything else you would like to tell the APPG about food and drink advertising and its impact on you, your family or your community?

How to respond:

- Complete your response through this **online portal**.
- Please note that you do not need to respond to all questions.
- Please provide references to support your submission where applicable, ideally a numbered referencing style with a list of sources at the end of each question.
- The deadline for submissions is **5pm on Monday 18th January 2027.**
- Submissions via email will not be accepted. However, if you would like to send us your responses in a different way, please do let us know and we will try to accommodate.
- Please direct any enquiries to: **appg@obesityhealthalliance.org.uk**