An assessment of nutrition information on front of pack labels and healthiness of foods in the United Kingdom retail market

The study divided five hundred products into five categories from three supermarket websites in the UK. They were also classified as ‘healthier’, ‘moderately healthy’, and ‘least healthy’ based on their nutritional content. The results indicated that most of the food available in UK supermarkets had food labels, with the most prevailing label type being a combination of traffic light and reference intakes (48%). These are advantageous in that they provide purchasers with easy-to-read and understandable information.

Most were manufactured locally with imports constituting 30.8% of products on supermarket shelves. When assessing the food's nutritional content, most products fell into the healthier categories. This suggests that consumer demand for healthier food might be changing manufacturers' food production patterns.