Identifying food marketing to teenagers: a scoping review

This scoping literature review collected all available literature on food marketing and advertising for teenagers. The review included journal articles, book chapters and ‘grey literature.’

The results of the articles included identifying trends in food marketing for people aged 17 or younger. The review investigated the techniques used in food marketing to capture the attention of young people.

The conclusions of the study were that “unique treatments of teenage populations are limited in food marketing literature.” There is not a clear differentiation between food marketing targeting teens and that targeting children or adults. Overall, the study highlights the gap in literature in terms of how food marketing is tailored for teenagers. It specifies the need for further studies to “measure the presence and power” of teen food marketing.