Literature review of Research on Online Food and Beverage Marketing to children.

Increasingly, policymakers and governments are concerned about children’s exposure to advertising for food products high in fat, sugar, and salt (HFSS). The aim of this scoping literature review is to comprehensively review the most recent literature about digital marketing for children and adolescents, particularly with reference to food and drink.

The report highlighted that there is much argument over the ways in which unhealthy food and drinks are marketed to children. This has been thought to influence child eating habits and health. The review outlined a need to have long term studies which measure the behavioural effects of online advertising on children.

The study also urges regulations of advertisements and marketing to be reviewed and updated regularly in accordance with the fast-changing technology and technological environment. Governments have been advised to enforce stronger regulations. The study also concludes by stating the need for more extensive and up to date evidence with regards to how children react to digital marketing.