

Balancing Public Health and Economic Interest: Evaluating Germany's National Reduction and Innovation Strategy in Private-Label Food

Barbara Kleine-Kalmer
Hochschule Bremerhaven

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Abstract:

This study investigates the effectiveness of Germany's National Reduction and Innovation Strategy in reducing sugar, salt, fat, and calorie levels in private-label products from major retailers. Nutritional data were collected for 4,170 products across categories including cereals, dairy, baked goods, confectionery, spreads, convenience foods, and drinks from 2019 to 2023. Findings reveal reductions in sugar and calorie levels observed in limited categories for specific retailers. These results suggest that reformulation efforts have not been implemented on a broad scale. Future research should examine consumer behaviour and attitudes, as well as the broader implications of social responsibility for food companies.

Keywords: health-oriented marketing, social responsibility in food sector, sugar reduction

Track: Social Responsibility & Ethics