

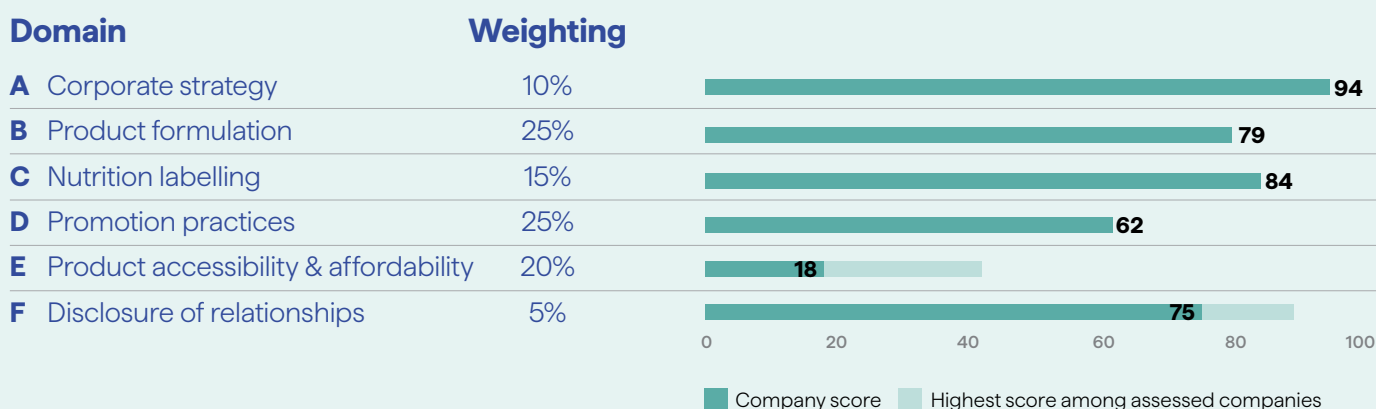
# Woolworths

1st

OUT OF 4  
SUPERMARKETS

64

OVERALL SCORE  
(OUT OF 100)



## Areas of strength

- **Corporate strategy** - Woolworths publicly commits that they are working to grow the proportion of sales from healthier products. Woolworths report progress against this target each year in their Sustainability Report. They define healthier products as those with a Health Star Rating (HSR) of 3.5 stars and above.
- **Product formulation** - Woolworths reports ongoing reformulation of their own-brand products. 79% of own-brand products meet the government's Healthy Food Partnership reformulation program targets.
- **Nutrition labelling** - In addition to displaying the HSR on all intended own-brand products, Woolworths displays HSRs on electronic in-store shelf labels, online and in catalogues. Woolworths' Food Tracker by HealthyLife provides information on the healthiness of consumer purchases with reference to the Australian Dietary Guidelines and highlights healthier product alternatives.
- **Accessibility & affordability** - Woolworths has removed children's confectionery from checkouts in all Woolworths supermarkets, and at least 80% of snacks placed at checkouts are healthier. Woolworths has also allocated greater shelf space for healthier products (HSR≥3.5) within end-of-aisle displays.
- Woolworths has taken steps to **encourage branded food manufacturers** to improve the healthiness of products and display the HSR on product packaging.

## Recommended actions for Woolworths

### Short term (next 12 months)

1. **Implement** policies to limit the marketing of unhealthy products and brands, and prioritise the promotion of healthy products and brands across all settings (e.g., in-store, online, in regular catalogues).
2. **Strengthen** current policies to reduce the exposure of children to unhealthy food marketing by applying the policies to children up to 18 years of age.

### Long term (2-3 years)

3. **Incentivise** purchasing of healthy products and their relative affordability by working with suppliers to increase price promotions on healthy products, limit price promotions on unhealthy products, and ensure that the regular retail price of healthier products are not more expensive than 'standard' products or less healthy alternatives.
4. **Reduce** the proportion of unhealthy products in the company's own-brand product portfolio. For example, by adding new, minimally-processed healthy products, and removing unhealthy product lines.
5. **Ensure** healthy/healthier products are widely available and equitably distributed across all geographic areas and store formats, particularly in rural/remote areas and lower-income communities.
6. **Monitor and report** the impact of current labelling, placement and nutrition education strategies on the healthiness of product sales and consumer purchases.

## HEALTHINESS OF OWN-BRAND PORTFOLIO<sup>^</sup>

| Nutrient profiling summary score |                          | Australian Dietary Guidelines | Extent of processing           | Nutrition labelling                  |
|----------------------------------|--------------------------|-------------------------------|--------------------------------|--------------------------------------|
| Average HSR (out of 5 stars)     | Proportion HSR ≥ 3.5 (%) | Proportion discretionary (%)  | Proportion ultra-processed (%) | HSR uptake for intended products (%) |
| 3.4                              | 63.2%                    | 33.4%                         | 53.3%                          | 93.0%                                |

<sup>^</sup>This information is provided to add context around the assessed company; this analysis was not included in the assessment of nutrition policies. Results based on data collected by The George Institute for Global Health in March-June 2023 and published in [The State of the Food Supply Report 2023](#). HSR = Health Star Rating