From Product Data to Collective Action

Building Shared Accountability for Healthier Food Environments in Kenya

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Access to Nutrition initiative
Transforming markets to deliver healthy, sustainable diets for all

Objectives

The food environment is shaped by multiple actors, but these actors often lack a shared, transparent evidence base to understand the healthiness of products and identify where action is needed.

- **Primary objective**: To provide clear evidence of the healthiness of food and beverage products available in the Kenyan market using nutrient profiling standards.
- **Secondary objective**: To drive collaboration and strengthen accountability among government, industry, civil society and investors for healthier food environments via publicly available product-level data.

Methodology

- **Sample**: 30 companies (57% of Kenya's food & beverage sales) and 3 retailers (36%-42% of Kenya's modern grocery retail market)
- **Data**: product data sourced from an online (proprietary) database; missing data completed through in-country data collection
- **Method**: applied international and Kenyan Nutrient Profiling Model (KNPM); results aggregated by company, country and category.

Results

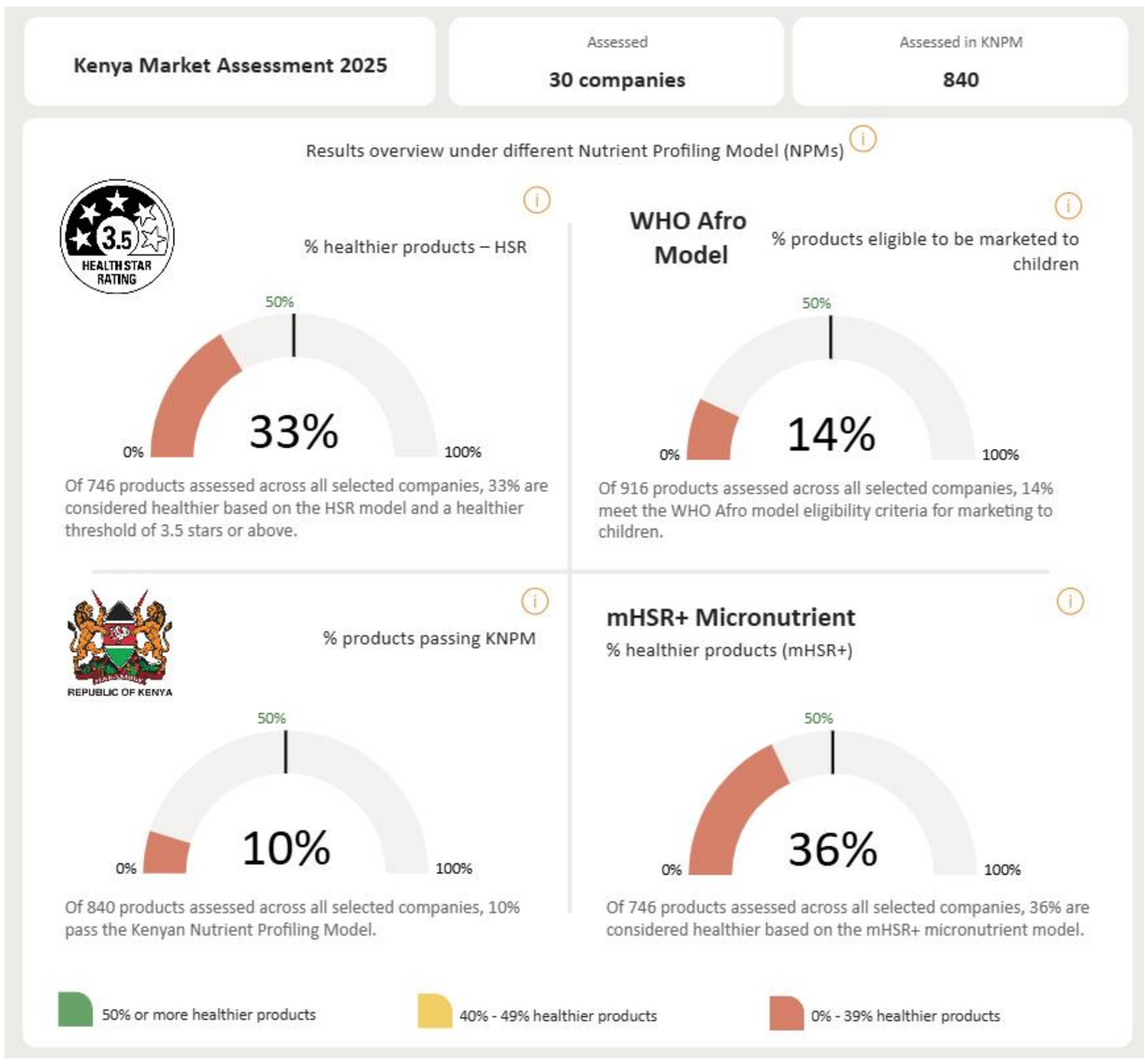
A significant gap between Kenya's current product offerings and national health standards was observed.

10%
of 840 manufacturers' products

13%
of 232 retailers' private label products

passed the targets set by the Kenya Nutrient Profiling Model.

- **Different NPMs**: Around only one third of the product offerings passed the international models.
- **Shared evidence**: The consolidated results are presented in a single dashboard – at company, category, and country level – providing a publicly available evidence base for dialogue amongst diverse stakeholders.
- **Evidence-informed insights**: These informed dialogues between governments, civil society and academia to identify priorities for policy and industry action to improve Kenya's food environment.



Source: ATNi Product Profile dashboard.

Conclusion

A **transparent, public overview** of product data brings together civil society organisations (CSOs), investors, policymakers, and industry to define complementary responsibilities and take coordinated action to support healthier food environments.

Next step: Developing the **MarketFit Nutrition Data Hub** where companies assess their own policies and portfolios against national nutrient standards, while offering actionable insights to investors and policymakers.

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Explore the dashboard!

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This poster was presented at the conference of the Geneva Health Forum 2026