

Unilever Foods Portfolio Nutrition Assessment 2025

Assessment across six external nutrient
profiling models and Unilever's
Science-based Nutrition Criteria



Introduction

At Unilever, we are committed to helping people enjoy healthier, affordable and nutritious diets. Nutrient profiling models (NPMs) play a key role in this ambition by helping us assess the nutritional quality of our portfolio, guide reformulation and innovation, and track progress over time.

For more than 20 years, we have used our own science-based NPM, now called the [Unilever's Science-based Nutrition Criteria \(USNC\)](#). USNC was designed to guide reformulation and improve the nutritional quality of our portfolio. It is grounded in WHO dietary recommendations and uses category-specific thresholds that reflect the role of foods in the diet, serving sizes and consumption patterns. [Modelling research](#) demonstrates that reformulation towards USNC could help improve dietary intakes and bring diets closer to WHO recommendations. Since 2010, we have more than doubled the proportion of products meeting our criteria and remain committed to further improving the nutritional quality of our portfolio.

We also recognise that USNC is one of many NPMs used globally. Different models serve different purposes, including but not limited to front-of-pack labelling, responsible marketing frameworks and public health policy. As they use different methodologies, they can deliver different outcomes for the same product or portfolio.

In 2022, we became the first company to publicly disclose the performance of our portfolio against six externally endorsed NPMs from different geographies, alongside USNC to provide nutritional transparency. This 2025 assessment builds on that approach for the Unilever Foods Business Group (BG) portfolio. Results are presented globally and for 18 key markets, on both a sales volume and turnover basis.

Key findings

- Results vary significantly across NPMs, reflecting differences in their purpose, methodology, nutrients assessed and scoring thresholds.
- Product category-level results provide important context, as overall portfolio scores are strongly influenced by category mix.
- Sales volume-based results generally provide a more stable basis for interpretation, as turnover can be affected by pricing fluctuations and commodity cost inflation.

Scope & reporting approach

The 2025 assessment covers the global Unilever Foods BG portfolio and reflects the updated scope following the separation of the Ice Cream portfolio. Results are therefore presented on a stand-alone basis and are not directly comparable with previously published assessments. Previous assessments remain available [here](#).

Products in scope

The assessment covers all Foods BG products. The Pepsi Lipton joint venture portfolio is excluded from scope, consistent with the reporting perimeters applied in Unilever's European Sustainability Reporting Standards (ESRS) disclosures.

The six external NPMs and USNC have been applied across the full global Foods portfolio, including Unilever Food Solutions (UFS), tea and coffee. This supports consistency and transparency across the assessment.

Market scope

The country-level assessment covers 18 key markets selected based on their business relevance to the Foods BG. Products are included where they are sold and generate sales, regardless of where they are produced.

The 18 key markets covered are:

Argentina	India	Poland
Brazil	Indonesia	South Africa
Canada	Mexico	Thailand
China	Netherlands	Turkey
France	Pakistan	United Kingdom
Germany	Philippines	United States

Nutrient profiling models (NPMs) included

The assessment includes six externally endorsed NPMs used in relevant markets. The set has been updated to reflect the revised Foods BG scope and the 18 key markets covered in the 2025 assessment. Table 1 summarises the NPMs included and the criteria for classifying products as “healthier”¹ for disclosure purposes. More details can be found in Appendix 2.

Table 1. NPMs and criteria for classifying products as “healthier”

Nutrient profiling model	Criteria for classifying products as “healthier”
 UK NPM High Fat Sugar & Salt (HFSS)	Not classified as HFSS (non-HFSS)
 Nutri-Score	Grade A or B
 Health Star Rating (HSR)	≥ 3.5 stars
 International Choices 5-level criteria	Levels 1–2
 Mexican warning label	No warning labels
 Brazilian warning label	No warning labels
 Unilever's Science-based Nutrition Criteria (USNC)	USNC-compliant

¹ References to “healthier” reflect classification under the relevant NPMs and should not be interpreted as claims regarding the overall health effects of individual products or the portfolio as a whole.

Methodology

The analysis used the audited 2025 dataset for reporting Unilever's nutrition commitments in the Annual Report and Accounts. Nutritional data were drawn from our systems, which include product-level sales volume and turnover.

Each product was mapped to the relevant product category as used within each NPM and assessed using the model-specific scoring rules, including applicable requirements for product preparation and reconstitution that enable consistent application.

Results are reported as the percentage of Foods BG sales classified as "healthier" under each model (see Table 2), on both a volume basis (tonnes sold, excluding packaging) and a turnover basis (total euro sales value).

Global portfolio assessment 2025

The 2025 global assessment shows the proportion of Unilever Foods BG sales classified as “healthier” according to the selected nutrient profiling models (NPMs). This year's assessment also includes product category-level results to provide important additional context and support more informed interpretation of portfolio outcomes.

Table 2 shows the percentage of global Foods BG sales classified as “healthier” under each of the six external NPMs and USNC, on both a sales volume and turnover basis. As demonstrated in our previous assessments, volume-based results provide a more stable basis for interpretation, as they are less affected by pricing fluctuations and commodity cost inflation.

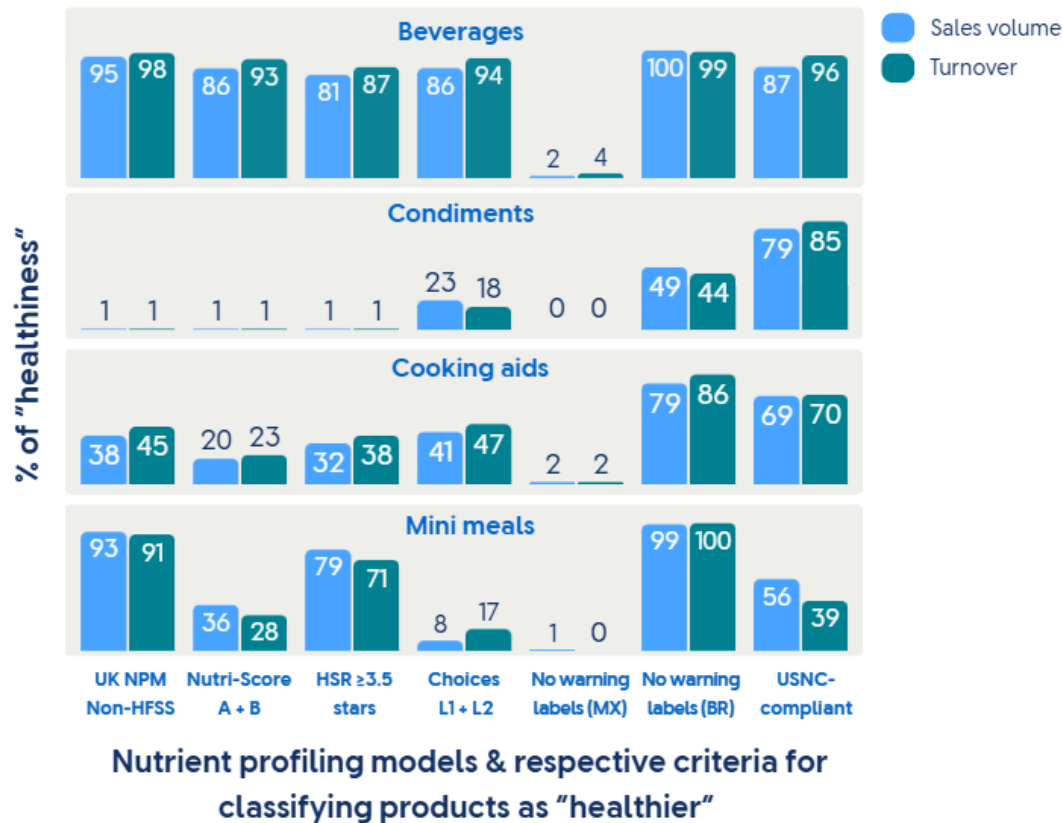
Table 2. Percentage of global Foods BG 2025 sales classified as “healthier” across NPMs

NPM & “healthier” criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	30%	17%	27%	37%	2%	69%	74%
Turnover	38%	21%	33%	40%	3%	72%	75%

As shown in Table 2, the proportion classified as “healthier” varies substantially depending on the NPM applied. This reflects differences in NPM methodology such as scoring approach, nutrients assessed and threshold criteria. Results should therefore be interpreted as model-specific views of nutritional quality, rather than as a single measure of overall portfolio healthiness.

Portfolio-level scores are strongly influenced by the mix of categories included in the assessment and this effect varies per NPM. This is particularly pronounced for generic per 100g/ml models, where products typically consumed in small portions (e.g., condiments and cooking aids) tend to score as less healthy regardless of their role in the diet. Figure 1 therefore presents product category-level results to help distinguish between model-driven effects and portfolio mix effects, offering a more meaningful basis for comparing outcomes across NPMs.

Figure 1. Percentage of global Foods BG 2025 sales classified as “healthier” by product category and across NPMs



Furthermore, distributional views within NPMs show how products are distributed across classification grades, offering an additional perspective on portfolio nutritional quality. Two widely used systems, Nutri-Score and Health Star Rating, are used to illustrate this in Figure 2 and Table 3, providing a more transparent and nuanced view of portfolio nutritional quality and helping show incremental improvement that binary thresholds may obscure.

Figure 2. Nutri-Score grade distribution for global Foods BG portfolio 2025

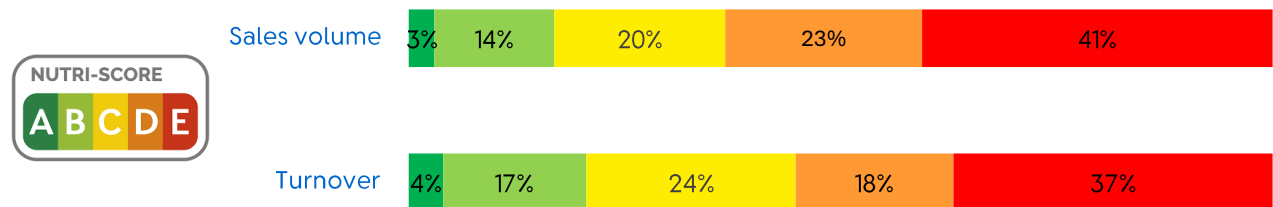


Table 3. Health Star Rating (HSR) distribution for global Foods BG portfolio 2025



Number of stars	0.5	1	1.5	2	2.5	3	3.5	4	4.5	5
Sales volume	28%	5%	11%	14%	7%	8%	24%	2%	1%	0%
Turnover	26%	5%	8%	10%	7%	10%	29%	2%	1%	1%

Country-level portfolio assessment 2025

The country-level assessment provides a market-by-market view of portfolio “healthiness” across Unilever Foods’ 18 key markets according to the selected NPMs. Results are presented in Appendix 1 on both a volume and turnover basis. Differences between markets reflect variations in local portfolio mix. Nutri-Score grade distributions based on volume and turnover are also shown for France, Germany and the Netherlands, where the scheme has been adopted.

Appendix 1: Country-level portfolio assessment 2025

Argentina

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	17%	10%	14%	88%	2%	90%	89%
Turnover	29%	24%	29%	86%	5%	88%	87%

Brazil

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	6%	0%	6%	24%	0%	89%	93%
Turnover	9%	1%	8%	25%	0%	87%	91%

Canada

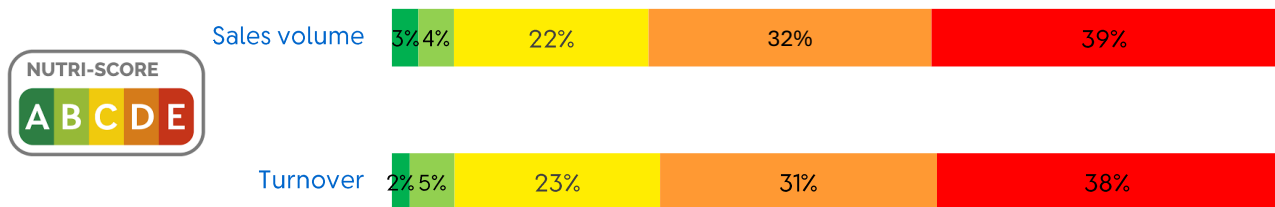
NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	9%	3%	5%	20%	1%	84%	87%
Turnover	16%	6%	11%	26%	1%	86%	83%

China

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	13%	13%	13%	17%	0%	90%	88%
Turnover	27%	26%	27%	28%	0%	93%	90%

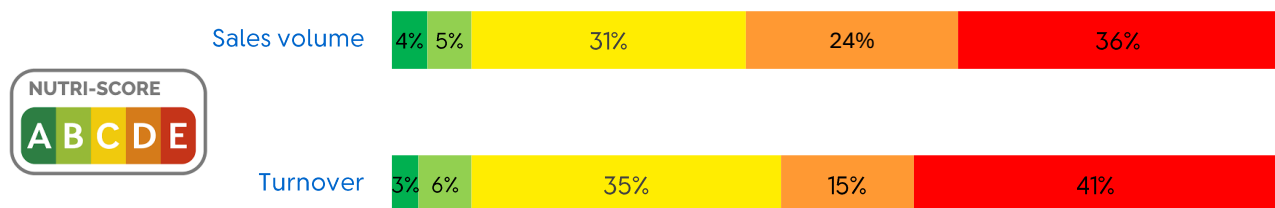
France

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	13%	7%	10%	29%	8%	81%	72%
Turnover	17%	8%	12%	31%	5%	83%	71%



Germany

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	22%	9%	15%	33%	1%	67%	47%
Turnover	24%	9%	17%	29%	1%	68%	45%



India

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	67%	42%	68%	67%	7%	72%	72%
Turnover	86%	58%	85%	84%	10%	89%	88%

Indonesia

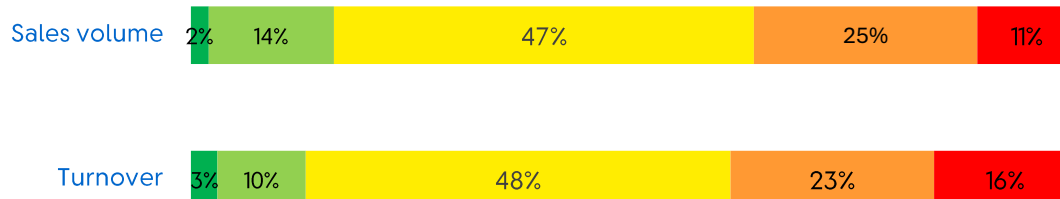
NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	11%	5%	2%	5%	0%	49%	40%
Turnover	16%	13%	3%	12%	1%	58%	53%

Mexico

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	47%	13%	43%	60%	1%	73%	90%
Turnover	57%	14%	54%	69%	1%	81%	92%

Netherlands

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	47%	16%	42%	57%	2%	78%	54%
Turnover	44%	13%	35%	48%	1%	76%	48%



Pakistan

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	61%	34%	60%	13%	1%	73%	72%
Turnover	66%	39%	65%	17%	6%	76%	76%

Philippines

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	26%	23%	25%	42%	0%	63%	56%
Turnover	37%	33%	36%	43%	0%	66%	68%

Poland

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	55%	21%	32%	25%	7%	80%	56%
Turnover	54%	16%	27%	14%	4%	83%	47%

South Africa

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	66%	64%	66%	60%	4%	95%	81%
Turnover	66%	62%	66%	48%	9%	95%	82%

Thailand

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	43%	27%	43%	30%	0%	55%	79%
Turnover	62%	33%	62%	31%	0%	70%	87%

Turkey

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	32%	6%	16%	72%	1%	82%	85%
Turnover	46%	11%	27%	68%	2%	85%	82%

United Kingdom

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	35%	17%	28%	22%	1%	65%	66%
Turnover	48%	26%	39%	19%	1%	77%	56%

United States

NPM & "healthier" criteria	UK NPM Non-HFSS	Nutri-Score A + B	HSR ≥ 3.5	Choices L1 + L2	No warning labels (MX)	No warning labels (BR)	USNC-compliant
Sales volume	18%	3%	16%	29%	0%	40%	94%
Turnover	20%	4%	18%	32%	0%	45%	93%

Appendix 2: The characteristics of the NPMs in scope

The six external nutrient profiling models (NPMs) included in this assessment use different algorithms, thresholds and category approaches to assess the nutritional profile of food products.

The first three NPMs use a scoring-based approach:

- UK NPM High Fat Sugar Salt (HFSS), used in the United Kingdom
- Nutri-Score (NS), used in several European countries
- Health Star Rating (HSR), used in Australia and New Zealand.

In these models, negative points are attributed to nutrients to limit (e.g., salt, sugar and saturated fat) and positive points for nutrients or ingredients to be encouraged (e.g., fibre, fruit and vegetables), based on defined cut-off levels for each component. The combined score determines the final classification. This approach implies that the overall healthiness of a product is determined by an algorithm, where positive nutrients or ingredients can compensate for nutrients to limit in the final score.

These models assess products with generic criteria per 100g or 100ml across broad categories. A key limitation of this approach is that it does not account for the role of the product in the diet and typical portion sizes, which can result in scores that do not fully reflect actual consumption.

Each model applies a different scoring system:

- UK NPM classifies products using a binary "HFSS" or "non-HFSS" classification
- Nutri-Score uses a scale from A to E
- HSR rates products from 0 to 5 stars, in 0.5-star increments

The Nutri-Score algorithm used in this assessment reflects the updated version currently applied for front-of-pack labelling in the relevant European markets included in the assessment.

The fourth NPM is the International Choices 5-Level Criteria, which uses a threshold-based approach. This model uses product category-specific criteria that consider the role of the product in the diet, as well as appropriate serving size and frequency of consumption. The model defines four cut-off points for each product group, resulting in five levels (L1 to L5). For this assessment, products were classified as "healthier" if they scored levels L1 or L2.

The fifth and sixth NPMs are the models used for the Mexican and Brazilian warning labels, respectively. Both use a threshold-based approach but differ in the nutrients covered and the way the criteria are expressed. The Mexican model applies thresholds for energy, free sugars, saturated fat, trans fat and sodium per 100g for solid foods and per 100ml for beverages, with criteria expressed as a percentage of energy. The Brazilian model applies thresholds only for added sugars, saturated fat and sodium, expressed in g or mg per 100g or 100ml. Like other approaches using generic criteria per 100g/ml across different food categories, these models do not account for the role of the product in the diet or portion size. Products were classified as "healthier" if they did not exceed the relevant nutrient thresholds and therefore were not subject to any warning label.

For the purpose of this assessment, products were classified as "healthier" based on the following criteria:

- Where NPMs provide a binary outcome, products were classified as "healthier" when they met the model's preferred outcome (non-HFSS under the UK NPM and no warning labels under the Mexican and Brazilian systems).
- For models that provide multiple grades or scores, the criteria were selected based on classifications that are commonly used, recommended or interpreted as representing healthier choices within the respective schemes, namely Nutri-Score A and B, Health Star Rating ≥ 3.5 stars and Choices Levels 1 and 2.

In addition, we assessed products against Unilever's Science-based Nutrition Criteria (USNC), our internal NPM specifically designed to drive reformulation in our portfolio. USNC follows a threshold-based approach with product category-specific nutrient thresholds for energy, saturated fat, trans fat, sugar and sodium, considering the role of the product in the diet, serving size and frequency of consumption, as well as consumer acceptance and technological feasibility.

References to the full methodologies

1. **UK NPM:** [Nutrient profiling model 2004 to 2005](#)
2. **Nutri-Score:** [Science and technical Q&A 2023](#)
3. **Health Star Rating:** [Health Star Rating System Implementation Guide v9](#)
4. **International Choices 5-Level criteria:** [International Choices Criteria version 2025](#)
5. **Mexican Warning Label:** [Manual de Referencia Implementación de la NOM-051](#)
6. **Brazilian Warning Label:** [Resolução da Diretoria Colegiada RDC 429 08/10/2020](#)
7. **Unilever's Science-based Nutrition Criteria:** [Unilever's Nutrition Standards](#)