JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Food reformulation monitoring across Europe: implementation, first results and uses

November 20th, 2026

Anses (France)

Co-funded by
The European Union

Agenda of the meeting

JA PreventNCD

- The context of food reformulation monitoring (Karine Vin – Anses France)
- First results of the state of play: example of soft drinks (Laure Barbier – Anses France)
  - Comparison of the food offer
  - Portion sizes
  - Nutritional values
- Alternative sources of data (Bastien Maurice – Anses France)
  - Evaluation of Euromonitor
  - Other sources evaluated during Best-ReMaP
- From data to action – Practical uses of branded food data in Hungary (Eszter Sarkadi Nagy – ONI Hungary)
- Questions / Comments

Co-funded by
The European Union

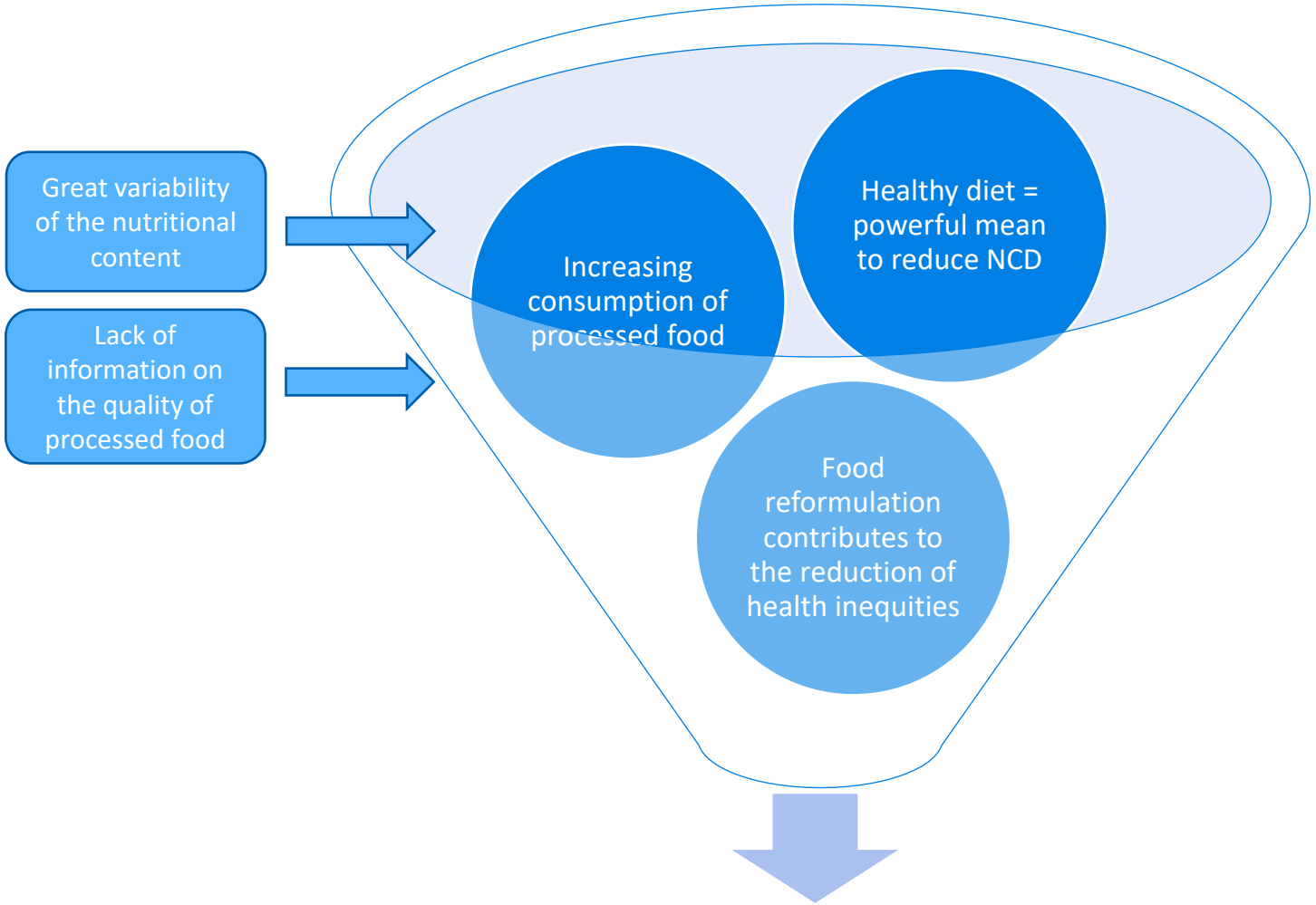
JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Context of food reformulation monitoring

Co-funded by
The European Union

Why follow food composition / reformulation?



JA PreventNCD

Need to implement a monitoring tool at country and brand level to characterise the food offer and track reformulation

Establishment of benchmarks: creation of a virtuous circle → reformulation encouraged

Assessment of nutrition policies

Co-funded by
The European Union

From OQALI to Best-ReMaP and PreventNCD: the development of a harmonised monitoring tool across Europe

Oqali (2008):

France – all food categories

Janpa (2015-2017):

2 countries – 2 food categories

Euremo (2019-2021):

16 countries – all food categories

Best-ReMaP (2020-2023):

18 countries – 5 food categories



PreventNCD (2024-2027)

Co-funded by
The European Union

What kind of data we collect

⇨ Focus on processed food
(but not specifically ultra-processed food)

⇨ Composition data (not consumption data)

⇨ Data available on pack (no analyses)



JA PreventNCD

Co-funded by
The European Union

What we have inherited from Best-ReMaP

JA PreventNCD

- **5 Priority food categories:** Bread products / Delicatessen meats / Soft drinks / Breakfast cereals / Fresh dairy products and desserts
- **Data collection: information available on labels -** pictures taken in shops. Crowdsourcing and webscraping tested but not validated
- **Data codification** in subcategories of products designed to monitor food reformulation by grouping products with similar sales names, manufacturing technologies, recipes, or marketing positioning
  → Possible identification of best in class products / Identification of margin of reformulation / Possible comparison between countries
- **Feeding of the common database developed by the JRC - FABLE**
  - First database at European level
  - Branded composition data for 18 countries

Co-funded by
The European Union

What we do in Prevent NCD

JA PreventNCD

Objectives of the subtask:

- ❑ **Continue the data collections** using the same classification system
- ❑ Give an overview of the **nutritional quality of the food and its evolution over time**
- ❑ Allow **comparisons between countries**
- ❑ Provide data to evaluate and adapt **nutrition policies in Europe**
- ❑ Identify best formulation to incite manufacturers **to improve the nutritional quality** of their products

Target groups of the subtask:

- ❑ **Policy makers:** to assess and decide nutrition policies
- ❑ **Food producers:** to benchmark their products and identify margin of reformulation
- ❑ **Consumers:** to have factual information on the evolution of the nutritional quality of the food offer

Co-funded by
The European Union

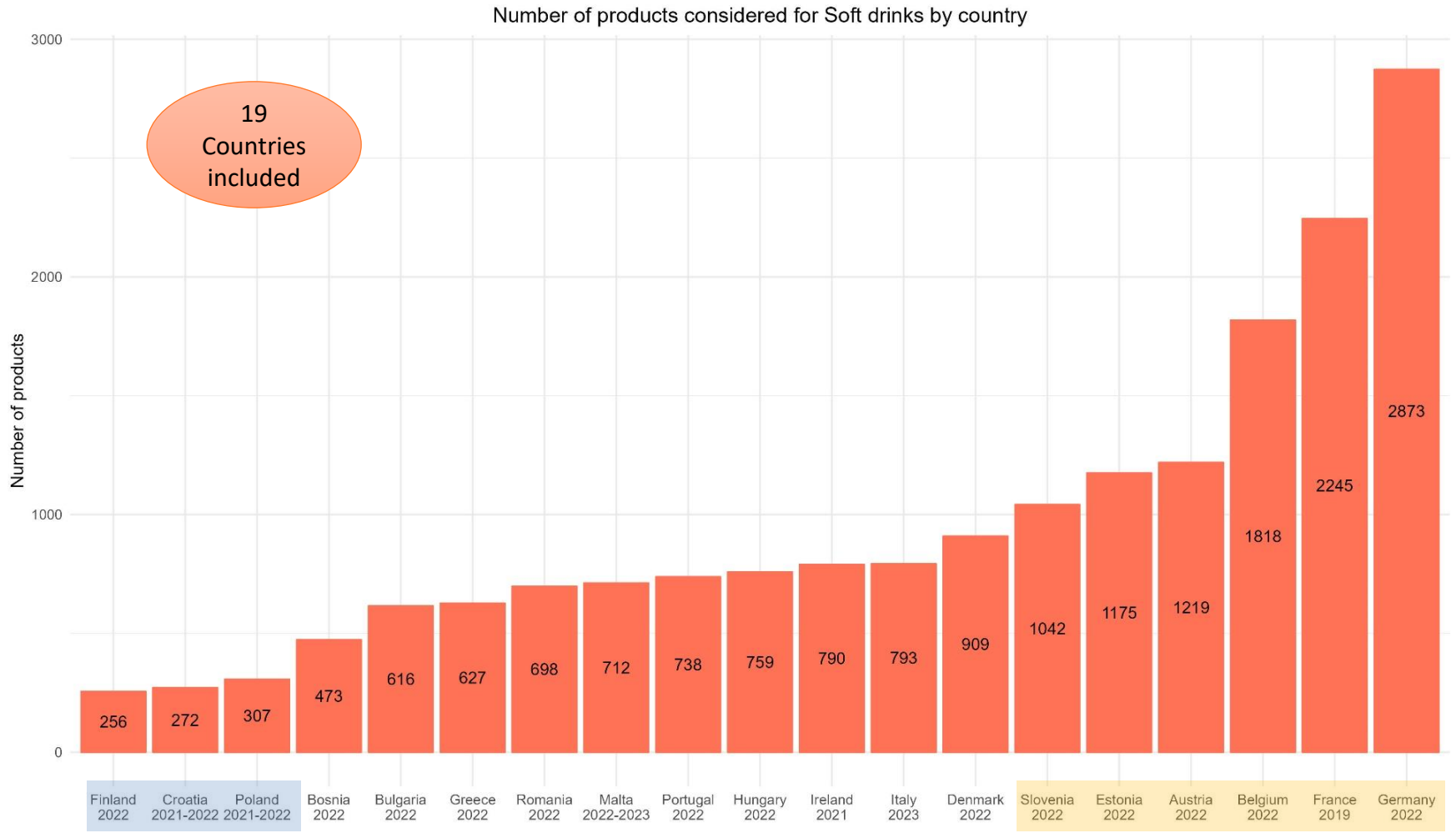
JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Comparison of the food offer: example of soft drinks

Co-funded by
The European Union

Comparison of the food offer for soft drinks: number of products collected



Countries with the lowest number of products collected

Countries with the highest number of products collected

→Number of products collected varies greatly depending on the country (x10)

→France is covering 82% of the French market shares with its 2245 products – no precise data for the other countries

Co-funded by
The European Union

Comparison of the food offer for soft drinks: number of products collected

Considering the number of references collected by country, differences between countries can be explained by

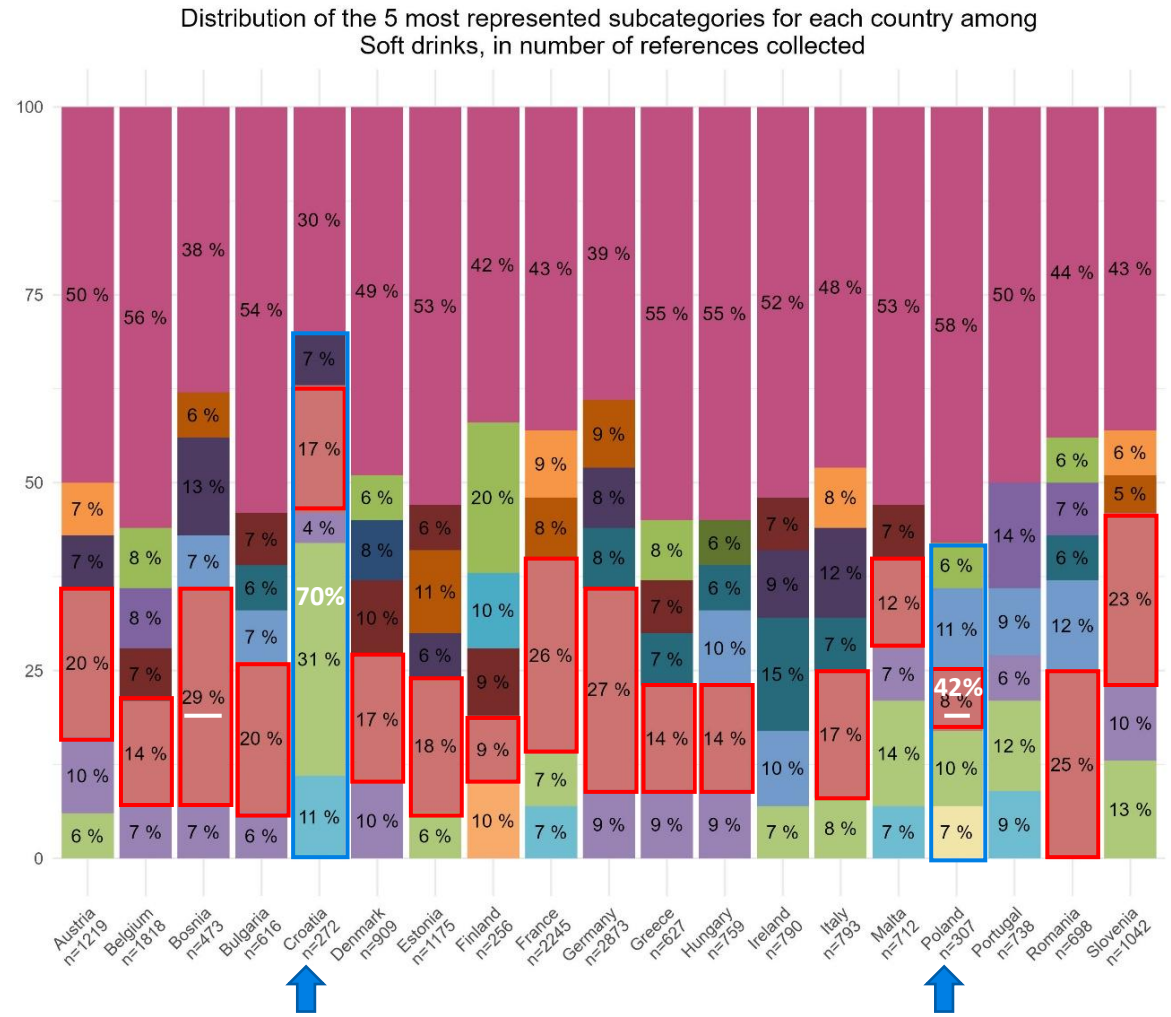
- ❑ Different levels of experience in data collection and/or monitoring of processed foods
  - ➢ Best-ReMaP was the first data collection experience for: Croatia; Poland; Bosnia
  - ➢ Most experienced countries : France, Germany, Slovenia, Belgium…
  - ➢ Some countries were more familiar with dematerialised collection methods (Finland)

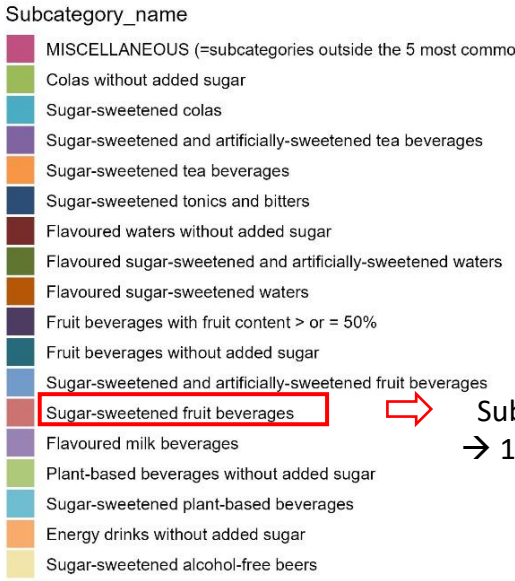
- ❑ Resources allocated for the data collection

- ❑ Variation of the number of retailers visited
  - ➢ Variation in market shares covered between countries (recommendation was to be around 70% but no precise assessment of the market share actually covered except for France)
  - ➢ Depending on the country, different number of retailers to visit to achieve this goal
  - ➢ Difficulties encountered to obtain the authorisation to visit the supermarket (Covid situation)

Co-funded by
The European Union

Comparison of the food offer for soft drinks: repartition by subcategory of products





Subcategory most commonly found across countries
→ 17 out of 19 countries (8% to 29% of the references)

→ Major differences in the food offer
→ The proportion of the 5 most represented subcategories varies depending on the country

70% of the references in Croatia
(with 31% of Plant based beverages without added sugar)

Only 42% in Poland
(with 11% of Sugar-sweetened and artificially-sweetened fruit beverages)

→ More products outside the 5 most common = more diversified offer

Co-funded by
The European Union

Comparison of the food offer: conclusion

For all 5 studied categories (not only soft drinks) there are **major differences in the food offer between countries**

- ❑ Great variability in the number of products collected for all categories of food (possible bias)
- ❑ Different number of subcategories found in each country
- ❑ Variable repartition of collected products between subcategories
- ❑ Among common subcategories, various proportions of products in each subcategory

→ Classification using Best-ReMaP categories and subcategories make it possible to compare the food offer in different European countries

→ Nutritional comparisons must be realised at the subcategory level

Co-funded by
The European Union

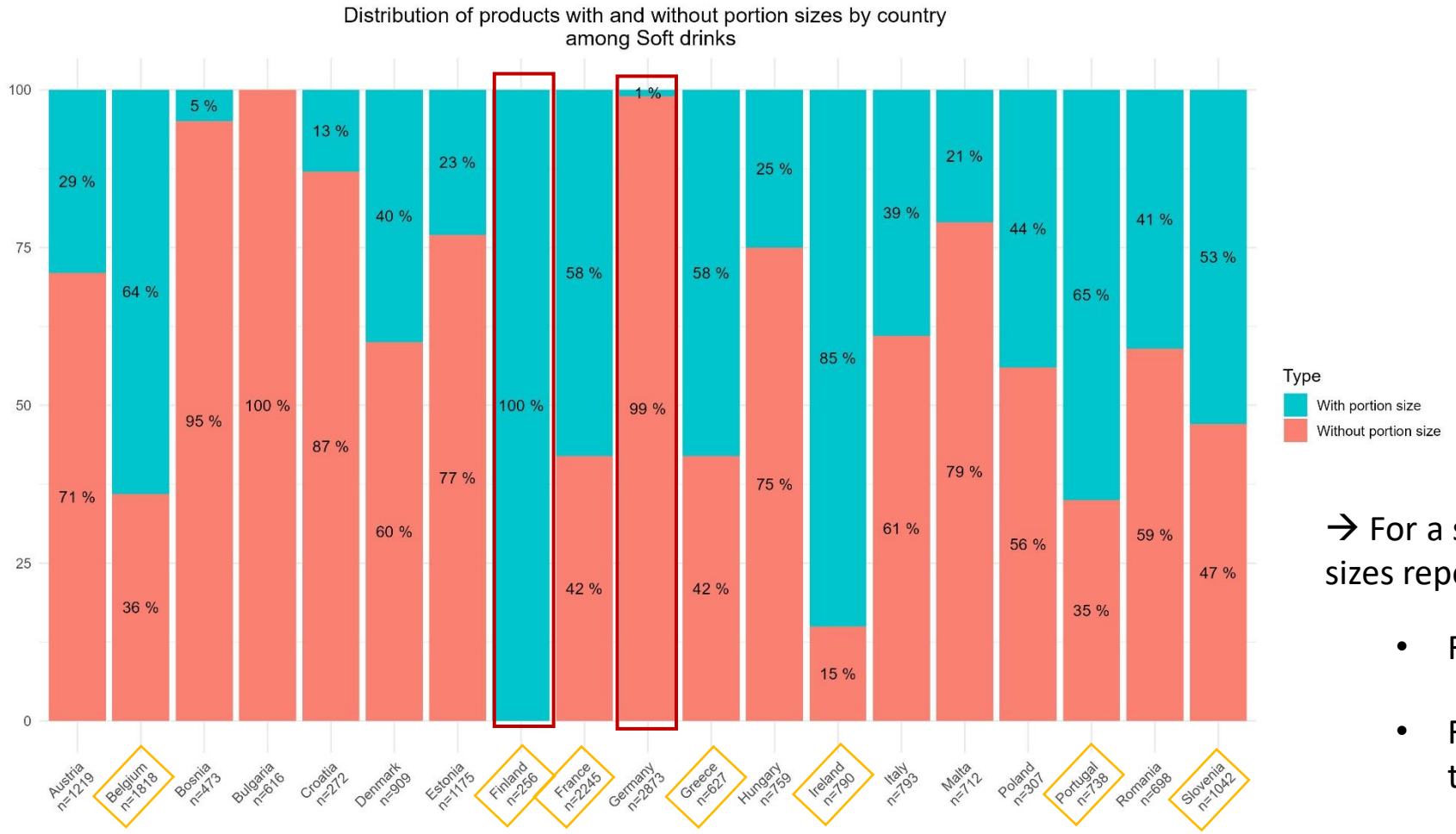
JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Comparison of portion sizes: example of soft drinks

Co-funded by
The European Union

Comparison of portion sizes for Soft drinks



JA PreventNCD

→ For a same category, the proportion of portion sizes reported differs from country to country

- From 1% (Germany) to 100% (Finland)
- For 7/19 countries: more than 50% of the Soft drinks displayed a portion size

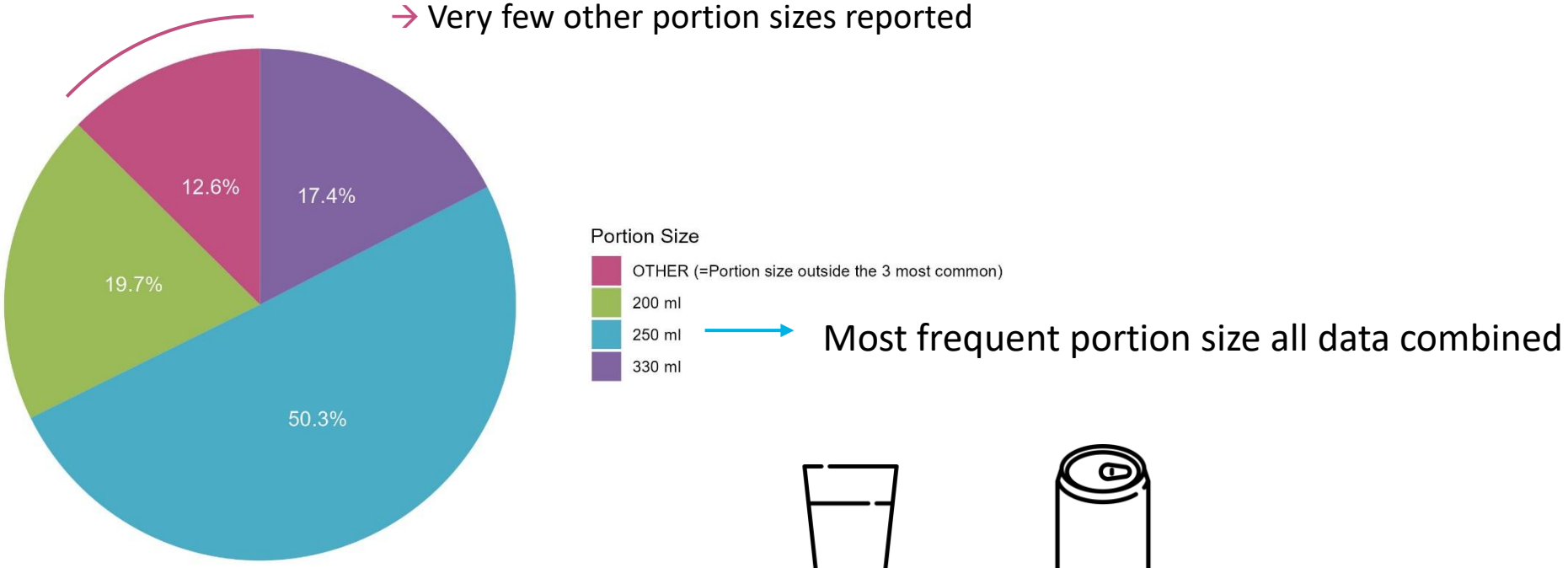
/!\ Probable bias for certain countries for which the information has not been entered or has only been partially entered

Co-funded by
The European Union

Comparison of portion sizes for Soft drinks

Distribution of the 3 most represented portion sizes, when considering all countries, in number of references among Soft drinks n=6929

→ Very few other portion sizes reported



→ Most frequent portion size all data combined

~200-250 mL

330 mL

Co-funded by
The European Union

Comparison of the portion sizes: conclusion

➔Great differences observed in the presence of a portion size (possible bias of collection)

➔Some countries reported a portion size for the majority of products collected in the 3 categories selected (soft drinks, dairy products and breakfast cereals): France; Belgium; Ireland; Portugal

➔Conversely, some countries have a majority of products without portion reported regardless of category: Bosnia; Bulgaria; Croatia; Denmark; Estonia; Germany

➔Homogeneous portion sizes for **soft drinks** (with a large predominance of 250 mL) ≠ **dairy products** (very diversified portion sizes between and within each country)

Co-funded by
The European Union

JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

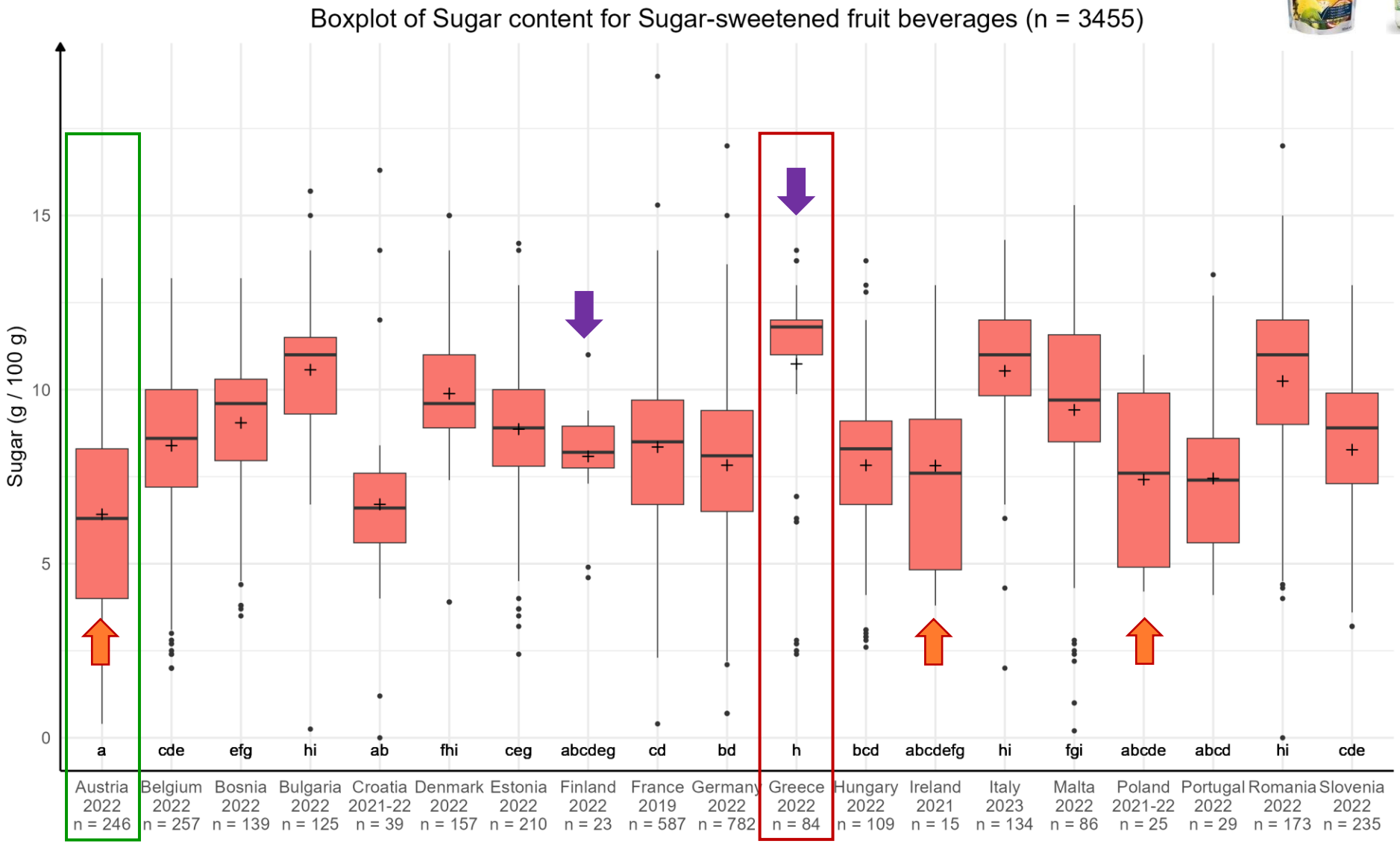
Comparison of nutritional values: example of soft drinks

Co-funded by
The European Union

Comparison of nutritional values for soft drinks: sugar



JA PreventNCD



→ Differences observed between countries

Min. mean sugar content
6.4 g / 100 mL (Austria)

Max. mean sugar content
10.7 g / 100 mL (Greece)

→ Differences in terms of variability

Lower in Finland and Greece

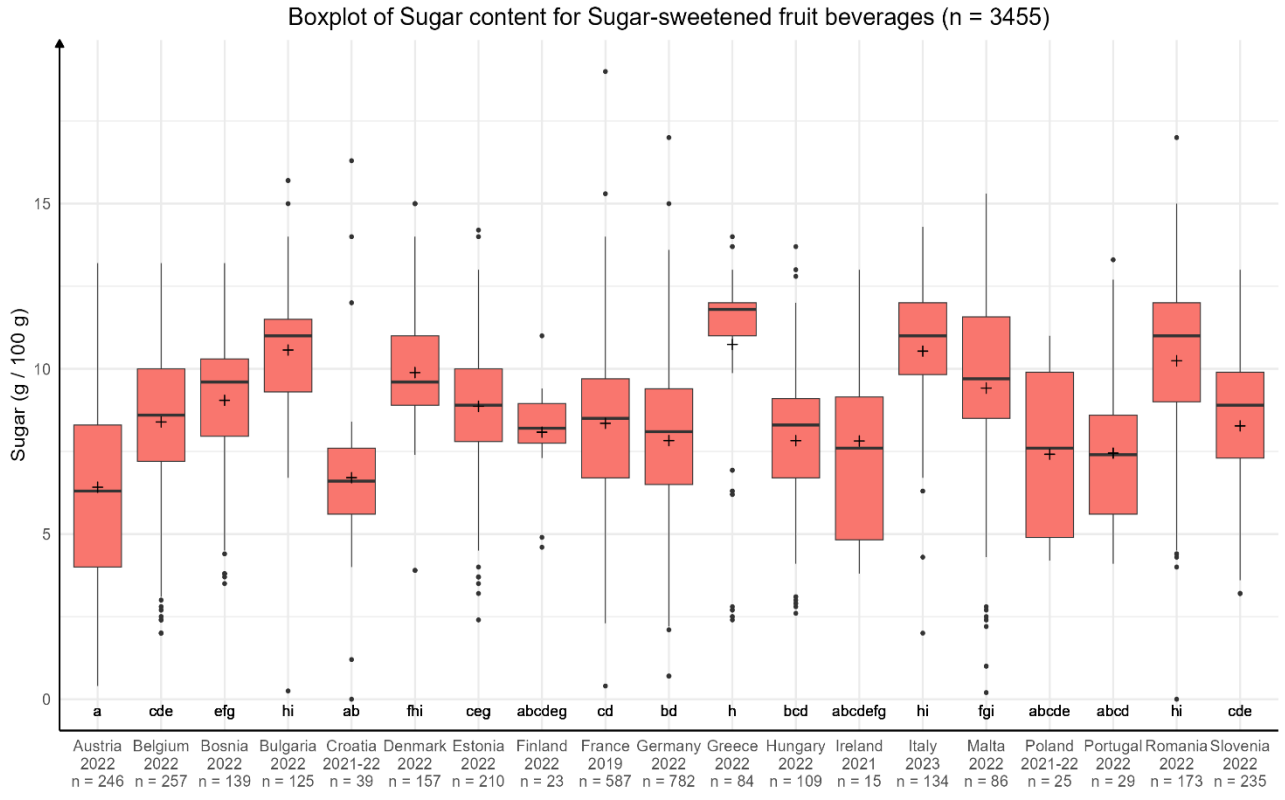
Higher in Austria, Ireland, Poland

→ Room for reformulation

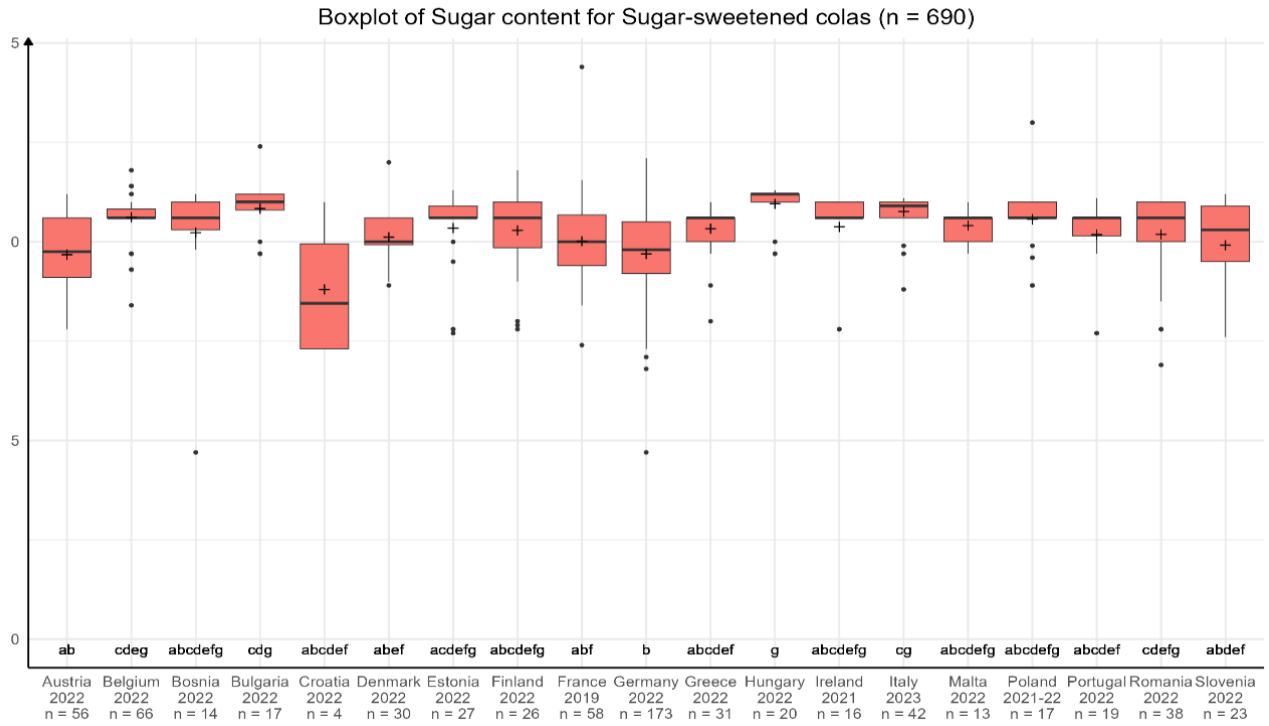
Co-funded by The European Union

/!\ The number of products (n) varies between countries and can be low depending on the country

Comparison of nutritional values for soft drinks: sugar



JA PreventNCD



Mean nutritional content and variability very different from one subcategory to another → **necessity to work at the subcategory level**

Co-funded by
The European Union

Comparison of the nutritional values: conclusion

- **Differences between EU countries:**
  - for the **majority of subcategories** of the **5 food categories,**
  - for **all studied nutrients** (sugar, saturated fat, salt, fibres)

- For **many countries/subcategories**, there is still **room for reformulation:**
  - **Within the country**: **wide range** of values,
  - **Compared to other EU countries** that offer a **different range** for the same type of product

→ Necessary to **go into detail in the subcategories**, rather than aggregating and averaging among the whole food category

- Interesting to **cross these observations with national nutrition policies**: **not always implemented** in all countries, with **different targeted nutrients** and **different approaches** (e.g., legal tax, voluntary reformulation, FOP labelling)

  ➔ **policies do not necessarily mean that the country is among the best placed**

  ➔ the absence of **policy does not necessarily mean that the country is among the least well-placed**

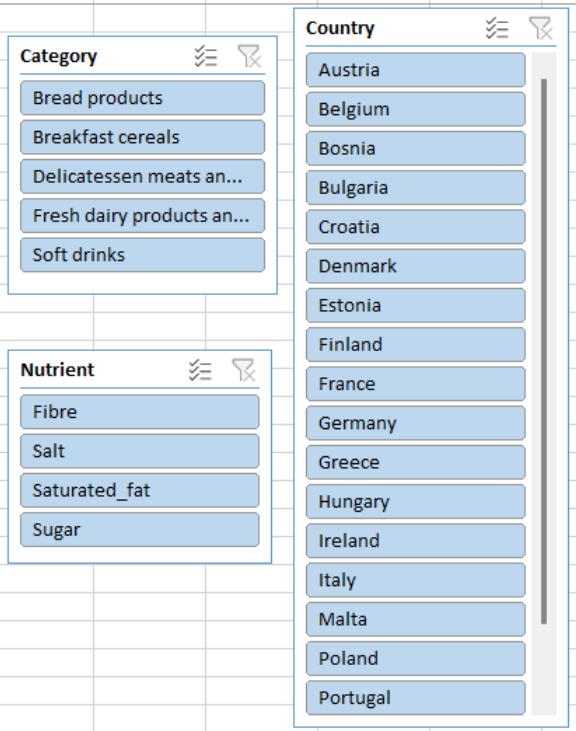
  ➔ **but the best-positioned countries seem to have at least one policy in place to encourage reformulation**

Co-funded by
The European Union

Want to know more?

- The complete report is available here: State of play of European nutritional composition and evaluation of digital sources of data - JA PreventNCD
- Descriptive statistics of the data can also be consulted and manipulated using the Excel file: Annex 5

	A	B	C	D	E	F	G	H	I	J	K
1	Category	Subcategory	Country	Nutrient	n	min	Q1	media	mean	Q3	max
2	Bread products	Brioches with fruit	Austria	Fibre	16	1,9	2,4	3	3,1	3,5	6,1
3	Bread products	Brioches with fruit	Austria	Salt	23	0,37	0,49	0,7	0,66	0,77	0,95
4	Bread products	Brioches with fruit	Austria	Saturated_fat	23	1,5	2	2,7	2,9	3,2	10
5	Bread products	Brioches with fruit	Austria	Sugar	23	14	19	21	21,7	23,5	34
6	Bread products	Brioches with fruit	Belgium	Fibre	3	1,6	2,1	2,6	2,3	2,7	2,8
7	Bread products	Brioches with fruit	Belgium	Salt	3	0,93	0,96	0,99	1,01	1,04	1,1
8	Bread products	Brioches with fruit	Belgium	Saturated_fat	3	2,2	2,2	2,3	2,7	2,9	3,5
9	Bread products	Brioches with fruit	Belgium	Sugar	3	22	23	24	24	25	26
10	Bread products	Brioches with fruit	Bosnia	Fibre	0						
11	Bread products	Brioches with fruit	Bosnia	Salt	1	0,37	0,37	0,37	0,37	0,37	0,37
12	Bread products	Brioches with fruit	Bosnia	Saturated_fat	1	6,2	6,2	6,2	6,2	6,2	6,2
13	Bread products	Brioches with fruit	Bosnia	Sugar	1	28	28	28	28	28	28
14	Bread products	Brioches with fruit	Bulgaria	Fibre	12	1,1	2	2,5	2,6	3,3	3,6
15	Bread products	Brioches with fruit	Bulgaria	Salt	17	0,1	0,43	0,49	0,5	0,7	0,9
16	Bread products	Brioches with fruit	Bulgaria	Saturated_fat	17	0,6	0,7	6,3	4,6	7,9	9,8
17	Bread products	Brioches with fruit	Bulgaria	Sugar	17	15,2	19,1	23,9	23,3	25,3	34
18	Bread products	Brioches with fruit	Croatia	Fibre	0						
19	Bread products	Brioches with fruit	Croatia	Salt	1	0,7	0,7	0,7	0,7	0,7	0,7
20	Bread products	Brioches with fruit	Croatia	Saturated_fat	1	3,9	3,9	3,9	3,9	3,9	3,9
21	Bread products	Brioches with fruit	Croatia	Sugar	1	25,5	25,5	25,5	25,5	25,5	25,5
22	Bread products	Brioches with fruit	Denmark	Fibre	0						
23	Bread products	Brioches with fruit	Denmark	Salt	0						
24	Bread products	Brioches with fruit	Denmark	Saturated_fat	0						
25	Bread products	Brioches with fruit	Denmark	Sugar	0						
26	Bread products	Brioches with fruit	Estonia	Fibre	4	2,6	3,1	3,3	3,2	3,4	3,8
27	Bread products	Brioches with fruit	Estonia	Salt	6	0,36	0,5	0,95	0,8	1	1,18
28	Bread products	Brioches with fruit	Estonia	Saturated_fat	6	0,3	1	1,6	2,9	5,3	6,5
29	Bread products	Brioches with fruit	Estonia	Sugar	6	5,3	7,1	10,7	12,6	19	21
30	Bread products	Brioches with fruit	Finland	Fibre	0						
31	Bread products	Brioches with fruit	Finland	Salt	0						



Co-funded by
The European Union

JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Alternative sources of data

Co-funded by
The European Union

Why looking for alternative sources of data?

JA PreventNCD

- **Traditional in-store** data collection method = **burdensome**

- **Interest** in **alternative sources**
  - ➢Enabling an **easier**, **less resource-demanding** data collection
  - ➢While maintaining **high data quality**

Co-funded by
The European Union

JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

1- Evaluation of Euromonitor

Co-funded by
The European Union

Euromonitor's methodology

- **Euromonitor** = private independent market research company
- **Via** database: "fully automated data collection process using **web data extraction tools**, machine learning and artificial intelligence"
- Data extracted from **1,500 retailer websites** across **40 countries**
- Data unit: **SKU** (**S**tock **K**eeping **U**nit) = unique online product at the retailer level
- **No online sales website = no data**

Co-funded by
The European Union

Advantages of using the Via database

JA PreventNCD

- **Automated** procedure
- Service **tailored to your needs** ➔ data (e.g., nutritional, packaging) + country + type of retailers
- **Formatted** data, which allows automated and quick data treatment
- **High-frequency** data capture (every day or every month depending on the country)
- **Retailers**: **large coverage** + possibility to restrict it (e.g., no e-commerce)
- **Countries**: **large coverage**

Co-funded by
The European Union

Limits of using the Via database

- **Duplicates**: SKUs can be the same product (with the same barcode) in the same country. However, the characteristics of these SKUs might differ (e.g., 44% of the nutritional values, ingredients), which makes it impossible to know which information to select
- **Ingredient list**: not exploitable as provided, loses some information (%, order)
- **Barcodes**: only 50% of the SKUs have a barcode, which makes it way harder to follow products over time (e.g., for reformulation)
- **Nutritional data**: only 50% of the SKUs have nutritional data. Some additional information is missing (e.g., “traces”, values with “<”), which can be a problem to monitor reformulation. Micronutrients are not available
- **Overall quality of the data**: even when available, the data does not always seem to match the mirror in-store collection data
- **Relies on the quality of the scraped websites** (updated information, completion of the information) + if they are relevant (i.e., specialised retailers such as drugstores)
- If the retailers **do not have usable websites** (or no websites at all), they are **out of the screening**
- **Automated translation** of the product names and ingredients can be inaccurate, and cannot be verified through the raw entry in the original language
- Some **product names are cut** (e.g., “muesli cereal nuts pecan & nuts Bre…”)

Co-funded by
The European Union

General conclusion on Euromonitor

JA PreventNCD

Less burdensome method to collect data than in-store data collection, but many limits have been highlighted:

- **Representativeness**: many SKUs, but do not reflect the market (e.g., lack of hard discount products if no website, many duplicates)
- **Reliability**: missing barcodes, many missing nutritional values, results different from in-store data collection, divergent values for duplicates, outliers for nutritional values

➔ Interesting data source, but not recommended for the monitoring of food reformulation

Co-funded by
The European Union

JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

2- Other sources evaluated during Best-ReMaP

Co-funded by
The European Union

Crowdsourcing

JA PreventNCD

- **Crowdsourcing** = obtaining information/services by soliciting **contributions from a large group of people** (the “crowd”, typically an online community) rather than relying solely on internal employees

➔ **Case study**: **Open Food Facts**



Co-funded by
The European Union

Crowdsourcing (based on the analysis of Open Food Facts data)

- **Strengths**
  - **Freely available** – data available for several European countries
  - **Few missing data** for nutrient content

- **Limitations**

  Representativeness
  - **Low for several countries** (low number of products), except France
  - Food offer **differs from pre-existing data**
  - Difficulties to identify products **sold at a given time** in a given country

  Reliability
  - Significant differences in the nutrient content at the subcategory level and at the product level

- **Conclusion**

The OFF database could be very useful in supporting the monitoring of reformulation if:
- Access to information that **identifies which products are available on the market at a given time** is facilitated
- The **representativeness** of most consumed products is **improved**
- The **reliability** of the collected information is **increased**, for instance by higher verifications of data entry

Web scraping

- **Definition**
  - **Automated** technique used to **extract data from web pages** and convert it into **structured information**

- **Strengths**
  - **Not as burdensome** as classical data collection

- **Limitations**
  - Requires **adapted tools/developments**
  - Not possible on all websites
  - Not possible when no online site
  - Food **classification is very burdensome** without automated programming
  - **Barcodes usually not available** (useful to link products over time to identify reformulation)

Co-funded by
The European Union

Web scraping

Conclusion

It is possible to web scrape data from a retailer website but:

- Without a dedicated tool, this method is **complex** and requires an experienced programmer
- Based on the studied websites, web scraping data is **not comparable to the traditional method** when assessing nutrient content at the category level, which means that it is not a good source to use to follow food reformulation
- The **lack of barcodes** means that it is not a good source to use to follow food reformulation

Co-funded by
The European Union

GS1 (case study)

- **GS1** = an industry-funded, international **non-profit organisation** that develops and maintains global **standards for product identification** and supply chain **logistics** (e.g., barcodes)

- **Strengths**
  - Data **provided directly from the manufacturers**
  - Data **updated daily**

- **Limitations**
  - **Coverage** of the market **very variable** from one country to another
  - Available information from GS1 **not always accessible**
  - Data quality depending on manufacturers/suppliers
  - Differences in conditions and use of the data depending on the country
  - **Not covering the whole market** (retailer brand and hard discount brands are not always available)
  - Nomenclature used (Global Product Classification (GPC) system) → **not specific enough**
  - Data from GS1 **cannot be published** at the branded product level in an open access database (terms of use)

Co-funded by
The European Union

GS1 (case study)

JA PreventNCD

Conclusion

GS1 is an **interesting source** of data because the **data** are **directly provided and controlled by the industry** but:

- **Representativeness varies** from one country to another
- The **reliability** of the data has **not been evaluated**
- **Data cannot be published** at the brand level and are therefore **not relevant** to constitute the basis of an **open access database**



Co-funded by
The European Union

JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

From data to action – Practical uses of branded food data in Hungary

Co-funded by
The European Union

Branded food databases in Hungary

An overview of data collections, 2020–2026

2020

In-house

Manual collection

Webshops

Main food categories

2021

WHO project

Web scraping
by University of Oxford

Webshops

All food categories

2022

JA Best-ReMaP

Manual collection

Physical store visits

5 food categories

2025

JA PreventNCD

Manual collection

Physical store visits

2 food categories

2026

In-house

Web scraping (testing)

Webshops

All food categories

Practical use #1: Food procurement guideline



Problem

Price is the only criterion considered in public food procurement tenders → Help procurement officers include nutritional quality in food tenders.



Guideline

Using the branded food database and additional data, we developed guidance for procurement officers, with nutritional thresholds for different food categories.



Methods

We used descriptive statistics to analyse key nutrients by food category and set thresholds for salt, sugar and other nutrients.



Consultation ongoing

The guidelines have been discussed with the relevant ministries, including the Ministry of Agriculture. Consultation is ongoing.

Practical use #2: Providing data to support decision-making

JA PreventNCD

NETA (Public Health Product Tax) Policy Support

- Evaluated **plant-based drinks** for potential tax exemption (milk protein allergy considerations).
- Sugar content analysis: **95%** contain <8g/100ml; modeled impact of lowering the soft drink threshold (8g → 5g/100ml), calcium-fortified exemption scenario

Food Marketing to Children (NPM Testing)

- Planned **testing of Hungary's proposed nutrient profile model** using the branded food database to estimate the number of products affected by proposed restrictions on food marketing to children.

WHO Plant based alternatives mini project

- **Assessing the nutritional quality of plant-based alternatives** sold in retail stores

Co-funded by
The European Union

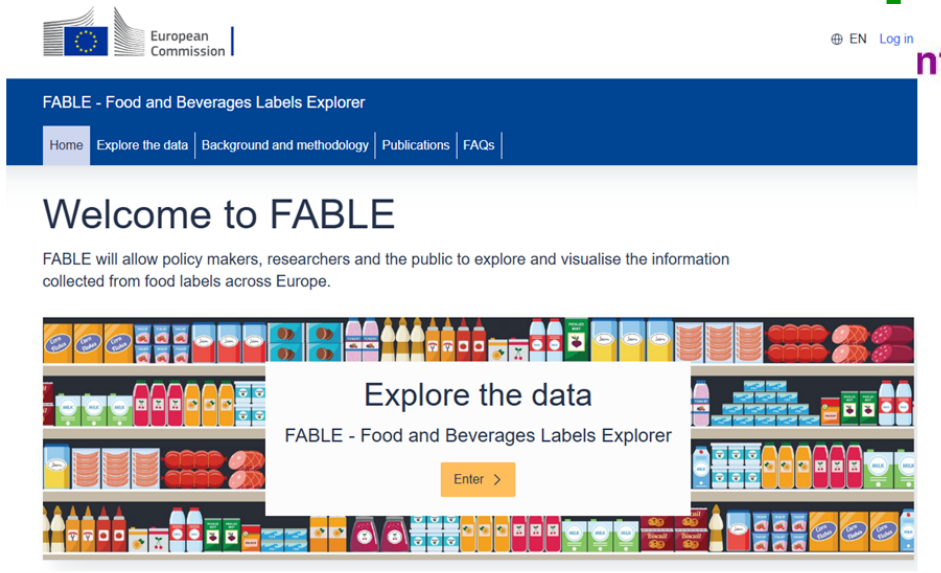
Practical use #3: Awareness raising



EU REMO

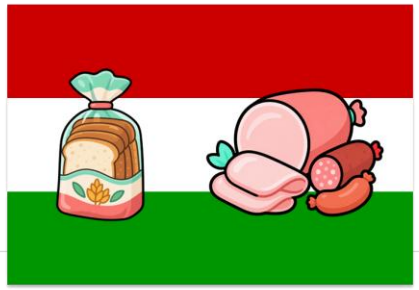
Best-ReMaP
Healthy Food for a Healthy Future

JA PreventNCD
Joint Action Prevent Non-Communicable Diseases



https://food-labels-explorer.jrc.ec.europa.eu/en





Comparing the nutrient content of food groups in Hungary with data from other European countries in FABLE.

Co-funded by
The European Union

Salt in bread products: Hungary in a European comparison

Subcategory	Number of countries providing data	Number of Hungarian products	Median salt content of Hungarian products (g/100 g)	Hungary's rank (ranked by median salt content values, lowest to highest)	Top / Bottom
Plain white sandwich breads /hamburger / hot dog buns	**15**	**28**	**1,3**	**8/8**	**TOP 1**
Pre-baked breads	**10**	**10**	**1,3**	**7/7**	**TOP 1**
Wholemeal_ceral_grains sandwich breads /hamburger / hot dog buns	**16**	**45**	**1,2**	**6/7**	**TOP 2**
Pre-packaged breads	**17**	**60**	**1,26**	**6/8**	**TOP 3**
Tortilla breads and wraps	16	14	1,25	5/8	-
Other breads	13	6	1,05	5/8	-
Chocolate brioches	10	13	0,79	6/10	-
Plain brioches	9	9	0,9	4/8	-
Other bread products	**16**	**34**	**0,5**	**3/11**	**BOTTOM 3**
Other rusks	**11**	**21**	**1**	**2/8**	**BOTTOM 2**

Co-funded by
The European Union

Practical use #4: MÁRTA – the Hungarian branded food database

MÁRTA

Márkaneves Élelmiszerek Tápanyag-adatbázisa

Kezdőlap | Élelmiszer-kereső | Hogyan működik? | Kisokos | Kapcsolat | Impresszum | ENG



Making Healthy Choices Easier: The MARTA Online Tool

The food choices available in supermarkets have a significant influence on population dietary habits. However, the vast array of food products can make it difficult for consumers to identify healthier options.

To support informed decision-making, the MARTA online tool provides access to detailed information on a wide range of food products available in Hungary. The database includes product name, brand, nutrient content, and net weight. Users can search and compare products within food categories and rank them based on energy, sugar, salt, and other nutrient levels. We hope this helps you to go for the right choice!

The tool currently includes the following food categories:

- Breads and baked goods
- Breakfast cereals, muesli, and porridge
- Dairy products and desserts
- Non-alcoholic beverages
- Meat products and plant-based alternatives

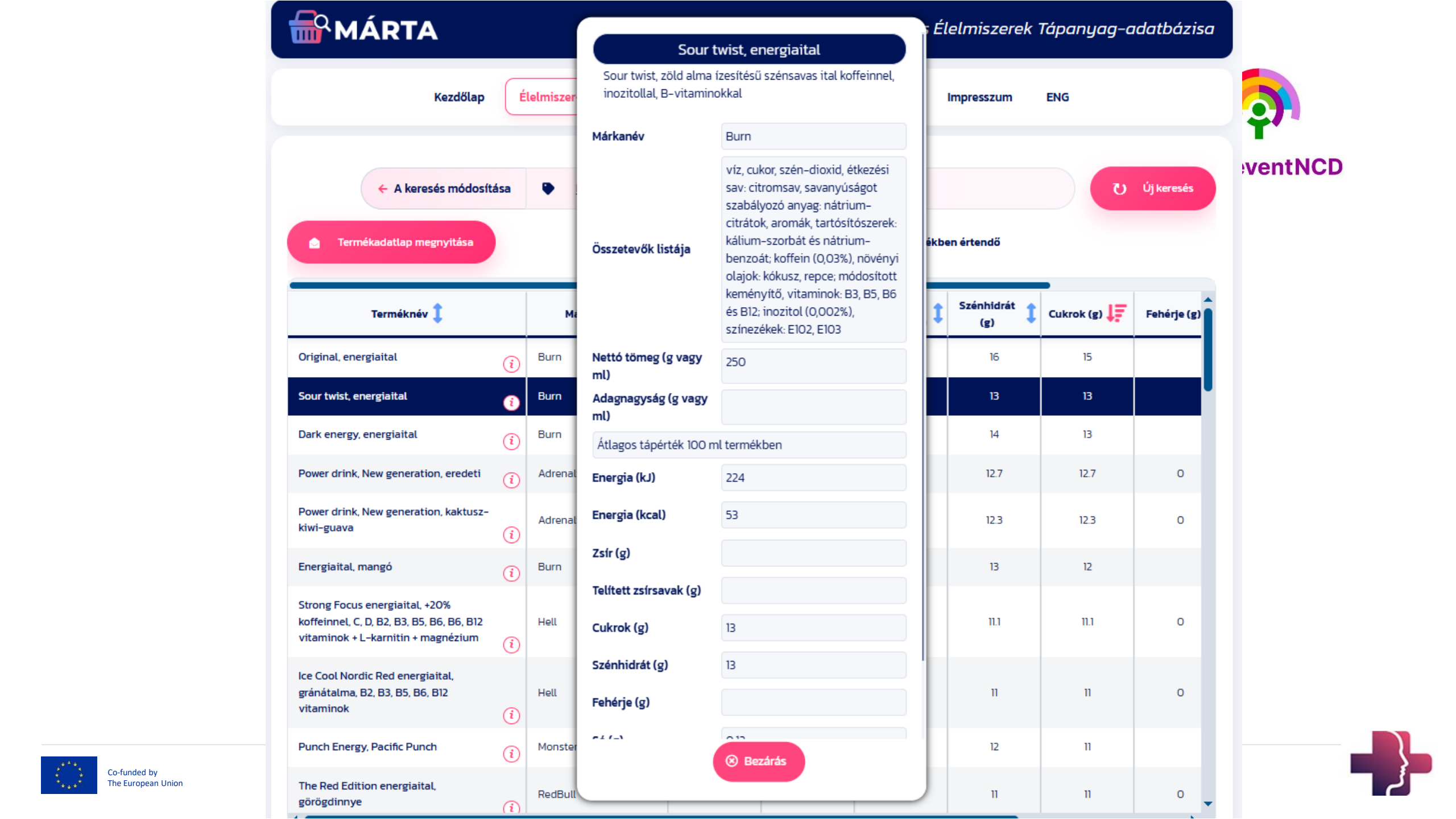
MARTA is based on data collected through the Best-ReMaP project (https://bestremap.eu/), a Joint Action funded by the European Union's Health Programme. One of the project's objectives was to develop a harmonized food monitoring system to support reformulation efforts across Europe. The tool includes data on approximately 2,600 food items collected during the project.

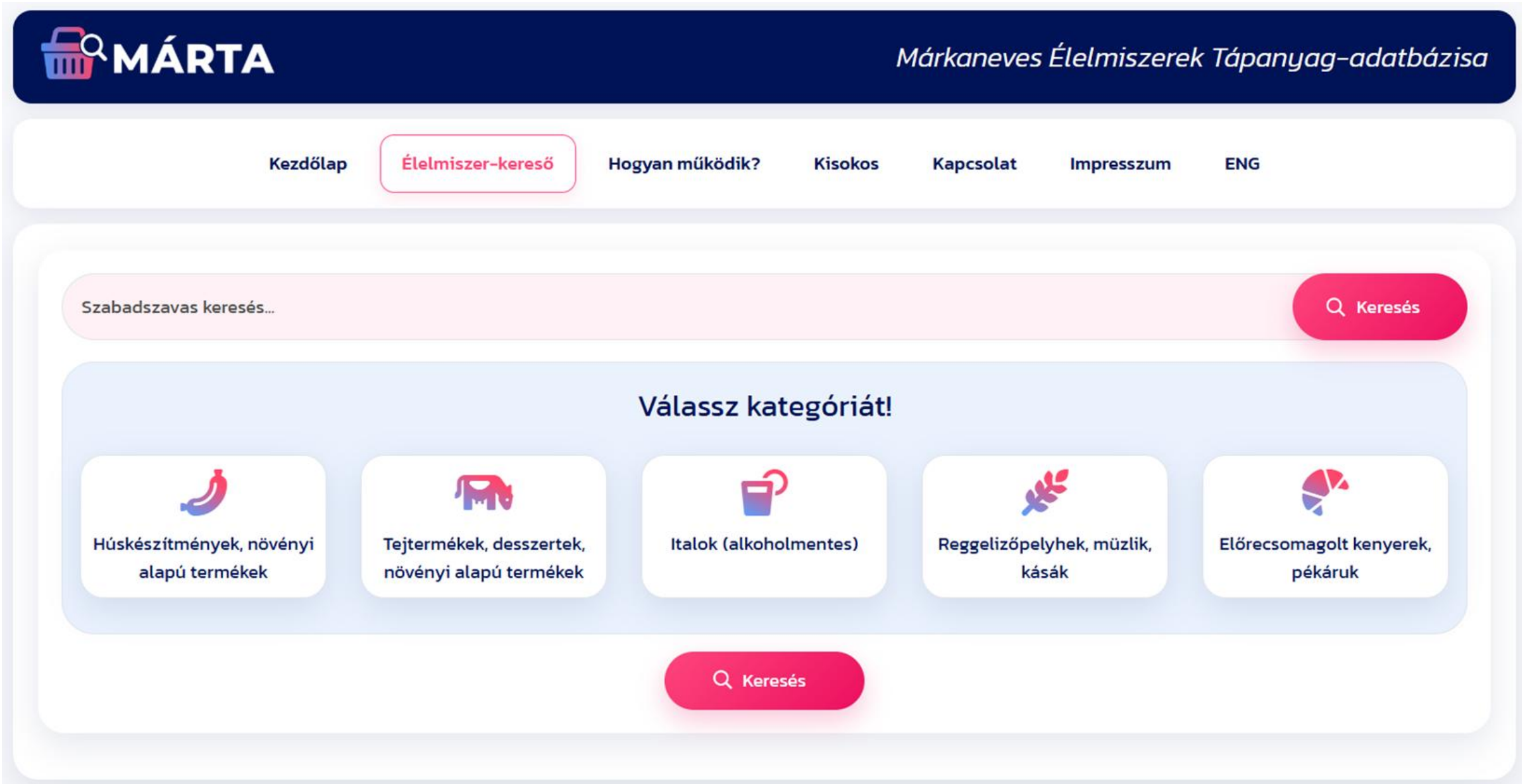
Developed by the National Center for Public Health and Pharmacy (NNGYK), MARTA is primarily designed for consumers to encourage healthier, more informed choices.

For researchers and policymakers, the underlying data on branded food and beverages is publicly available through the Food and Beverage Labels Explorer (FABLE) platform (https://food-labels-explorer.jrc.ec.europa.eu/en).

Disclaimer: The information presented in MARTA reflects product details at the time of data collection, as indicated in the "Collection date" field. Due to ongoing product reformulation by manufacturers, current product compositions may differ. The developers accept no liability for outdated or inaccurate data.

o-funded by
he European Union


MÁRTA
Élelmiszerek Tápanyag-adatbázisa
Kezdőlap
Impresszum
ENG
eventNCD
A keresés módosítása
Új keresés
Termékadatlap megnyitása
Sour twist, energiaital
Sour twist, zöld alma ízesítésű szénsavas ital koffeinnel, inozitollal, B-vitaminokkal
Márkanév
Burn
Összetevők listája
víz, cukor, szén-dioxid, étkezési sav: citromsav, savanyúságot szabályozó anyag: nátrium-citrátok, aromák, tartósítószerek: kálium-szorbát és nátrium-benzoát; koffein (0,03%), növényi olajok: kókusz, repce; módosított keményítő, vitaminok: B3, B5, B6 és B12; inozitol (0,002%), színezékek: E102, E103
Nettó tömeg (g vagy ml)
250
Adagnagyság (g vagy ml)
Átlagos tápérték 100 ml termékben
Energia (kJ)
224
Energia (kcal)
53
Zsír (g)
Telített zsírsavak (g)
Cukrok (g)
13
Szénhidrát (g)
13
Fehérje (g)
Bezárás
Terméknév
Szénhidrát (g)
Cukrok (g)
Fehérje (g)
Original, energiaital
Burn
16
15
Sour twist, energiaital
Burn
13
13
Dark energy, energiaital
Burn
14
13
Power drink, New generation, eredeti
Adrenal
12.7
12.7
0
Power drink, New generation, kaktusz-kiwi-guava
Adrenal
12.3
12.3
0
Energiaital, mangó
Burn
13
12
Strong Focus energiaital, +20% koffeinnel, C, D, B2, B3, B5, B6, B6, B12 vitaminok + L-karnitin + magnézium
Hell
11.1
11.1
0
Ice Cool Nordic Red energiaital, gránátalma, B2, B3, B5, B6, B12 vitaminok
Hell
11
11
0
Punch Energy, Pacific Punch
Monster
12
11
The Red Edition energiaital, görögdinnye
RedBull
11
11
0
Co-funded by
The European Union



Co-funded by
The European Union

Future steps



Food category harmonization

Refining and adapting reformulation food categories to the Hungarian market (for MÁRTA branded food database reformulation subcategories were grouped to simplify search)



Tech-driven data collection

Piloting web scraping methods and AI-assisted food categorization

Thank you for your attention!

✉ *sarkadinagy.eszter@oni.gov.hu*



-funded by
e European Union

JA PreventNCD

Joint Action Prevent Non-Communicable Diseases

Questions / comments ?

Co-funded by
The European Union

JA PreventNCD

Thank you!

This document is part of a project that has received funding from the European Union's EU4Health programme under grant agreement No 101128032. The information reflects only the authors' view and the European Commission is not responsible for any use that may be made of the information it contains.