

Advertising and promotion regulations for products high in fat, salt or sugar (HFSS) - What you need to know

What restrictions are in force?

On 1 October 2022, [new rules](#) were introduced in England which restrict where certain products are placed in a retail store (and in equivalent online locations). In October 2025, the rules will be expanded to prevent multibuy offers on certain products. Although these regulations only apply in England, Wales will be introducing the same measures at the end of 2025 and Scotland are still considering their approach.

From 1 October 2025, there will be [additional rules](#) on what advertisements you can place on the internet, and on TV before 9pm across the UK. The rules will exist in tandem with current advertising rules which limit what products can be advertised to children.

What does this mean?

If your product is HFSS, it is banned from being placed at key locations such as store entrances, aisle ends, checkouts (and their online equivalents). In October 2025, volume promotions such as 'buy 1 get 1 free', or '3 for 2' will also be banned. You may receive requests from retailers for more detailed nutrient information or a nutrient profiling score. This is because the retailer is liable for any breaches to these regulations.

The HFSS advertising rules will apply to HFSS product advertising on TV between 5.30am and 9pm. They will also apply to all paid-for product advertising online, including online display ads, social media ads, search listings, influencer marketing, advergames, and advertisements for product specific sponsorship.

Do the new rules impact your business?

The restrictions only apply to certain categories of products – those which national dietary surveys show contribute the most to sugar and calorie intakes.

If your products fall within one of these categories, you need to apply the UK nutrient profiling model, to determine whether it is HFSS (i.e. high in fat, salt or sugar). If your product is HFSS then promotion and advertising restrictions will apply.

Certain exemptions apply for small to medium sized businesses.

Support for FDF Members

The Food and Drink Federation (FDF) represents and protects the interests of food and drink companies of all sizes, across all sectors of the industry. We are working hard to help our members understand these new rules and FDF members can access a range of resources to help them prepare including:

- ✓ Q&A resources
- ✓ HFSS / Nutrient Profiling Model calculator
- ✓ Webinars and podcasts
- ✓ Access to our FDF experts

If you would like to learn more about how we can help you and your business please [contact us](#) for an informal chat.

[Learn more about the benefits of membership](#)

Categories impacted

1. Soft drinks with added sugar
2. Savoury snacks
3. Breakfast cereals
4. Confectionery, including chocolate and sweets
5. Ice cream, ice lollies, frozen yoghurt, water ices and similar frozen products
6. Cakes and cupcakes
7. Sweet biscuits and bars based on nuts, seeds or cereal
8. Morning goods
9. Desserts and puddings
10. Sweetened yoghurt and fromage frais
11. Pizzas
12. Chips and potato products
13. Ready meals, meal centres, breaded and battered products