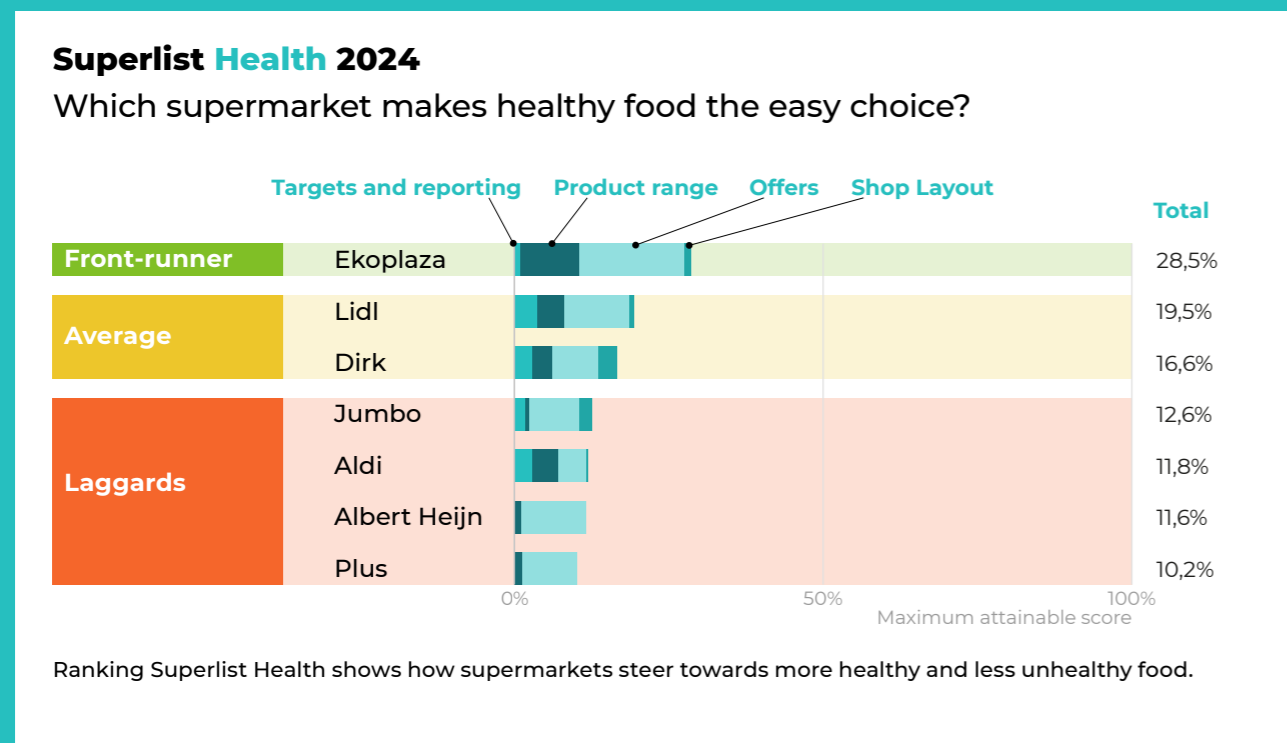


SUMMARY SUPERLIST HEALTH 2024

New ambitions are not visible on shelves, in leaflets and shops

For the first time, all supermarkets except Plus report on sales of products in the Wheel of Five (the Dutch dietary guidelines). Apart from Albert Heijn and Plus, all supermarkets researched in Superlist have set targets to increase the proportion of the Wheel of Five products in their sales, which is a positive development towards a healthier supermarket. However, these ambitions are not yet reflected in the development of their product ranges, promotions and shop floors, in which unhealthy products continue to dominate undiminished. This is harrowing, as supermarkets promised in the National Prevention Agreement (2018) to take measures to help consumers make healthier choices, including an annual increase in consumption of products from the Wheel of Five. In the 2024 ranking, Ekoplaza leads the way, followed by average performers Lidl and Dirk. Jumbo, Aldi, Albert Heijn and Plus lag behind.



SUMMARY SUPERLIST HEALTH 2024

Targets and reporting

The majority of supermarkets sets target to increase Wheel of Five sales

Whereas Lidl was still the only one with a target and reporting on Wheel of Five sales in 2022, now almost all supermarkets have a target to increase the proportion of Wheel of Five sales and report on progress. Due to differences in reporting, comparison is not possible. Albert Heijn reports the share of the Wheel of Five only in sales of its private label products and has not yet set a target. Plus is the only one that has not yet provided any insight into its Wheel of Five share and has not set a target either. Lidl and Ekoplaza are now the only supermarkets with a target on the reduction of sugar and salt in their private label products and report progress on this.

Product range

Minimal progress of the Wheel of Five in promising product groups

Small progress can be seen in the proportion of products falling within the Wheel of Five in high-potential product groups. These are product groups where consumers have a choice between products that fall within and outside the Wheel of Five, such as dairy and breakfast cereals. Supermarkets can make healthy food easier by making their product range fit more within the Wheel of Five. A more rigorous approach is needed here than is currently the case. In addition, the range of meat, meat substitutes and sauces still contains too much salt and the soft drink range still contains too much sugar. This means that supermarkets are still a long way from reaching agreements as set out in the National Approach for Product Improvement (NAPV).

Offers

For years more than 80 per cent of promotions has been unhealthy

More than 80 per cent of the promotions in advertising leaflets is still unhealthy. Supermarkets have not yet done anything to reduce the promotions on alcoholic drinks and soft drinks. The proportion of leaflets with mixed drinks or spirits has even increased. In addition, supermarkets continue to promote soft drinks at the same rate in their advertising leaflets every week. Positively, Ekoplaza and Lidl do not advertise small consumer packages aimed at children. Whereas Aldi and Dirk have offered less volume discounts on soft drinks since 2022, market leaders Albert Heijn and Jumbo still do so on a weekly basis.

Shop layout

The shop remains constructed to sell unhealthy products

Supermarkets have done little to improve shop layouts since 2020. The layout of supermarkets continues to encourage the sale of unhealthy products. While supermarkets are increasingly taking initiatives to steer towards healthier products, these actions are insufficiently quantified, not focused on the Wheel of Five, or not consistently implemented across all shops. Marketing to children on the packaging of unhealthy products is also still very much present. Despite the policy of several supermarkets to avoid marketing to children on their private label products, it still occurs. Dirk is the only supermarket to place only healthy products at the checkout.

About Superlist Health third edition

In this third edition of Superlist Health, we see what progress Dutch supermarkets have made on health since the first edition in 2020. Superlist is a multi-year European research project initiated by think tank Questionmark, supported by the Healthy Generation (Gezonde Generatie) and Noaber Foundation. [See the full report here.](#)