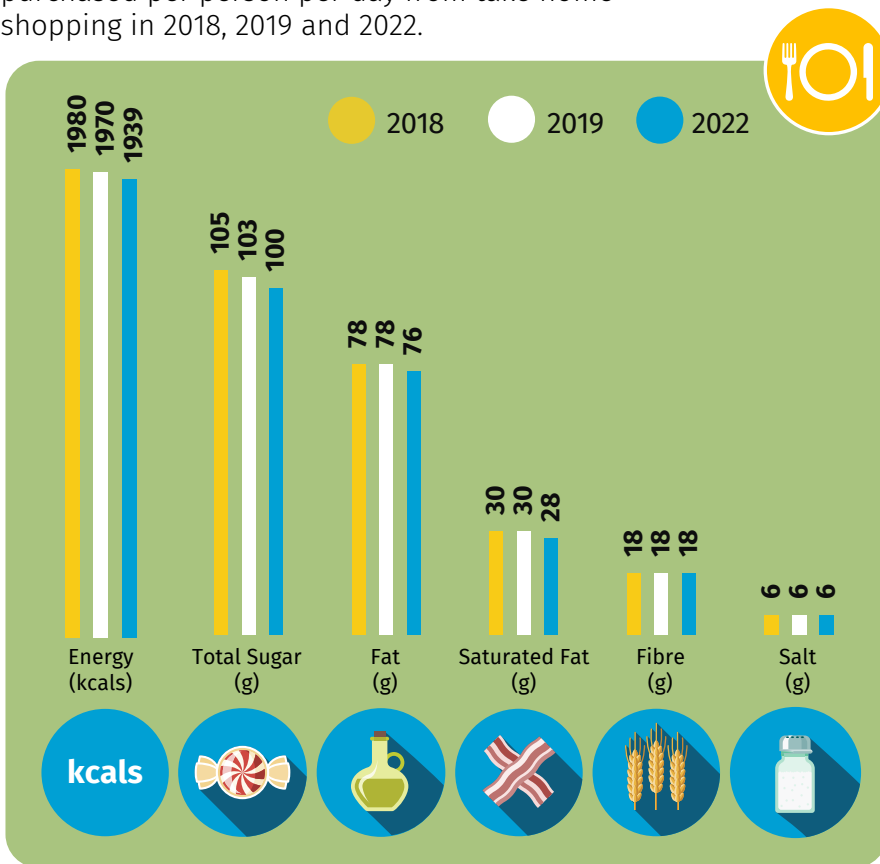


# Northern Ireland - Summary of Take Home Food and Drink Purchases

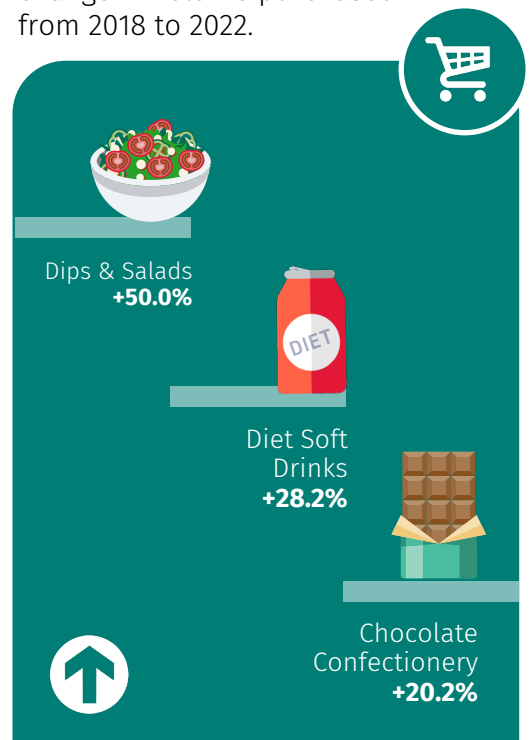
## Nutrient purchasing

The chart below shows the average nutrients purchased per person per day from take home shopping in 2018, 2019 and 2022.



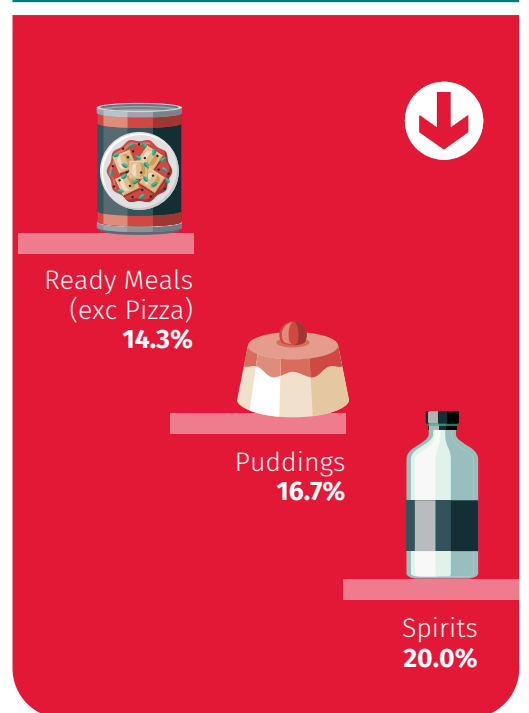
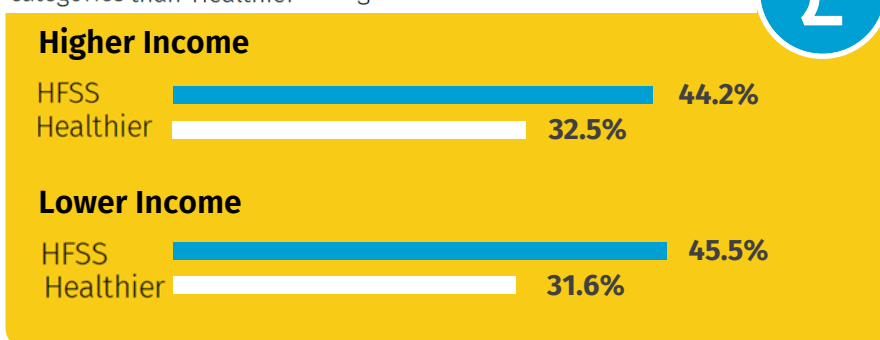
## Change in volume

The six categories with the greatest change in volume purchased from 2018 to 2022.



## Types of HFSS promotional purchases

In 2022, both consumers with higher and lower incomes purchased more food and drink from 'High Fat, Sugar, Salt' (HFSS) categories than 'Healthier' categories.



# Northern Ireland - Summary of Take Home Food and Drink Purchases

## Popular promotional products

A number of HFSS products were top contributors to promotional purchases by volume in 2018, 2019 and 2022 (excluding alcohol categories).

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2018

Yoghurts & fromage frais	42.5%
Diet Soft Drinks	37.8%
Crisps & savoury snacks	37.2%
Chocolate confectionery	36.7%
Ice cream, Lollies & Sorbets	36.4%



2019

Yoghurts & fromage frais	40.3%
Diet Soft Drinks	37.7%
Ice cream, Lollies & Sorbets	37.0%
Crisps & Savoury Snacks	34.9%
Chocolate Confectionery	34.3%



2022

Diet Soft Drinks	34.8%
Pizza	33.5%
Yoghurts & Fromage Frais	30.7%
Ice cream, Lollies & Sorbets	30.2%
Cheese	25.0%

## Types of HFSS promotional purchases

There has been a reduction in HFSS promotional purchases from 2018 to 2022.



**Total Promotions**  
-24.2%



**Money off Promotions**  
-17.3%



**Volume Promotions**  
-52.0%

## Nutrient purchasing from HFSS promotions

HFSS products on promotion account for approximately one-fifth of energy, sugar, salt and saturated fat purchasing.

