



# A healthy population: what's the role of a supermarket?

IFFI Event "Salt, less is more!"

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A healthy population: what's the role of a supermarket?

## A short introduction: who am I?

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Global Nutrition Team @ Unilever

**Advisor Health and Sustainability @ Lidl Netherlands since 2019**



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## A short introduction of Lidl

Lidl is part of the **Schwarz Group**

Lidl has around 440 stores in The Netherlands and is the **third largest supermarket in The Netherlands**

Lidl is the **biggest supermarket chain in Europe**: Lidl is active in 31 countries and has over 12.000 stores in total





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## Our bussiness model

### Family business


Simplicity at the heart of the bussiness: rather **small/clear assortment of +/- 3300 products**

Over 90% of the products we sell is **own brand**



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# The impact the food industry regarding health and sustainability



In 2050 we need to produce 50-70% more food compared to 2010 in order to be able to feed the growing population

Over 1/3<sup>th</sup> of all the food worldwide is wasted. At the same time 1/4<sup>th</sup> of the world population is overweight and 1/4<sup>th</sup> underweight.

The food industry is responsible for 25-33% of all greenhouse gas emissions and almost all biodiversity loss .



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## The role of a supermarket



Around 70% of all the food we buy, comes from the supermarket

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# Healthy nutrition is part of our international sustainability strategy



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## Lidl's vision on healthy nutrition

Food safety is the basis

Two focus areas:

- Increase sales healthy products
- Make unhealthy products more healthy

But also:

- Transparent communication towards our customers
- Health and sustainability go hand in hand: a healthier diet is also a more sustainable diet!





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## Since January 2024: Planetary Health Diet as our north star



**Trouw**

Supermarkt

### Meer gezond en duurzaam eten in de schappen, belooft Lidl



Beeld ANP / ANP

Lidl belooft meer gezonde en duurzame voeding te gaan verkopen. Maar de route om die doelstelling te bereiken is nog niet helemaal voltooid, erkent het bedrijf.

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# Planetary Health Diet

In 2019 developed by the EAT-lancet commission

How can we feed the growing world population in 2025 in a healthy way within the planetary boundaries?



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# Lidl is advancing its commitment to conscious nutrition by further aligning its product range with the Planetary Health Diet (PHD) by 2050



+20% growth in sustainable and healthy product groups in 2030 compared to 2023



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# These product groups also play a crucial role within the Schijf van Vijf



## Tips om gezond en duurzaam te eten

In elk vak van de Schijf van Vijf vind je volop gezonde en duurzame keuzes. Dat is genieten én goed zorgen voor jezelf en de wereld. Goede voeding is:



### Veel groente en fruit

Bijna alle soorten groente en fruit staan in de Schijf van Vijf. Lekker veel keuze dus! Eet er lekker veel van, dat is gezond én duurzaam.



### Vooraf volkoren

Volkorenproducten zitten vol met belangrijke voedingsstoffen zoals vezels. En die zijn goed voor je! Wissel daarom van wit naar volkoren.



### Meer plantaardig

Meer plantaardig en minder vlees eten is goed voor jou én voor het milieu. Je kunt variëren met peulvruchten, noten, vis, ei en vlees.

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# Concrete targets plant-based and whole grain sales Lidl Netherlands 2030



**60% plant-based protein sales in 2030 in accordance with the Eiweet methodology**



**25% whole grain sales in 2030**

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# Examples healthy and sustainable innovations at Lidl

Fiber Meter



Hybrid minced meat



Price policy on healthy and sustainable food products



Meal salads always whole grain





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## Lidl's vision on product reformulation



Step by step approach so customers can get used to a different taste of products

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## Product reformulation targets Lidl

Since 2017 Lidl has concrete product reformulation targets and is showing progress

**20% less sugar and salt in our own brand products in 2030**



Figuur 14: Voortgang op suiker en zout doelstelling  
(g suiker of zout per kg product)

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# National Approach to Product Improvement

Initiated by the **Ministry of Health, Welfare and Sport** to motivate producers to improve the composition of their food products

Goals:

- By 2030 half of the products in every product group to be in the best category
- By 2030 no more than 10% to be in the worst category.

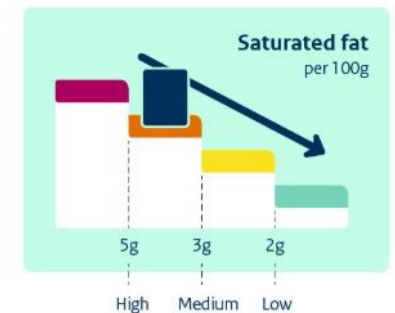
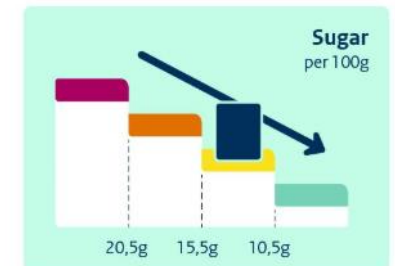
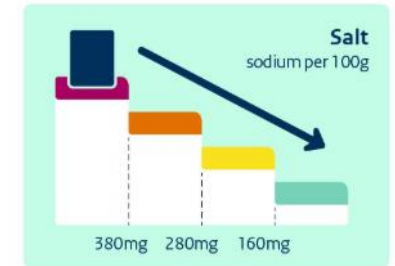
## Limit steps

Product group: breakfast cereals  
Product example: crunchy muesli



	per 100g
Salt	1g
Sodium	400mg
Sugar	12g
Saturated fat	4g

This way we encourage manufacturers to improve all products: products high/low in salt, sugar and/or saturated fat.





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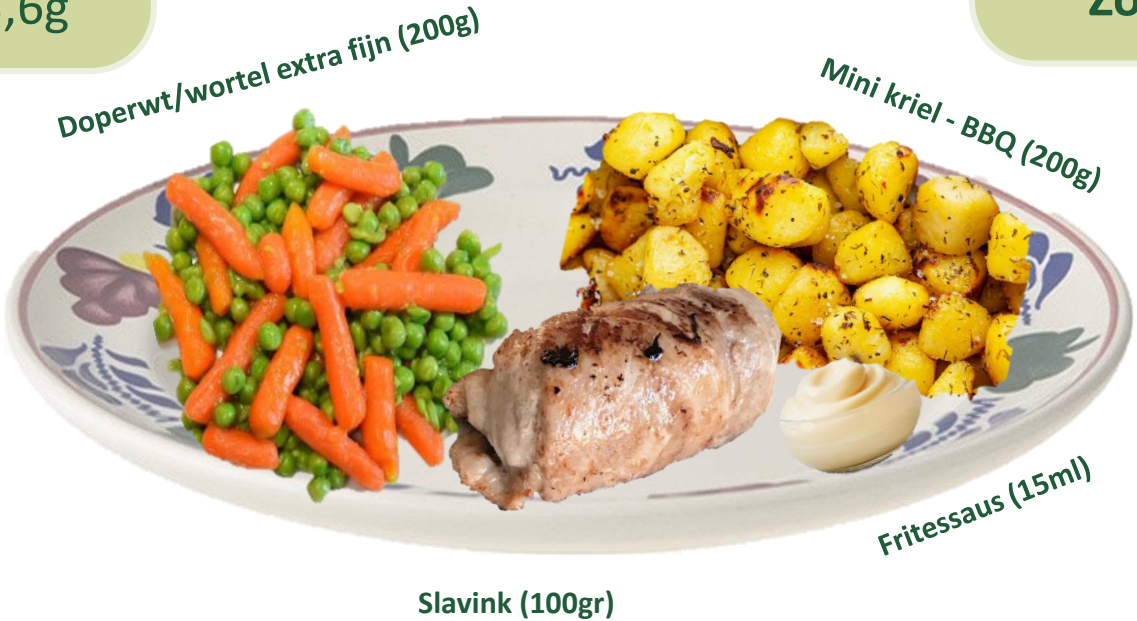
# The impact of product reformulation on our plate

2019	
Verzadigd vet	10,0g
Suiker	26,7g
Zout	3,6g

2024	
Verzadigd vet	9,4g
Suiker	20,8g
Zout	2,0g



Bak & Braad (10ml)



Doperwt/wortel extra fijn (200g)

Mini kriel - BBQ (200g)

Slavink (100gr)

Fritessaus (15ml)



Magere Aardbei Yoghurt (150ml)

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## Improved meat replacers: product group example

Since February 2025: improved assortment of meat replacers

**Instead of 7, now 21 of our articles apply with the Dutch Dietary Guidelines (Schijf van Vijf)**

In addition:

- More options: + 6 new articles
- More plant-based: +6 articles plant-based of which 5 new articles and 2 newly introduced
- Improved taste
- New packaging design



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## Plans and ambitions towards the future

**New targets** for product reformulation, also beyond sugar and salt only

Healthy nutrition for **children**

Full focus on **plant-based** and **whole grain**

Even more **collaboration** with suppliers, other retailers, government, etc.



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## Are there any questions?

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