

HEALTHIER, MORE SUSTAINABLE DIETS

Supporting our member owners to move towards healthier, more sustainable diets is essential for the future of our food system.

OUR TARGET:

By 2030, 83% of our Co-op own-brand food and drink sales (tonnes) will come from non-HFSS¹ products (excluding alcohol and non-food).

OUR PROGRESS:

In 2025, 75% of our Co-op own-brand food and drinks sales (tonnes) was from non-HFSS products. Because of the stocking issues associated with the cyber attack in 2025, our sales figures for healthier products have been affected. Our focus for 2026 is to stay on track to achieve our 2030 target.

We play an important role in helping our member owners, colleagues and customers lead healthier, more sustainable lives. Following the principles of the [Government Eatwell Guide](#) – eating more fruit and vegetables, a wider variety of protein sources and reducing less healthy products – could cut environmental impact by around 32%² and reduce mortality by 7%³.

Our healthier, more sustainable diets strategy aims to shift the balance towards healthier and more sustainable sales through three areas:

- Healthier, more sustainable products
- Accessibility
- Inspiring healthier, more sustainable behaviours

¹ HFSS is a shortened term for food and beverage products which are high in fat, salt and sugar, as defined by the [OFCOM](#) nutrient profiling model 2004-5.



² Carbon Trust.
³ BMJ.



OWNED BY YOU

In response to our 2025 AGM motion calling for more options to assemble healthier, more sustainable home-cooked meals, we launched our “Served” range in September. This cuisine-themed promotion encourages assembly cooking, offering one main & two sides, with up to 330 possible combinations, refreshed every six weeks. There is always a vegetarian option and a variety of prepared vegetables to choose from.

HEALTHIER, MORE SUSTAINABLE PRODUCTS

We are committed to developing healthier, more sustainable products for customers.

In 2025, 75% of our Co-op own-brand food and drink sales¹ came from non-HFSS² products. Our target is for 83% of our Co-op own-brand food and drink sales³ to come from non-HFSS products (excluding alcohol and non-food) by 2030. We will continue to improve data for branded products. We have restated our 2024 sales tonnage following data quality improvements, which decreased our 2024 reported percentage. We remain committed to our 2030 target to increase sales of non-HFSS food and drink.

We also work towards Government salt and calorie targets across multiple product categories (see our [data table](#)).

23% of our Co-op own-brand sales tonnage (excluding alcohol and non-food) came from fruit and vegetable sales⁴ in 2025.

We support the [WWF's ambition](#) to halve the environmental impact of UK shopping baskets by 2030 by reporting on our protein sales. In 2025, 41% of our Co-op own-brand sales tonnage (excluding alcohol and non-food) came from animal protein⁵ and 1% from plant protein⁶.

¹ In tonnes.

² HFSS is a shortened term for food and beverage products which are high in fat, salt and sugar, as defined by the [OFCOM nutrient profiling model 2004-5](#).

³ In tonnes.

⁴ Fruit & vegetable definitions can be found in the basis of reporting document.

⁵ Animal protein definitions can be found in the basis of reporting document.

⁶ Plant protein definitions can be found in the basis of reporting document.

ACCESSIBILITY

Since 2024, our annual member survey has asked how we could better support healthier, more sustainable choices. In 2025, 59% of our members told us this matters to them, with lower prices on healthier products and more vegetarian and plant-based options identified as key ways we can help.

In March, we price-matched Aldi on over 80 everyday food essentials for members, 75% of which were non-HFSS. For more information on our Aldi price-match initiative, see our [website](#).

Our members can also choose two personalised offers on our app each week to save on their shop, with milk, vegetables & salad, fruit and meat & poultry among the most redeemed offers.

We remain committed to ensuring all our Co-op own-brand products which are "reduced" or "light" alternatives to a standard product will be no more expensive (based on price/kg).

Since March 2025 we've promoted the Healthy Start scheme on digital screens in our England and Wales stores and, since April, the Best Start scheme in our Scotland stores. We have long advocated for increased Healthy Start vouchers and welcomed the Government's 10 Year Health Plan for England to enhance this from 2026.



75%

In 2025 75% of our Co-op own-brand food and drink sales came from non-HFSS products.



INSPIRING HEALTHIER, MORE SUSTAINABLE BEHAVIOURS

As a responsible retailer, we recognise the important role we play in promoting healthier, more sustainable diets. This year, we joined the [Food Foundation Beans campaign](#), committing to champion the benefits of beans and inspire our customers and members to add more into their baskets and diets.

In 2025, we sponsored Veg Power's Eat Them to Defeat Them campaign, helping to inspire healthier eating habits among UK children. The campaign reached 418,999 children across 1,503 schools, with over 80% of children eating more vegetables as a result.

Throughout 2025 we used our website and membership emails to share healthy recipe ideas and promote healthier offers such as our "Fresh 3" prices on fruit & vegetables.

Alcohol and tobacco

We sell e-cigarettes and smoking cessation products in most of our stores. In 2022, we adopted our new Responsible Sourcing Policy for E-Cigarettes (updated in 2025 to include nicotine pouch products), to ensure that our vaping products are targeted towards existing adult smokers as a cessation aid. In 2025, we continued to work with suppliers to ensure that our ongoing range was fully compliant ahead of the new legislation changes that came into effect from 1st June 2025. We will continue to work with our suppliers in 2026 to ensure we are compliant with any further legislation changes that come into effect from the Tobacco & Vape bill.

We're also committed to selling alcohol responsibly. We work in partnership with the Drinkaware Trust and provided £277,770 of funding to them in 2025.

OPPORTUNITIES FOR THE FUTURE

In 2025, we developed our new "YES" health icon, launching in January 2026 on around 160 of our Co-op own-brand products which meet strict nutrition criteria, with more products being added throughout 2026. The icon will help customers quickly identify healthier options, supported by campaigns and promotions to make YES products even more accessible.

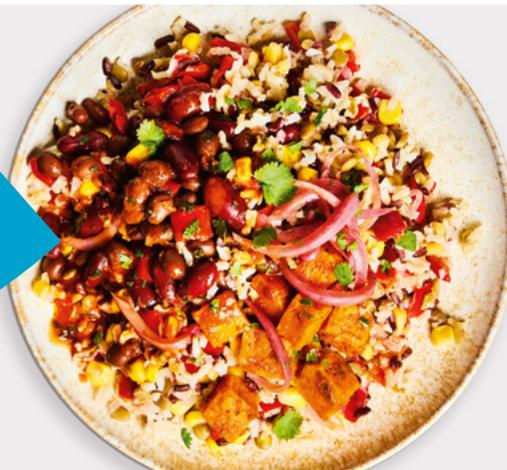


This work will help shift towards sales of more healthy, sustainable products, including non-HFSS products, and support progress towards our 2030 target.



We'll also continue our Keen Bean Promoter commitment, celebrating the benefits of eating more beans with our customers and members.

CASE STUDY



Inspiring customers to buy more fruit & vegetables

Throughout 2025, we've been exploring ways to promote fruit & vegetables through our website and member communications, to encourage healthier, more sustainable diets.

In January, we created a dedicated webpage for our "Fresh 3 prices for members" offer, signposting members to lower prices on three selected rotating fruit & vegetable products. We also featured seasonal produce-focused content on our homepage.

Our website hosts a regularly updated meal inspiration page and bank of healthier recipes to inspire our customers to use different vegetables in their meals.

Across the year, member emails & newsletters promoted fruit & vegetables through tailored offers, recipe ideas and reminders to add vegetable sides to meals. We'll keep exploring different themes we can use to further inspire our customers.