



Health in Focus.

Breaking down barriers
to better diets

November 2025

www.tesco.com





Helping the nation live healthier lives.

We know that for our customers, their health, and the health of loved ones, is one of the things they care about most. But for too many, the barriers to healthy eating can sometimes feel insurmountable.

Fruit and veg should make up over a third of what we eat, but according to government figures, fewer than 1 in 5 adults and under 1 in 10 children are getting their 5-a-day.¹

The food industry has an important role to play in creating, promoting and providing healthy food on shelves. Together, we need to do more to put healthy choices into the hands of customers, more of the time.

That means we must tackle the barriers our customers tell us they face. Like affordability, lack of access to healthy food, or simply too little time and inspiration. We want to help our customers lead healthier lives, providing them with the tools they need make better food choices, however they shop.

In 2021, we set out our ambition to help customers eat more healthily, committing to increasing sales volumes of healthy products to 65% by the end of this year. I'm pleased to say we're making good progress on this target.

Through our work on reformulation, promotions, advice and inspiration, as well as conversations we've had with communities across the country with the support of the British Nutrition Foundation, we've learnt a lot about the barriers our customers face and how we can tackle them.

This report sets out what we've learnt when it comes to helping customers eat more healthily and how we're supporting them to overcome the challenges they face.

We know that affordability and accessibility remain some of the biggest barriers to eating well. That's why we've been trialing new store layouts that put fresh produce and healthier options front and centre, as well as working on new ways to help customers eat more fruit and veg.

This summer, we launched a nationwide campaign to help families get more of their 5-a-day, offering kids free fruit in large stores over the school holidays, alongside personalised Clubcard Stamps for millions of customers on fruit and veg and Clubcard Challenges on frozen and tinned fruit, veg and pulses.

We've also continued our work on product development and reformulation. We've introduced new, innovative ranges to meet customer wellness needs and implemented customer 'nudges' to healthier options of everyday items. Together with our suppliers we've reformulated products to add important vitamins and nutrients into customer favourites, whilst removing salt, sugar and fat where we can.

Looking ahead, we'll continue to explore how we can offer customers even more products that help make healthy choices easy and accessible, such as our High Protein and Gut Sense ranges that give customers quality, nutritious products at an affordable price.

We firmly believe that good health starts with good food. But convenient, accessible health services are also an important part of the picture. Our network of pharmacies serves 500,000 customers across the UK every week. Together with our partners, we're working to expand the services we offer to help customers access the health support and advice they need alongside their weekly shop.

And we also know that good health is key to a good start in life. Last year we launched our Fruit & Veg for Schools initiative which so far has supported more than 400 schools with over 10 million portions of fresh produce to help give young people the healthy start they deserve.

As we move forward, we'll continue to evolve our approach, listening to our customers to develop new products, promotions and services that bring healthy choices within reach of our customers, wherever they live and whatever their budget.

Only through collective and coordinated action across the whole of the food industry can we make an impact at scale. Doing so will not only help millions of families live healthier lives, it will also boost our economy, reduce the number of people living with long-term health conditions linked to a poor diet, and relieve pressure on our health services.

We've shown what's possible when we work together as an industry. Through further collaboration and innovation, we can work to put healthy choices into the hands of customers, wherever they live, more of the time.



Ashwin Prasad
UK CEO

“Together, we need to do more to make it easier for customers to make healthier choices.”

The state of UK diets at a glance.

Diet-related ill health has a profound impact on the UK's health and economy. It contributes to 13% of all deaths nationally² and obesity alone costs the economy an estimated £65bn annually.³ Millions of people live with diet-related diseases, including over 7 million with heart and circulatory conditions⁴ and over 4 million with diabetes.⁵

But the burden of this ill health isn't evenly distributed, people on lower incomes are disproportionately affected. Research from the Trussell Trust found that more than 14 million people in the UK faced the prospect of going hungry last year due to lack of money. This marks an increase from the trust's last survey in 2022 when that number was 11.6 million.⁶ Food insecurity is closely linked to poorer diets,⁷ obesity, type 2 diabetes, and declining mental health.⁸ Children in the most deprived areas are more than twice as likely to be living with obesity than those in the least deprived.

These inequalities are reflected regionally too. In the North East, healthy life expectancy is seven years lower for women and six years lower for men compared to the South East,⁹ whilst households in the North East also purchase, on average, 300g fewer fruits and vegetables per week.¹⁰

While evidence-based dietary guidelines clearly outline what a healthy diet looks like, fewer than 0.1% of people in the UK follow all of these recommendations.¹¹ It's clear that simply informing people is not enough, especially when affordability, access, and cultural relevance are major barriers.

That's why initiatives like our community consultation work with Tesco is so vital. By listening to people across the UK, we're gaining a deeper understanding of the real-world barriers to healthy, sustainable diets.

“By listening to people across the UK, we're gaining a deeper understanding of the real-world barriers to healthy, sustainable diets.”



Elaine Hindal
CEO, British Nutrition Foundation

Understanding the barriers our customers face.

We know that customers across the UK face different challenges when it comes to eating healthier diets. With the British Nutrition Foundation, we undertook a series of regional health consultations to hear directly from communities to understand how we can better serve our customers.



We identified UK locations most at risk of food insecurity, chosen to reflect different regional challenges to healthier, sustainable diets. Hosted at Tesco in-store community spaces across seven locations, sessions brought together a range of expertise and perspectives from local stakeholders including over 80 council members, academics, health professionals and youth and charity workers.

Our conversations with communities across the UK are helping to shape the action we're taking to support customers to live healthier lives.



7

locations
across the UK

1 Making healthier foods more accessible

Healthy food should be accessible to everyone, wherever they are, wherever they live and whatever their budget.

But we know that cost and convenience play a part when making healthy choices at the checkout and sometimes healthier options can feel out of reach.

Our ambition is to become the place to shop for affordable, easy to access, great quality healthy food. Setting a clear target and measuring our progress helps us to identify the impact of the changes we're making.

In 2021, we committed to increasing sales of healthier products, as a proportion of total sales, to 65% by the end of 2025. We remain on course to reach our goal by the end of the year through reformulation, product development, and offers and promotions on healthy choices.

Our progress shows the importance of transparency and target-setting. In May, alongside our health charity partners—Diabetes UK, Cancer Research UK and the British Heart Foundation—we called for mandatory reporting of healthy food sales for all major supermarkets and food businesses, a move the government has since confirmed it will introduce.

Product development and reformulation.

Our product development teams work behind the scenes to make the products millions of customers buy every week a little bit healthier, without compromising on taste or enjoyment.

We're increasing the amount of fruit, vegetables and fibre in our products to make them more nutritious, whilst reducing salt, sugar and fat where we can. Plus, more than half of our ready meals now contain one of your 5-a-day.

We're developing new health-focused ranges to help customers make choices that support their personal wellbeing, reflecting growing demand for functional products that fit their lifestyles. Developed by Tesco's team of expert in-house chefs and approved by nutritionists, our Tesco Gut Sense and Tesco High Protein ranges offer affordable, tasty protein-packed options.



Helping customers eat well for less.

Customers tell us affordability remains one of the biggest barriers to healthy eating, particularly as household budgets are tight, so we're working hard to ensure we offer the best value on healthy products.

In the last year, we've made it even more affordable for customers to choose healthier products as well as offering great value fruit and veg.

Through initiatives such as Aldi Price Match, Clubcard Prices, and our Fresh 5 offers, we're helping to keep healthy choices within reach of every household. We've also committed, where possible, to ensuring that a healthier version of a product will not cost more than the standard version.



Aldi Price Match

Aldi Price Match helps customers make healthier choices by matching the prices of over 600 products, two thirds of which are healthy, including fresh fruit, vegetables and herbs. Plus, we review prices twice a week against Aldi's to make sure we deliver value for customers.

The power to lower prices

Clubcard Prices

Clubcard Prices

Clubcard Prices reward customers with savings on hundreds of products, helping make healthy, great-quality food more accessible. Whether shopping in store or online, customers can find regular offers on nutritious staples, making it easier to eat well at a lower price.



Fresh 5

Our Fresh 5 weekly deals help customers eat more fruit and vegetables by offering great value on a rotating selection of fresh produce. With five affordable, seasonal fruit and veg options available each week, Fresh 5 encourages customers to try new produce and build healthy habits.

Helping the nation get its 5-a-day.

Fruit and veg should make up over a third of what we eat, yet government figures show that fewer than 1 in 5 adults and under 1 in 10 children are getting their 5-a-day.¹

Helping customers eat more fruit and veg is one of the simplest and most effective ways we can support the health of the nation.

The government's food strategy published this summer rightly identified the importance of getting more people eating more fresh produce.

The health benefits of doing so are clear. Eating more fruit and veg can reduce the risk of longer-term health conditions, like heart disease, stroke, and some types of cancer,¹² in turn ultimately reducing the number of people living with diet-related health conditions and helping to relieve pressure on our health services.





Making it easier to eat more fruit and veg.

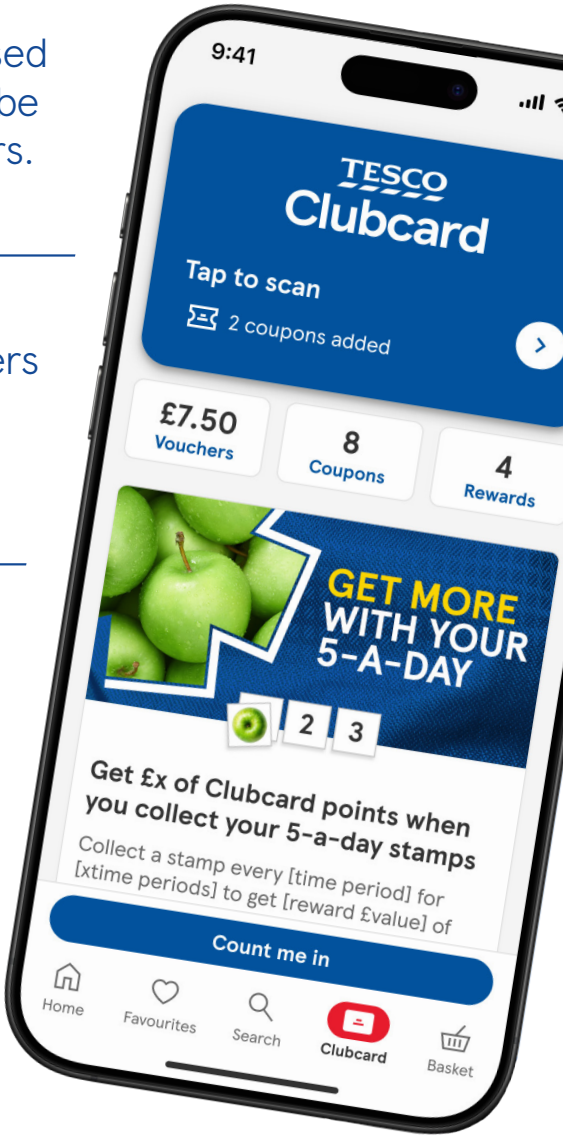
We know that a healthy diet is top of the agenda for many of our customers and their families. However, cost, convenience and confidence in the kitchen can all make it harder for customers, especially in the school holidays when routines change and costs rise.

That's why this summer we launched a new campaign to help millions of families eat more fruit and veg. Running across Tesco stores and online, the campaign featured a range of initiatives aimed at helping to improve accessibility and affordability of healthier food.



Here's how we helped families to get their 5-a-day this summer.

-  We invited 2.4 million customers to earn personalised Clubcard stamps on fresh fruit and veg, which could be converted into bonus Clubcard points and vouchers.
-  We launched Clubcard Challenges, offering customers the chance to earn extra points on frozen fruit and veg, beans and pulses.
-  Introduced new Clubcard Prices and offers on fruit, veg and healthy lunchbox snacks.
-  Alongside this, for three weeks in August, children shopping with their families in Tesco stores could pick up free fruit at the checkout.



Almost 1/2

of the customers we spoke to said the 5-a-day campaign helped them and their family lead healthier lives

42%

During the campaign, 42% of baskets contained fruit & veg

Just over 1 million

pieces of fruit given out to customers across the UK

Over 1/2

of customers want the free fruit initiative to return next year


2 Empowering young people to make healthier choices

With only approximately 9% of children aged 11-18 getting their 5-a-day, the need for access to nutritious food and building healthy eating habits has never been greater.¹

We are committed to helping our customers lead healthier lives and believe that every child should have access to good, affordable food. For many parents, especially those in areas of highest need, accessing nutritious food remains a significant challenge, this is particularly true during the school holidays.

We know that the way we communicate with customers about our food has an impact on what they choose.


Our Responsible Marketing Communications Policy ensures that our communications promote healthier, balanced choices and never deliberately target children with products high in fat, salt or sugar. Through responsible marketing and clear guidelines for colleagues and suppliers, we're helping families make informed, confident choices about the food they buy.

 To find out more about our Responsible Marketing Policy, click here.

Fruit & Veg for Schools

Working alongside the British Nutrition Foundation and Groundwork UK, our Fruit & Veg for Schools programme supports pupils in schools with a higher-than-average ratio of free school meals.

Marking its first anniversary this October, the programme encourages pupils to try new fruits and vegetables, learn about healthy eating and develop confidence in preparing food. In its first twelve months, the scheme has already made a real difference and we're proud to confirm it will continue for another year, expanding to more schools as we increase our support for young people.

 [Click here to learn more about our Fruit & Veg for Schools programme.](#)



Results to be proud of.

Our Fruit & Veg for Schools programme is helping children and young people make better choices. Through the programme, children have discovered a love for fresh produce. After-school cookery lessons have taught them how to prepare healthy meals to take home, whilst parent-child sessions have empowered families to learn and cook together.

We heard from teachers how the programme is supporting children in the classroom. 94% reported improved behaviour, with sharper focus and more energy, whilst 99% said the scheme encouraged pupils to eat a wider variety of foods. And we continue to learn and adapt our approach. For example, after hearing that teachers wanted to do more, we gave schools slow cookers and garden planters, increasing the opportunities for pupils to learn about fruit and veg.



£4 million

in funding given to over 400 schools



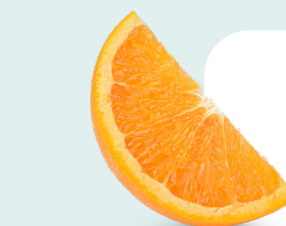
140,000

children and young people supported



10.8 million

portions of fruit and veg distributed in the first year¹³



100+

types of fruit and veg nibbled, chomped and crunched

10.8 million

portions of fruit and veg have the potential to transform pupils' nutrition.

Insight from our partners the British Nutrition Foundation showed how the initiative is helping improve pupils' intake of vitamins and nutrients that play an important role in growth and development.

Vitamin A

+4%

Supports the immune system, vision and healthy skin

Folate

+3%

Strengthens the immune system and helps to reduce tiredness

Vitamin C

+7.4%

Needed for healthy bones, gums, teeth and skin

Fibre

+3.6%

Important for gut health and disease prevention later in life

3 Inspiring confidence in healthy cooking

We've heard from customers that it can be tough to eat healthily when time is short, or to try new recipes when there's a family to feed and life feels busy.

In fact, more than half of our customers tell us that eating healthily can take too much time and effort.

Clubcard, the Tesco Real Food website and our monthly Tesco Magazine all share healthy, affordable and inspiring recipes with customers, reaching millions of people each month.

Through partnerships with our Health Charity Partners, content creators and our very own team of Tesco chefs, customers can enjoy a range of recipes that support healthier diets, from breakfast through to dinner.

Helping healthy habits happen, with Clubcard.

Clubcard is more than a way for customers to save on their shop. It's also helping customers make choices that support a healthier lifestyle.

Each month, Clubcard holders can receive tailored newsletters and personalised recommendations, such as seasonal recipe ideas, health-focused tips and information about affordable ways to eat well. We are also using Clubcard data to create personalised shopping experiences that cater to customer preference and put health front of mind.

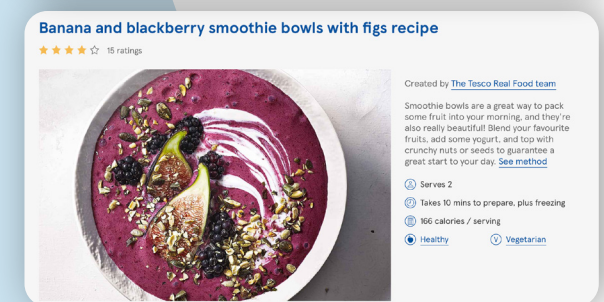
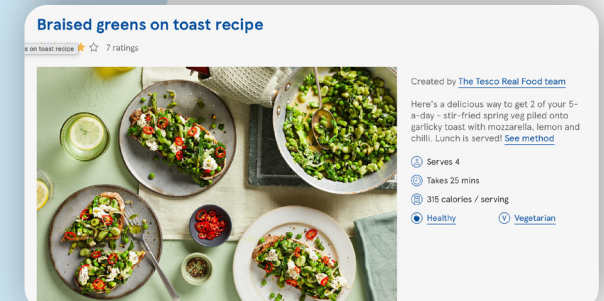
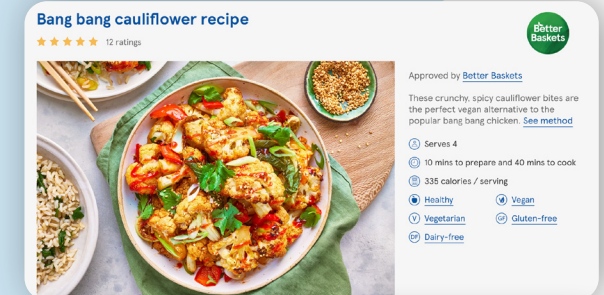
Clubcard's ability to directly reach our customers means it plays a key role in our ambition to inspire customers when it comes to healthier eating. By linking guidance, recipes and value together in one place, we're improving customers' access to healthy choices.



Tesco Real Food.

With 2,300 healthy recipes for customers to choose from, our Tesco Real Food website is helping families across the UK discover new healthy recipes, whether that's clever ways to get more veg into family favourites, or healthy cooking on a budget. The easy-to-navigate website is a one-stop inspiration hub, helping customers plan and cook balanced meals with step-by-step guidance, tips and videos.

Fruit and veg are part of a healthy, balanced diet. But when life's busy, it's easy to forget to add fruit and veg to recipes or rely on quick meals that miss them out. So, we created a dedicated 5-a-day hub on Tesco Real Food packed with easy recipes and top tips to help customers get their daily intake.



Tesco Magazine.

Tesco Magazine is one of the UK's most-read lifestyle publications,¹⁴ offering practical ideas and seasonal inspiration to help customers cook and eat well.

In each issue readers can find balanced, family-friendly recipes and nutrition tips, plus clever swaps designed to make healthy eating feel more achievable.

There's also regular health and wellbeing content that features simple ways readers can build healthier habits, with monthly Better Baskets recipes and guides that show how small changes can make a big difference.



4 Increasing support for communities

With thousands of stores in communities across the UK, we're well placed to serve local needs.

Tesco Community Champions are one of the links between the store and the community it serves. These Tesco colleagues care passionately about their community and the role that Tesco can play in supporting it.

One of the ways we do this is through food redistribution, making sure good food reaches the people who need it the most. We're extremely proud of the partnerships we have with our charity food partners FareShare, Olio and FoodCloud. Since launching our Community Food Connection programme ten years ago, we have redistributed more than 300 million meals from our stores and distribution centres, supporting over 8,500 charities and community groups, including over 1,000 schools and 300 out-of-school clubs along the way.

Fruit and veg makes up 43% of the food collected by our redistribution partners from back-of-store surplus, and eggs and dairy a further 20%. We will continue to work with FareShare, Olio, and FoodCloud across our stores in Ireland, to keep supporting communities and ensure no good food goes to waste.

Click [here](#) find out more about how we're supporting communities with our Community Food Connection programme.

Lynn Youthed,
Cheshunt Extra
Community
Champion

“

Whether it's putting food on the table or looking after their family's health and nutrition, a big part of my role is listening to people's stories, making sure they feel supported, and helping them find the confidence and resources to take small steps toward a healthier future.”



Pharmacy in focus.

We know that access to local healthcare services and trusted advice is essential to improving health outcomes. Our network of 365 pharmacies across the UK serve 500,000 customers every week.

Over 500,000
customers served in our
in-store Tesco Pharmacies
each week

Customers can access services including flu jabs, blood pressure checks and free advice on cancer, heart disease and diabetes as part of our 'Lets Talk' programme, designed alongside our health charity partners.

This year, we've partnered with some of the UK's leading healthcare companies to launch new dedicated Health Zones at our Cheshunt, Hexham and West Durrington stores that give our customers easy and convenient access to even more high-quality health services, all while they shop. If the pilot is successful, more could be rolled out across the country in future.

The Health Zone includes two consultation rooms where customers can access a range of services, including:



Consultations with a clinician on managing menopause symptoms from Stella, the online menopause clinic, including advice and support around HRT.



Free advice on oral hygiene from a qualified Oral Health Educator, in partnership with global consumer healthcare company Haleon, which owns oral health brands like Sensodyne and Aquafresh.



Fast and convenient access to a range of Bupa's primary healthcare services, including virtual GP appointments and weight management support.



Blood pressure checks, flu vaccinations and support for a range of health-related issues, including those related to cancer, heart disease and type 2 diabetes.

Freda
Orleans-Lindsay
Pharmacy Manager,
Cheshunt Extra

“

Our new dedicated Health Zone at Cheshunt is an exciting step forward in making healthcare more convenient and accessible for all. By partnering with leading healthcare providers, we're helping take greater control of their health and wellbeing.”



5 Collaborating to create long term change

We recognise the key role we can play in driving collaboration across industry and government to improve the health of the nation.

We know communities across the UK are facing into a health crisis. Obesity levels are at record highs, which is having a huge impact on health services and the wider economy,¹⁵ as well as jeopardising the long-term health and prospects of future generations. Working together, we can and must innovate and find new ways to encourage healthier choices.

We already play an active role in shaping national conversations on nutrition and wellbeing, working closely with the UK Government and our Health Charity Partners; the British Heart Foundation, Diabetes UK and Cancer Research UK. In 2022, we removed multibuy and volume-led promotions on products within the HFSS scope across our stores.*

*Excluding party food

But we know that longstanding change comes through industry-wide collaboration. That's why we'd like the whole food industry and government to play their part, too.

We have measured and published our own healthier food sales for a number of years. In May, alongside our health charity partners, we called on the government to commit to mandatory reporting on sales of healthy food for all supermarkets and major food businesses. We welcomed the government's announcement in the summer to introduce mandatory reporting and look forward to working with them on the detail of the new Healthy Food Standard.

 [Click here to find out more about our work with our health charity partners.](#)

Working together for better health.

We are proud to work with UK's leading health charities on a unique partnership focused on making a difference to the health of our customers.

In the UK today, more than 7 million people are living with heart and circulatory diseases,⁴ 1 in 5 people live with diabetes or prediabetes⁵ and nearly 1 in 2 people will get cancer in their lifetime.¹⁶

By combining our extensive expertise and reach, our healthy charity partnerships are helping to improve and save lives across the country.

'Let's talk.'

Launched in 2022 and designed in collaboration with our health charity partners, our Let's Talk programme equips pharmacy staff with the skills and confidence to have important conversations with customers about cancer, heart and circulatory diseases and type 2 diabetes.



In partnership with the British Heart Foundation, we continue to support customers in understanding their heart health. This year we've offered 9,000+ free blood pressure tests in Tesco Pharmacies. Together, we've also created heart-healthy recipes for Tesco Real Food hub, supporting customers and colleagues to make healthier choice. Meanwhile, Tesco customer donations continue to help fund the BHF's lifesaving work.



Diabetes is serious, and requires consistent, practical support. That's why alongside Diabetes UK, we're encouraging small, lasting habits that fit into our customers' everyday lives. Our Tesco Real Food website hosts a range of healthy recipes that support customers living with all types of diabetes, or who are at risk of type 2 diabetes. We also continue to work together to help our customers understand their risk of type 2 diabetes, and what they can do to reduce their risk.



For over 20 years we've worked with Cancer Research UK to raise awareness, fund vital services and support early cancer detection. Last year, our pharmacy campaign encouraging early conversations about potential symptoms of cancer reached an estimated 11 million people. Our ongoing support also helps fund Cancer Research UK's life-saving work including pioneering research projects to advance cancer prevention early detection and treatment.



Looking Ahead.

TESCO

We're proud of what we've achieved, including keeping healthy options accessible and affordable, building customer confidence in the kitchen, and supporting essential community initiatives and we're grateful for the support of our partners and suppliers to help us make a difference together.

We are on track to achieve our target of 65% healthier sales, driven by proactive steps we've taken on reformulation, innovating with new products and ranges and our dedication to value via initiatives like Fresh 5 and Clubcard Prices.

And we won't stop there. As we look ahead, we'll continue building on the progress we've made towards our 65% target, using what we've learnt to inform how we can continue to help even more customers access affordable, quality and nutritious food.

Addressing the health challenge requires collaboration across industry, government, and the food ecosystem. Our health charity partnerships with Cancer Research UK, British Heart Foundation, and Diabetes UK, alongside our close collaboration with the UK's leading nutrition charity, the British Nutrition Foundation, are guided by the belief that Every Little Help can make a big difference. Together, we can deliver affordable, fresh, and healthy food, enabling everyone to enjoy longer, healthier, and more fulfilling lives.



¹ National Diet and Nutrition Survey 2019 to 2023: report - GOV.UK

² <https://www.food.gov.uk/our-work/chapter-1-the-nations-plate-our-diet-and-food-choices-today>

³ The Costs of obesity

⁴ <https://www.bhf.org.uk/-/media/files/for-professionals/research/heart-statistics/bhf-cvd-statistics-uk-factsheet.pdf>

⁵ <https://www.diabetes.org.uk/about-us/about-the-charity/our-strategy/statistics>

⁶ <https://www.trussell.org.uk/news-and-research/publications/report/hunger-in-the-uk-2025>

⁷ https://assets.publishing.service.gov.uk/media/5c45e22340f0b61704aec504/NDNS_UK_Y1-9_report.pdf

⁸ Thomas MK, Lammert LJ & Beverly EA (2021). Food Insecurity and its Impact on Body Weight, Type 2 Diabetes, Cardiovascular Disease, and Mental Health. *Current Cardiovascular Risk Reports* 15(9):15.

⁹ [Levelling Up on Regional Dietary Inequalities: A Data Story | Food Foundation](https://www.bnf.org.uk/about-us/about-the-charity/our-strategy/statistics)

¹⁰ [Inequalities in diets - POST](https://www.bnf.org.uk/about-us/about-the-charity/our-strategy/statistics)

¹¹ Scheelbeek P, Green R, Papier K et al. (2020) Health impacts and environmental footprints of diets that meet the Eatwell Guide recommendations: analyses of multiple UK studies. *BMJ Open* 10(6):e037554

¹² <https://www.nhs.uk/live-well/eat-well/5-a-day/why-5-a-day/>

¹³ Tesco has provided funding to 411 schools since 14th October 2024 for the purchase of fruit and vegetables. This funding has been used to purchase 10,802,275 fruit and vegetable portions. Portions based on an average adult portion of 80g of fruit and veg, calculated as per the British Nutrition Foundation recommendation.

¹⁴ [Tesco Media Insight Platform Experience OnePager FINAL.pdf](https://www.bnf.org.uk/about-us/about-the-charity/our-strategy/statistics)

¹⁵ [SN03336.pdf](https://www.bnf.org.uk/about-us/about-the-charity/our-strategy/statistics)

¹⁶ [cruk.org/lifetimerisk](https://www.bnf.org.uk/about-us/about-the-charity/our-strategy/statistics)