Monitoring Retail Purchase and Price Promotions in Scotland 2019-2022

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Abbreviations

FSS	Food Standards Scotland
HFSS	High in fat, salt or sugar
Kcal	Kilocalories
SIMD	Scottish Index of Multiple Deprivation
TPR	Temporary Price Reduction

Glossary

Term	Definition
Take home (retail) food and drink purchase	All food and drink purchased for use within the home, i.e. all grocery shopping. This definition excludes takeaway (including home-delivered takeaway food) and any foods that were purchased for immediate consumption outside the home such as a sandwich purchased at a supermarket, or a meal ordered within a restaurant.
Nutritional volume	Estimation of the quantity of nutrients purchased, usually kilograms or litres. For some categories (loose products like cakes, pastries, morning goods and eggs) where pack weights are not available, volume is expressed as number of servings or packs. For the purpose of this report, nutritional volume is simply referred to as volume in the narrative.
Total sugars	Includes sugars naturally present in foods such as fruit, vegetables and cereals, in addition to lactose found in milk products, and any added sugars.
Promotions	It is important to note that data on promotions relates only to price promotions, and does not include data on other forms of promotion such as product placement or advertising.

Price promotion types

Temporary Price Reduction (TPR)	A temporary reduction in the cost of a product, e.g. 10% off.
Y for £X	An offer of buying a set number of products for a set price, e.g. 2 for £2.
Mulitbuy	Includes buy one get one free (BOGOF) and 3 for 2 offers.
Other promotions	Includes extra free deals, meal deals (such as dine-in), free gifts and samples.
Scottish Index of Multiple Deprivation (SIMD)	SIMD is a tool for identifying the places in Scotland where people are experiencing disadvantage across different aspects of their lives. SIMD gives a ranking for each small area, or data zone, which shows how deprived that area is compared to other areas. SIMD 5 = least deprived quintile SIMD 1 = most deprived quintile
Discretionary food and drink	Items of food and drink which are high in calories and/or fats, sugar or salt, low in nutritional value, and which aren't required for our health.
Additional foods	These are the additional categories which are included alongside discretionary food categories, in promotions regulations in England. They were considered within the Scottish Government consultation on restricting promotion of food and drink high in fat, salt or sugar. Categories within this definition are: pizza, breakfast cereals, ready meals, yoghurts and, fromage frais, roast and processed potatoes.
Online shopping occasion	An online retail shop delivered to home or collected.
Trip	A 'trip' includes in-store retail purchasing occasions and online shopping occasions.
Per person	Previously referred to as per capita in earlier reports.

Out of home (OOH)	Any food or drink purchased for consumption away from home, including food 'on the go' and meal deliveries and takeaways.

About this report

Food Standards Scotland (FSS) monitors food and drink purchased into the home from retail as part of its ongoing dietary surveillance programme. The FSS Public Health Nutrition Strategy provides further details of the dietary surveillance programme. This report contributes to FSS dietary monitoring programme and describes key findings relating to retail food and drink purchased into the home, in Scotland, between 2019 and 2022 including insights into price promotions, purchase by Scottish Index of Multiple Deprivation (SIMD) and online grocery delivery.

The data presented within this report was commissioned by FSS and provided by Kantar Worldpanel. Analyses and reporting of data was carried out by FSS.

The data presented relates to the retail environment and refers to take home purchases. It does not necessarily equate to consumption as factors such as waste and cooking losses are not accounted for. This also excludes takeaway (including home-delivered takeaway food) and any foods and drinks that were purchased for immediate consumption outside of the home, such as sandwiches or 'on the go' meal deals purchased from a supermarket, or food ordered within a restaurant or café. Evidence suggests spend out of home is increasing and provides around 25% of our total calories. Information on out of home purchasing can be found on the FSS website.

Kantar Worldpanel collects data on purchases into the home in Scotland for all food and drink from a large Great Britain household consumer panel of around 30,000 panellists on an ongoing basis. In 2022, there were 2,321 households within Scotland. The sample is chosen to reflect the Scottish population in terms of social group, size and type of household. Data collected from the sample is weighted to represent all take home purchasing in Scotland. Data used within this analysis was collected for the period 52 week ending to December 2019, 2020, 2021 and 2022. Panellists record all food and drink brought into the home from retail shops and supermarkets. Recording of food and drink purchases is continuous, enabling real changes in behaviour to be tracked over time.

Executive summary

Overview

Between 2019 and 2022, the total volume of food and drink purchased from retail in Scotland increased by 0.4%. The total volume purchased peaked in 2020 and has since returned to levels observed prior to the COVID-19 pandemic in 2019. 8.0% of total food and drink was purchased from online retailers in 2022.

The average annual purchase of calories, total fat, and saturated fat, per person, per day all increased between the years 2019 and 2022. However, average annual purchase of all key nutrients was highest in 2021, with a decrease being seen in 2022.

Since 2019, total spend on food and drink has increased by 13.4% (£1.2 billion), with the highest spend being reported in 2022 (£10.5 billion). This increase in annual spend was not reflected in the volume of total food and drink purchased, which was similar to that of 2019. Further to this, the average total spend on food and drink per household, per week was £79.25 in 2022, compared to £71.38 in 2019.

Retail food and drink price promotions, by promotion type

The percentage of total volume of food and drink purchased on a price promotion in Scotland has gradually declined over time, from 26.7% in 2019 to 20.0% in 2022. Similarly, the total volume of food and drink purchased online on price promotion has also decreased, from 32.9% in 2019, to 25.8% in 2022. In line with the reduction in volume, there has been a decrease in percentage of calories purchased on price promotion, from 30.0% in 2019 to 21.9% in 2022.

On average, it was found to be more expensive to purchase food and drink on promotion. The average spend on price promotion was greater (£2.19 per kilogram) than average spend off promotion (£1.67 per kg) in 2022, which reflects findings from previous years. Temporary Price Reductions (TPRs) have continued to be the promotion type on which the highest volume of food and drink is purchased (14.4%).

Purchase of food and drink on price promotion was similar across all SIMD groups, with little difference by promotion type or volume. Those in SIMD 5 purchased slightly more on price promotion than those in SIMD 1 (21.0% vs 19.1% of total food and drink volume). TPRs were the most used promotion type across all SIMD groups.

Price promotions, food and drink categories

In 2022, yogurts and fromage frais was the individual category with the highest purchase on price promotion by volume (35.2%). As a combined category, 28.3% of discretionary foods were purchased on a price promotion.

Conclusion

This report provides an overview of retail food and drink purchasing in Scotland, between 2019 and 2022. The data showed that whilst the total volume of food and drink purchased has returned to pre-pandemic levels, spend has increased, likely reflecting the increase in food costs since 2021. The average annual purchase of calories, fat and saturated fat increased between 2019 and 2022, reinforcing the need to address diet in Scotland to enable longer, healthier lives. Purchasing products on promotion has continued to be more expensive, with the volume of food and drink purchased on promotion declining between 2019 and 2022. As per previous findings, promotions appear to be skewed towards discretionary products and less healthy food and drink categories. This adds to existing evidence to support action on the restriction of promoting foods and drinks high in salt, fat or sugar.

This reports forms part of the ongoing FSS dietary surveillance programme and can be used alongside dietary intake data to provide a clearer overview of the Scottish diet. The evidence can be used to monitor changes to the retail food environment and encourage the provision and promotion of healthier foods.

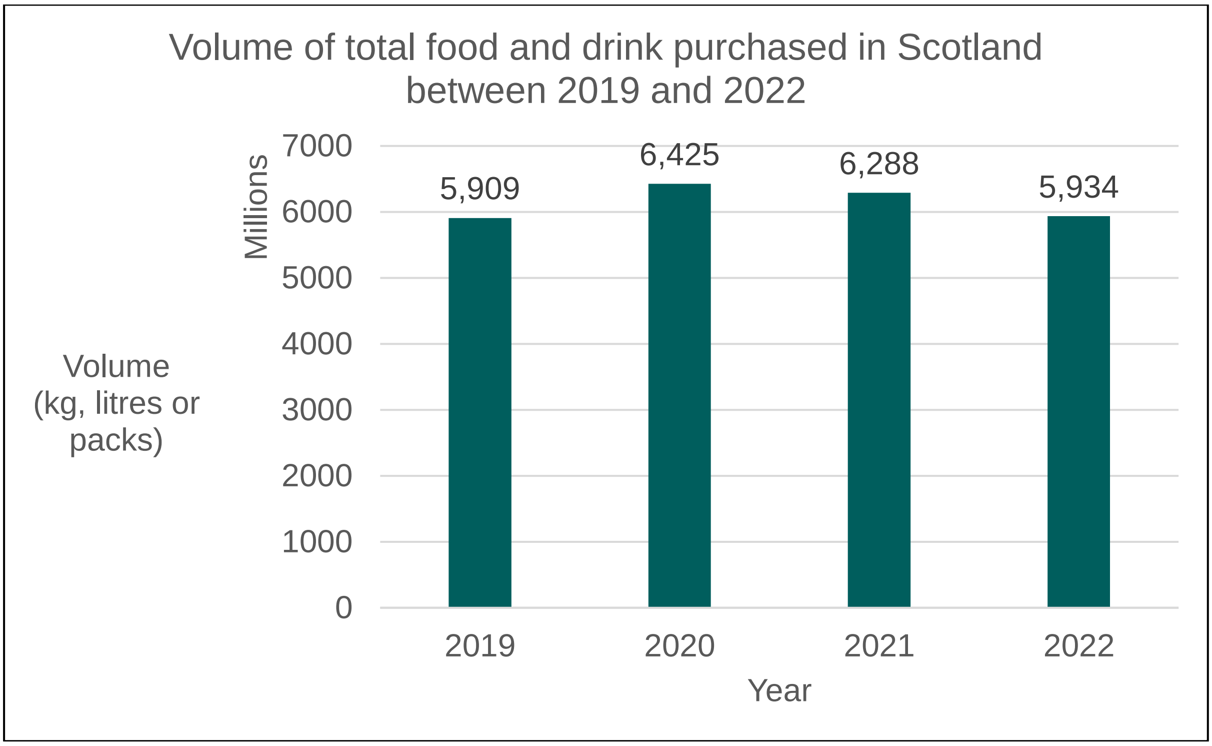
Overview of the retail food and drink landscape in Scotland in 2022

Total volume purchase of retail food and drink 2022

Chart 1 below shows the volume of total food and drink purchased from retail between 2019 and 2022. The data presented is based on volumes purchased for the total population in Scotland. Therefore, as the population in Scotland has decreased over time (around -0.5% since 2019 based on population estimate for 2019 and the Scotland census population figures for 2022), a parallel decrease in purchase would be expected if levels of purchasing had remained the same since 2019.

Overall, since 2019 there was a small increase of 0.4% in the total volume of food and drink purchased in Scotland. As with previous monitoring on retail purchasing and price promotions from FSS, the data shows that a larger volume of food and drink was purchased between 2020 and 2021, during the COVID-19 pandemic. This increase in household purchasing during this time generally reflects a reduction in food and drink purchased and consumed OOH, and does not necessarily mean more food and drink was purchased overall. Additionally, the advice to stay at home and the closure of schools and many workplaces during this time will have contributed to changes in purchasing patterns moving from OOH to retail purchases into the home.The volume of total food and drink purchased in 2022 is now similar to pre-pandemic levels observed in 2019, with a 5.6% decrease in volumes purchased between 2021 and 2022.

Chart 1. Volume of total food and drink purchased in Scotland (2019 - 2022).



Total volume purchase of retail food and drink online 2022

In Scotland, the volume of total food and drink purchased online into the home between 2019 and 2022 ranged from 4.8% in 2019 to 8.0% in 2022, with volumes purchased online increasing by 66.4% over this time period. However, the highest level of online purchasing was observed in 2021 (9.0% volume).

Chart 2 below shows the percentage of total food and drink purchased into the home from online retailers between 2019 and 2022.

Chart 2. Volume of total food and drink purchased online in Scotland between 2019 and 2022.

Average annual retail purchase of nutrients per person, per day 2019-2022

Table 1 below presents the average annual purchase of key nutrients purchased into the home from retail, per person, per day, in Scotland between 2019 and 2022, in addition to the percentage change. Although data expressed per person can help account for any changes in population numbers, it is important to note that this data does not take into account household size or composition.

Between 2019 and 2022 purchase of calories, total fat, saturated fat, salt and sodium have increased between 2019 and 2022. Although there has also been an increase in fibre purchased per person, per day over this time period from 18.7g in 2019 to 19.1g in 2022 (2.3% change), average purchase remains far below the Scottish Dietary Goal of 30g per day. In addition, calories purchased per person, per day have been above 2,000kcals (the average daily recommended intake of calories for adult females to maintain a healthy weight) each year since 2019. This data does not account for food that is wasted, nor does it include any calories purchased outside the home, for example from restaurants, cafes, take-aways or food on-the-go. Previous evidence estimates that food consumed from the out of home sector accounts for around 25% of dietary intake of calories.

Reductions in calories and all key nutrients were seen between 2021 and 2022, most likely due to a reduction in retail take home purchase of total food and drink and an increase in purchase out of home. However, there has been little change over the longer term (2019-2022) with small increases seen in the purchase of calories, total fat, saturated fat and fibre. Small decreases were also seen in total sugars, salt and sodium.

Table 1. Average annual retail purchase of energy, total sugars, total fat, saturated fat, fibre and salt, per person, per day in Scotland (2019-2022)

This data includes what is purchased for household consumption and takes into account the increasing population, but does not include any population weighting for example, by age group or gender. For reference, the recommendation for average daily calorie intake to maintain a healthy weight for females is 2,000kcal.

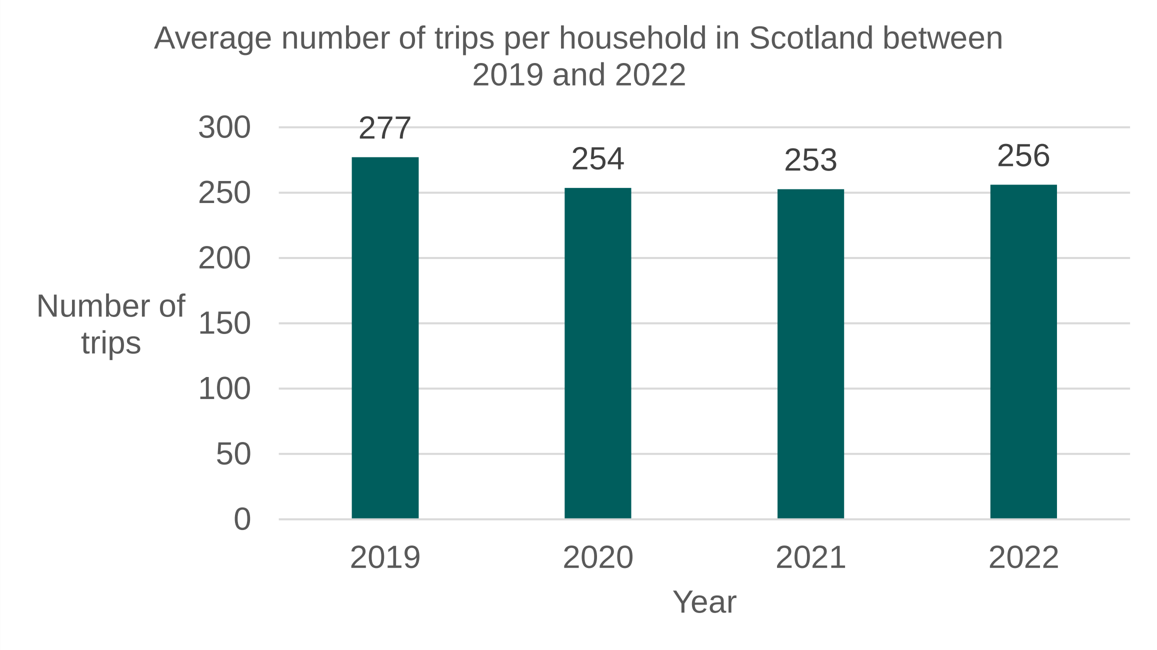
Per person, per day	2019	2021	2022	% change (2021-2022)	%change (2019-2022)
Energy (kcal)	2,209	2,354	2,232	-5.2	1.0
Total sugars (g)	118	122	116	-5.0	-1.5
Total fat (g)	89	96	91	-5.2	1.6
Saturated fat (g)	35	37	35	-5.5	0.9
Fibre (g)	18.7	19.9	19.1	-4.2	2.3
Salt (g) including table salt*	7.0	7.8	7.0	-10.9	-1.5
Sodium (mg) including table salt	2.8	3.1	2.8	-10.9	-1.5

*Note: table salt can be used for purposes other than consumption, for example adding salt to icy paths, wine stains or dying clothes.

Trips per household 2022

Chart 3 below shows the total number of trips at a household level between 2019 and 2022. In 2022, an average of 256 trips per household were made to purchase food and drink from the retail environment in Scotland, including online shopping occasions. This was an increase compared to 2021 (1.3%) when the average number of trips was 253. However, there has been an overall decrease of 7.6% in average trips per household between 2019 (277 trips) and 2022 (256 trips).

Chart 3. Average number of annual retail food and drink trips, per household, in Scotland (2019-2022).



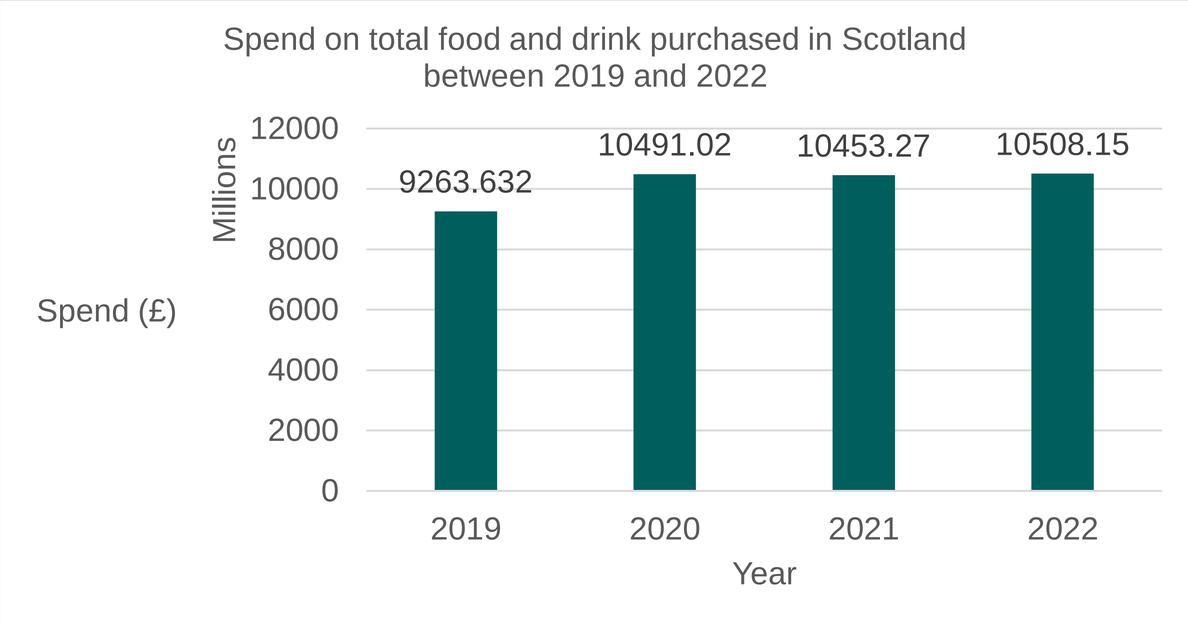
Total annual spend on retail food and drink

Chart 4 below shows the annual spend on food and drink purchased from retail in Scotland from 2019 to 2022. In 2022, total spend on retail food and drink purchased into the home in Scotland was £10.5 billion, compared to £10.4 billion in 2021 and £9.3 billion in 2019. Overall since 2019, spend has increased by £1.2 billion, representing an overall increase of 13.4%.

When compared to the *volume* of total food and drink purchased from retail (Chart 1), volume increased in 2020, followed by a decrease in 2021 and a further decrease in 2022. However, the volume of total food and drink purchase in 2022 was still slightly higher (although very similar), to the volume reported in 2019, even though spend on total food and drink increased in 2020 and has remained fairly stable throughout 2021 and 2022. Large parts of the out of home sector were closed during 2020 due to the COVID-19 pandemic, which changed the way food and drink purchases were made. However, this trend in lower volumes of food and drink being purchased with an increase in annual spend is in keeping with reported food price increases and rising inflation rates observed since 2021.

In 2022, the average spend on food and drink per household (based on household and dwellings data in Scotland 2022), per week in Scotland was £79.25, compared to £79.49 in 2021 and £71.38 in 2019. This represents an overall increase of 11.0% from 2019, despite total volumes of food and drink being similar in 2022 and 2019.

Chart 4. Spend on total food and drink purchased in Scotland (2019-2022)



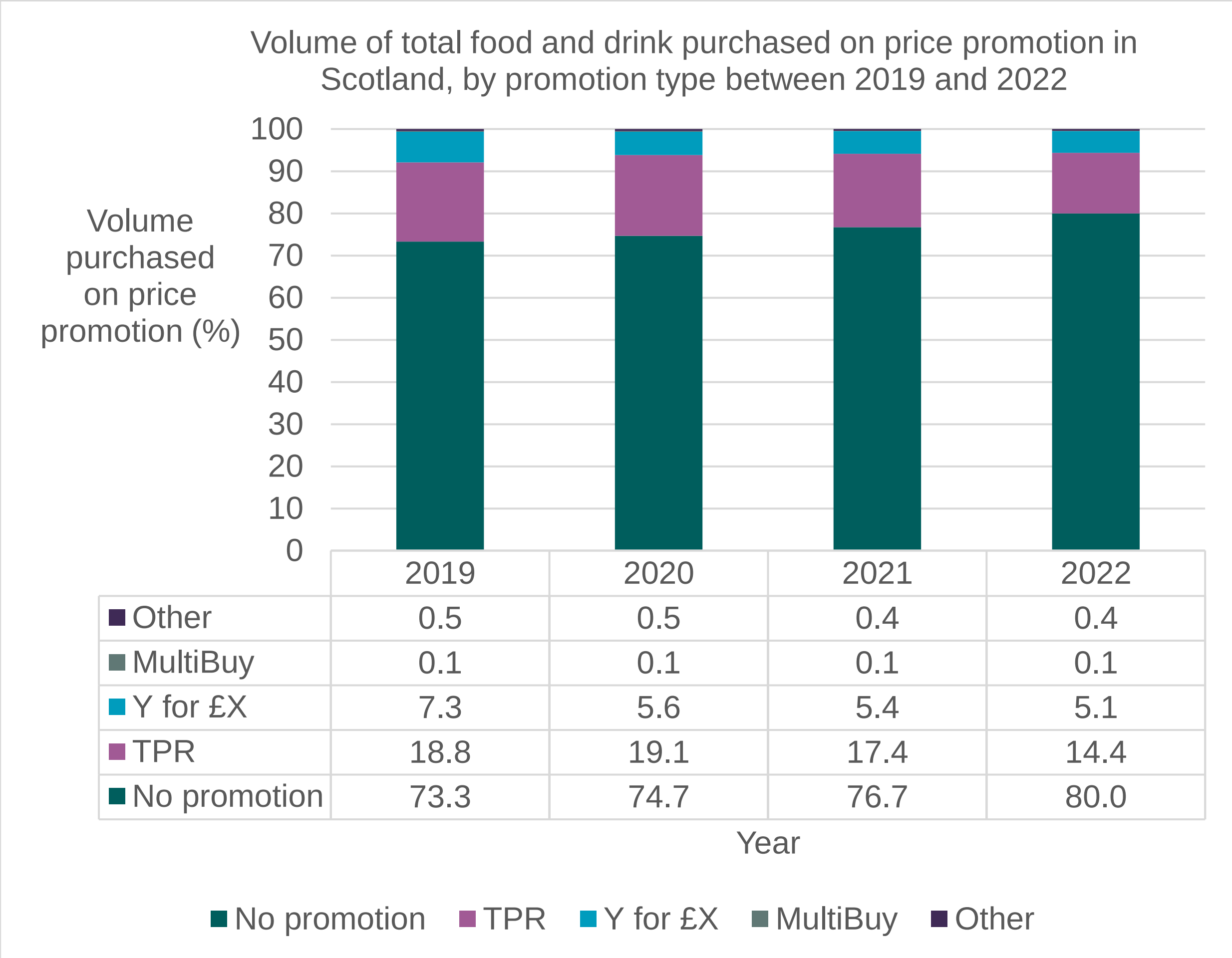
Retail food and drink price promotions, by promotion type

This report compares the volume of food and drink purchases made on a price promotion each year, as a proportion of total food and drink purchase. However, this doesn't take into consideration the overall availability of promotions each year. The data presented may be able to show whether there has been an increase or decrease in the purchase of food and drink made on a price promotion, but not whether there has been an overall increase or decrease in the availability of promotions in each year. It is important to note that data on promotions relates only to price promotions, and does not include data on other forms of promotion such as product placement or advertising. Additionally, we are not able to infer from the data whether changes in purchase on promotion would result in any changes in calorie purchase.

Total purchase on price promotion 2019-2022

In 2022, 20.0% of total food and drink was purchased on price promotion, compared with 23.3% in 2021, representing a 19% decrease. Chart 5 below represents the volume of total take home food and drink purchased on price promotion in Scotland, by promotion type from 2019 to 2022. This demonstrates a downward trend in the volume of food and drink purchased on promotion since 2019. In 2019, 26.7% of total food and drink was purchased on promotion, compared to 20.0% in 2022. Temporary Price Reductions (TPR) have continued to account for the highest volume of food and drink purchased on a price promotion in 2022 (14.4%) followed by Y for £X (5.1%).

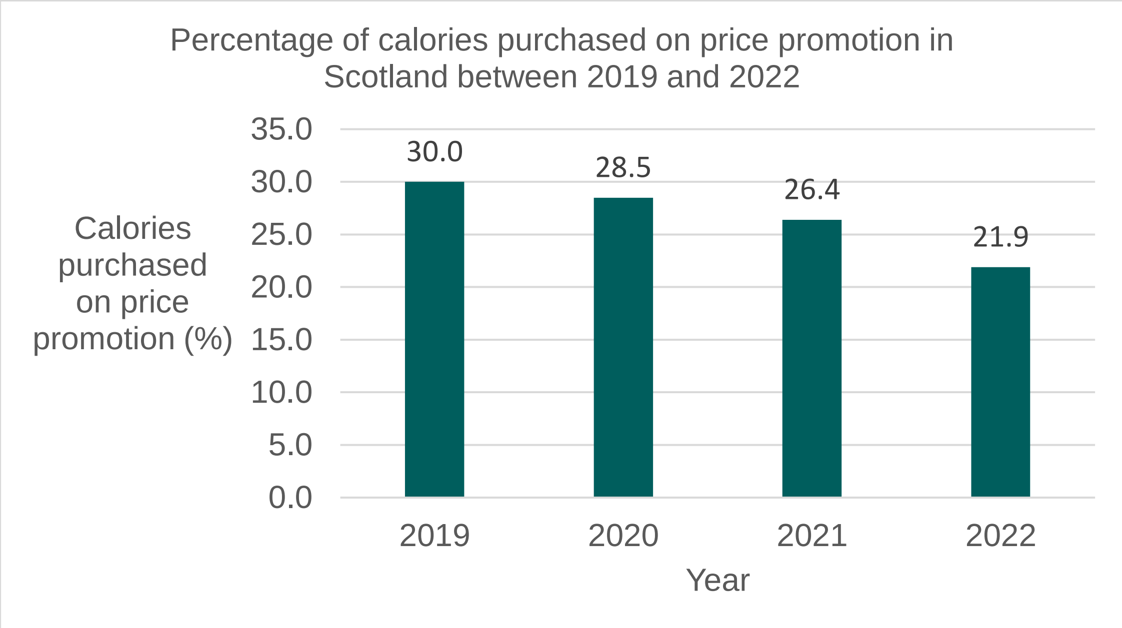
Chart 5. Volume of total food and drink purchased on price promotion in Scotland, by promotion type (2019-2022)



	2019	2020	2021	2022
Other	0.5	0.5	0.4	0.4
MultiBuy	0.1	0.1	0.1	0.1
Y for £X	7.3	5.6	5.4	5.1
TPR	18.8	19.1	17.4	14.4
No promotion	73.3	74.7	76.7	80.0

In line with the change in volume purchased on price promotion, Chart 6 below shows that between 2019 and 2022 there has been an overall decrease in the percentage of calories purchased on price promotion from retail in Scotland. In 2019, 30.0% of calories were purchased on a price promotion, compared to 21.9% in 2022 representing a decrease of 26.4% over this time period. Potentially indicating a shift away from promotion of more calorie dense foods.

Chart 6. Percentage of calories purchased on price promotion in Scotland (2019 – 2022).



Total spend on promotion vs. non promotion 2022

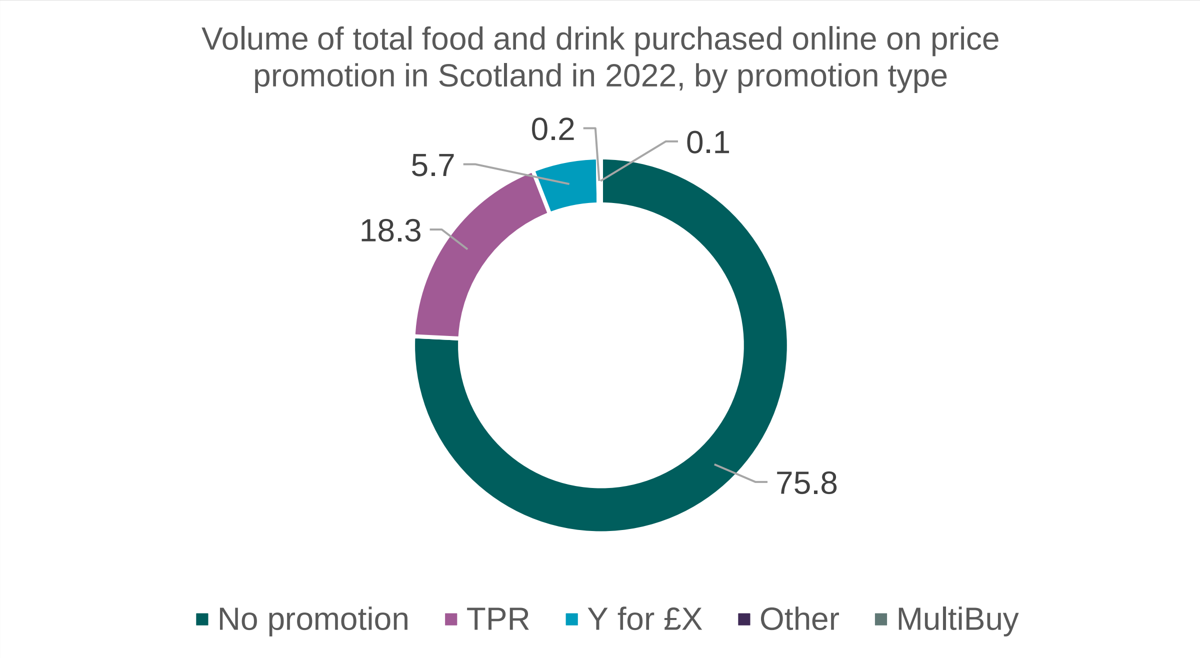
Spend per kilogram was calculated by dividing the total spend on food and drink by the total volume. This was calculated for both spend on a price promotion and without. Chart 7 below shows that for total food and drink, the average spend on price promotion was greater (£2.19 per kilogram) than the average spend off promotion (£1.67 per kg) in 2022. This suggests that, on average, it was more expensive to purchase food and drink on a price promotion, compared to those without a promotion, with the gap widening in 2022, compared to 2019. Although certain categories on price promotion may be driving this, such as alcohol, which tends to be heavier and more expensive. This may be explained by factors such as the mix of products which are promoted. For example, the cheapest value items within a category may be less promoted than branded, luxury or new product. Also, those experiencing food insecurity or food poverty may not purchase branded promotional products at all as supermarket own brands tend to be cheaper. This aligns with previous FSS publications, which also found that branded products were purchased more on price promotion than private label products. However, a limitation of calculation spend per kilogram is that it may not be a fair comparison for product servings vs kilograms.

Chart 7. Spend per kilogram of total food and drink purchased on price promotion vs not on price promotion in Scotland between 2019 and 2022.

Total purchase online, on price promotion, split by promotion type 2022

Chart 8 shows the volume of online food and drink purchased in Scotland on price promotion, split by promotion type in 2022. In 2022, 25.8% of all food and drink purchased online was done so on price promotion. As with overall purchasing patterns (Chart 5), the most common price promotion type for online purchase is TPR (18.3% in 2022).There has been a gradual decline in the volume of food and drink purchased on promotion online each year, from 32.9% in 2019, to 25.8% in 2022, a reduction of 7.1 percentage points.

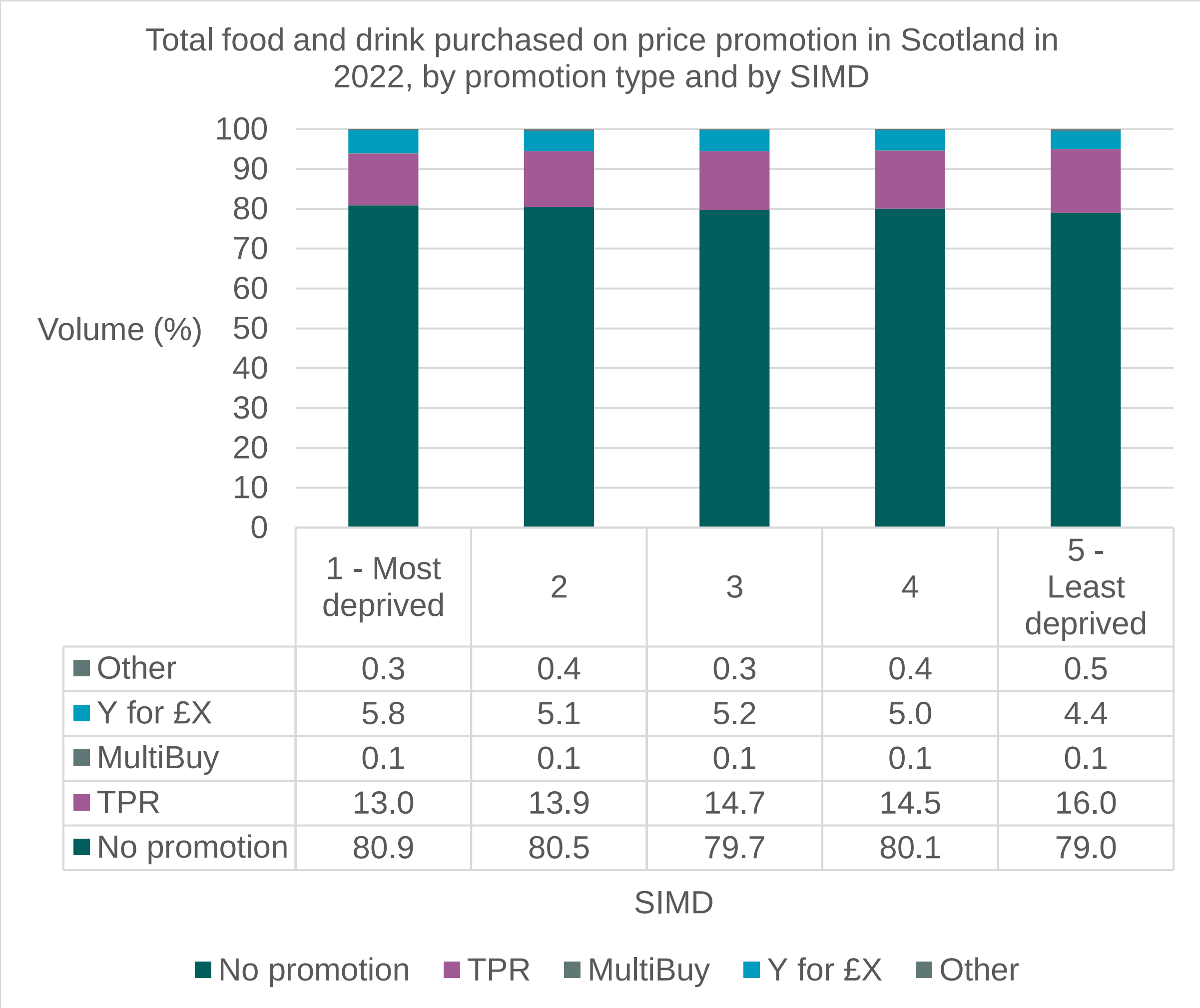
Chart 8. Volume of total food and drink purchased online on price promotion in Scotland, split by promotion type (2022).



Total purchase on price promotion, by SIMD, split by promotion type, 2022

Chart 9 below shows there was little difference in the total volume of total food and drink purchased on price promotion by SIMD groups in 2022 with less than 25% purchased on price promotion for all SIMD groups. Overall, SIMD 5 purchased slightly more on price promotion that those in SIMD 1 (21.0% vs 19.1%). In addition, the split by promotion type was similar amongst all SIMD groups, with TPR accounting for the majority of purchasing on price promotion. Y for £X style promotions were the next highest promotion type across all SIMD groups, with SIMD 1 purchasing the most using a Y for £X promotion in 2022 (5.8%), which compared to 4.4% by SIMD 5. This demonstrates that those living across all SIMD groups purchased food and drink on promotions to a similar extent and therefore any promotional restrictions are not likely to impact one SIMD group more than the other.

Chart 9. Total food and drink purchased on price promotion in Scotland, by promotion type and by SIMD (2022)



	1 - Most deprived	2	3	4	5 - Least deprived
Other	0.3	0.4	0.3	0.4	0.5
Y for £X	5.8	5.1	5.2	5.0	4.4
MultiBuy	0.1	0.1	0.1	0.1	0.1
TPR	13.0	13.9	14.7	14.5	16.0
No promotion	80.9	80.5	79.7	80.1	79.0

In line with trends for total Scotland, the proportion of food and drink purchased from retail on price promotion has decreased between 2019 and 2022 within all SIMD groups, illustrated in Table 2 below. The decline in purchase on price promotion from 2019 to 2022 was found across all SIMD groups, ranging from -21.1% (SIMD 5) to -27.9% (SIMD 4).

Table 2. Percentage change in volume of total food and drink purchased on price promotion, by SIMD in Scotland 2019 vs 2022.

SIMD	Percentage change 2019 vs 2022 (%)
1 – most deprived	-25.4%
2	-25.0%
3	-25.6%
4	-27.9%
5 – least deprived	-21.1%

Price promotions, food and drink categories

Total purchase on price promotion 2022, individual and combined categories

Charts 10-12 below present data on a selection of food and drink categories purchased on price promotion in Scotland in 2022. This includes categories considered within the Scottish Government policy proposals to restrict promotions of foods and drinks high in fat, salt or sugar. These are discretionary and additional categories contributing substantially to intakes of calories fats and free sugars.

Discretionary categories – 28.3% of these categories were purchased on price promotion in 2022:

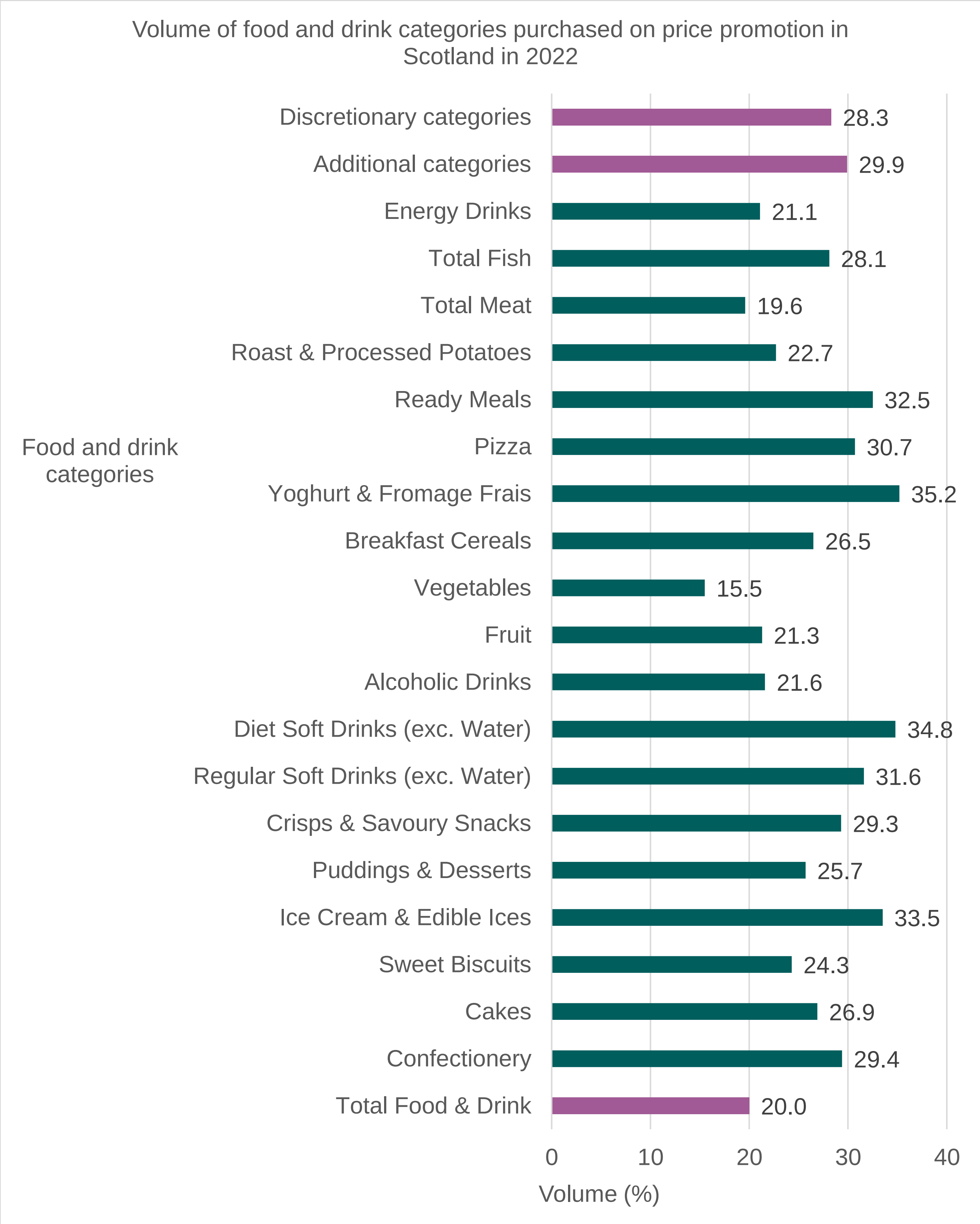
- Confectionery
- Cakes
- Sweet biscuits
- Ice cream and edible ices
- Puddings and desserts
- Crisps and savoury snacks
- Regular soft drinks

Additional categories – 29.9% of these categories were purchased on price promotion in 2022:

- Breakfast cereals
- Yoghurt and fromage frais
- Pizza
- Ready meals
- Roast and processed potatoes

Chart 10 shows the proportion of a wide range food and drink categories purchased on price promotion in 2022. Of the individual categories explored, yogurts and fromage frais had the highest purchase on price promotion (35.2%) whereas vegetables and total meat had the lowest (15.5% and 19.6% respectively). Of all the categories considered, vegetables and total meat were below the overall average for food and drink purchased on price promotion (20.0%). The individual categories featured within this report do not represent the total retail food and drink market. However, the discretionary and additional food and drink categories combined represents 37.2% of total food and drink overall, a large contribution to the purchase of total food and drink.

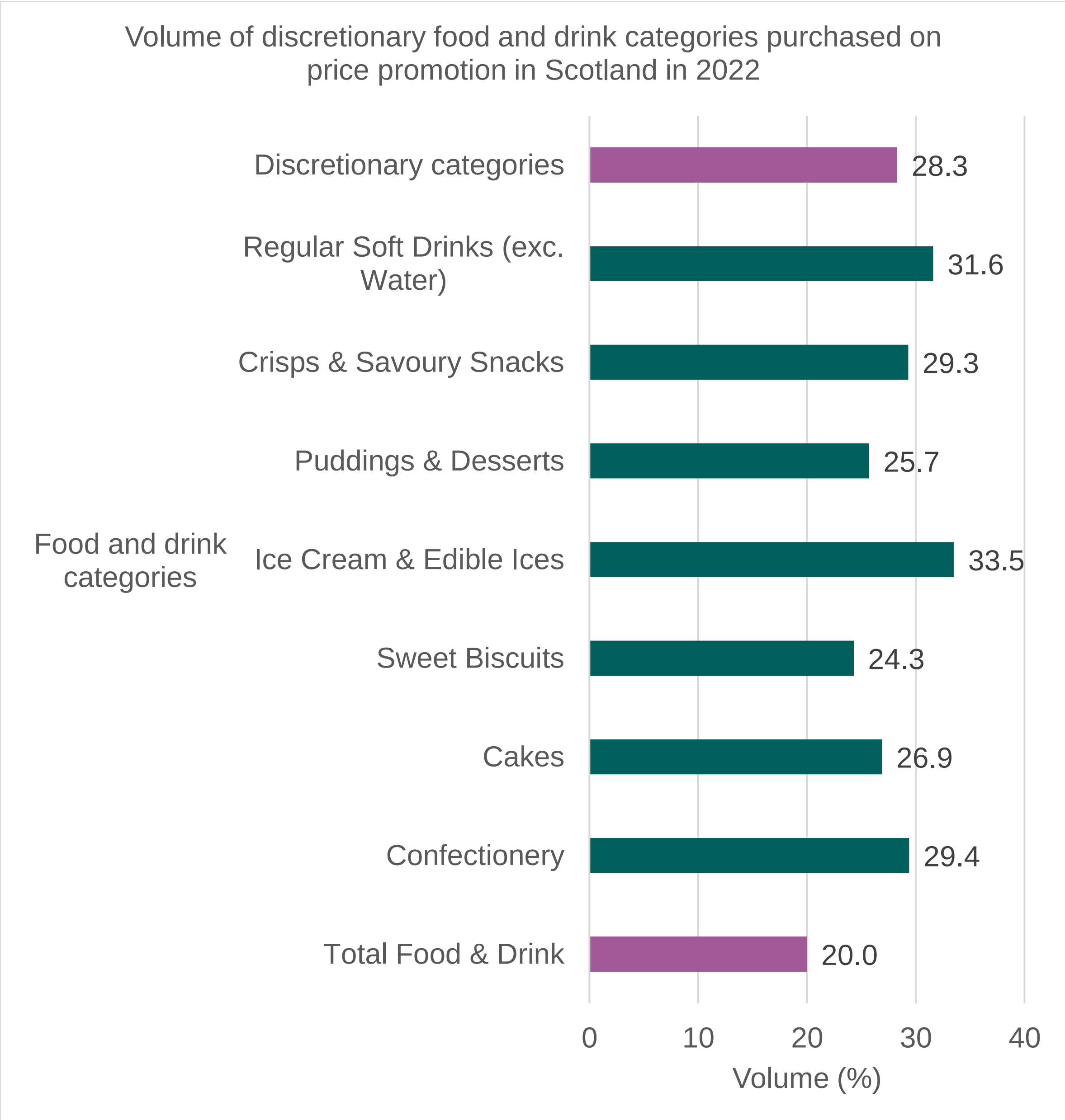
Chart 10. Volume of food and drink categories purchased on price promotion in Scotland in 2022.



Total purchase on price promotion 2022, individual and combined discretionary categories

The percentage volume of discretionary food and drink categories purchased on price promotion in 2022 can be seen in Chart 11. The chart shows that 28.3% of discretionary foods are purchased on a price promotion, a higher percentage compared to total food and drink. Of the discretionary categories, ice cream and edible ices had the highest volume purchased on price promotion (33.5%), and sweet biscuits had the lowest (24.3%). All individual discretionary categories, and therefore all discretionary categories combined, were purchased above the volume of total food and drink purchased on promotion in 2022.

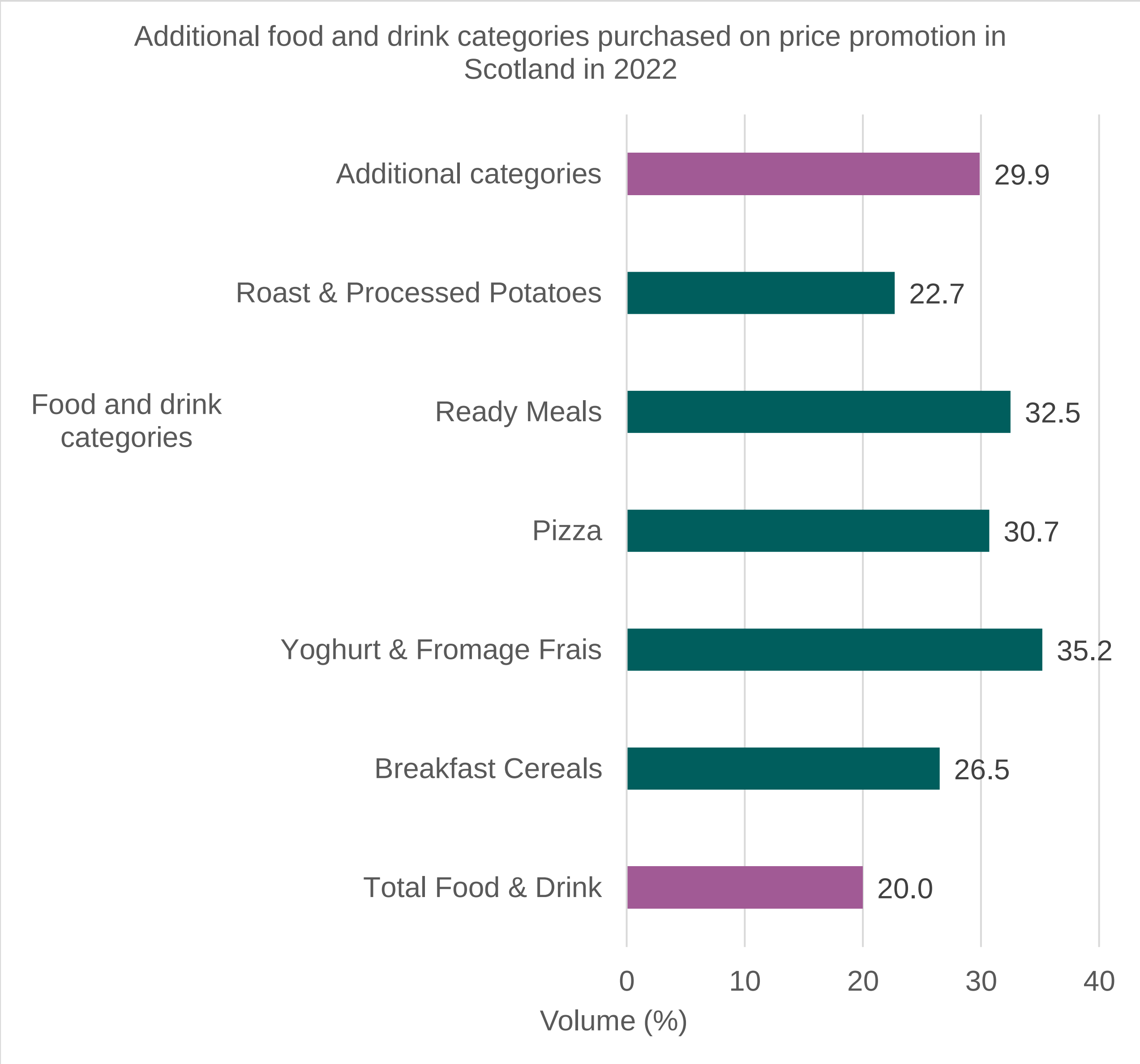
Chart 11. Volume of discretionary food and drink categories purchased on price promotion in Scotland in 2022.



Total purchase on price promotion 2022, individual and combined additional categories

Chart 12 shows the volume of food and drink purchased on price promotion in 2022 from each of the additional categories considered within the Scottish Government policy proposals. In 2022 29.9% of the combined additional categories were purchased on price promotion in Scotland. Similar to discretionary foods, this was greater than the volume of total food and drink purchased on promotion in 2022. Of these additional categories, yogurt and fromage frais had the greatest purchase on price promotion (35.2%) whilst roast and processed potatoes had the lowest (22.7%).

Chart 12. Volume of additional food and drink categories purchased on price promotion in Scotland in 2022



Summary and conclusion

These findings provide an overview of retail purchasing patterns in Scotland in 2022 and comparison with the retail landscape in 2019 prior to the COVID-19 pandemic. The data presented includes up to date evidence on volume, spend, trips, key nutrients and calories, and purchase on promotion.

The data presented within this report highlight that the volume of total food and drink purchased from retailers into the home is returning to levels observed in 2019, prior to the COVID-19 pandemic. This may, in part, be a result of a return to greater purchasing of food purchased out of home as workers have returned to offices and hospitality opened up again. In contrast however, spend on total retail food and drink purchased has increased by £1.2 billion (13.4%) since 2019. Average weekly household spend on total food and drink purchased into the home in Scotland has considerably increased, from £71.38 in 2019 to £79.25 in 2022, indicating an increase in food costs aligned with understanding from other research.

There has been a 66.4% increase in the volume of total food and drink purchased online between 2019 and 2022, although it remains a relatively small percentage of overall spend at 8.0%.

Trends in the average annual purchase of calories and key nutrients per person, per day shows calories, total fat and saturated fat have all increased between 2019 and 2022. The increase in purchase of calories purchased per person, per day also remain above the daily recommended average intake of 2,000 kcals for females to maintain a healthy weight. In addition, although out of home (OOH) purchases are not included within this analysis, the OOH market is Scotland has increased in value over time and the limited information available shows OOH can be higher in calories than foods and drinks purchased from retail. Therefore, overall average calories purchased are likely to be higher than what is presented within this report. Possible reasons for the average increase in purchase of calories, total fat and saturated fat, are unknown, but may include more calorific items being purchased, which may be down to changes in the availability of higher or lower calorie options.

The findings within this report complement our previous reports on the consumption of discretionary foods and drinks and other categories of dietary concern, and findings on dietary intakes within the 2022 Scottish Health Survey. These reports highlight that dietary intakes in Scotland are poor compared to the Scottish Dietary Goals. This report adds to these findings and highlights that many discretionary food and drink categories appear promoted at levels above other healthier categories, which is likely to contribute to their high contribution within the diet and supports policy proposals to restrict promoting such foods.

The annual volume of total food and drink purchased on price promotion in 2022 was 20.0% (25.8% for online purchases), with TPR being the commonest type of price promotion both in-store (14.4%) and online (22.8%). More detailed findings in relation to price promotion shows that the annual percentage of calories purchased on a price promotion has declined since 2019. This may be due to the decline in the volume of total food and drink purchased on a price promotion, rather than the nutritional content of products improving. The overall decline in purchasing on price promotion is seen across all SIMD groups. This may be influenced by regulations already in place in England and Wales in relation to the restriction of promotion of food and drinks high in fat, salt or sugar, and how retailers are approaching price promotions. The data shows the average spend on promotion was greater (£2.19 per kilogram) than the average spend off promotion (Chart 7) in 2022 indicating it costs more to consumers to buy on promotion, which aligns with previous FSS retail monitoring reports.

There has been a gradual decline in the purchase of total food and drink on price promotion since 2019. When looking at individual categories, 28.3% of discretionary categories and 29.9% of additional categories targeted within Scottish Government policy proposals to restrict the promotion of food and drinks high in fat, salt or sugar were purchased on price promotion in 2022. These categories combined represent 37.2% of total food and drink purchased. Among discretionary foods and drinks, ice cream and edible ices and regular soft drinks were purchased on price promotions at the highest levels (33.5% and 31.6% respectively). Within the additional categories of dietary concern, yoghurt and fromage frais and ready meals were purchased on price promotion at the highest levels (35.2% and 32.5% respectively). However, the data presented doesn't take into consideration the overall availability of price promotions each year and therefore cannot draw firm conclusions about whether a decrease in price promotions is due to behaviour change or a change in the overall availability of price promotions.

This report complements and adds to existing evidence to support action on restricting promotion of foods and drinks high in salt, fat or sugar. We will continue to monitor food and drink retail purchases and assess changes over time. Data within this report will also be used alongside our evidence on consumer dietary intakes and purchasing patterns from other sources, to help understand priorities for improving the diet within Scotland.