



Public Health
England

Protecting and improving the nation's health

Salt targets 2017: Progress report

Appendix 5: detailed assessment of progress for each sub-category of the salt reduction programme (retailers and manufacturers)

December 2018

About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. We do this through world-leading science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. We are an executive agency of the Department of Health and Social Care, and a distinct delivery organisation with operational autonomy. We provide government, local government, the NHS, Parliament, industry and the public with evidence-based professional, scientific and delivery expertise and support.

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Published: December 2018
PHE publications
gateway number: 2018701

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Detailed assessment of progress for each of the 2017 salt target sub-categories

This appendix presents, for the in-home sector (retailer own label and manufacturer branded products), detailed results on progress towards meeting the 2017 salt targets set for all sectors. For more information on the sub-categories and the 2017 salt targets see [Table 1, Appendix 1](#). Data presented includes the average sodium content of foods (mg/100g) and the proportion of products at or below the maximum targets.

The analysis in this section is based on products with real nutrition information in the retail and manufacturing sector taken from the Kantar Worldpanel dataset. Data presented covers the 52 weeks ending 10 September 2017. For more information on the data sources see [Appendix 2](#).

Types of target

There are 3 different types of salt reduction targets within the 2017 salt targets set for all sectors:

- a simple average of sodium values (mg/100g) across all products in the sub-category: **average p (processing average)**
- a sales weighted average of sodium values (mg/100g) across all products in the sub-category: **average r (range average)**
- a maximum sodium value (mg/100g) that no product in the sub-category should be exceeding: **maximum**

Average targets were considered to have been met if the average sodium content of foods was **below or within 5%** of the target. Achievement against maximum targets was assessed by calculating the proportion of products with sodium content **at or below** the maximum target.

Owing to the different types of targets set, a range of statistical tables highlighting progress towards meeting the 2017 salt targets are provided for each of the sub-categories included in the analysis. For more information on metrics and methodology see [Appendix 2](#).

Achievement of salt reduction targets by manufacturers and retailers

The 2017 salt targets set for all sectors include 76 sub-categories of foods. Analysis was conducted where there was sufficient data available. Results are not presented for the following eight sub-categories which contained data for less than 40 products:

- 1.7.2 Fresh chilled frankfurter
- 4.3 Mozzarella
- 5.2 Lightly salted butter
- 13.1 Sandwiches with high salt fillings
- 13.2 Sandwiches without high salt fillings
- 20.1 Dessert mixes (as consumed)
- 25.3 Meat-free bacon
- 26.1 Dehydrated instant mash potato (as consumed)

Nutrition information and volume sales of some bakery items such as bread, morning goods, cakes, biscuits and puddings in the Kantar Worldpanel dataset are generally presented in terms of servings, and not per 100g of product, and information on serving size is not routinely available. For these sub-categories, it is not possible to calculate the proportion of volume sales of all products included in the analysis due to the combination of per 100g and per serving data. For more information on metrics and methodology see [Appendix 2](#).

Sub-categories with an average p target

There are 7 sub-categories with an average p target; results are presented for the 5 sub-categories with sufficient data available for analysis.

Table 1: Number of products, average sodium content and ranges of sodium content for [sub-category] (manufacturers and retailers combined)

This table provides the number and proportion of products and proportion of volume sales included in the analysis, the average p 2017 salt target (mg sodium/100g) and the average sodium content of foods, for manufacturers and retailers combined. Ranges of sodium content across products in the sub-category and for the top 10 products by volume sales are also shown.

* Means there was insufficient data available for analysis.

Table 2: Average sodium content for [sub-category] (manufacturers and retailers separately)

This table provides the average sodium content for products in the sub-category for manufacturers and retailers separately. The market share distribution across manufacturers and retailers based on percentage volume sales is also shown.


 Cells which are highlighted show where the average sodium content is meeting (below or within 5% of) the 2017 salt target.

Figure 1

Figure 1 shows the distribution of the sodium content for each sub-category. The 2017 salt target is also shown.

Sub-categories with both an average r and a maximum target

There are 50 sub-categories with both an average r and a maximum target; results are presented for the 47 sub-categories with sufficient data available for analysis.

Table 1: Number of products, average sodium content, proportion of products at/below maximum target and ranges of sodium content for [sub-category] (manufacturers and retailers combined)

This table provides the number and proportion of products and proportion of volume sales included in the analysis, the average r and maximum 2017 salt targets (mg sodium/100g), the average sodium content of foods and the proportion of products at or below the maximum target for manufacturers and retailers combined. Ranges of sodium content across products in the sub-category and for the top 10 products by volume sales are also shown.

* Means there was insufficient data available for analysis.

Table 2: Average sodium content and proportion of products at/below maximum target for [sub-category] (manufacturers and retailers separately)

This table provides the average sodium content and the proportion of products and volume sales for products at or below the maximum target for the sub-category, for manufacturers and retailers separately. The market share distribution across manufacturers and retailers based on percentage volume sales is also shown.


 Cells which are highlighted show where the average sodium content is meeting (below or within 5% of) the 2017 salt target.

Figure 1

Figure 1 shows the distribution of the sodium content for each sub-category. The 2017 salt targets are also shown.

Sub-categories with a maximum target only

There are 19 sub-categories with a maximum target only; results are presented for the 16 sub-categories with sufficient data available for analysis.

Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for [sub-category] (manufacturers and retailers combined)

This table provides the number and proportion of products and proportion of volume sales included in the analysis, the maximum 2017 salt target (mg sodium/100g) and the proportion of products at or below the maximum target for manufacturers and retailers combined. Ranges of sodium content across products in the sub-category and for the top 10 products by volume sales are also shown.

* Means there was insufficient data available for analysis.

Table 2: Proportion of products at/below maximum target for [sub-category] (manufacturers and retailers separately)

This table provides the proportion of products and volume sales of products at or below the maximum target for the sub-category, for manufacturers and retailers separately. The market share distribution across manufacturers and retailers based on percentage volume sales is also shown.

Figure 1

Figure 1 shows the distribution of the sodium content for each sub-category. The 2017 salt target is also shown.

1. Meat products

1.1 Bacon

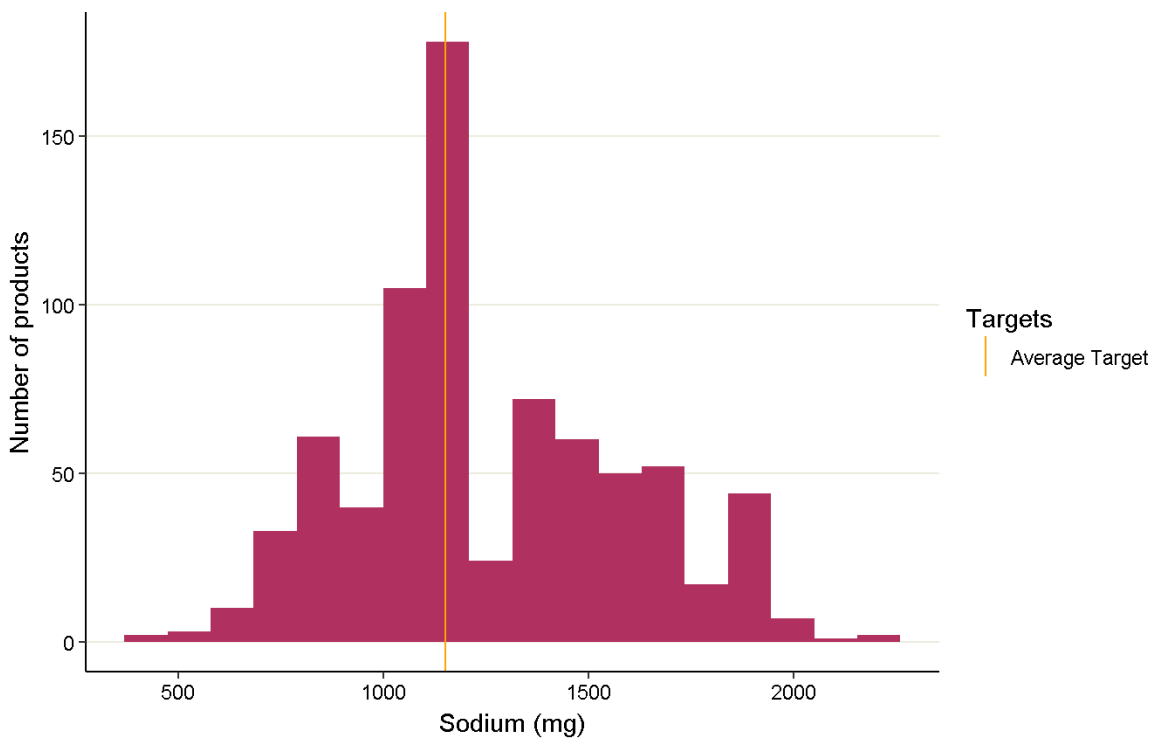
Table 1: Number of products, average sodium content and ranges of sodium content for bacon (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	761
Proportion of all products in the sub-category included in analysis	73%
Proportion of volume sales from products in the sub-category included in analysis	82%
Salt target for 2017 (mg sodium/100g)	1150mg (average p)
Manufacturer and retailer average sodium content (mg/100g)	1255mg
Range of sodium content across products in the sub-category (min-max, mg/100g)	428 - 2200mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	1028 - 1900mg

Table 2: Average sodium content for bacon (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	3%	97%
Average sodium content (mg/100g)	1205mg	1269mg

Figure 1: Distribution of sodium content for bacon



1.2 Ham/other cured meats

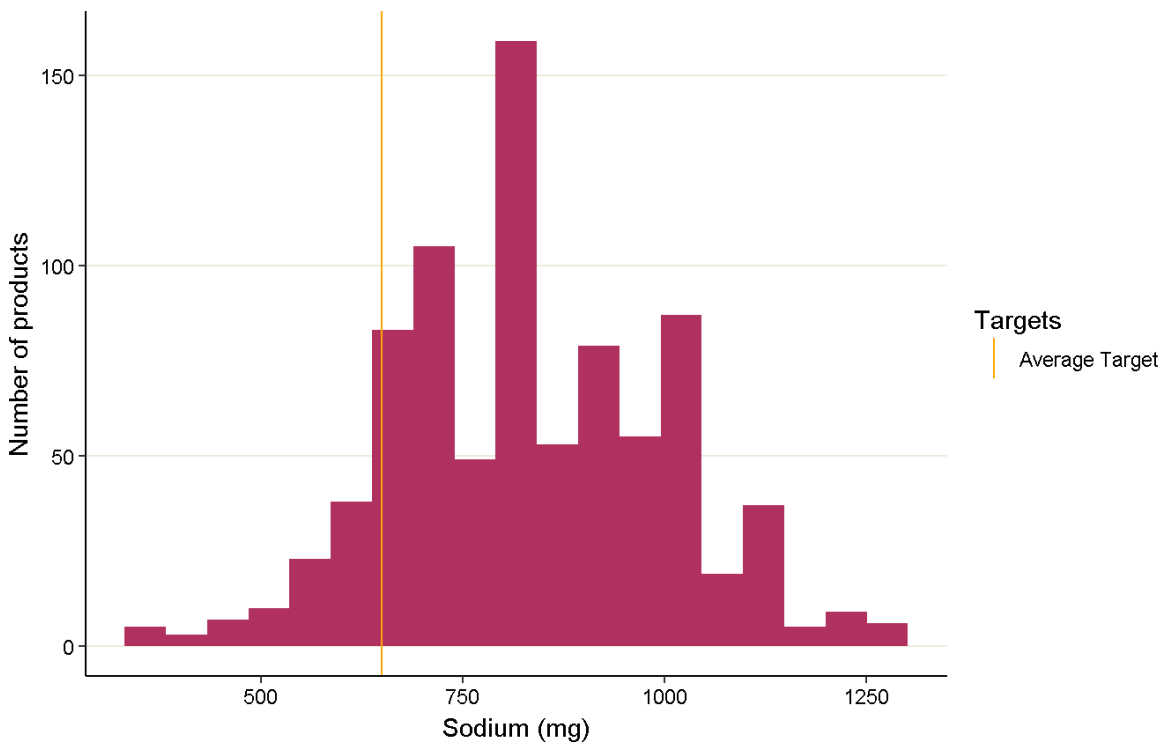
Table 1: Number of products, average sodium content and ranges of sodium content for ham/other cured meats (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	832
Proportion of all products in the sub-category included in analysis	70%
Proportion of volume sales from products in the sub-category included in analysis	81%
Salt target for 2017 (mg sodium/100g)	650mg (average p)
Manufacturer and retailer average sodium content (mg/100g)	827mg
Range of sodium content across products in the sub-category (min-max, mg/100g)	376 – 1300mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	720 - 920mg

Table 2: Average sodium content for ham/other cured meats (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	12%	88%
Average sodium content (mg/100g)	869mg	810mg

Figure 1: Distribution of sodium content for ham/other cured meats



1.3 Sausages

1.3.1 Sausages

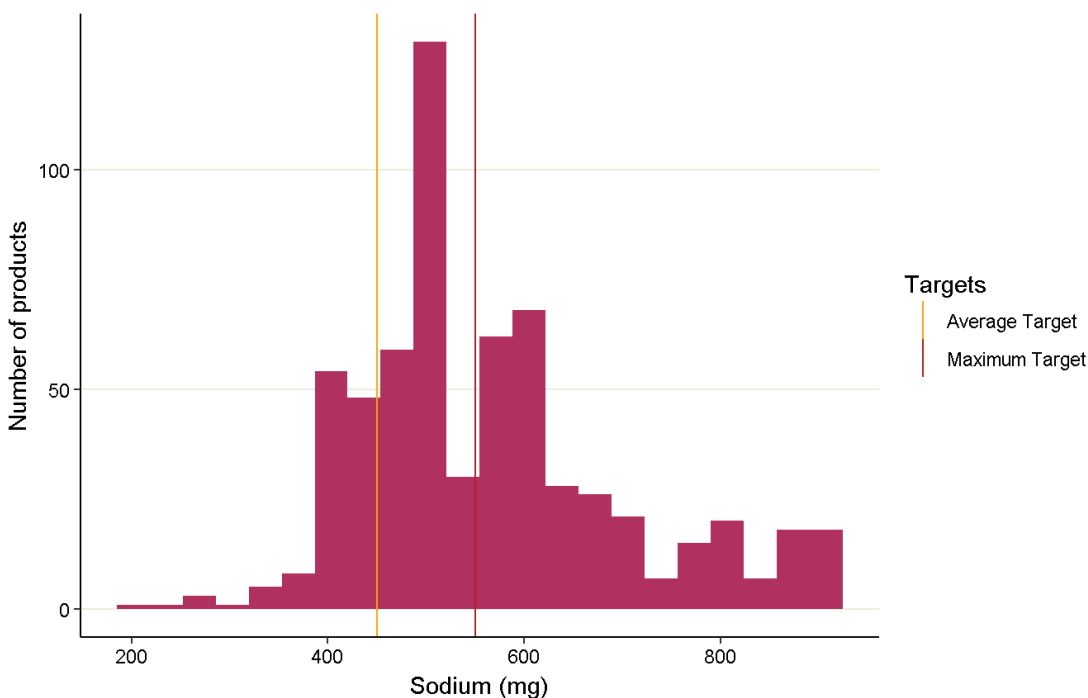
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for sausages (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	629
Proportion of all products in the sub-category included in analysis	70%
Proportion of volume sales from products in the sub-category included in analysis	80%
Salt target for 2017 (mg sodium/100g)	450mg (average r), 550mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	599mg
Manufacturer and retailer proportion of products at/below maximum target	54%
Range of sodium content across products in the sub-category (min-max, mg/100g)	200 - 920mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	400 - 920mg

Table 2: Average sodium content and proportion of products at/below maximum target for sausages (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	34%	66%
Average sodium content (mg/100g)	791mg	498mg
Proportion of products at/below maximum target	23%	75%
Proportion of volume sales from products at/below maximum target	7%	74%

Figure 1: Distribution of sodium content for sausages



1.3.2 Cooked sausages and sausage meat products

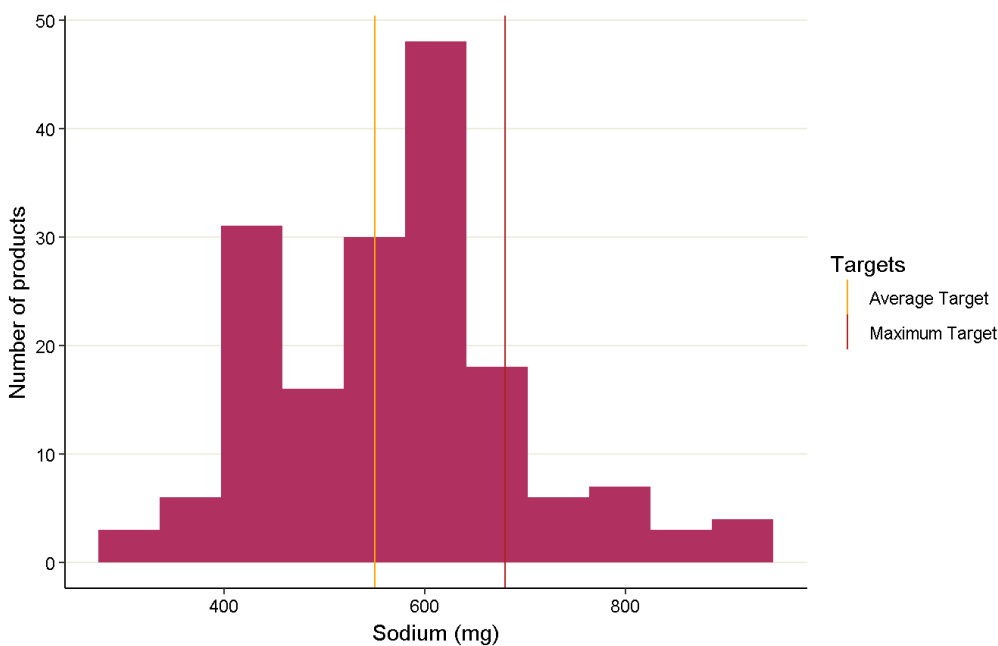
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cooked sausages and sausage meat products (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	172
Proportion of all products in the sub-category included in analysis	63%
Proportion of volume sales from products in the sub-category included in analysis	85%
Salt target for 2017 (mg sodium/100g)	550mg (average r), 680mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	581mg
Manufacturer and retailer proportion of products at/below maximum target	86%
Range of sodium content across products in the sub-category (min-max, mg/100g)	280 - 920mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	520 - 680mg

Table 2: Average sodium content and proportion of products at/below maximum target for cooked sausages and sausage meat products (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	11%	89%
Average sodium content (mg/100g)	660mg	571mg
Proportion of products at/below maximum target	68%	91%
Proportion of volume sales from products at/below maximum target	84%	97%

Figure 1: Distribution of sodium content for cooked sausages and sausage meat products



1.4 Meat pies

1.4.1 Delicatessen, pork pies, and sausage rolls

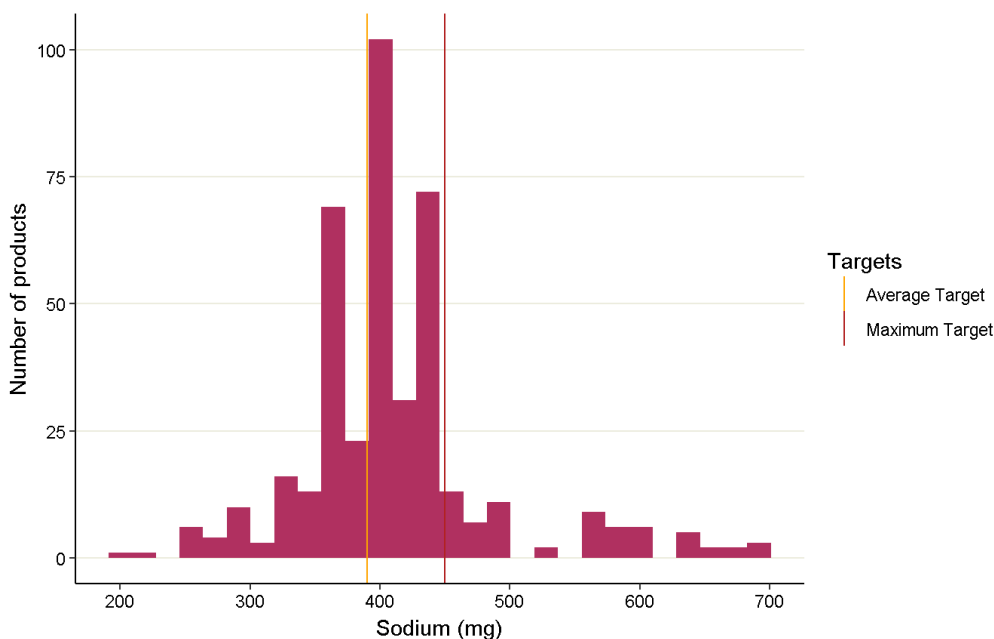
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for delicatessen, pork pies, and sausage rolls (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	417
Proportion of all products in the sub-category included in analysis	61%
Proportion of volume sales from products in the sub-category included in analysis	79%
Salt target for 2017 (mg sodium/100g)	390mg (average r), 450mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	419mg
Manufacturer and retailer proportion of products at/below maximum target	85%
Range of sodium content across products in the sub-category (min-max, mg/100g)	200 - 692mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	276 - 650mg

Table 2: Average sodium content and proportion of products at/below maximum target for delicatessen, pork pies, and sausage rolls (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	24%	76%
Average sodium content (mg/100g)	465mg	404mg
Proportion of products at/below maximum target	64%	92%
Proportion of volume sales from products at/below maximum target	53%	92%

Figure 1: Distribution of sodium content for delicatessen, pork pies, and sausage rolls



1.4.2 Cornish and meat-based pasties

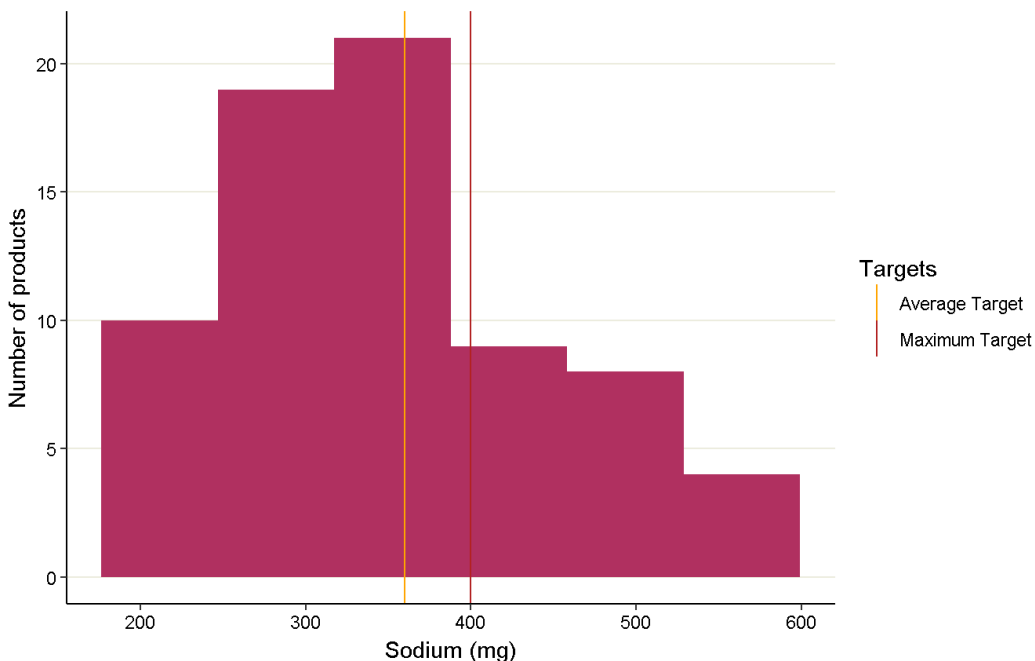
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for Cornish and meat-based pasties (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	71
Proportion of all products in the sub-category included in analysis	70%
Proportion of volume sales from products in the sub-category included in analysis	92%
Salt target for 2017 (mg sodium/100g)	360mg (average r), 400mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	397mg
Manufacturer and retailer proportion of products at/below maximum target	75%
Range of sodium content across products in the sub-category (min-max, mg/100g)	200 - 580mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	256 - 468mg

Table 2: Average sodium content and proportion of products at/below maximum target for Cornish and meat-based pasties (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	62%	38%
Average sodium content (mg/100g)	445mg	319mg
Proportion of products at/below maximum target	56%	86%
Proportion of volume sales from products at/below maximum target	14%	86%

Figure 1: Distribution of sodium content for Cornish and meat-based pasties



1.4.3 Other meat-based pastry products

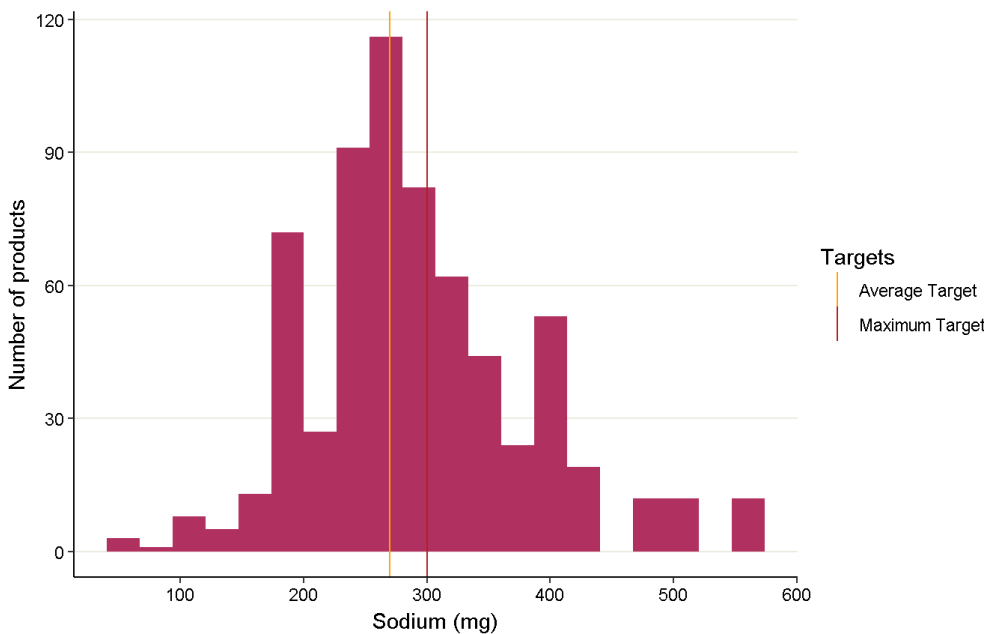
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for other meat-based pastry products (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	656
Proportion of all products in the sub-category included in analysis	75%
Proportion of volume sales from products in the sub-category included in analysis	88%
Salt target for 2017 (mg sodium/100g)	270mg (average r), 300mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	304mg
Manufacturer and retailer proportion of products at/below maximum target	63%
Range of sodium content across products in the sub-category (min-max, mg/100g)	50 - 560mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	260 - 380mg

Table 2: Average sodium content and proportion of products at/below maximum target for other meat-based pastry products (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	53%	47%
Average sodium content (mg/100g)	349mg	254mg
Proportion of products at/below maximum target	35%	88%
Proportion of volume sales from products at/below maximum target	25%	91%

Figure 1: Distribution of sodium content for other meat-based pastry products



1.5 Cooked uncured meat, includes all roast meat, sliced meat etc.

1.5.1 Whole muscle cooked uncured meat

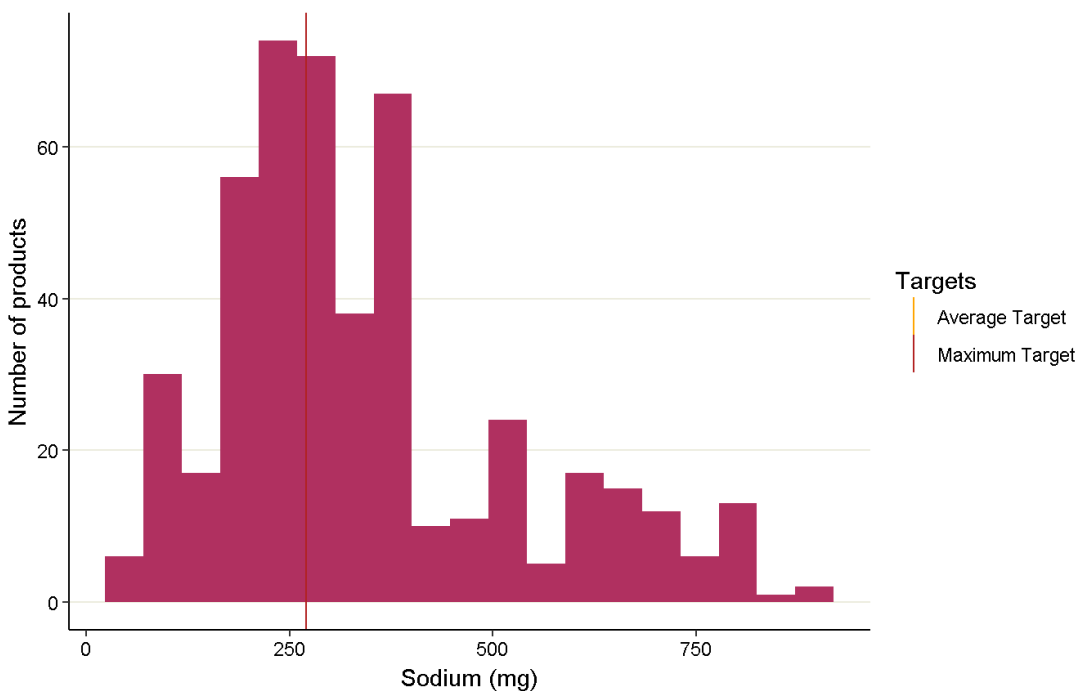
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for whole muscle cooked uncured meat (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	476
Proportion of all products in the sub-category included in analysis	61%
Proportion of volume sales from products in the sub-category included in analysis	71%
Salt target for 2017 (mg sodium/100g)	270mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	41%
Range of sodium content across products in the sub-category (min-max, mg/100g)	60 - 880mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	80 - 400mg

Table 2: Proportion of products at/below maximum target for whole muscle cooked uncured meat (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	10%	90%
Proportion of products at/below maximum target	19%	47%
Proportion of volume sales from products at/below maximum target	43%	54%

Figure 1: Distribution of sodium content for whole muscle cooked uncured meat



1.5.2 Reformed whole muscle cooked uncured meat

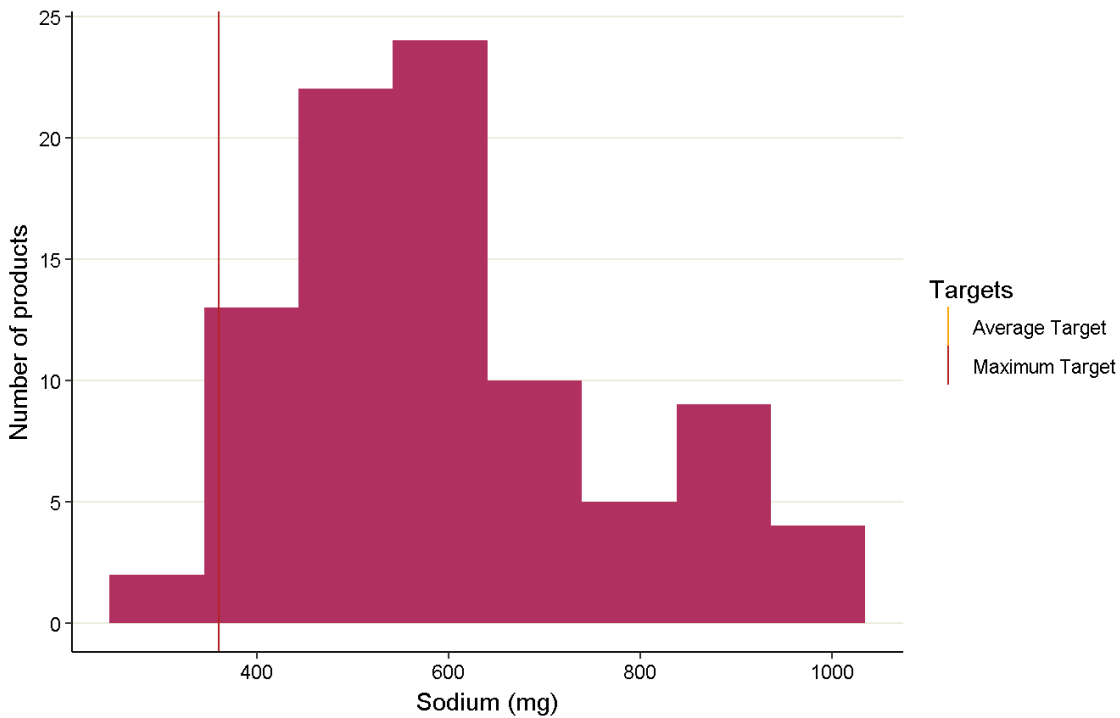
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for reformed whole muscle cooked uncured meat (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	89
Proportion of all products in the sub-category included in analysis	61%
Proportion of volume sales from products in the sub-category included in analysis	65%
Salt target for 2017 (mg sodium/100g)	360mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	4%
Range of sodium content across products in the sub-category (min-max, mg/100g)	300 – 1000mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	440 - 800mg

Table 2: Proportion of products at/below maximum target for reformed whole muscle cooked uncured meat (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	16%	84%
Proportion of products at/below maximum target	6%	4%
Proportion of volume sales from products at/below maximum target	0%	2%

Figure 1: Distribution of sodium content for reformed whole muscle cooked uncured meat



1.5.3 Comminuted or chopped reformed cooked uncured meat

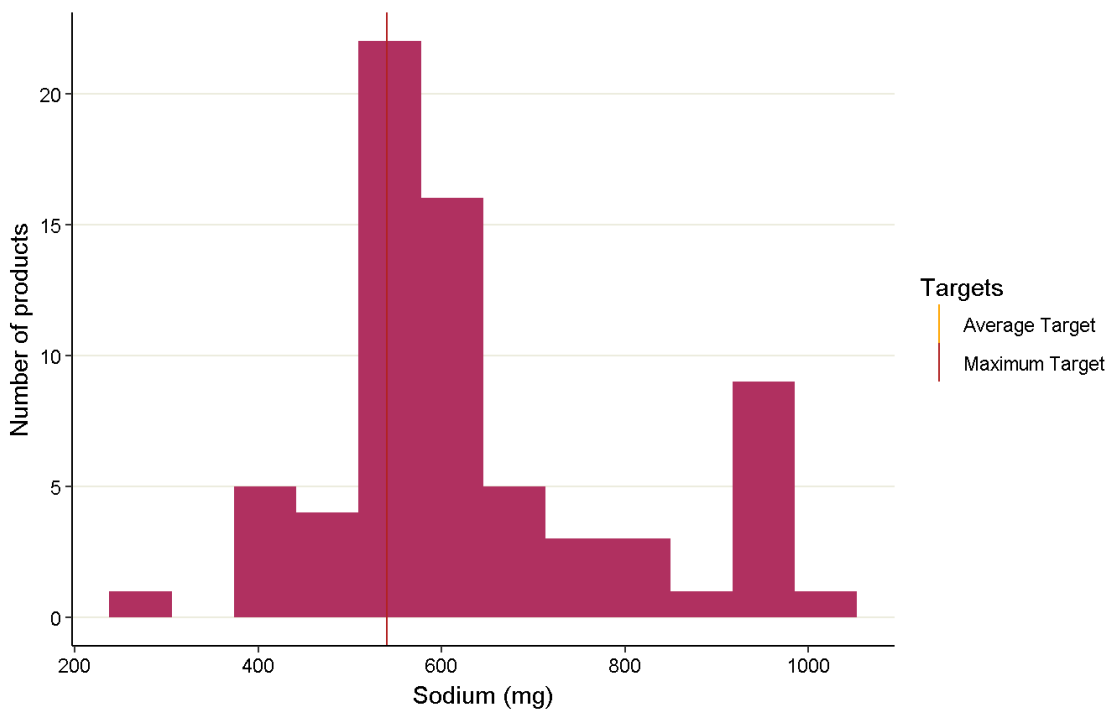
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for comminuted or chopped reformed cooked uncured meat (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	70
Proportion of all products in the sub-category included in analysis	68%
Proportion of volume sales from products in the sub-category included in analysis	88%
Salt target for 2017 (mg sodium/100g)	540mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	23%
Range of sodium content across products in the sub-category (min-max, mg/100g)	256 – 1040mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	600 - 960mg

Table 2: Proportion of products at/below maximum target for comminuted or chopped reformed cooked uncured meat (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	55%	45%
Proportion of products at/below maximum target	8%	55%
Proportion of volume sales from products at/below maximum target	2%	8%

Figure 1: Distribution of sodium content for comminuted or chopped reformed cooked uncured meat



1.6 Burgers and grill steaks

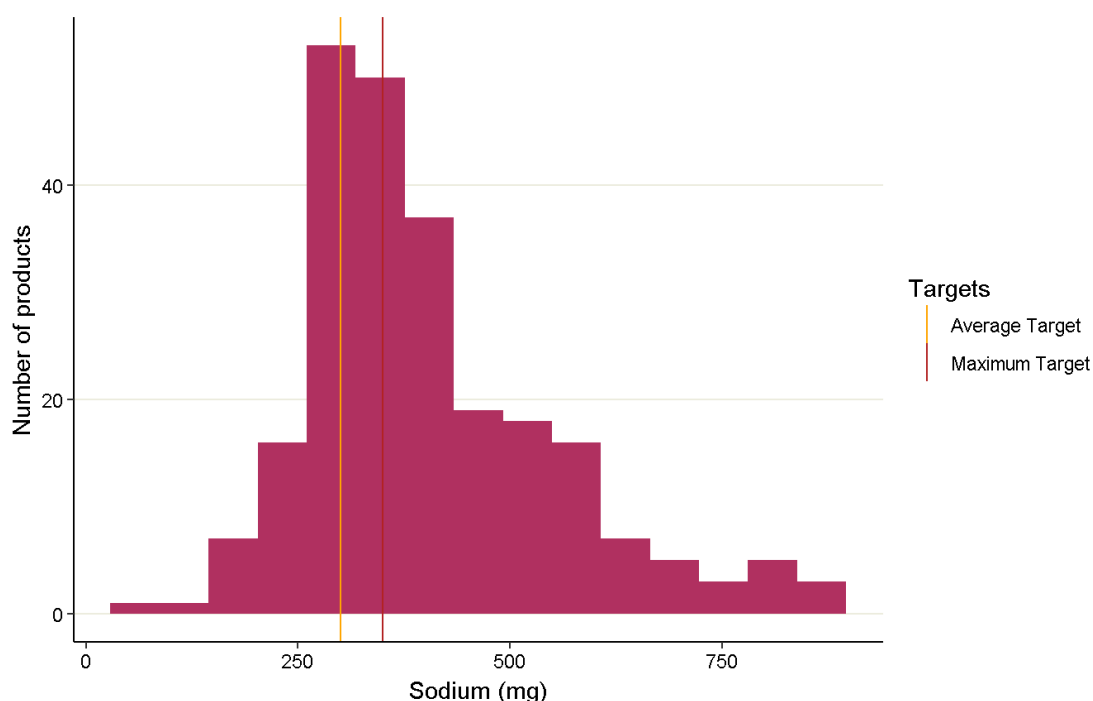
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for burgers and grill steaks (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	241
Proportion of all products in the sub-category included in analysis	62%
Proportion of volume sales from products in the sub-category included in analysis	76%
Salt target for 2017 (mg sodium/100g)	300mg (average r), 350mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	359mg
Manufacturer and retailer proportion of products at/below maximum target	44%
Range of sodium content across products in the sub-category (min-max, mg/100g)	40 - 840mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	244 - 560mg

Table 2: Average sodium content and proportion of products at/below maximum target for burgers and grill steaks (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	31%	69%
Average sodium content (mg/100g)	403mg	339mg
Proportion of products at/below maximum target	22%	54%
Proportion of volume sales from products at/below maximum target	54%	61%

Figure 1: Distribution of sodium content for burgers and grill steaks



1.7 Frankfurters, hotdogs, and burgers

1.7.1 Canned frankfurters, canned hotdogs, and canned burgers

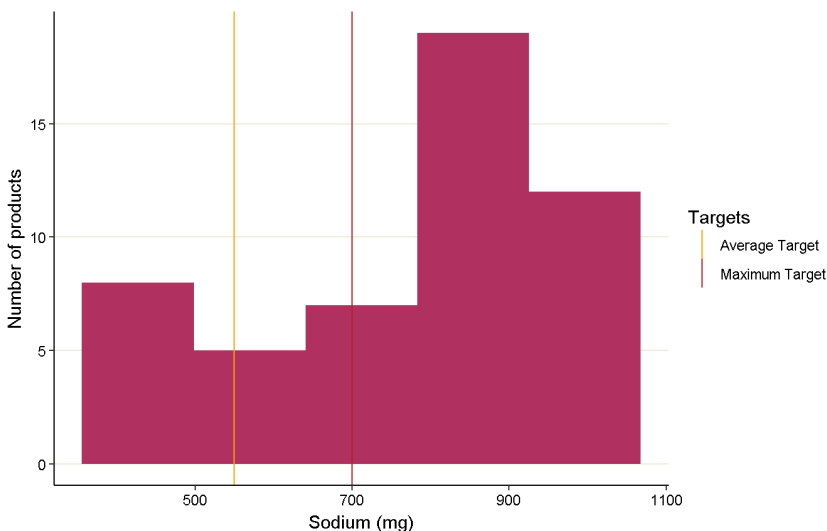
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for canned frankfurters, canned hotdogs, and canned burgers (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	51
Proportion of all products in the sub-category included in analysis	82%
Proportion of volume sales from products in the sub-category included in analysis	96%
Salt target for 2017 (mg sodium/100g)	550mg (average r), 700mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	681mg
Manufacturer and retailer proportion of products at/below maximum target	33%
Range of sodium content across products in the sub-category (min-max, mg/100g)	368 – 1008mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	480 – 1000mg

Table 2: Average sodium content and proportion of products at/below maximum target for canned frankfurters, canned hotdogs, and canned burgers (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	87%	13%
Average sodium content (mg/100g)	702mg	545mg
Proportion of products at/below maximum target	30%	50%
Proportion of volume sales from products at/below maximum target	51%	86%

Figure 1: Distribution of sodium content for canned frankfurters, canned hotdogs, and canned burgers



2. Bread

2.1 Bread and rolls

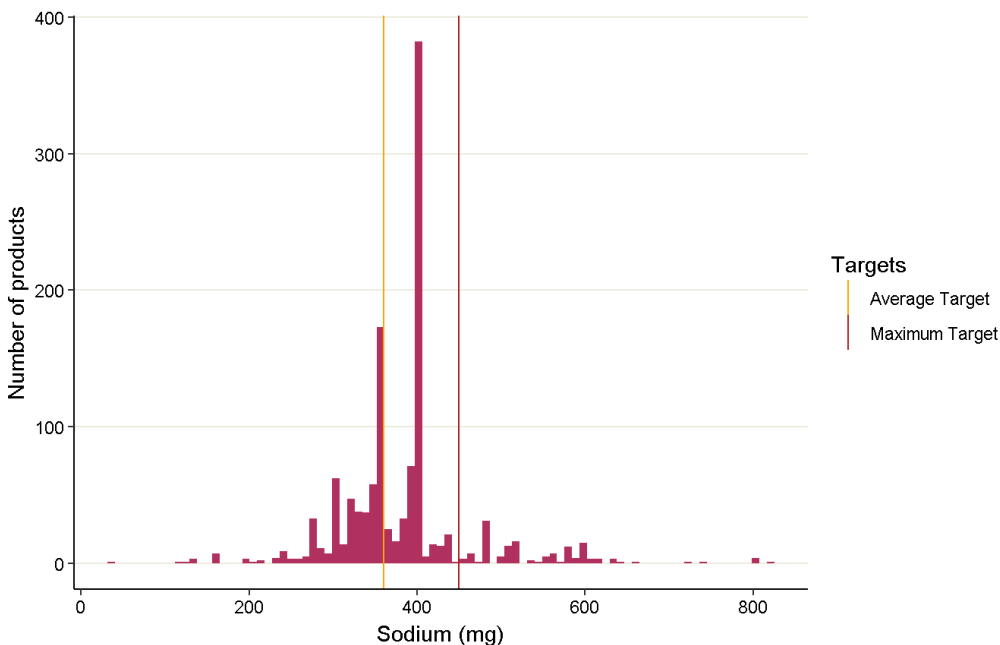
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for bread and rolls (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	1245
Proportion of all products in the sub-category included in analysis	47%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	360mg (average r), 450mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	381mg
Manufacturer and retailer proportion of products at/below maximum target	89%
Range of sodium content across products in the sub-category (min-max, mg/100g)	32 - 820mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	344 - 400mg

Table 2: Average sodium content and proportion of products at/below maximum target for bread and rolls (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	63%	37%
Average sodium content (mg/100g)	381mg	383mg
Proportion of products at/below maximum target	79%	94%
Proportion of volume sales from products at/below maximum target	97%	94%

Figure 1: Distribution of sodium content for bread and rolls



2.2 Bread and rolls with additions

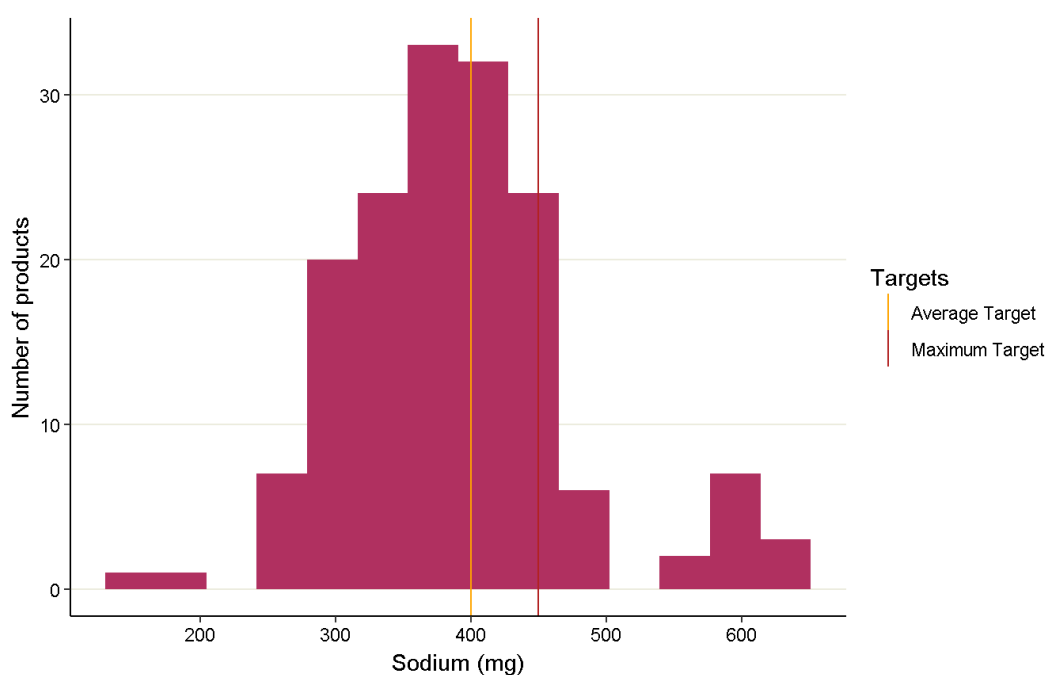
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for bread and rolls with additions (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	160
Proportion of all products in the sub-category included in analysis	36%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	400mg (average r), 450mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	371mg
Manufacturer and retailer proportion of products at/below maximum target	86%
Range of sodium content across products in the sub-category (min-max, mg/100g)	152 - 644mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	252 - 608mg

Table 2: Average sodium content and proportion of products at/below maximum target for bread and rolls with additions (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	5%	95%
Average sodium content (mg/100g)	501mg	363mg
Proportion of products at/below maximum target	58%	89%
Proportion of volume sales from products at/below maximum target	42%	94%

Figure 1: Distribution of sodium content for bread and rolls with additions



2.3 Morning goods - yeast raised

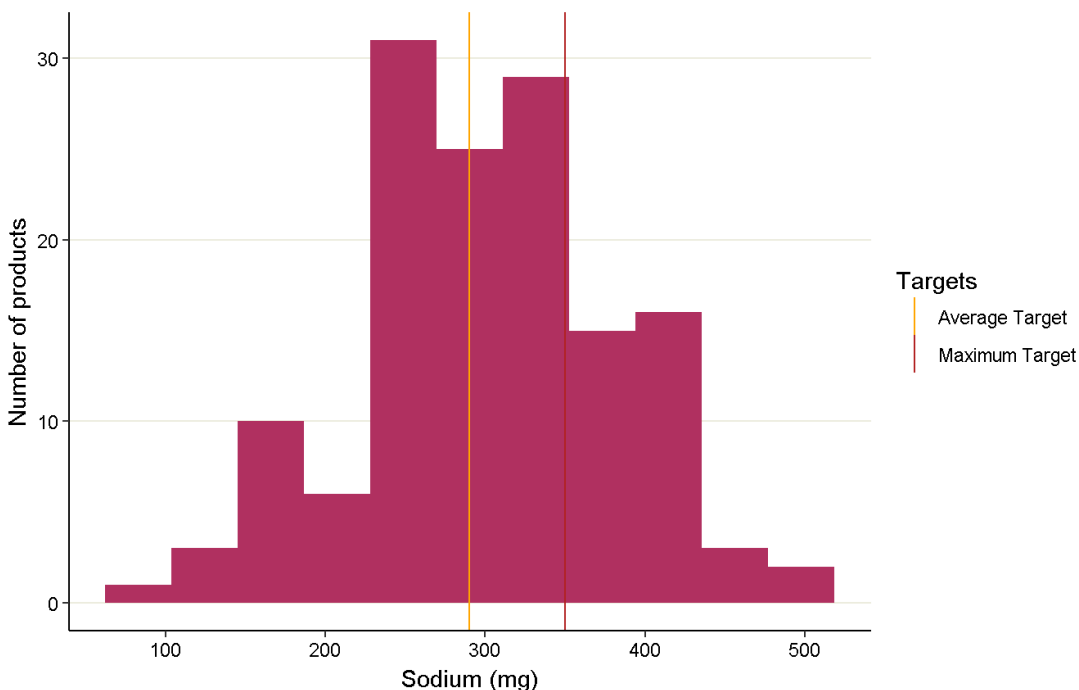
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for morning goods – yeast raised (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	141
Proportion of all products in the sub-category included in analysis	24%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	290mg (average r), 350mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	283mg
Manufacturer and retailer proportion of products at/below maximum target	73%
Range of sodium content across products in the sub-category (min-max, mg/100g)	100 - 480mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	160 - 320mg

Table 2: Average sodium content and proportion of products at/below maximum target for morning goods - yeast raised (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	27%	73%
Average sodium content (mg/100g)	332mg	265mg
Proportion of products at/below maximum target	62%	75%
Proportion of volume sales from products at/below maximum target	78%	88%

Figure 1: Distribution of sodium content for morning goods – yeast raised



2.4 Morning goods - powder raised

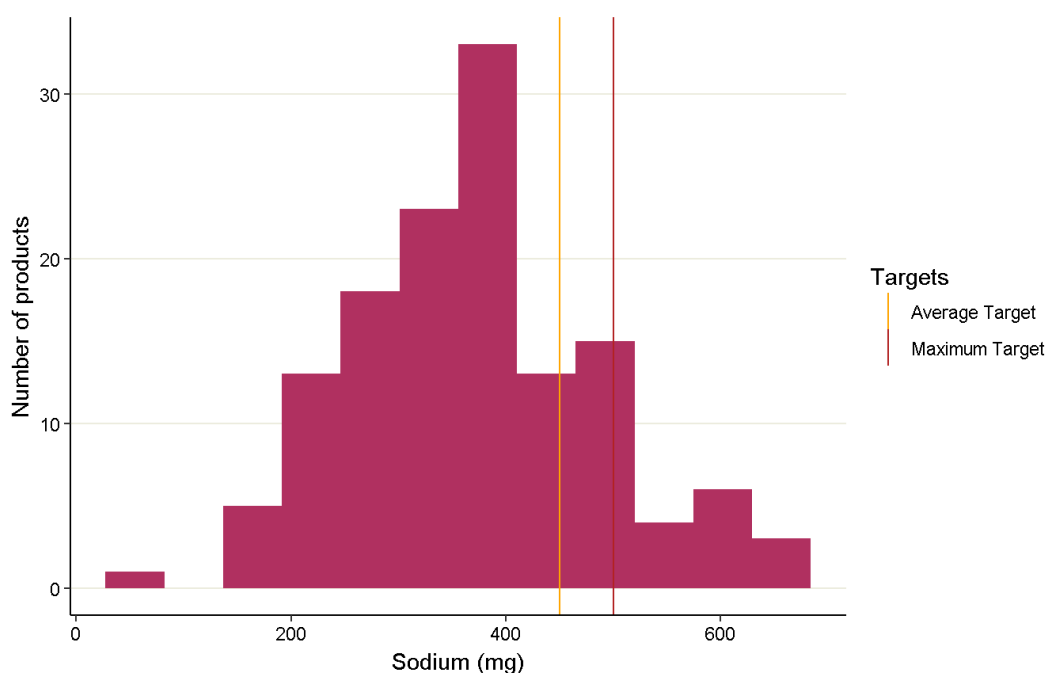
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for morning goods – powder raised (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	134
Proportion of all products in the sub-category included in analysis	24%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	450mg (average r), 500mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	459mg
Manufacturer and retailer proportion of products at/below maximum target	90%
Range of sodium content across products in the sub-category (min-max, mg/100g)	32 - 680mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	292 - 600mg

Table 2: Average sodium content and proportion of products at/below maximum target for morning goods – powder raised (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	44%	56%
Average sodium content (mg/100g)	555mg	384mg
Proportion of products at/below maximum target	72%	95%
Proportion of volume sales from products at/below maximum target	19%	94%

Figure 1: Distribution of sodium content for morning goods – powder raised



3. Breakfast cereals

3.1 Breakfast cereals

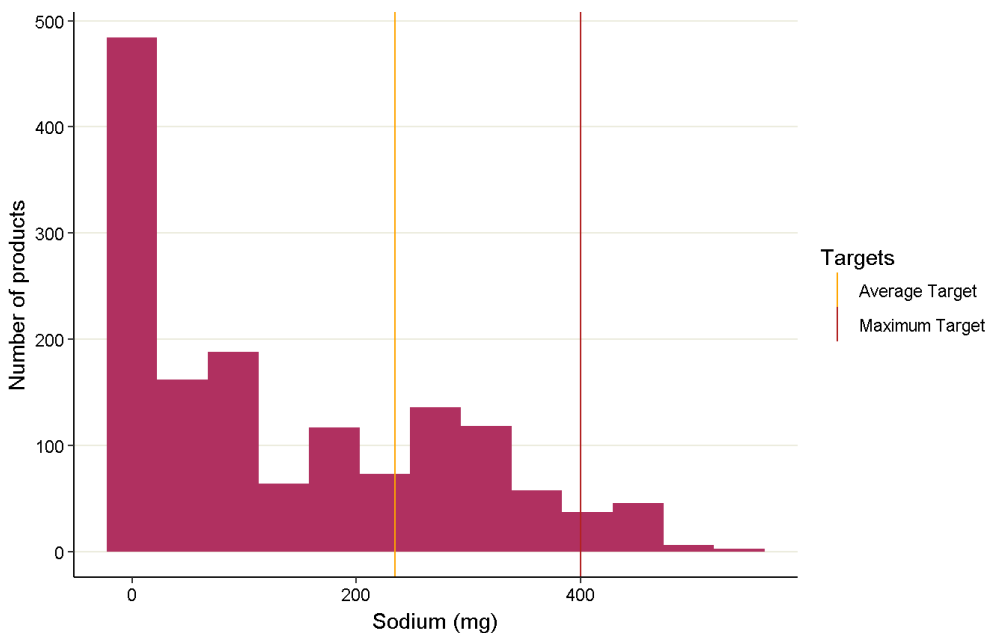
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for breakfast cereals (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	1492
Proportion of all products in the sub-category included in analysis	86%
Proportion of volume sales from products in the sub-category included in analysis	96%
Salt target for 2017 (mg sodium/100g)	235mg (average r), 400mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	175mg
Manufacturer and retailer proportion of products at/below maximum target	96%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 520mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	0 - 452mg

Table 2: Average sodium content and proportion of products at/below maximum target for breakfast cereals (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	59%	41%
Average sodium content (mg/100g)	198mg	142mg
Proportion of products at/below maximum target	94%	100%
Proportion of volume sales from products at/below maximum target	89%	100%

Figure 1: Distribution of sodium content for breakfast cereals



4. Cheese

4.1 Cheddar and other similar ‘hard pressed’ cheeses

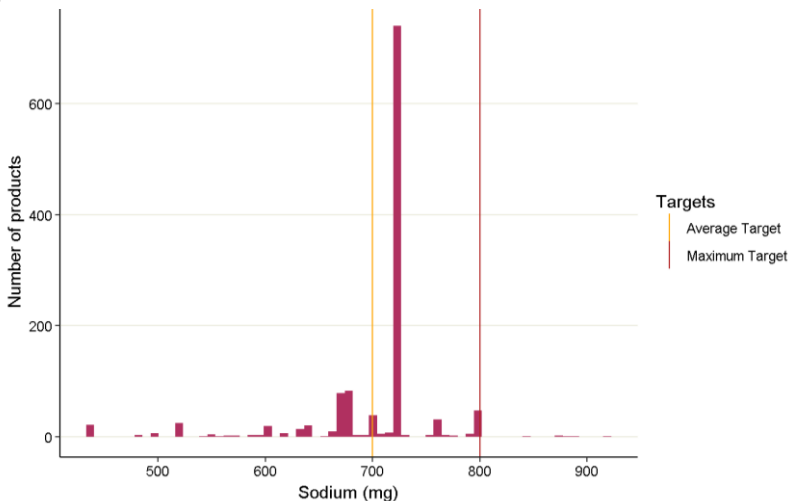
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cheddar and other similar ‘hard pressed’ cheeses (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	1199
Proportion of all products in the sub-category included in analysis	72%
Proportion of volume sales from products in the sub-category included in analysis	94%
Salt target for 2017 (mg sodium/100g)	700mg (average r), 800mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	712mg
Manufacturer and retailer proportion of products at/below maximum target	99%
Range of sodium content across products in the sub-category (min-max, mg/100g)	440 - 920mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	720 - 720mg

Table 2: Average sodium content and proportion of products at/below maximum target for cheddar and other similar ‘hard pressed’ cheeses (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	33%	67%
Average sodium content (mg/100g)	718mg	709mg
Proportion of products at/below maximum target	99%	100%
Proportion of volume sales from products at/below maximum target	100%	100%

Figure 1: Distribution of sodium content for cheddar and other similar ‘hard pressed’ cheeses



4.2 ‘Fresh’ cheeses

4.2.1 Soft white cheese

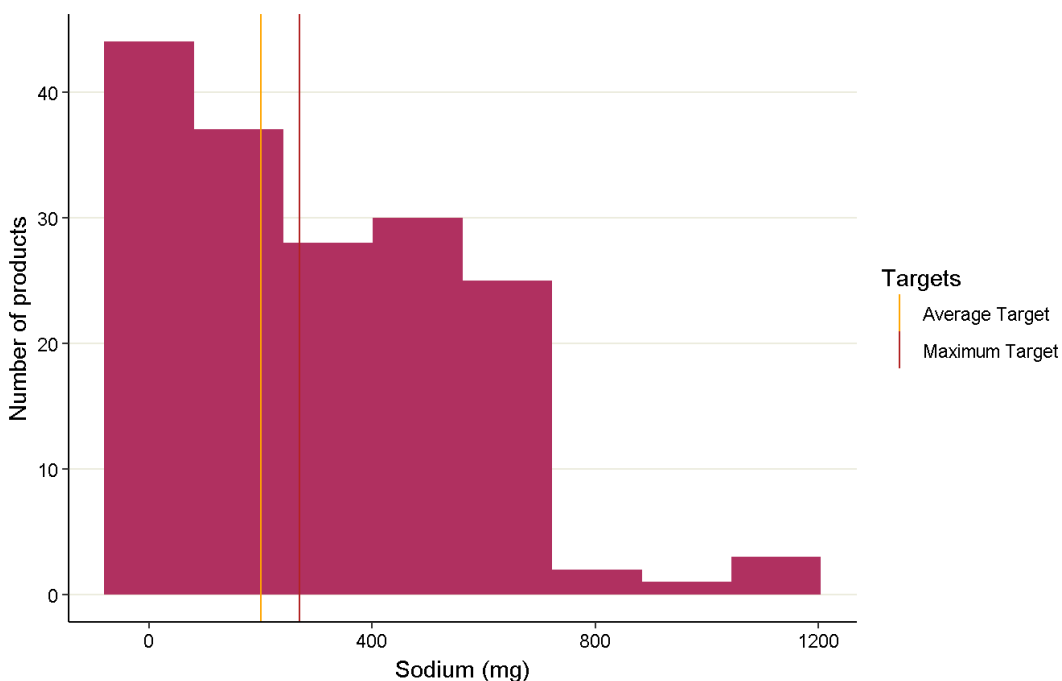
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for soft white cheese (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	170
Proportion of all products in the sub-category included in analysis	63%
Proportion of volume sales from products in the sub-category included in analysis	84%
Salt target for 2017 (mg sodium/100g)	200mg (average r), 270mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	294mg
Manufacturer and retailer proportion of products at/below maximum target	50%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 – 1200mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	32 – 1200mg

Table 2: Average sodium content and proportion of products at/below maximum target for soft white cheese (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	57%	43%
Average sodium content (mg/100g)	334mg	240mg
Proportion of products at/below maximum target	32%	64%
Proportion of volume sales from products at/below maximum target	14%	86%

Figure 1: Distribution of sodium content for soft white cheese



4.2.2 Cottage cheese, plain and flavoured

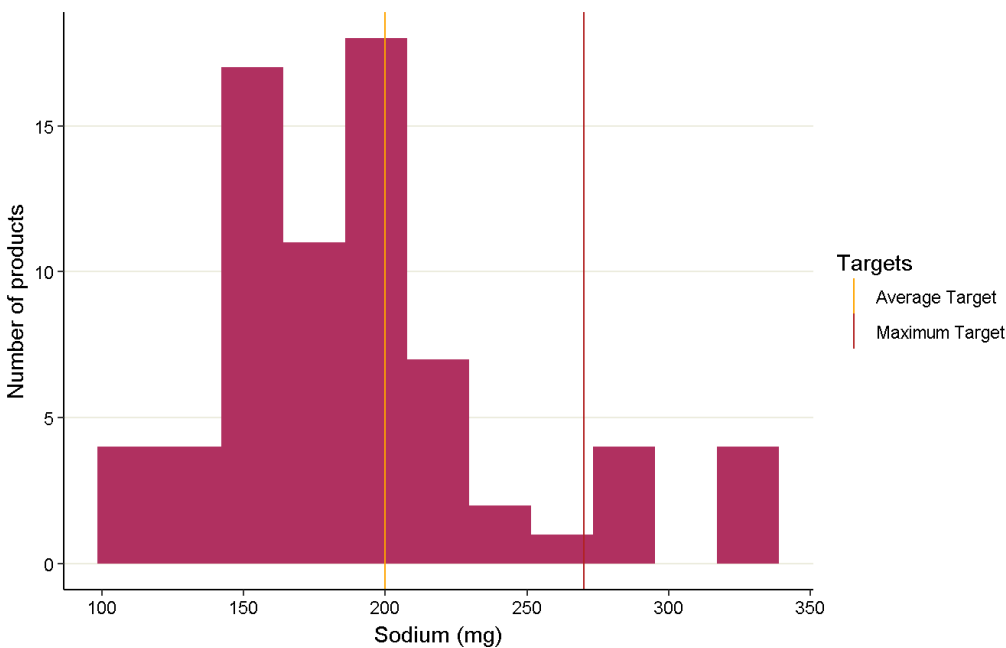
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cottage cheese, plain and flavoured (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	72
Proportion of all products in the sub-category included in analysis	65%
Proportion of volume sales from products in the sub-category included in analysis	85%
Salt target for 2017 (mg sodium/100g)	200mg (average r), 210mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	203mg
Manufacturer and retailer proportion of products at/below maximum target	76%
Range of sodium content across products in the sub-category (min-max, mg/100g)	100 - 320mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	160 - 320mg

Table 2: Average sodium content and proportion of products at/below maximum target for cottage cheese, plain and flavoured (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	16%	84%
Average sodium content (mg/100g)	297mg	185mg
Proportion of products at/below maximum target	54%	81%
Proportion of volume sales from products at/below maximum target	10%	84%

Figure 1: Distribution of sodium content for cottage cheese, plain and flavoured



4.4 Blue cheese

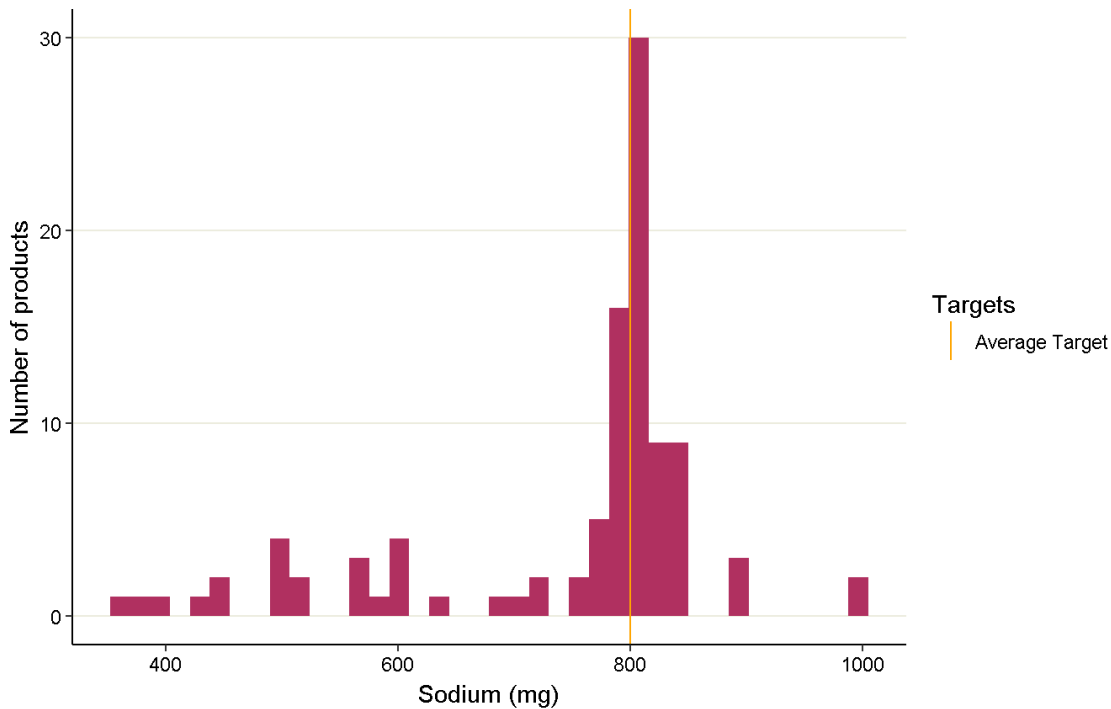
Table 1: Number of products, average sodium content and ranges of sodium content for blue cheese (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	101
Proportion of all products in the sub-category included in analysis	59%
Proportion of volume sales from products in the sub-category included in analysis	79%
Salt target for 2017 (mg sodium/100g)	800mg (average p)
Manufacturer and retailer average sodium content (mg/100g)	746mg
Range of sodium content across products in the sub-category (min-max, mg/100g)	360 – 1000mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	600 - 840mg

Table 2: Average sodium content for blue cheese (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	9%	91%
Average sodium content (mg/100g)	722mg	751mg

Figure 1: Distribution of sodium content for blue cheese



4.5 Processed cheese

4.5.1 Cheese spreads

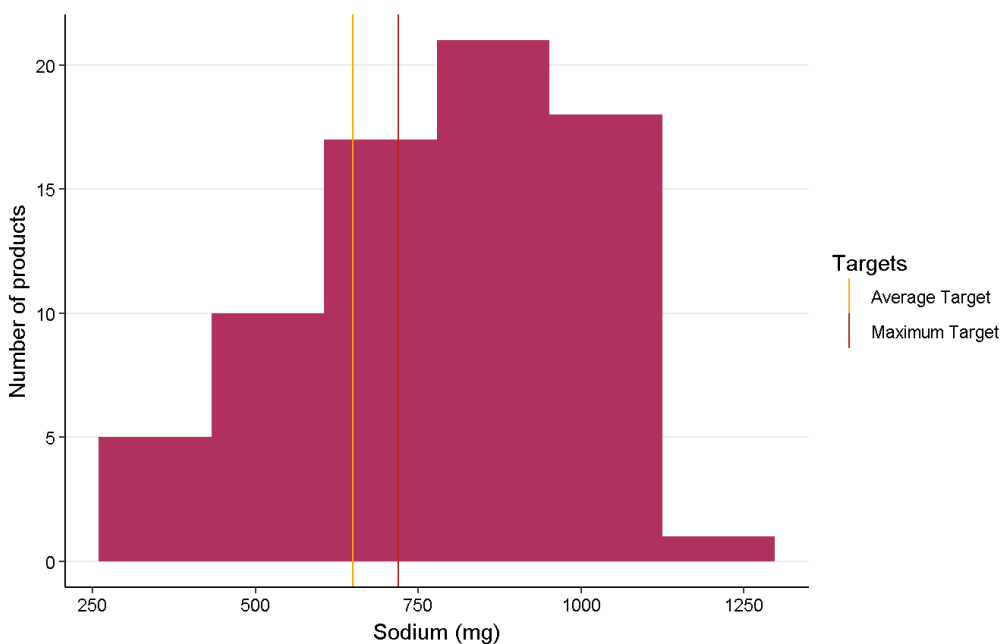
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cheese spreads (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	72
Proportion of all products in the sub-category included in analysis	84%
Proportion of volume sales from products in the sub-category included in analysis	96%
Salt target for 2017 (mg sodium/100g)	650mg (average r), 720mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	761mg
Manufacturer and retailer proportion of products at/below maximum target	38%
Range of sodium content across products in the sub-category (min-max, mg/100g)	320 – 1170mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	592 – 1080mg

Table 2: Average sodium content and proportion of products at/below maximum target for cheese spreads (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	88%	12%
Average sodium content (mg/100g)	780mg	620mg
Proportion of products at/below maximum target	39%	31%
Proportion of volume sales from products at/below maximum target	51%	50%

Figure 1: Distribution of sodium content for cheese spreads



4.5.2 Other processed cheese

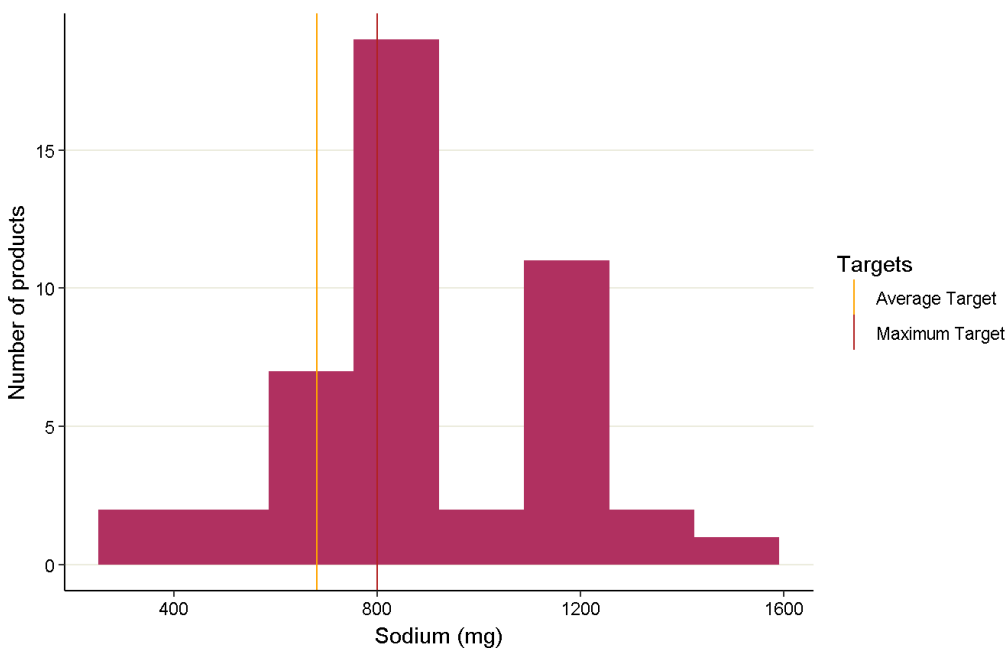
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for other processed cheese (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	46
Proportion of all products in the sub-category included in analysis	88%
Proportion of volume sales from products in the sub-category included in analysis	94%
Salt target for 2017 (mg sodium/100g)	680mg (average r), 800mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	798mg
Manufacturer and retailer proportion of products at/below maximum target	61%
Range of sodium content across products in the sub-category (min-max, mg/100g)	376 – 1440mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	564 – 1400mg

Table 2: Average sodium content and proportion of products at/below maximum target for other processed cheese (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	29%	71%
Average sodium content (mg/100g)	688mg	844mg
Proportion of products at/below maximum target	46%	67%
Proportion of volume sales from products at/below maximum target	85%	70%

Figure 1: Distribution of sodium content for other processed cheese



5. Butter

5.1 Salted butters and buttery spreads

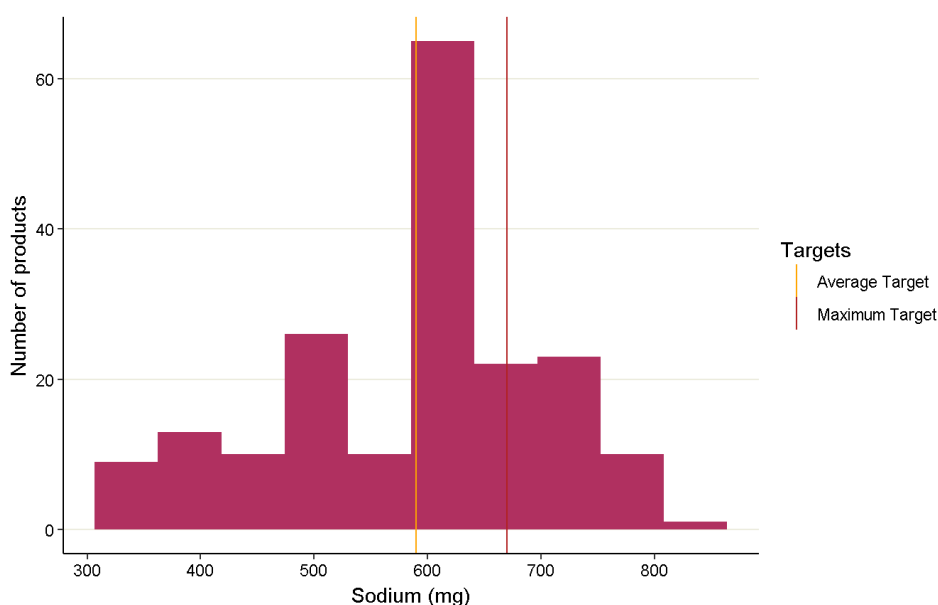
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for salted butters and buttery spreads (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	189
Proportion of all products in the sub-category included in analysis	80%
Proportion of volume sales from products in the sub-category included in analysis	97%
Salt target for 2017 (mg sodium/100g)	590mg (average r), 670mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	580mg
Manufacturer and retailer proportion of products at/below maximum target	74%
Range of sodium content across products in the sub-category (min-max, mg/100g)	328 - 852mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	520 - 680mg

Table 2: Average sodium content and proportion of products at/below maximum target for salted butters and buttery spreads (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	78%	22%
Average sodium content (mg/100g)	569mg	620mg
Proportion of products at/below maximum target	74%	75%
Proportion of volume sales from products at/below maximum target	90%	66%

Figure 1: Distribution of sodium content for salted butters and buttery spreads



6. Fat spreads

6.1 Margarines/other spreads

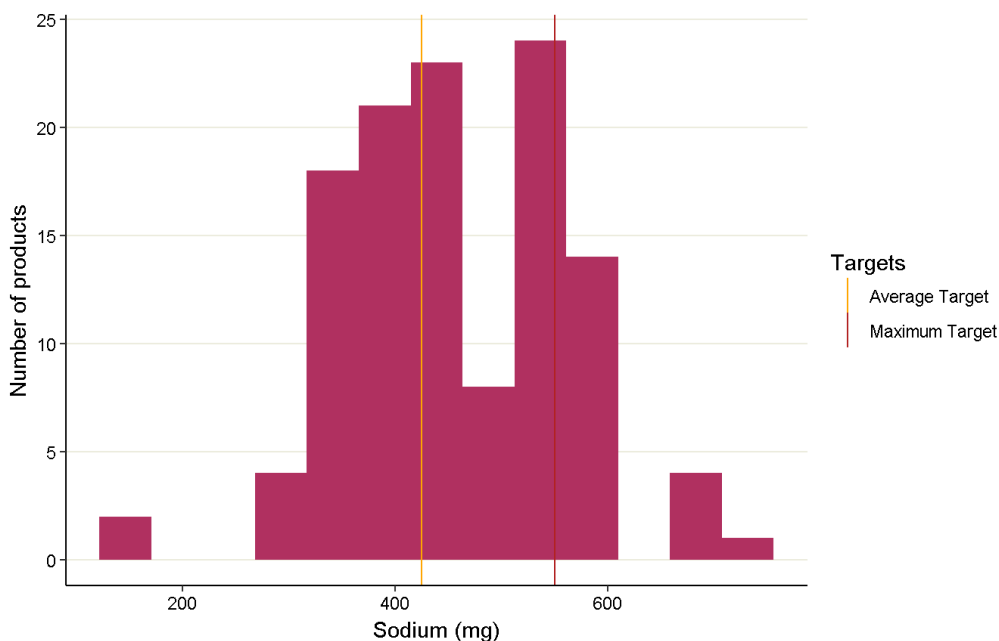
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for margarines/other spreads (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	119
Proportion of all products in the sub-category included in analysis	86%
Proportion of volume sales from products in the sub-category included in analysis	96%
Salt target for 2017 (mg sodium/100g)	425mg (average r), 550mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	432mg
Manufacturer and retailer proportion of products at/below maximum target	79%
Range of sodium content across products in the sub-category (min-max, mg/100g)	160 - 720mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	360 - 600mg

Table 2: Average sodium content and proportion of products at/below maximum target for margarines/other spreads (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	81%	19%
Average sodium content (mg/100g)	425mg	465mg
Proportion of products at/below maximum target	78%	79%
Proportion of volume sales from products at/below maximum target	93%	84%

Figure 1: Distribution of sodium content for margarines/other spreads



7. Baked beans

7.1 Baked beans in tomato sauce without accompaniments

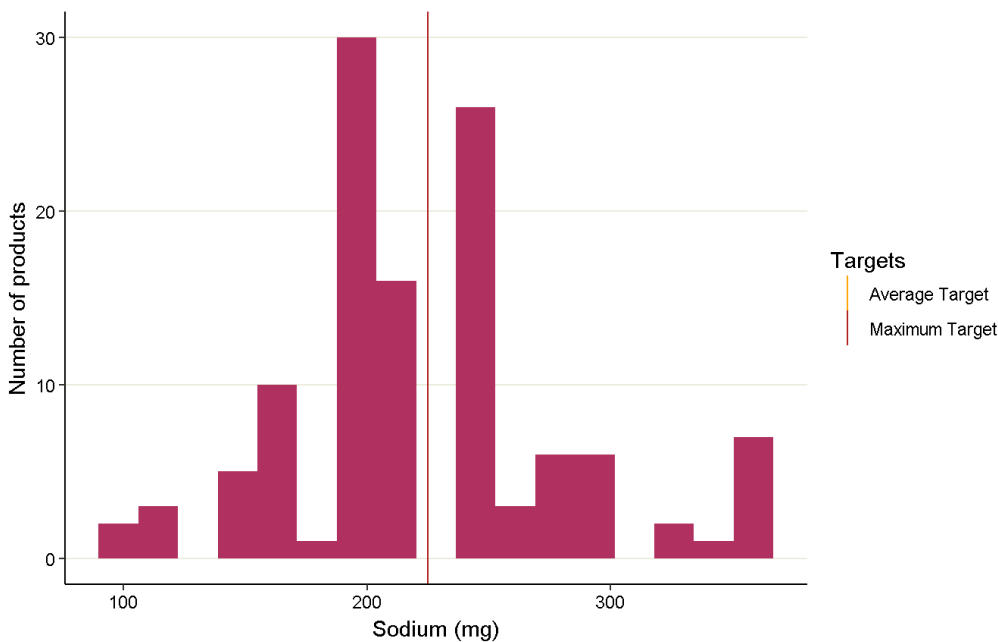
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for baked beans in tomato sauce without accompaniments (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	118
Proportion of all products in the sub-category included in analysis	89%
Proportion of volume sales from products in the sub-category included in analysis	99%
Salt target for 2017 (mg sodium/100g)	225mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	57%
Range of sodium content across products in the sub-category (min-max, mg/100g)	100 - 360mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	220 - 360mg

Table 2: Proportion of products at/below maximum target for baked beans in tomato sauce without accompaniments (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	59%	41%
Proportion of products at/below maximum target	47%	66%
Proportion of volume sales from products at/below maximum target	13%	63%

Figure 1: Distribution of sodium content for baked beans in tomato sauce without accompaniments



7.2 Baked beans and canned pasta with accompaniments

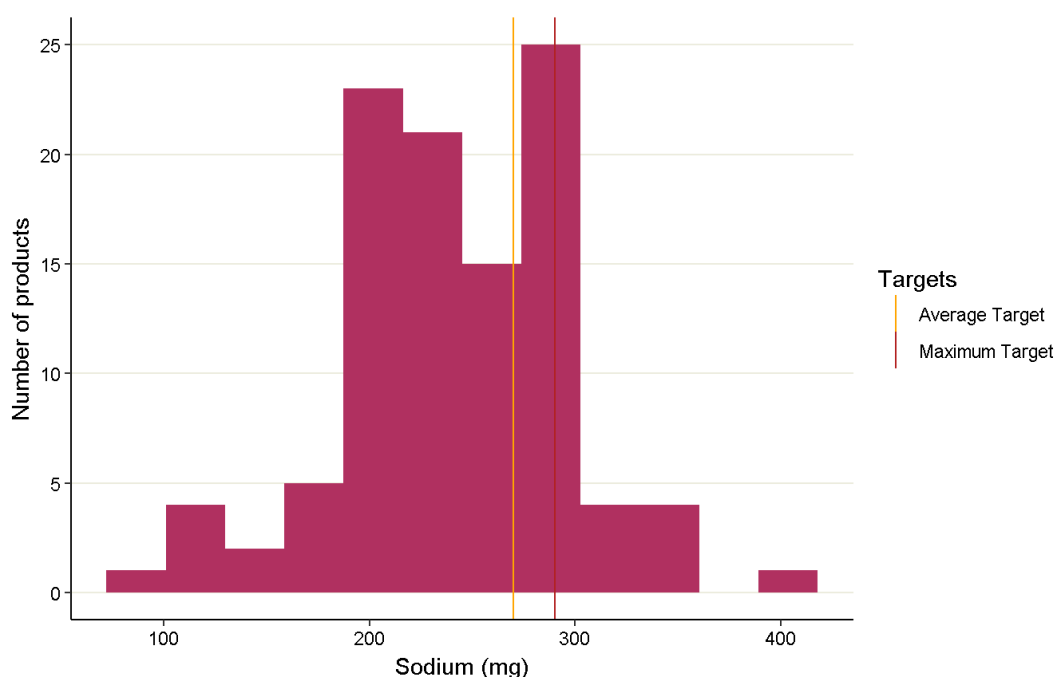
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for baked beans and canned pasta with accompaniments (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	105
Proportion of all products in the sub-category included in analysis	88%
Proportion of volume sales from products in the sub-category included in analysis	96%
Salt target for 2017 (mg sodium/100g)	270mg (average r), 290mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	260mg
Manufacturer and retailer proportion of products at/below maximum target	81%
Range of sodium content across products in the sub-category (min-max, mg/100g)	100 - 400mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	200 - 280mg

Table 2: Average sodium content and proportion of products at/below maximum target for baked beans and canned pasta with accompaniments (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	57%	43%
Average sodium content (mg/100g)	270mg	248mg
Proportion of products at/below maximum target	87%	77%
Proportion of volume sales from products at/below maximum target	98%	84%

Figure 1: Distribution of sodium content for baked beans and canned pasta with accompaniments



8. Ready meals and meal centres

8.1 Ready meals and meal centres

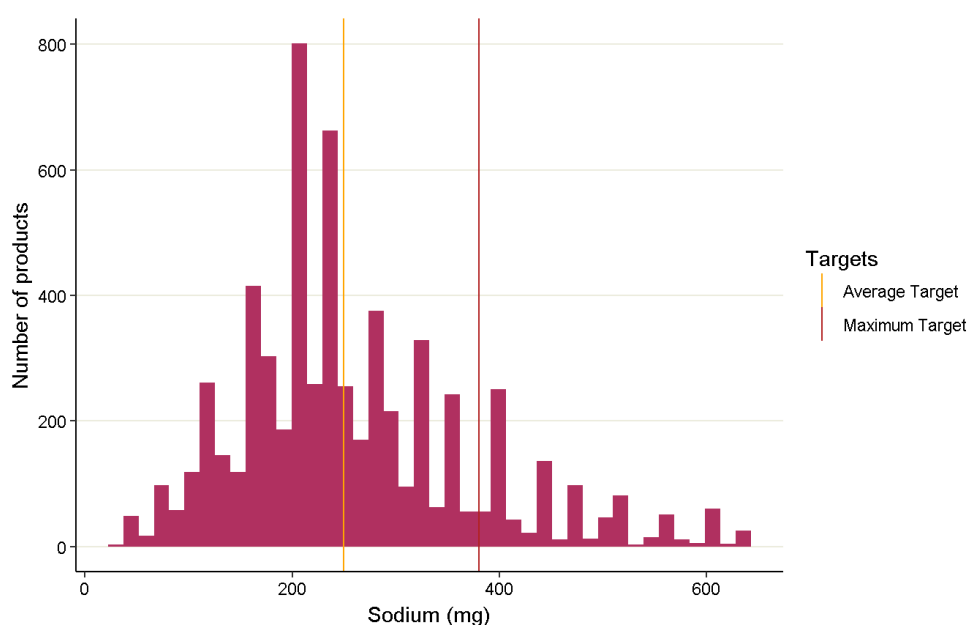
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for ready meals and meal centres (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	6235
Proportion of all products in the sub-category included in analysis	68%
Proportion of volume sales from products in the sub-category included in analysis	84%
Salt target for 2017 (mg sodium/100g)	250mg (average r), 380mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	264mg
Manufacturer and retailer proportion of products at/below maximum target	85%
Range of sodium content across products in the sub-category (min-max, mg/100g)	24 - 640mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	80 - 520mg

Table 2: Average sodium content and proportion of products at/below maximum target for ready meals and meal centres (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	24%	76%
Average sodium content (mg/100g)	328mg	243mg
Proportion of products at/below maximum target	72%	90%
Proportion of volume sales from products at/below maximum target	68%	91%

Figure 1: Distribution of sodium content for ready meals and meal centres



9. Soups

9.1 Soups (as consumed)

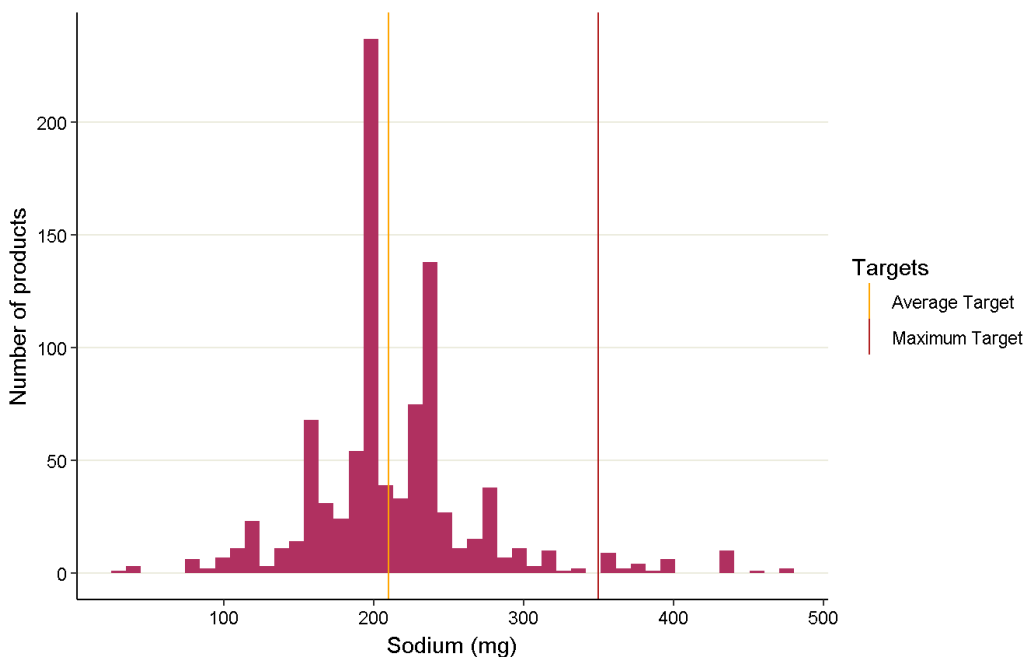
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for soups (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	940
Proportion of all products in the sub-category included in analysis	75%
Proportion of volume sales from products in the sub-category included in analysis	94%
Salt target for 2017 (mg sodium/100g)	210mg (average r), 250mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	222mg
Manufacturer and retailer proportion of products at/below maximum target	85%
Range of sodium content across products in the sub-category (min-max, mg/100g)	30 - 480mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	200 - 280mg

Table 2: Average sodium content and proportion of products at/below maximum target for soups (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	68%	32%
Average sodium content (mg/100g)	231mg	202mg
Proportion of products at/below maximum target	77%	93%
Proportion of volume sales from products at/below maximum target	78%	95%

Figure 1: Distribution of sodium content for soups



10. Pizzas

10.1 Pizzas (as consumed)

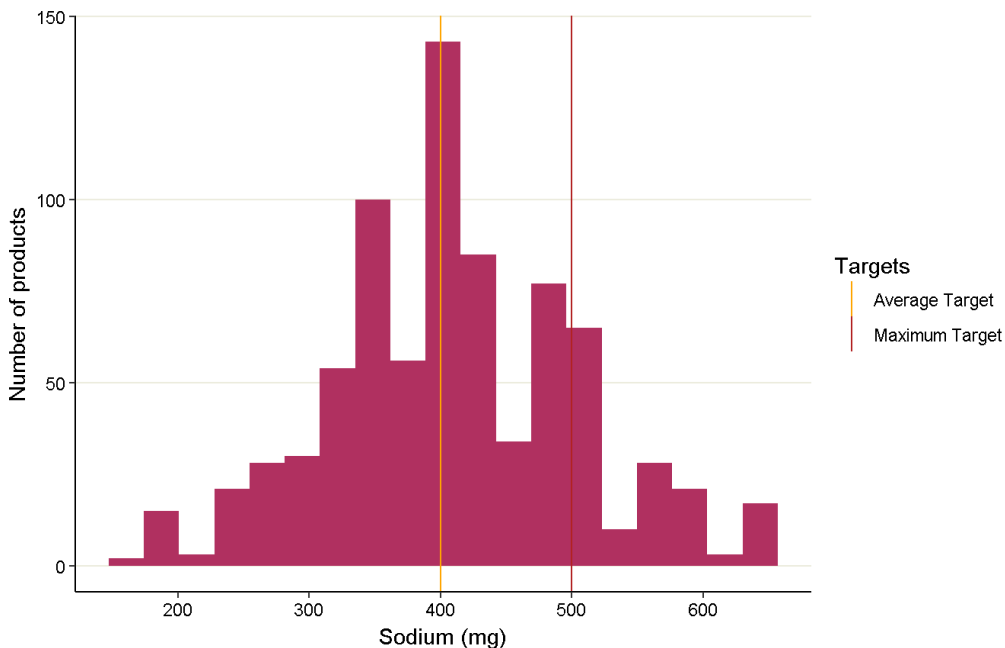
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for pizzas (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	792
Proportion of all products in the sub-category included in analysis	61%
Proportion of volume sales from products in the sub-category included in analysis	72%
Salt target for 2017 (mg sodium/100g)	400mg (average r), 500mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	420mg
Manufacturer and retailer proportion of products at/below maximum target	84%
Range of sodium content across products in the sub-category (min-max, mg/100g)	160 - 652mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	312 - 600mg

Table 2: Average sodium content and proportion of products at/below maximum target for pizzas (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	39%	61%
Average sodium content (mg/100g)	448mg	402mg
Proportion of products at/below maximum target	72%	88%
Proportion of volume sales from products at/below maximum target	77%	88%

Figure 1: Distribution of sodium content for pizzas



11. Crisps and snacks

11.1 Standard potato crisps

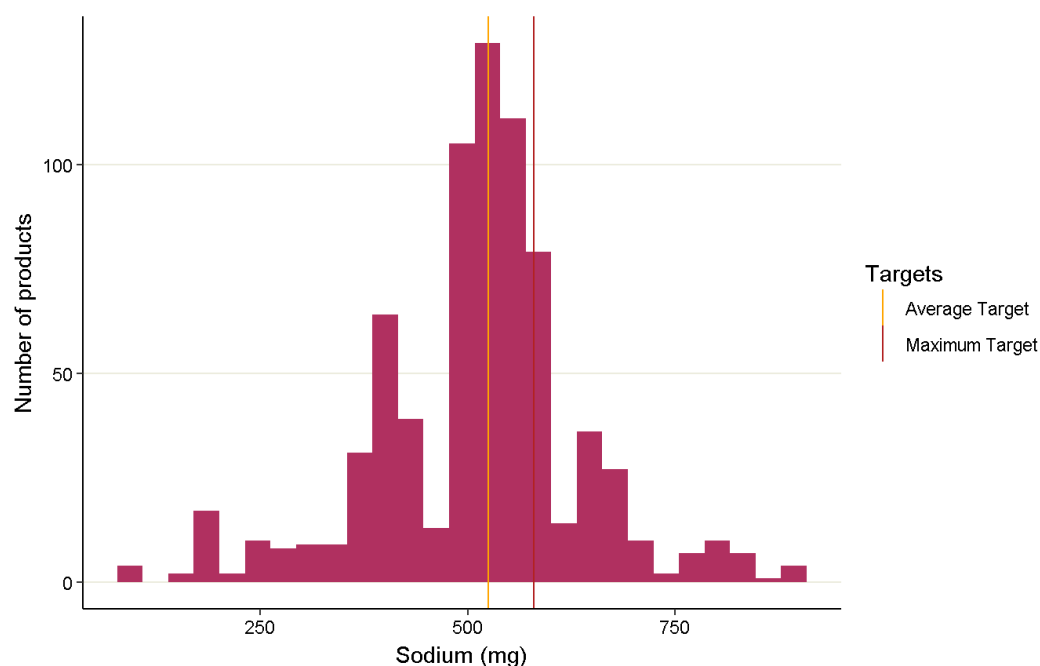
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for standard potato crisps (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	750
Proportion of all products in the sub-category included in analysis	76%
Proportion of volume sales from products in the sub-category included in analysis	88%
Salt target for 2017 (mg sodium/100g)	525mg (average r), 580mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	544mg
Manufacturer and retailer proportion of products at/below maximum target	75%
Range of sodium content across products in the sub-category (min-max, mg/100g)	80 - 900mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	480 - 647mg

Table 2: Average sodium content and proportion of products at/below maximum target for standard potato crisps (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	69%	31%
Average sodium content (mg/100g)	546mg	540mg
Proportion of products at/below maximum target	74%	77%
Proportion of volume sales from products at/below maximum target	74%	56%

Figure 1: Distribution of sodium content for standard potato crisps



11.2 Extruded and sheeted snacks

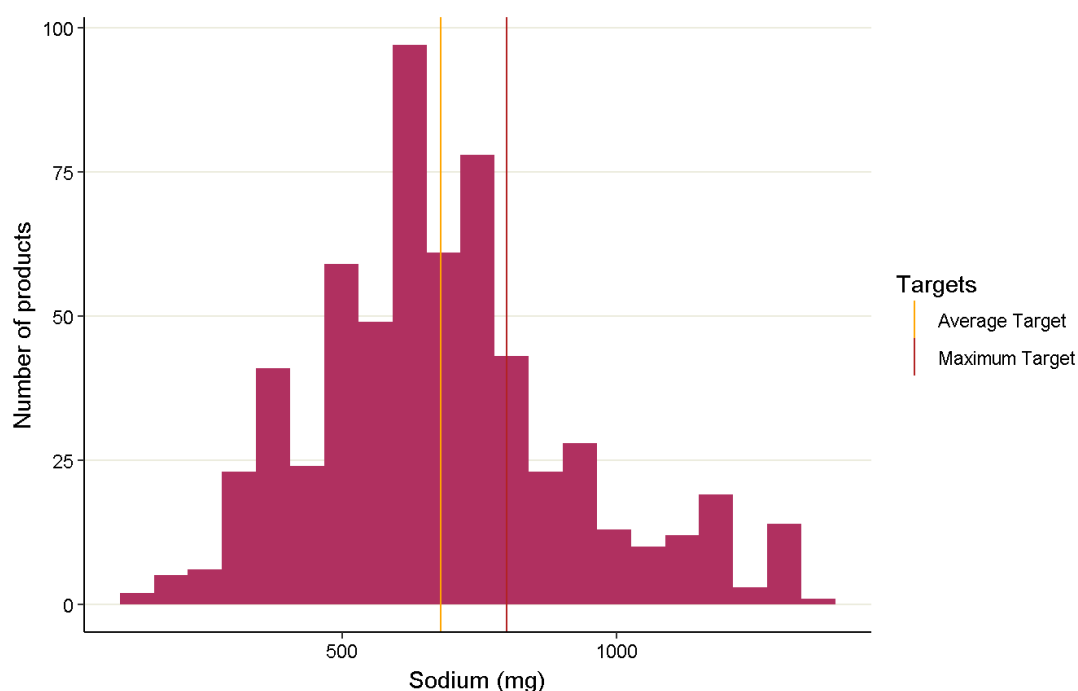
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for extruded and sheeted snacks (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	611
Proportion of all products in the sub-category included in analysis	76%
Proportion of volume sales from products in the sub-category included in analysis	94%
Salt target for 2017 (mg sodium/100g)	680mg (average r), 800mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	624mg
Manufacturer and retailer proportion of products at/below maximum target	78%
Range of sodium content across products in the sub-category (min-max, mg/100g)	100 – 1400mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	264 – 1104mg

Table 2: Average sodium content and proportion of products at/below maximum target for extruded and sheeted snacks (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	75%	25%
Average sodium content (mg/100g)	629mg	611mg
Proportion of products at/below maximum target	79%	75%
Proportion of volume sales from products at/below maximum target	88%	81%

Figure 1: Distribution of sodium content for extruded and sheeted snacks



11.3 Pelleted snacks

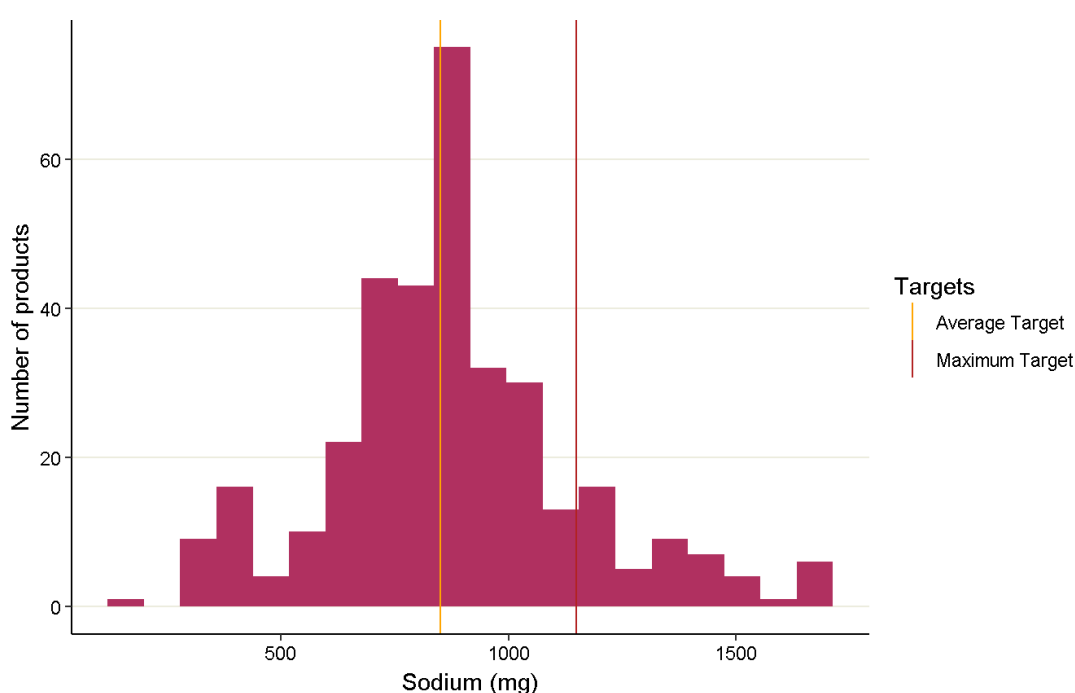
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for pelleted snacks (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	347
Proportion of all products in the sub-category included in analysis	76%
Proportion of volume sales from products in the sub-category included in analysis	92%
Salt target for 2017 (mg sodium/100g)	850mg (average r), 1150mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	867mg
Manufacturer and retailer proportion of products at/below maximum target	86%
Range of sodium content across products in the sub-category (min-max, mg/100g)	196 – 1660mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	680 – 1000mg

Table 2: Average sodium content and proportion of products at/below maximum target for pelleted snacks (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	76%	24%
Average sodium content (mg/100g)	864mg	877mg
Proportion of products at/below maximum target	86%	86%
Proportion of volume sales from products at/below maximum target	94%	90%

Figure 1: Distribution of sodium content for pelleted snacks



11.4 Salt and vinegar products

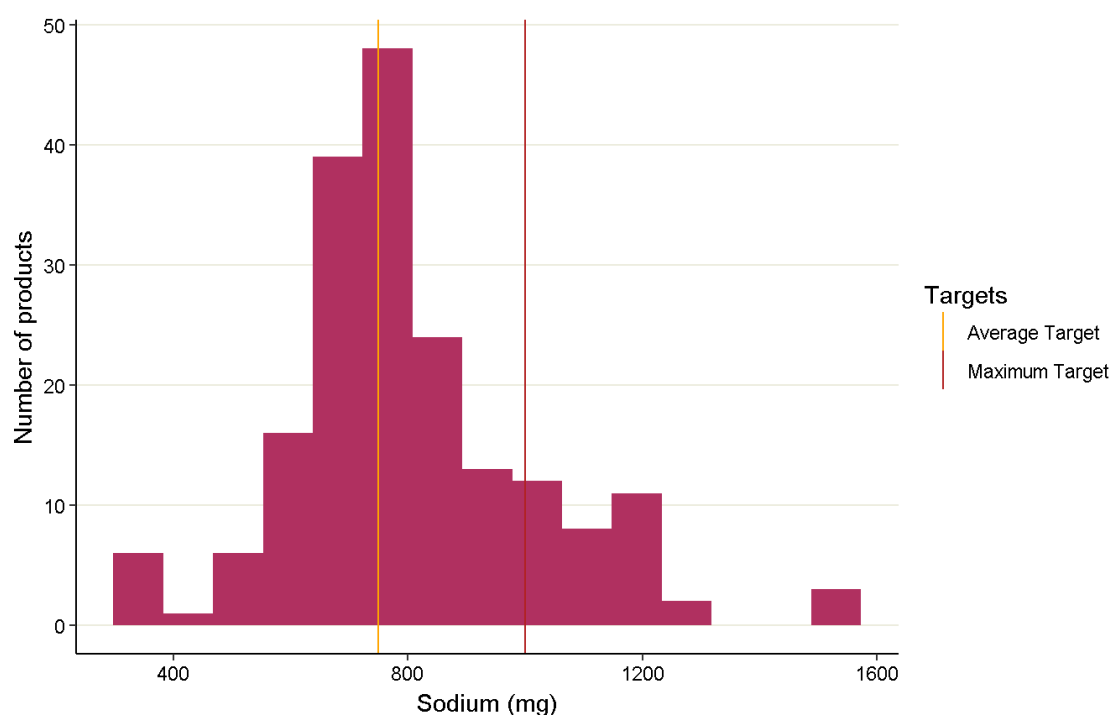
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for salt and vinegar products (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	189
Proportion of all products in the sub-category included in analysis	85%
Proportion of volume sales from products in the sub-category included in analysis	97%
Salt target for 2017 (mg sodium/100g)	750mg (average r), 1000mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	792mg
Manufacturer and retailer proportion of products at/below maximum target	85%
Range of sodium content across products in the sub-category (min-max, mg/100g)	360 – 1530mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	600 – 1008mg

Table 2: Average sodium content and proportion of products at/below maximum target for salt and vinegar products (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	75%	25%
Average sodium content (mg/100g)	758mg	898mg
Proportion of products at/below maximum target	96%	62%
Proportion of volume sales from products at/below maximum target	95%	68%

Figure 1: Distribution of sodium content for salt and vinegar products



12. Cakes, pastries, fruit pies and other pastry-based desserts

12.1 Cakes

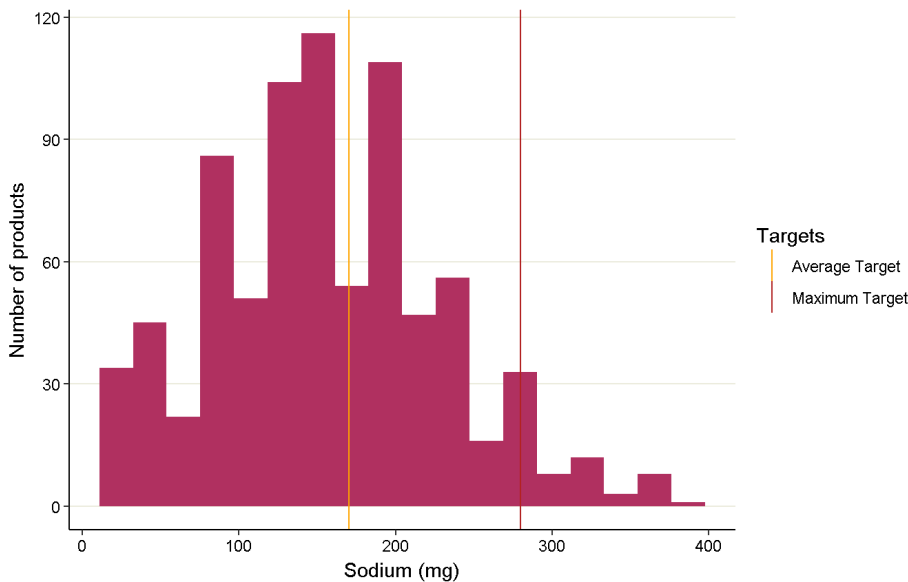
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cakes (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	805
Proportion of all products in the sub-category included in analysis	24%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	170mg (average r), 280mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	178mg
Manufacturer and retailer proportion of products at/below maximum target	96%
Range of sodium content across products in the sub-category (min-max, mg/100g)	12 - 380mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	112 - 332mg

Table 2: Average sodium content and proportion of products at/below maximum target for cakes (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	27%	73%
Average sodium content (mg/100g)	219mg	162mg
Proportion of products at/below maximum target	91%	97%
Proportion of volume sales from products at/below maximum target	91%	99%

Figure 1: Distribution of sodium content for cakes



12.2 Pastries

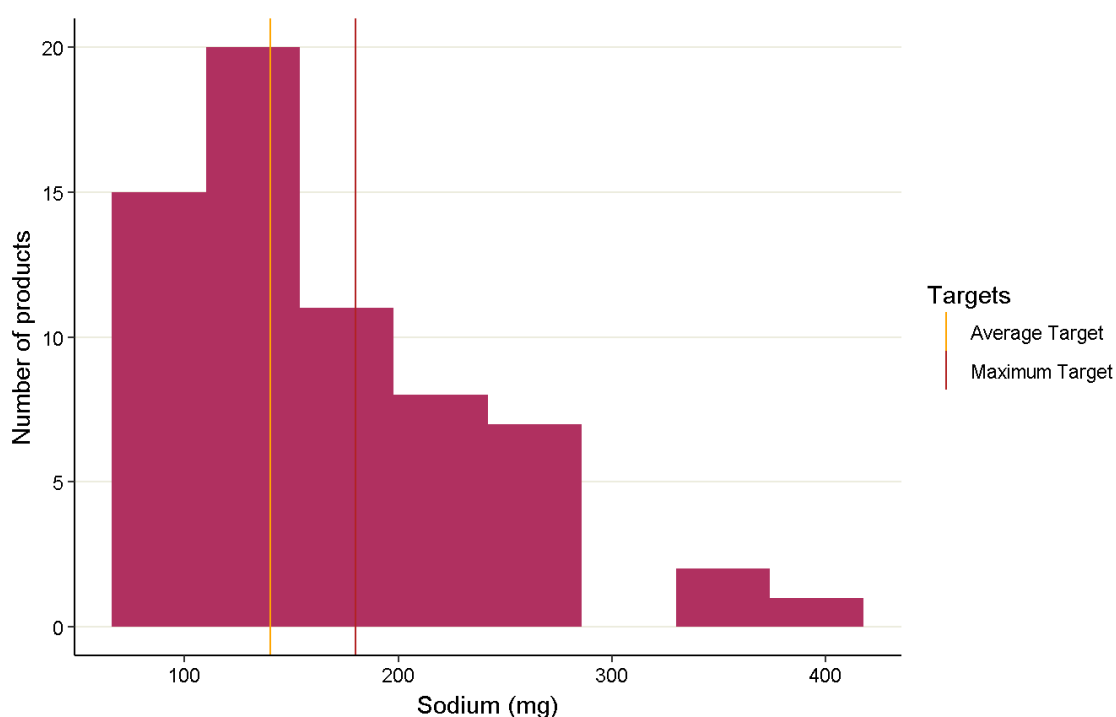
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for pastries (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	64
Proportion of all products in the sub-category included in analysis	25%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	140mg (average r), 180mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	137mg
Manufacturer and retailer proportion of products at/below maximum target	70%
Range of sodium content across products in the sub-category (min-max, mg/100g)	80 - 384mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	80 - 200mg

Table 2: Average sodium content and proportion of products at/below maximum target for pastries (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	13%	87%
Average sodium content (mg/100g)	148mg	136mg
Proportion of products at/below maximum target	56%	73%
Proportion of volume sales from products at/below maximum target	93%	85%

Figure 1: Distribution of sodium content for pastries



12.3 Sweet pies and other shortcrust or choux pastry-based desserts

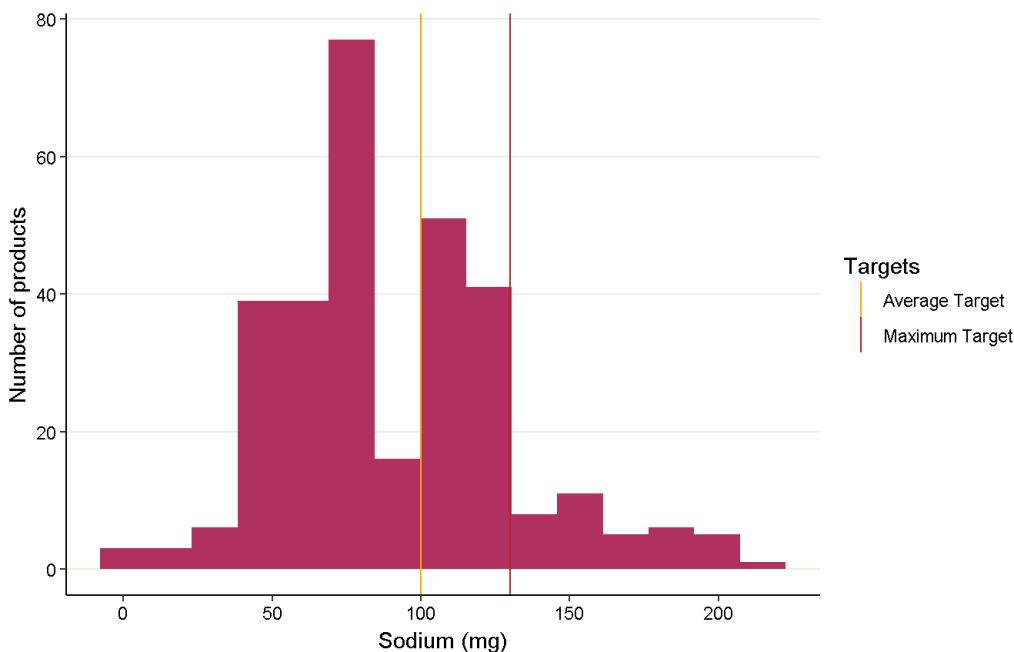
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for sweet pies and other shortcrust or choux pastry-based desserts (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	311
Proportion of all products in the sub-category included in analysis	35%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	100mg (average r), 130mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	97mg
Manufacturer and retailer proportion of products at/below maximum target	88%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 208mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	40 - 144mg

Table 2: Average sodium content and proportion of products at/below maximum target for sweet pies and other shortcrust or choux pastry-based desserts (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	23%	77%
Average sodium content (mg/100g)	123mg	89mg
Proportion of products at/below maximum target	76%	90%
Proportion of volume sales from products at/below maximum target	58%	92%

Figure 1: Distribution of sodium content for sweet pies and other shortcrust or choux pastry-based desserts



14. Table sauces

14.1 Tomato ketchup

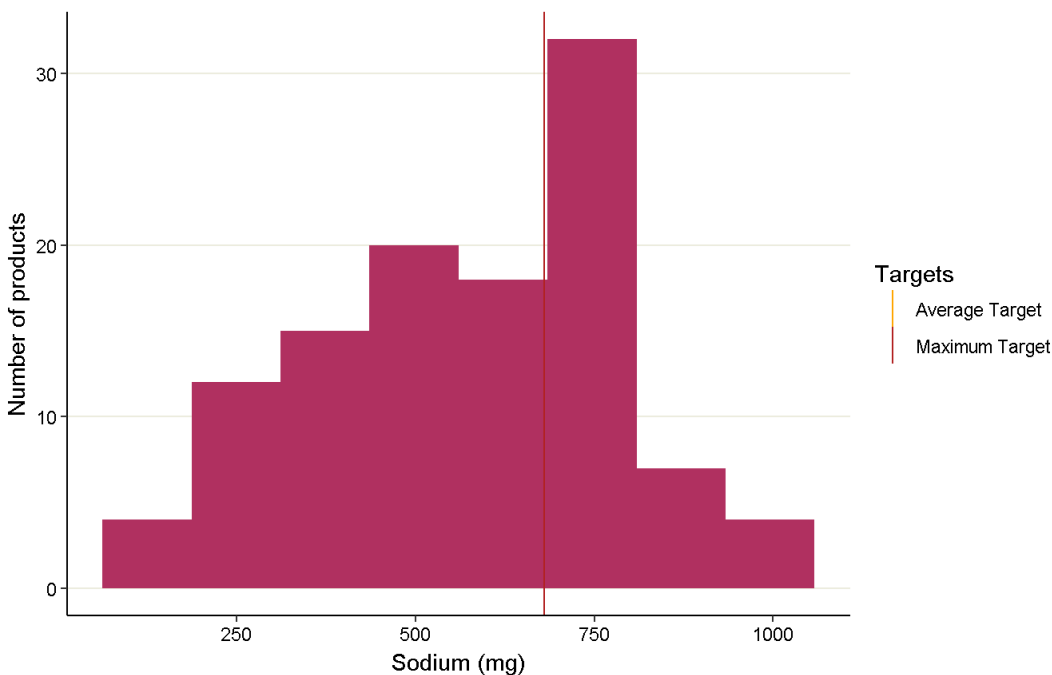
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for tomato ketchup (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	112
Proportion of all products in the sub-category included in analysis	82%
Proportion of volume sales from products in the sub-category included in analysis	99%
Salt target for 2017 (mg sodium/100g)	680mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	62%
Range of sodium content across products in the sub-category (min-max, mg/100g)	80 – 1000mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	280 - 720mg

Table 2: Proportion of products at/below maximum target for tomato ketchup (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	63%	37%
Proportion of products at/below maximum target	38%	96%
Proportion of volume sales from products at/below maximum target	13%	99%

Figure 1: Distribution of sodium content for tomato ketchup



14.2 Brown sauce

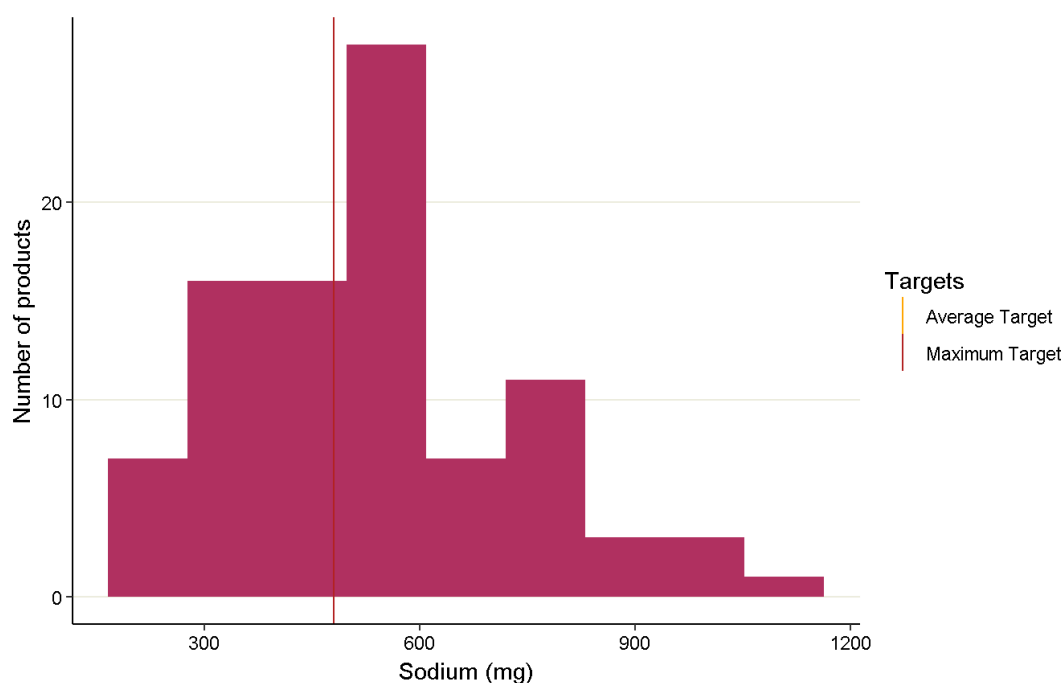
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for brown sauce (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	92
Proportion of all products in the sub-category included in analysis	74%
Proportion of volume sales from products in the sub-category included in analysis	95%
Salt target for 2017 (mg sodium/100g)	480mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	42%
Range of sodium content across products in the sub-category (min-max, mg/100g)	232 – 1080mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	284 - 800mg

Table 2: Proportion of products at/below maximum target for brown sauce (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	72%	28%
Proportion of products at/below maximum target	26%	71%
Proportion of volume sales from products at/below maximum target	9%	63%

Figure 1: Distribution of sodium content for brown sauce



14.3 Salad cream

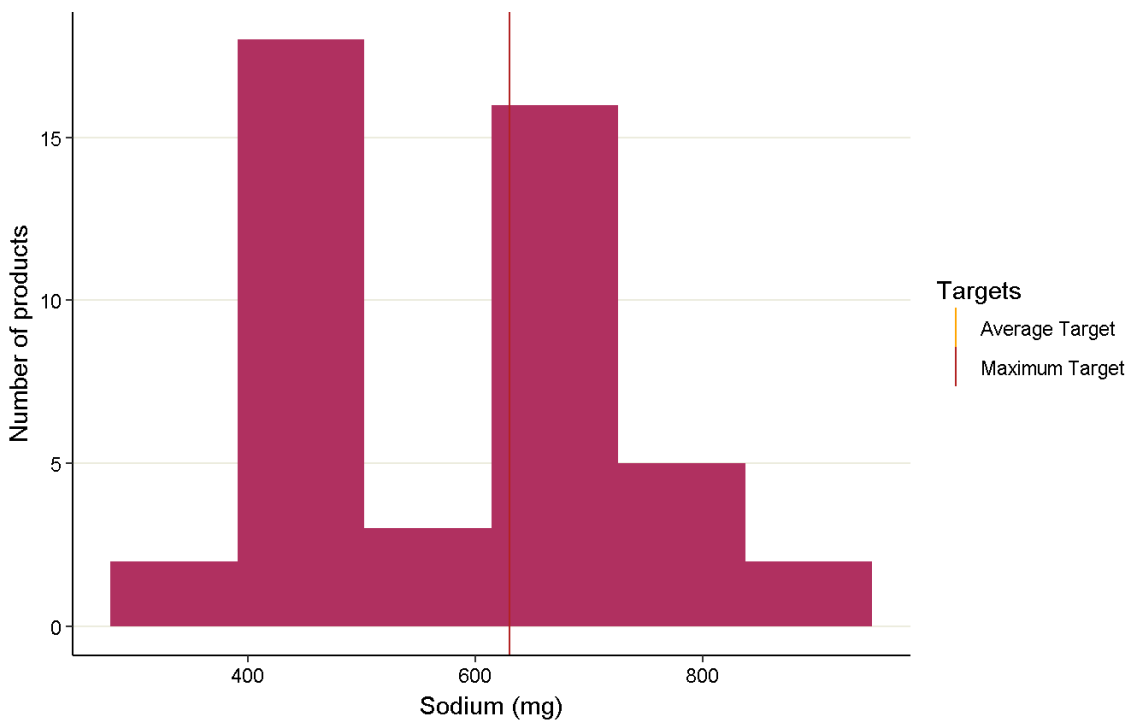
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for salad cream (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	46
Proportion of all products in the sub-category included in analysis	88%
Proportion of volume sales from products in the sub-category included in analysis	93%
Salt target for 2017 (mg sodium/100g)	630mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	50%
Range of sodium content across products in the sub-category (min-max, mg/100g)	360 - 930mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	480 - 750mg

Table 2: Proportion of products at/below maximum target for salad cream (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	63%	37%
Proportion of products at/below maximum target	11%	75%
Proportion of volume sales from products at/below maximum target	0%	56%

Figure 1: Distribution of sodium content for salad cream



14.4 Mayonnaise

14.4.1 Mayonnaise, not reduced fat/calorie

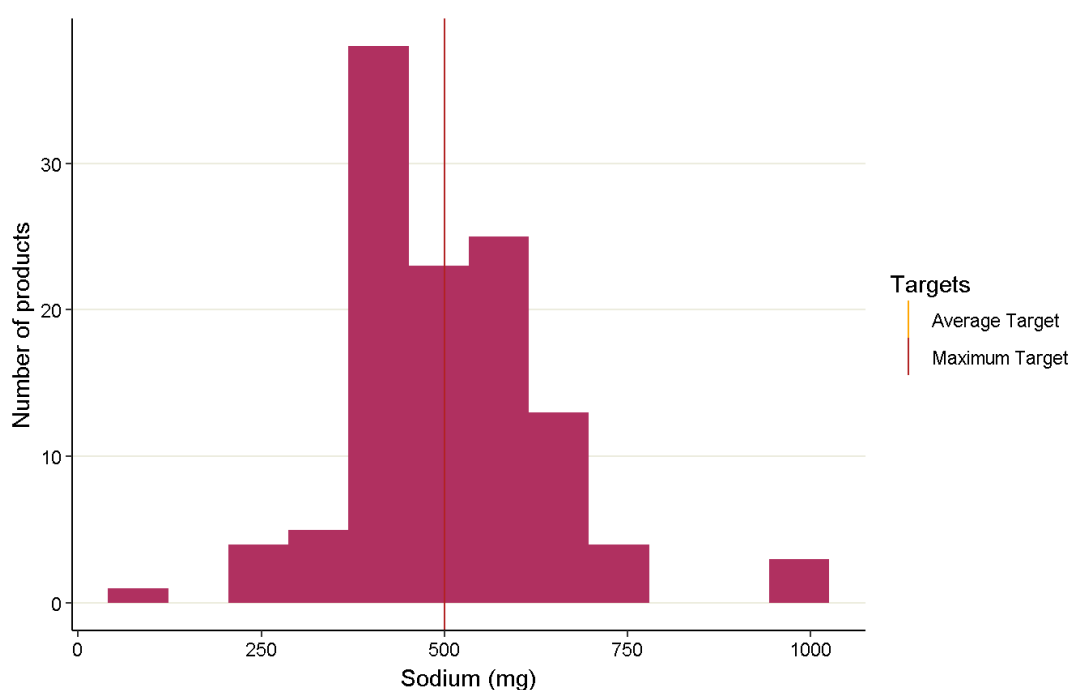
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for mayonnaise, not reduced fat/calorie (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	116
Proportion of all products in the sub-category included in analysis	71%
Proportion of volume sales from products in the sub-category included in analysis	86%
Salt target for 2017 (mg sodium/100g)	500mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	57%
Range of sodium content across products in the sub-category (min-max, mg/100g)	72 – 1000mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	440 - 600mg

Table 2: Proportion of products at/below maximum target for mayonnaise, not reduced fat/calorie (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	65%	35%
Proportion of products at/below maximum target	48%	66%
Proportion of volume sales from products at/below maximum target	16%	67%

Figure 1: Distribution of sodium content for mayonnaise, not reduced fat/calorie



14.4.2 Mayonnaise, reduced fat/calorie only

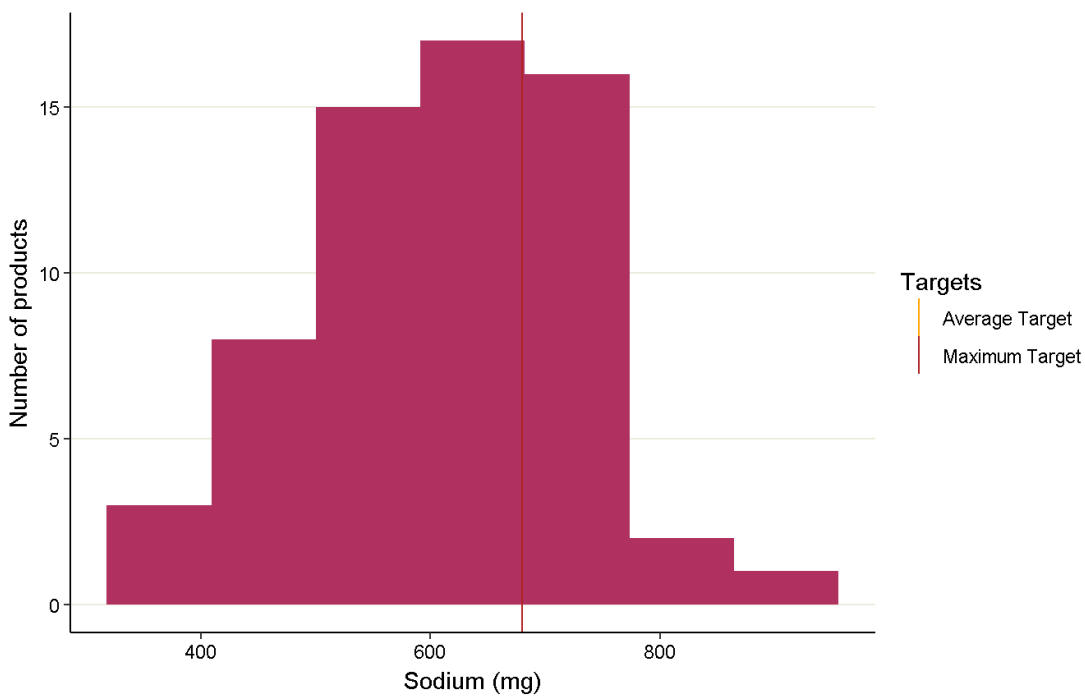
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for mayonnaise, reduced fat/calorie only (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	62
Proportion of all products in the sub-category included in analysis	90%
Proportion of volume sales from products in the sub-category included in analysis	89%
Salt target for 2017 (mg sodium/100g)	680mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	69%
Range of sodium content across products in the sub-category (min-max, mg/100g)	360 - 900mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	400 - 900mg

Table 2: Proportion of products at/below maximum target for mayonnaise, reduced fat/calorie only (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	51%	49%
Proportion of products at/below maximum target	68%	70%
Proportion of volume sales from products at/below maximum target	57%	66%

Figure 1: Distribution of sodium content for mayonnaise, reduced fat/calorie only



14.5 Salad dressing

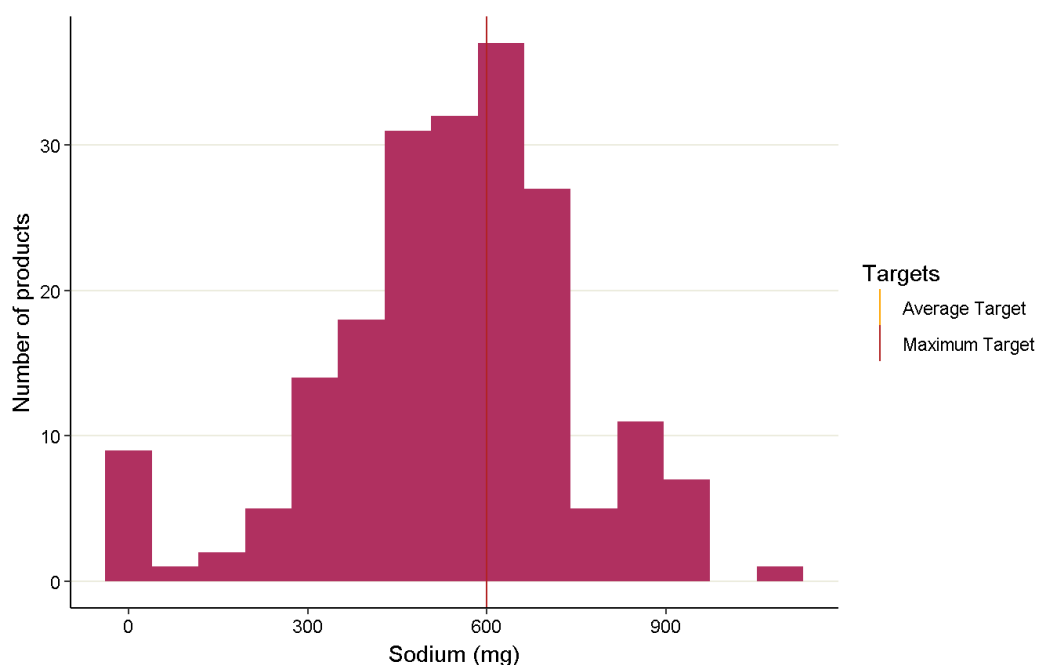
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for salad dressing (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	200
Proportion of all products in the sub-category included in analysis	73%
Proportion of volume sales from products in the sub-category included in analysis	83%
Salt target for 2017 (mg sodium/100g)	600mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	67%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 – 1120mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	340 - 916mg

Table 2: Proportion of products at/below maximum target for salad dressing (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	38%	62%
Proportion of products at/below maximum target	46%	77%
Proportion of volume sales from products at/below maximum target	33%	76%

Figure 1: Distribution of sodium content for salad dressing



15. Cook-in and pasta sauces, thick sauces and pastes

15.1 Cook-in pasta sauces (except pesto, other thick sauces and pastes)

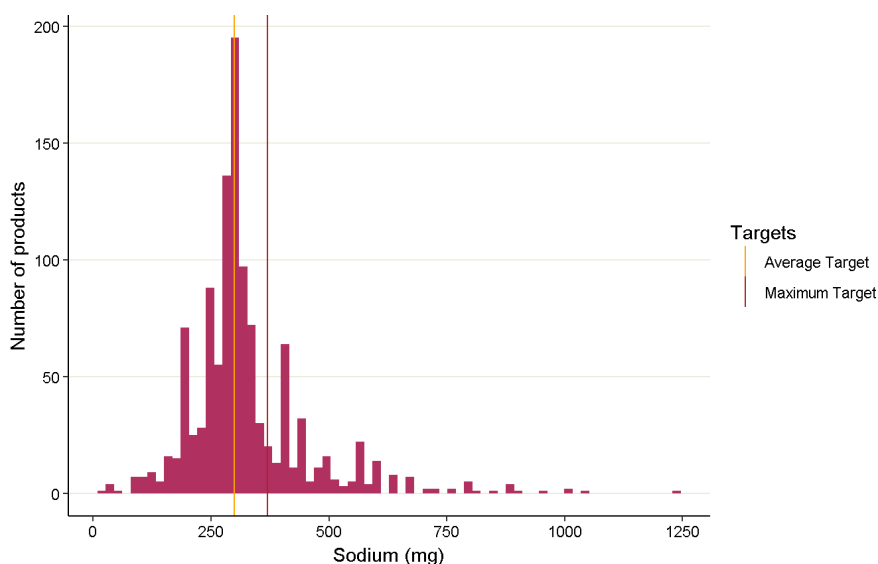
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cook-in pasta sauces (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	1126
Proportion of all products in the sub-category included in analysis	83%
Proportion of volume sales from products in the sub-category included in analysis	94%
Salt target for 2017 (mg sodium/100g)	300mg (average r), 370mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	314mg
Manufacturer and retailer proportion of products at/below maximum target	77%
Range of sodium content across products in the sub-category (min-max, mg/100g)	20 – 1240mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	172 - 388mg

Table 2: Average sodium content and proportion of products at/below maximum target for cook-in pasta sauces (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	55%	45%
Average sodium content (mg/100g)	326mg	300mg
Proportion of products at/below maximum target	70%	84%
Proportion of volume sales from products at/below maximum target	83%	87%

Figure 1: Distribution of sodium content for all cook-in pasta sauces



15.2 Pesto and other thick sauces

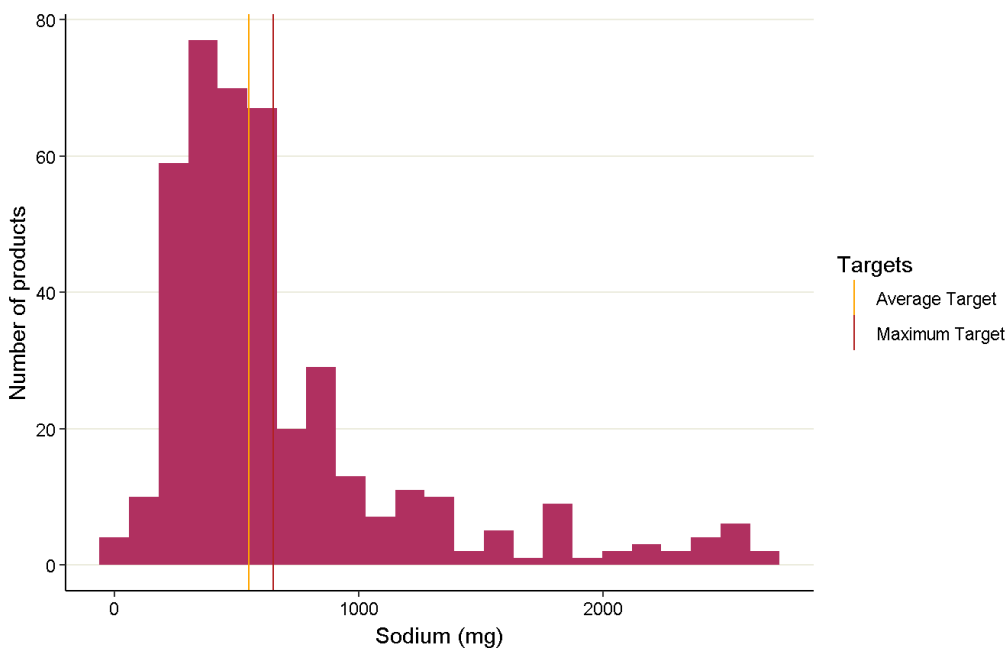
Table 1: Number of products, average sodium content , proportion of products at/below maximum target, and ranges of sodium content for pesto and other thick sauces (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	414
Proportion of all products in the sub-category included in analysis	73%
Proportion of volume sales from products in the sub-category included in analysis	81%
Salt target for 2017 (mg sodium/100g)	550mg (average r), 650mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	669mg
Manufacturer and retailer proportion of products at/below maximum target	69%
Range of sodium content across products in the sub-category (min-max, mg/100g)	26 – 2640mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	336 – 1320mg

Table 2: Average sodium content and proportion of products at/below maximum target for pesto and other thick sauces (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	42%	58%
Average sodium content (mg/100g)	868mg	528mg
Proportion of products at/below maximum target	49%	86%
Proportion of volume sales from products at/below maximum target	52%	77%

Figure 1: Distribution of sodium content for pesto and other thick sauces



15.3 Thick pastes

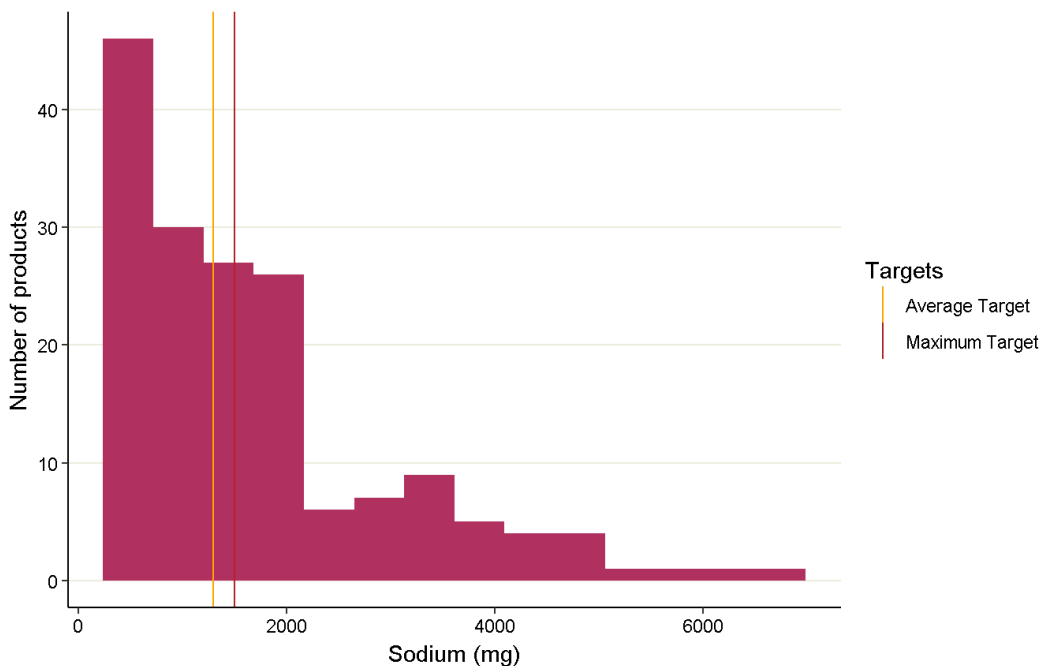
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for thick pastes (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	168
Proportion of all products in the sub-category included in analysis	77%
Proportion of volume sales from products in the sub-category included in analysis	93%
Salt target for 2017 (mg sodium/100g)	1300mg (average r), 1500mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	1588mg
Manufacturer and retailer proportion of products at/below maximum target	55%
Range of sodium content across products in the sub-category (min-max, mg/100g)	280 – 6880mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	336 – 1920mg

Table 2: Average sodium content and proportion of products at/below maximum target for thick pastes (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	68%	32%
Average sodium content (mg/100g)	1,877mg	983mg
Proportion of products at/below maximum target	35%	83%
Proportion of volume sales from products at/below maximum target	26%	72%

Figure 1: Distribution of sodium content for thick pastes



16. Biscuits

16.1 Sweet biscuits

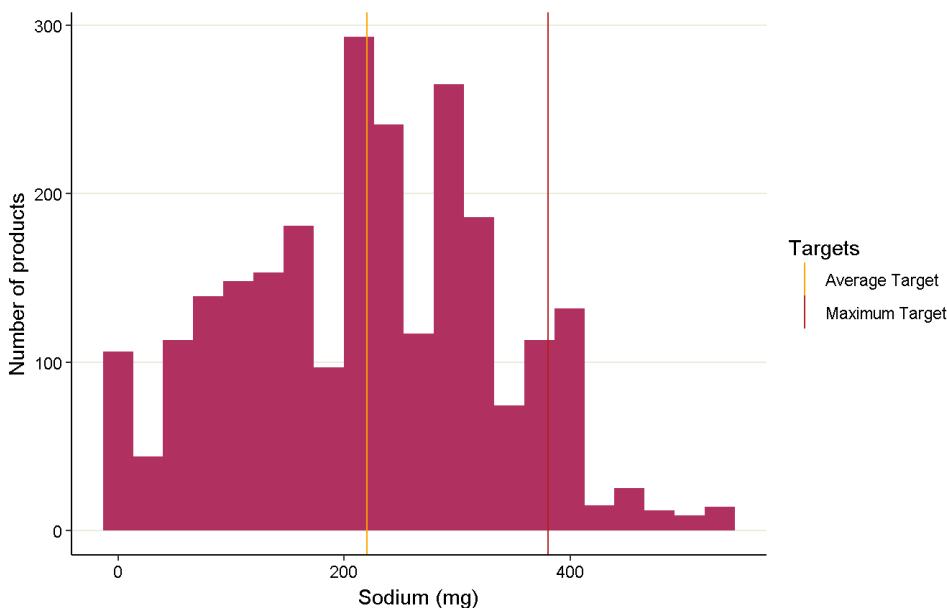
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for sweet biscuits (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	2477
Proportion of all products in the sub-category included in analysis	68%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	220mg (average r), 380mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	256mg
Manufacturer and retailer proportion of products at/below maximum target	91%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 520mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	92 - 520mg

Table 2: Average sodium content and proportion of products at/below maximum target for sweet biscuits (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	61%	39%
Average sodium content (mg/100g)	254mg	260mg
Proportion of products at/below maximum target	92%	89%
Proportion of volume sales from products at/below maximum target	86%	79%

Figure 1: Distribution of sodium content for sweet biscuits



16.2 Savoury biscuits

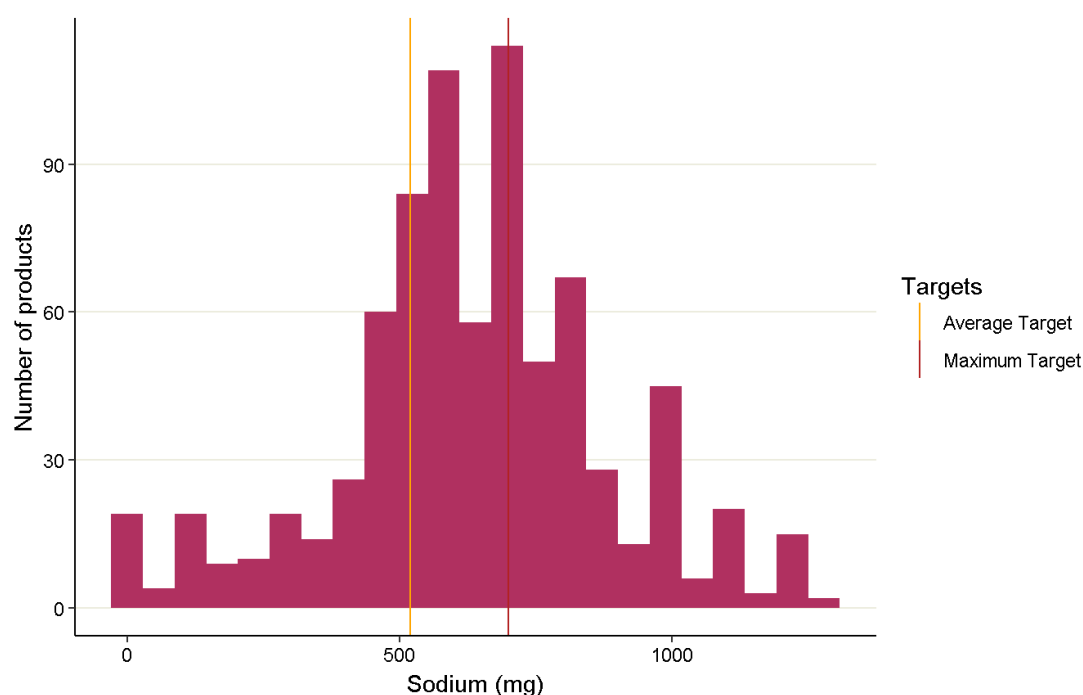
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for savoury biscuits (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	794
Proportion of all products in the sub-category included in analysis	73%
Proportion of volume sales from products in the sub-category included in analysis	91%
Salt target for 2017 (mg sodium/100g)	520mg (average r), 700mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	611mg
Manufacturer and retailer proportion of products at/below maximum target	62%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 – 1280mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	200 – 1000mg

Table 2: Average sodium content and proportion of products at/below maximum target for savoury biscuits (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	70%	30%
Average sodium content (mg/100g)	629mg	568mg
Proportion of products at/below maximum target	58%	71%
Proportion of volume sales from products at/below maximum target	65%	74%

Figure 1: Distribution of sodium content for savoury biscuits



17. Pasta

17.1 Pasta and noodles, plain and flavoured

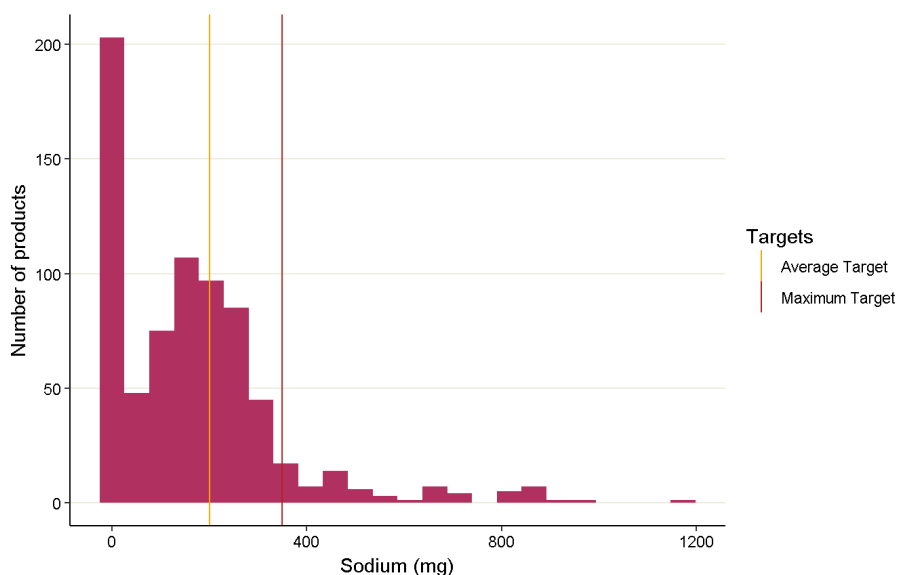
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for pasta and noodles, plain and flavoured (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	734
Proportion of all products in the sub-category included in analysis	72%
Proportion of volume sales from products in the sub-category included in analysis	87%
Salt target for 2017 (mg sodium/100g)	200mg (average r), 350mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	109mg
Manufacturer and retailer proportion of products at/below maximum target	91%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 – 1160mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	0 - 252mg

Table 2: Average sodium content and proportion of products at/below maximum target for pasta and noodles, plain and flavoured (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	43%	57%
Average sodium content (mg/100g)	177mg	57mg
Proportion of products at/below maximum target	85%	99%
Proportion of volume sales from products at/below maximum target	94%	99%

Figure 1: Distribution of sodium content for pasta and noodles, plain and flavoured



18. Rice

18.1 Rice unflavoured (as consumed)

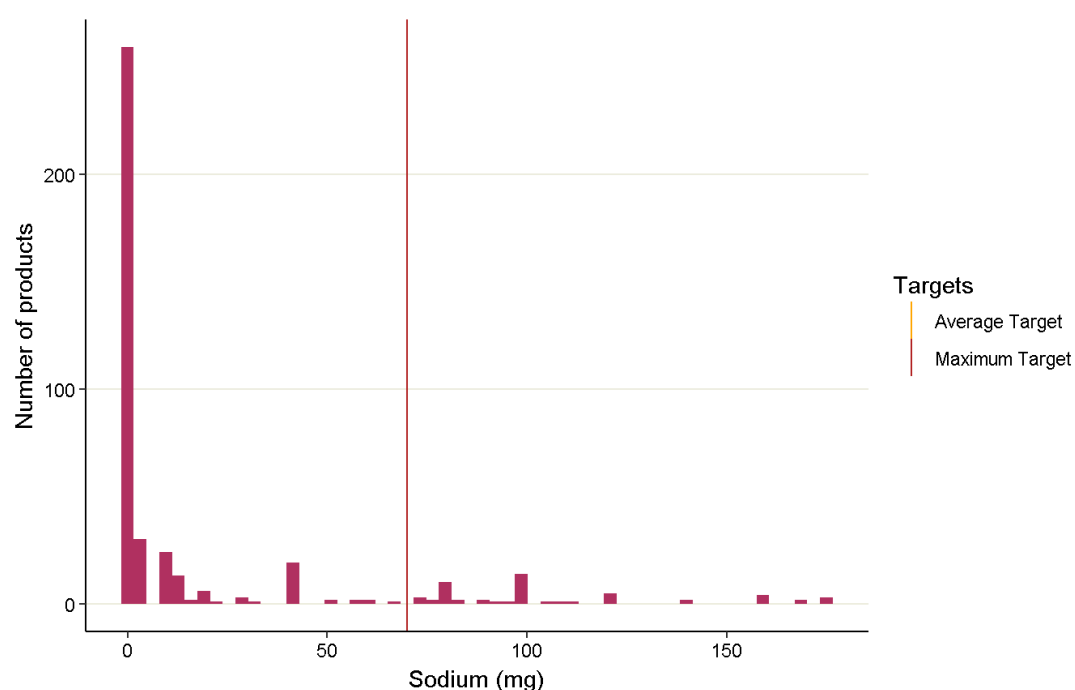
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for rice unflavoured (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	419
Proportion of all products in the sub-category included in analysis	70%
Proportion of volume sales from products in the sub-category included in analysis	80%
Salt target for 2017 (mg sodium/100g)	70mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	87%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 176mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	0 - 80mg

Table 2: Proportion of products at/below maximum target for rice unflavoured (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	35%	65%
Proportion of products at/below maximum target	85%	89%
Proportion of volume sales from products at/below maximum target	78%	92%

Figure 1: Distribution of sodium content for rice unflavoured



18.2 Flavoured rice (as consumed)

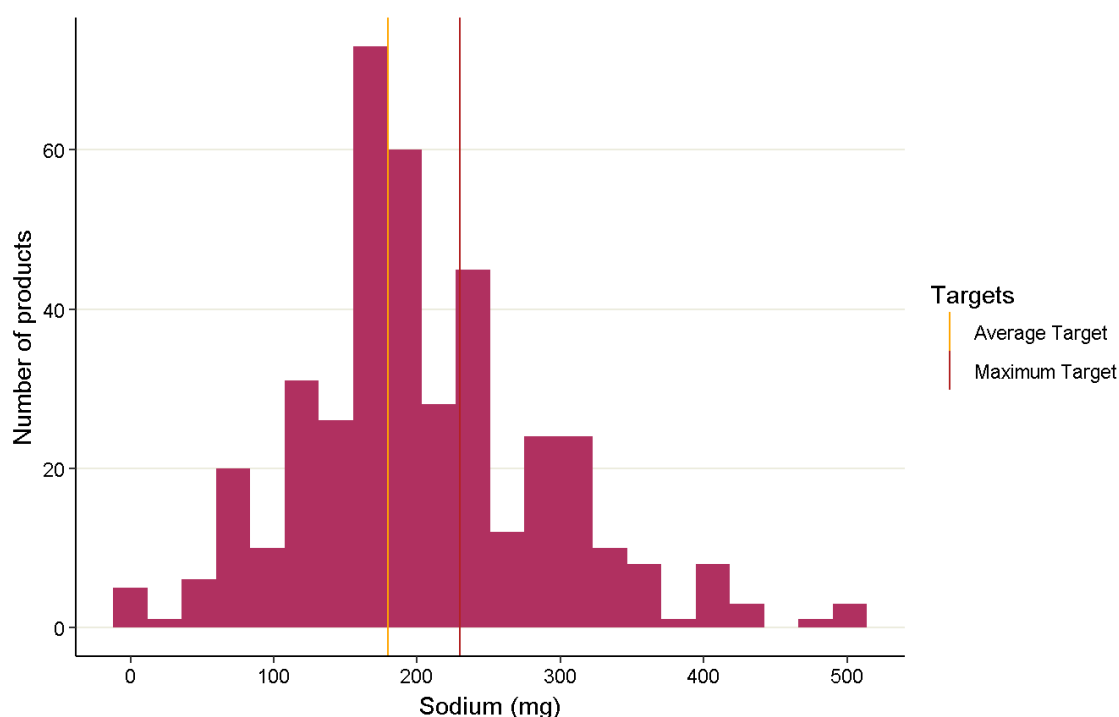
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for flavoured rice (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	399
Proportion of all products in the sub-category included in analysis	77%
Proportion of volume sales from products in the sub-category included in analysis	88%
Salt target for 2017 (mg sodium/100g)	180mg (average r), 230mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	193mg
Manufacturer and retailer proportion of products at/below maximum target	68%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 504mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	0 - 400mg

Table 2: Average sodium content and proportion of products at/below maximum target for flavoured rice (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	54%	46%
Average sodium content (mg/100g)	182mg	206mg
Proportion of products at/below maximum target	64%	72%
Proportion of volume sales from products at/below maximum target	88%	68%

Figure 1: Distribution of sodium content for flavoured rice



19. Other cereals

19.1 Other cereals

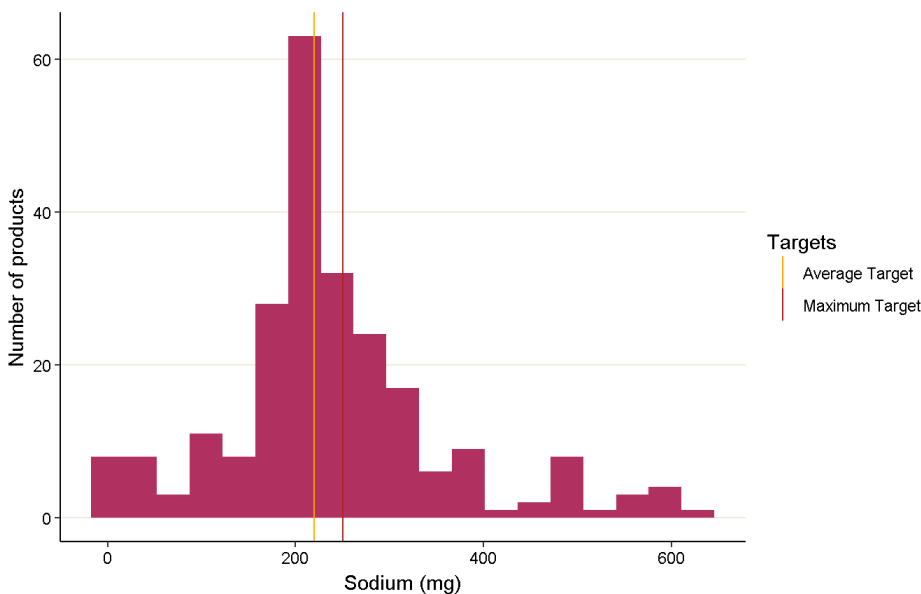
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for other cereals (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	237
Proportion of all products in the sub-category included in analysis	60%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	220mg (average r), 250mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	235mg
Manufacturer and retailer proportion of products at/below maximum target	67%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 632mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	112 - 360mg

Table 2: Average sodium content (mg/100g) and proportion of products at/below maximum target for other cereals (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	56%	44%
Average sodium content (mg/100g)	267mg	195mg
Proportion of products at/below maximum target	54%	77%
Proportion of volume sales from products at/below maximum target	51%	88%

Figure 1: Distribution of sodium content for other cereals



20. Processed puddings

20.2 Cheesecake

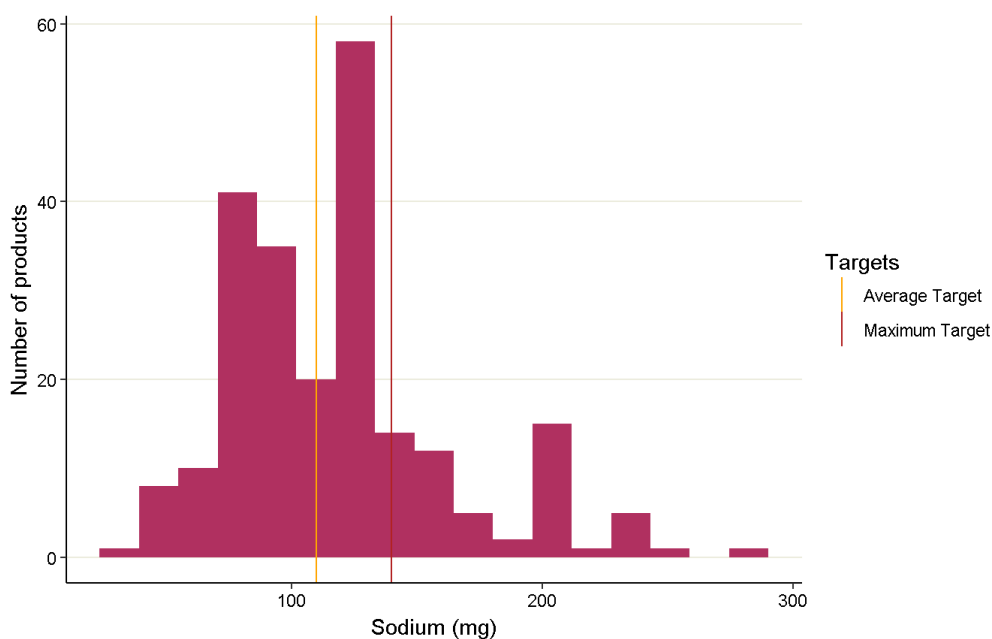
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for cheesecake (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	229
Proportion of all products in the sub-category included in analysis	52%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	110mg (average r), 140mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	118mg
Manufacturer and retailer proportion of products at/below maximum target	81%
Range of sodium content across products in the sub-category (min-max, mg/100g)	32 - 280mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	40 - 240mg

Table 2: Average sodium content and proportion of products at/below maximum target for cheesecake (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	18%	82%
Average sodium content (mg/100g)	165mg	107mg
Proportion of products at/below maximum target	54%	88%
Proportion of volume sales from products at/below maximum target	36%	90%

Figure 1: Distribution of sodium content for cheesecake



20.3 Sponge-based processed puddings

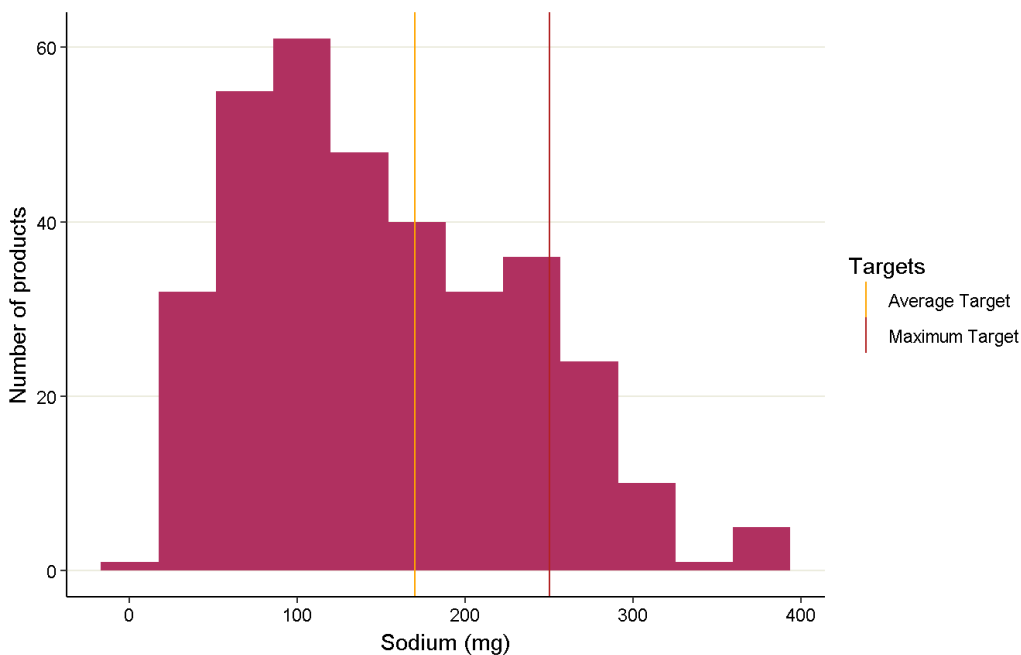
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for sponge-based processed puddings (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	345
Proportion of all products in the sub-category included in analysis	76%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	170mg (average r), 250mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	174mg
Manufacturer and retailer proportion of products at/below maximum target	88%
Range of sodium content across products in the sub-category (min-max, mg/100g)	10 - 372mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	60 - 300mg

Table 2: Average sodium content and proportion of products at/below maximum target for sponge-based processed puddings (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	30%	70%
Average sodium content (mg/100g)	214mg	157mg
Proportion of products at/below maximum target	77%	90%
Proportion of volume sales from products at/below maximum target	87%	81%

Figure 1: Distribution of sodium content for sponge-based processed puddings



20.4 All other processed puddings

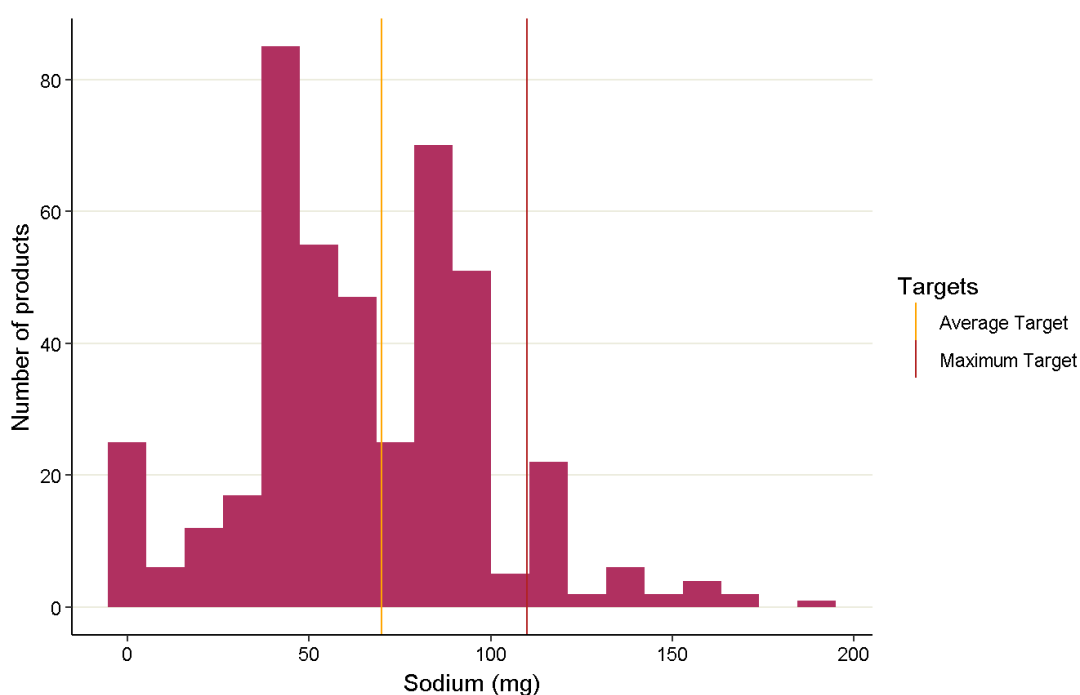
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for all other processed puddings (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	437
Proportion of all products in the sub-category included in analysis	56%
Proportion of volume sales from products in the sub-category included in analysis	*
Salt target for 2017 (mg sodium/100g)	70mg (average r), 110mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	72mg
Manufacturer and retailer proportion of products at/below maximum target	91%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 192mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	40 - 104mg

Table 2: Average sodium content and proportion of products at/below maximum target for all other processed puddings (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	30%	70%
Average sodium content (mg/100g)	77mg	69mg
Proportion of products at/below maximum target	86%	93%
Proportion of volume sales from products at/below maximum target	84%	95%

Figure 1: Distribution of sodium content for all other processed puddings



21. Quiches

21.1 Quiches

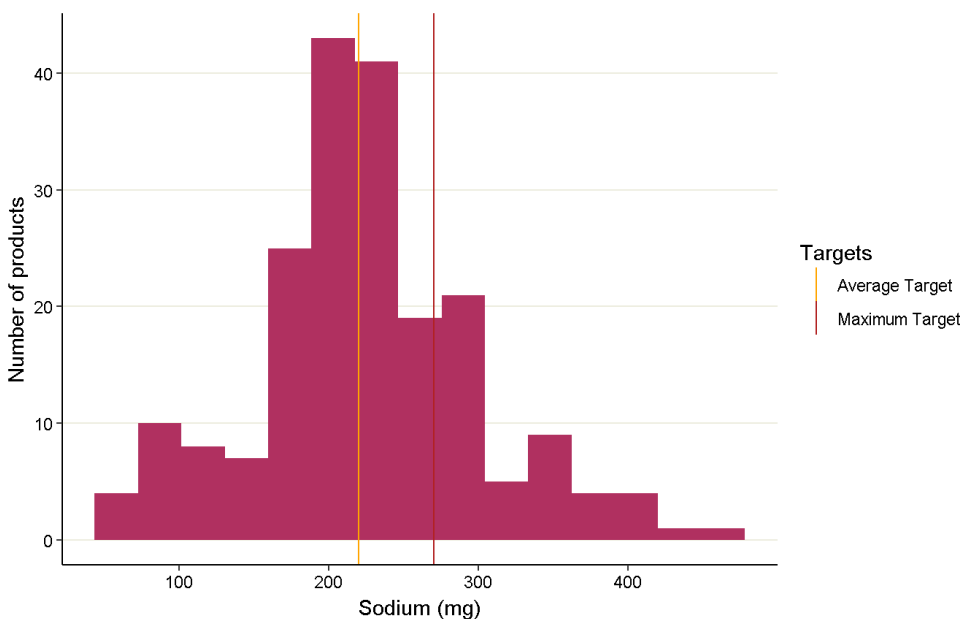
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for quiches (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	202
Proportion of all products in the sub-category included in analysis	66%
Proportion of volume sales from products in the sub-category included in analysis	87%
Salt target for 2017 (mg sodium/100g)	220mg (average r), 270mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	231mg
Manufacturer and retailer proportion of products at/below maximum target	76%
Range of sodium content across products in the sub-category (min-max, mg/100g)	50 - 460mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	184 - 460mg

Table 2: Average sodium content and proportion of products at/below maximum target for quiches (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	5%	95%
Average sodium content (mg/100g)	226mg	231mg
Proportion of products at/below maximum target	50%	80%
Proportion of volume sales from products at/below maximum target	64%	74%

Figure 1: Distribution of sodium content for quiches



22. Scotch eggs

22.1 Scotch eggs

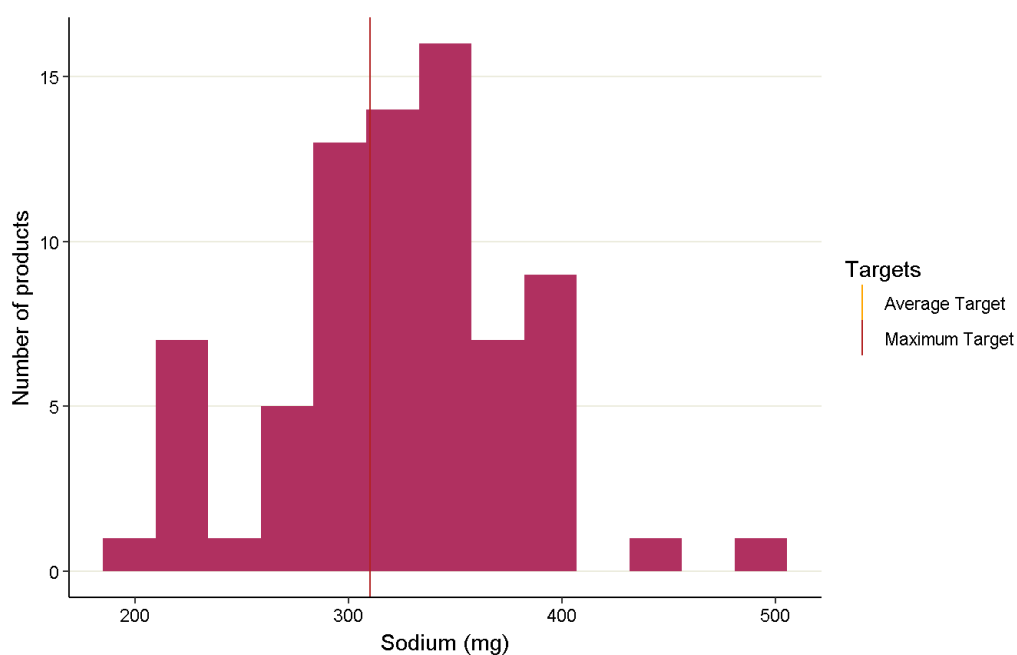
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for scotch eggs (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	75
Proportion of all products in the sub-category included in analysis	78%
Proportion of volume sales from products in the sub-category included in analysis	88%
Salt target for 2017 (mg sodium/100g)	310mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	37%
Range of sodium content across products in the sub-category (min-max, mg/100g)	190 - 500mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	220 - 400mg

Table 2: Proportion of products at/below maximum target for scotch eggs (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	1%	99%
Proportion of products at/below maximum target	0%	41%
Proportion of volume sales from products at/below maximum target	0%	37%

Figure 1: Distribution of sodium content for scotch eggs



23. Canned fish

23.1 Canned tuna

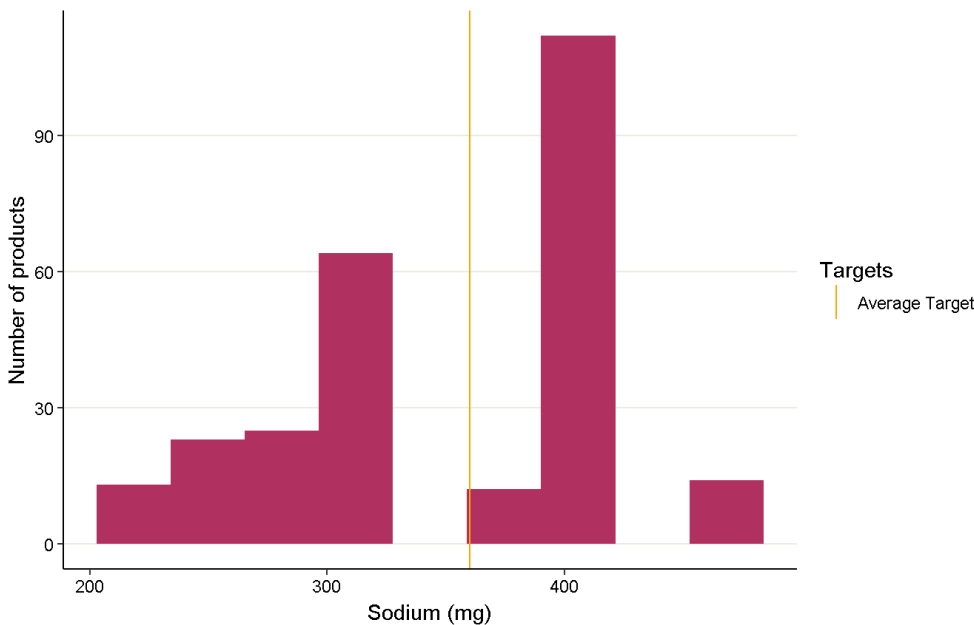
Table 1: Number of products, average sodium content and ranges of sodium content for canned tuna (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	263
Proportion of all products in the sub-category included in analysis	92%
Proportion of volume sales from products in the sub-category included in analysis	99%
Salt target for 2017 (mg sodium/100g)	360mg (average p)
Manufacturer and retailer average sodium content (mg/100g)	348mg
Range of sodium content across products in the sub-category (min-max, mg/100g)	204 - 480mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	280 - 400mg

Table 2: Average sodium content for canned tuna (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	55%	45%
Average sodium content (mg/100g)	373mg	323mg

Figure 1: Distribution of sodium content for canned tuna



23.2 Canned salmon

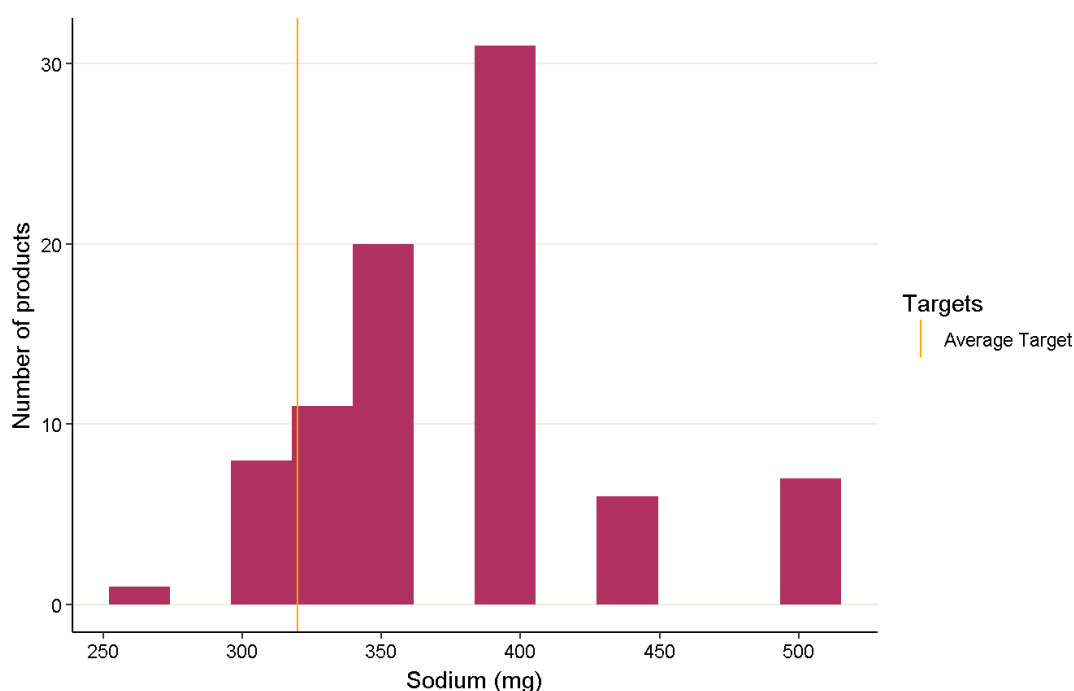
Table 1: Number of products, average sodium content and ranges of sodium content for canned salmon (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	84
Proportion of all products in the sub-category included in analysis	89%
Proportion of volume sales from products in the sub-category included in analysis	95%
Salt target for 2017 (mg sodium/100g)	320mg (average p)
Manufacturer and retailer average sodium content (mg/100g)	381mg
Range of sodium content across products in the sub-category (min-max, mg/100g)	270 - 500mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	270 - 500mg

Table 2: Average sodium content for canned salmon (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	49%	51%
Average sodium content (mg/100g)	369mg	388mg

Figure 1: Distribution of sodium content for canned salmon



23.3 Other canned fish

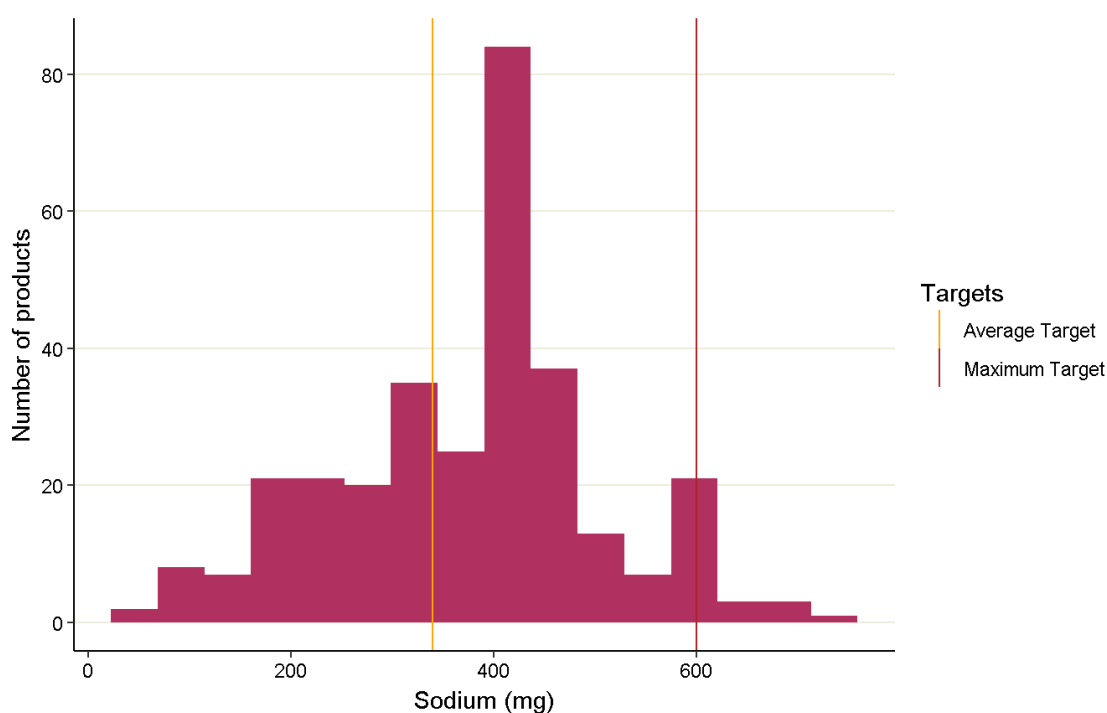
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for other canned fish (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	308
Proportion of all products in the sub-category included in analysis	87%
Proportion of volume sales from products in the sub-category included in analysis	94%
Salt target for 2017 (mg sodium/100g)	340mg (average r), 600mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	347mg
Manufacturer and retailer proportion of products at/below maximum target	98%
Range of sodium content across products in the sub-category (min-max, mg/100g)	40 - 720mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	240 - 400mg

Table 2: Average sodium content and proportion of products at/below maximum target for other canned fish (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	37%	63%
Average sodium content (mg/100g)	422mg	303mg
Proportion of products at/below maximum target	97%	99%
Proportion of volume sales from products at/below maximum target	99%	99%

Figure 1: Distribution of sodium content for other canned fish



24. Canned vegetables

24.1 Canned and bottled vegetables

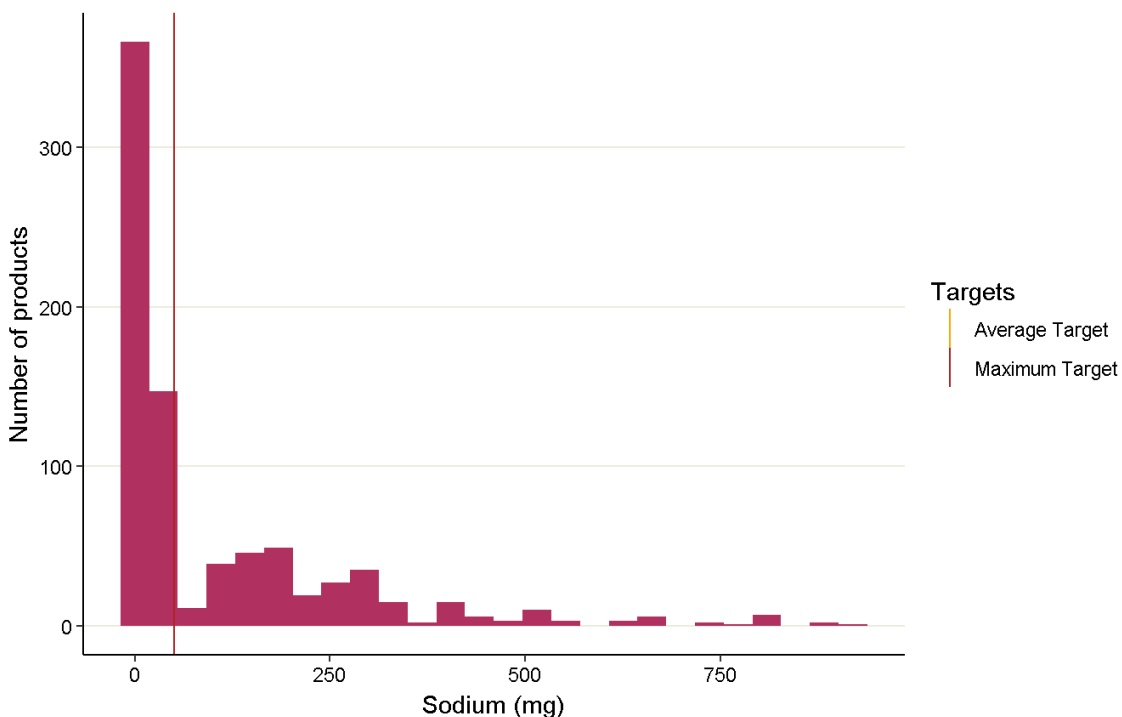
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for canned and bottled vegetables (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	815
Proportion of all products in the sub-category included in analysis	75%
Proportion of volume sales from products in the sub-category included in analysis	87%
Salt target for 2017 (mg sodium/100g)	50mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	62%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 930mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	0 - 520mg

Table 2: Proportion of products at/below maximum target for canned and bottled vegetables (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	29%	71%
Proportion of products at/below maximum target	49%	70%
Proportion of volume sales from products at/below maximum target	70%	66%

Figure 1: Distribution of sodium content for canned and bottled vegetables



24.2 Canned processed, marrowfat, and mushy peas

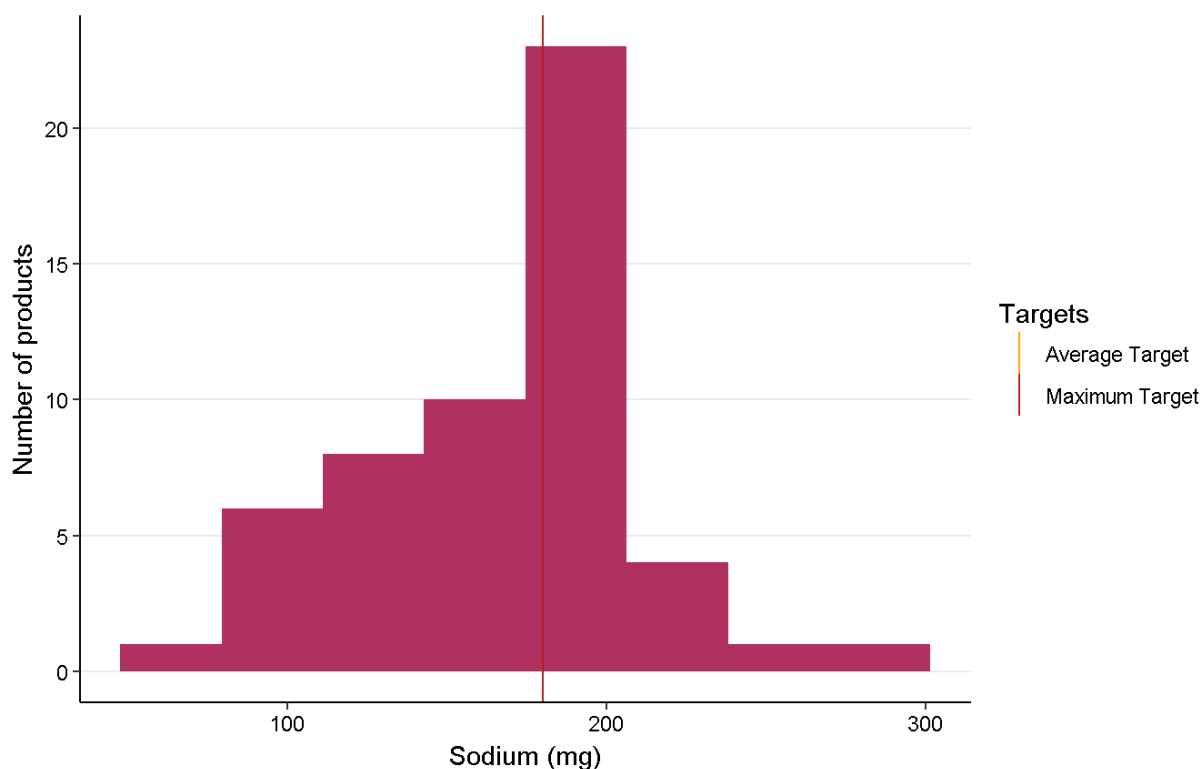
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for canned processed, marrowfat, and mushy peas (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	54
Proportion of all products in the sub-category included in analysis	73%
Proportion of volume sales from products in the sub-category included in analysis	97%
Salt target for 2017 (mg sodium/100g)	180mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	56%
Range of sodium content across products in the sub-category (min-max, mg/100g)	60 - 276mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	80 - 208mg

Table 2: Proportion of products at/below maximum target for canned processed, marrowfat, and mushy peas (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	47%	53%
Proportion of products at/below maximum target	30%	74%
Proportion of volume sales from products at/below maximum target	36%	82%

Figure 1: Distribution of sodium content for canned processed, marrowfat, and mushy peas



25. Meat alternatives

25.1 Plain meat alternatives

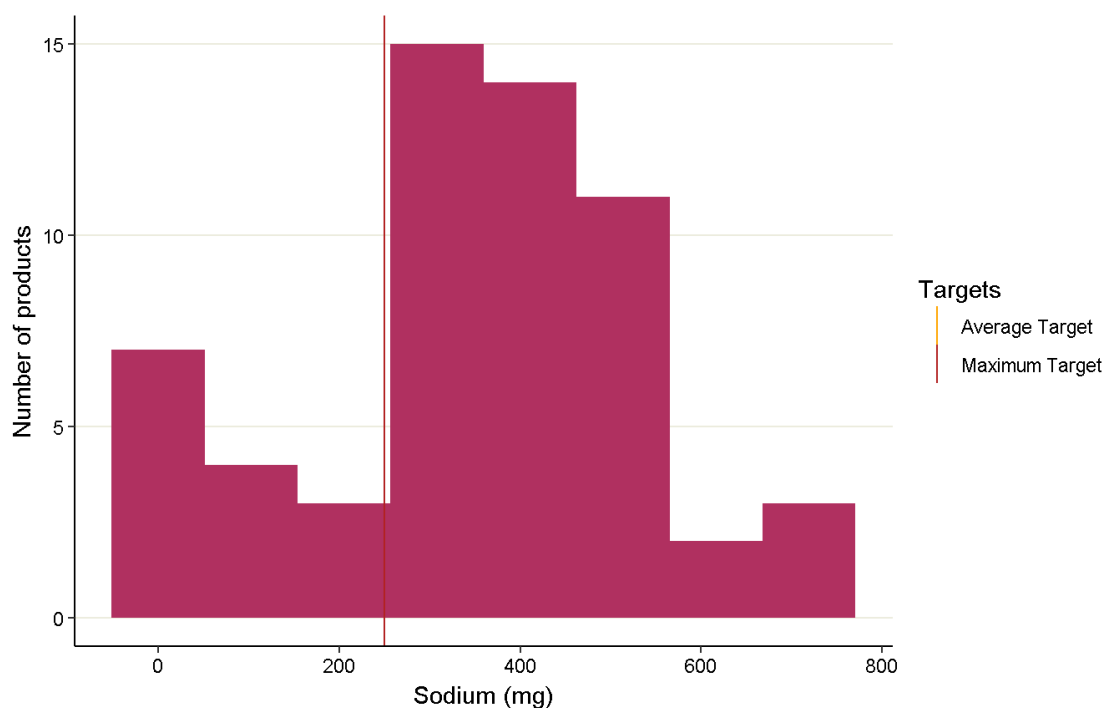
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for plain meat alternatives (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	59
Proportion of all products in the sub-category included in analysis	77%
Proportion of Volume Sales from Products in the sub-category included in analysis	99%
Salt Target for 2017 (mg sodium/100g)	250mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	24%
Range of sodium content across products in the sub-category (min-max, mg/100g)	0 - 760mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	0 - 520mg

Table 2: Proportion of products at/below maximum target for plain meat alternatives (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	92%	8%
Proportion of products at/below maximum target	21%	33%
Proportion of volume sales from products at/below maximum target	50%	64%

Figure 1: Distribution of sodium content for plain meat alternatives



25.2 Meat-free products

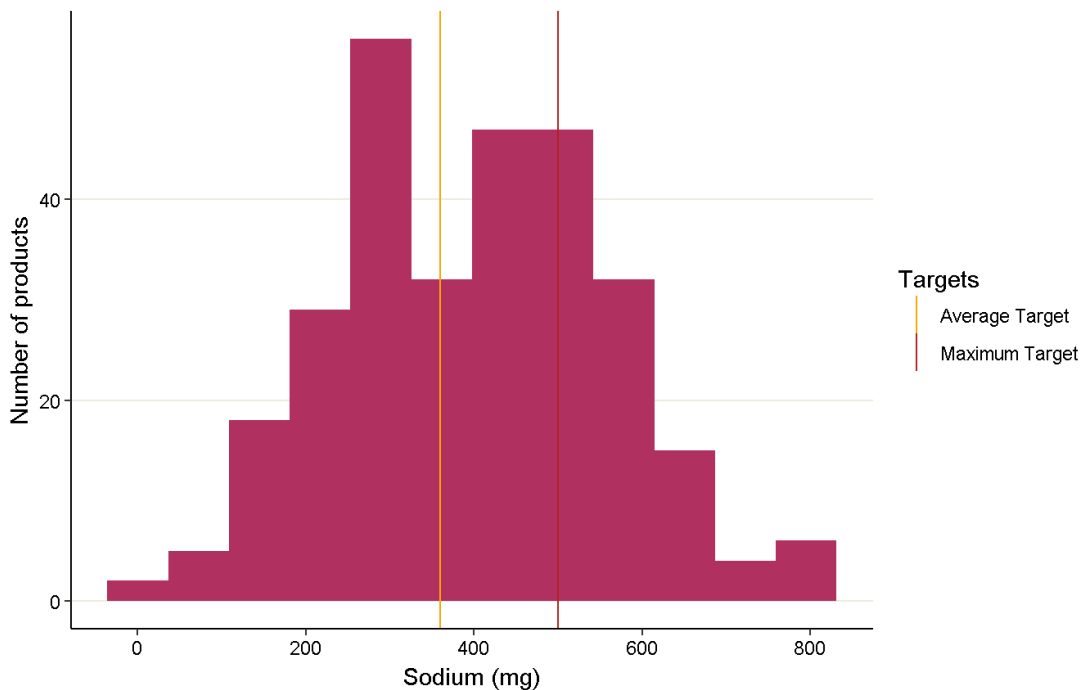
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for meat-free products (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	293
Proportion of all products in the sub-category included in analysis	79%
Proportion of volume sales from products in the sub-category included in analysis	92%
Salt target for 2017 (mg sodium/100g)	360mg (average r), 500mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	450mg
Manufacturer and retailer proportion of products at/below maximum target	71%
Range of sodium content across products in the sub-category (min-max, mg/100g)	8 - 800mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	344 - 640mg

Table 2: Average sodium content and proportion of products at/below maximum target for meat-free products (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	76%	24%
Average sodium content (mg/100g)	492mg	316mg
Proportion of products at/below maximum target	58%	95%
Proportion of volume sales from products at/below maximum target	51%	93%

Figure 1: Distribution of sodium content for meat-free products



26. Other processed potatoes

26.2 Other processed potato products

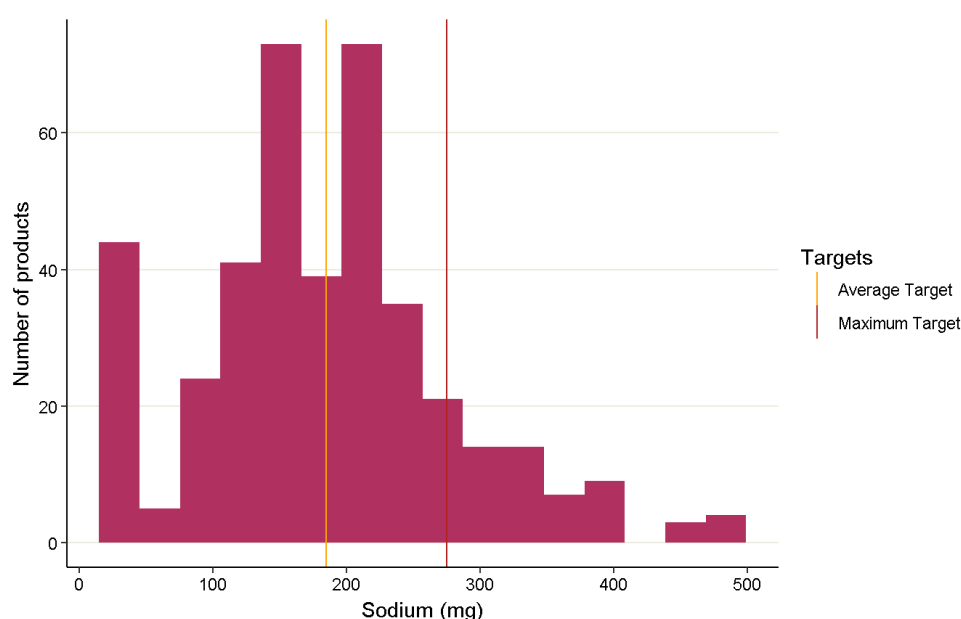
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for other processed potato products (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	406
Proportion of all products in the sub-category included in analysis	70%
Proportion of volume sales from products in the sub-category included in analysis	90%
Salt target for 2017 (mg sodium/100g)	185mg (average r), 275mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	159mg
Manufacturer and retailer proportion of products at/below maximum target	83%
Range of sodium content across products in the sub-category (min-max, mg/100g)	20 - 480mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	40 - 160mg

Table 2: Average sodium content and proportion of products at/below maximum target for other processed potato products (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	53%	47%
Average sodium content (mg/100g)	158mg	159mg
Proportion of products at/below maximum target	73%	86%
Proportion of volume sales from products at/below maximum target	97%	89%

Figure 1: Distribution of sodium content for other processed potato products



27. Beverages

27.1 Dried beverages (as consumed)

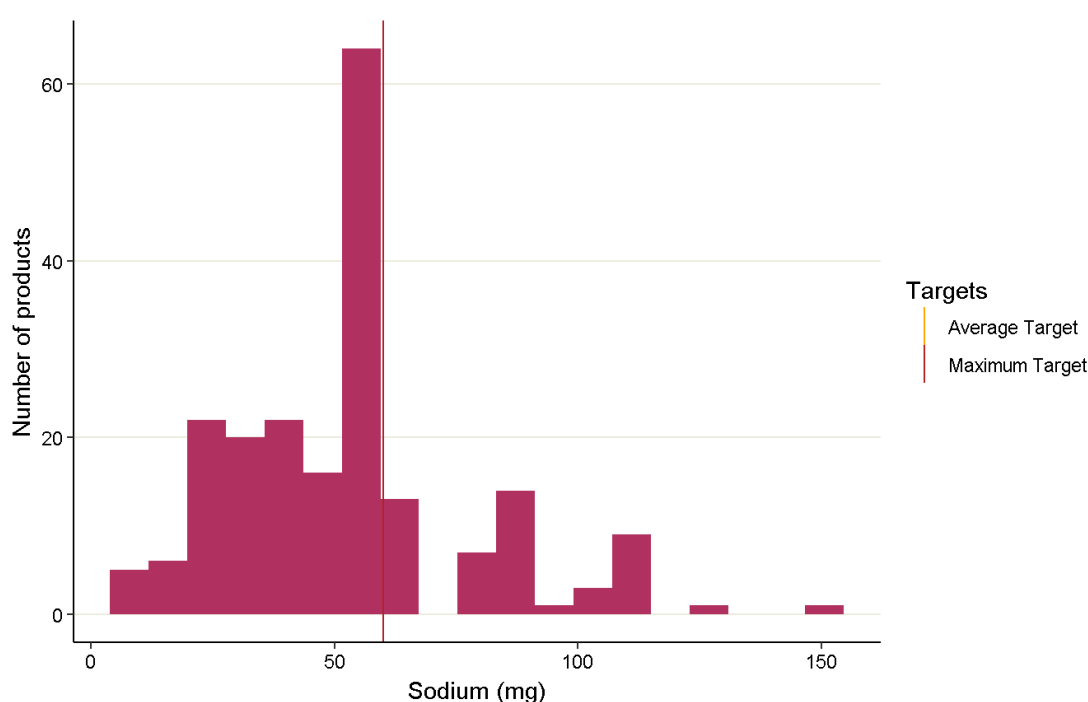
Table 1: Number of products, proportion of products at/below maximum target, and ranges of sodium content for dried beverages (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	204
Proportion of all products in the sub-category included in analysis	51%
Proportion of volume sales from products in the sub-category included in analysis	70%
Salt target for 2017 (mg sodium/100g)	60mg (maximum)
Manufacturer and retailer proportion of products at/below maximum target	77%
Range of sodium content across products in the sub-category (min-max, mg/100g)	6 - 147mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	40 - 64mg

Table 2: Proportion of products at/below maximum target for dried beverages (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	95%	5%
Proportion of products at/below maximum target	75%	96%
Proportion of volume sales from products at/below maximum target	98%	79%

Figure 1: Distribution of sodium content for dried beverages



28. Stocks and gravies

28.1 Stocks (as consumed)

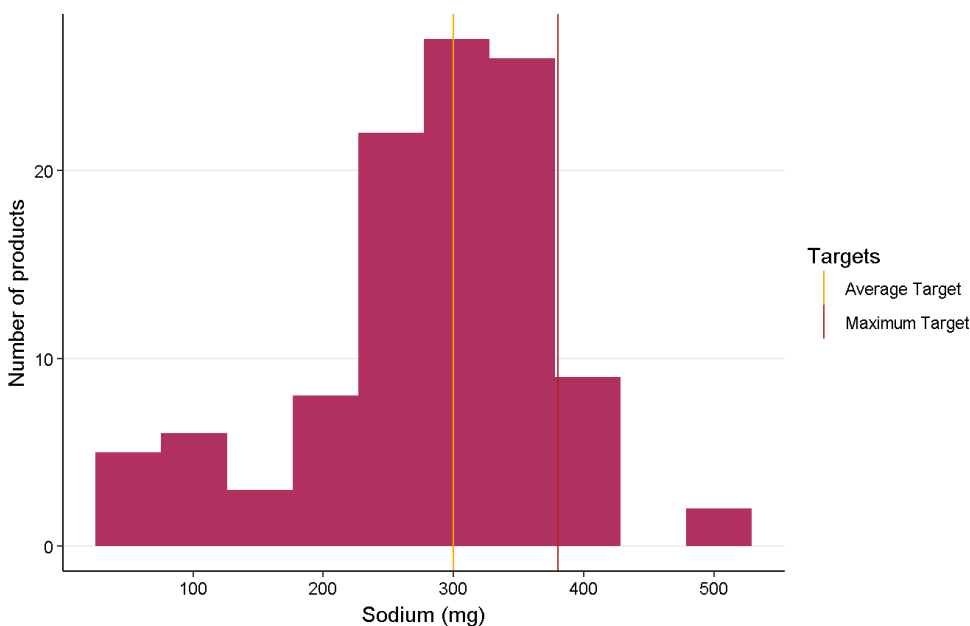
Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for stocks (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	108
Proportion of all products in the sub-category included in analysis	55%
Proportion of volume sales from products in the sub-category included in analysis	28%
Salt target for 2017 (mg sodium/100g)	300mg (average r), 380mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	228mg
Manufacturer and retailer proportion of products at/below maximum target	91%
Range of sodium content across products in the sub-category (min-max, mg/100g)	28 - 520mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	30 - 520mg

Table 2: Average sodium content and proportion of products at/below maximum target for stocks (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	28%	72%
Average sodium content (mg salt/100g)	314mg	195mg
Proportion of products at/below maximum target	91%	91%
Proportion of volume sales from products at/below maximum target	95%	81%

Figure 1: Distribution of sodium content for stocks



28.2 Gravy (as consumed)

Table 1: Number of products, average sodium content, proportion of products at/below maximum target, and ranges of sodium content for gravy (manufacturers and retailers combined)

Metric	Value
Number of products in the sub-category included in analysis	119
Proportion of all products in the sub-category included in analysis	53%
Proportion of volume sales from products in the sub-category included in analysis	20%
Salt target for 2017 (mg sodium/100g)	380mg (average r), 450mg (maximum)
Manufacturer and retailer average sodium content (mg/100g)	354mg
Manufacturer and retailer proportion of products at/below maximum target	85%
Range of sodium content across products in the sub-category (min-max, mg/100g)	168 - 517mg
Range of sodium content in top 10 products by volume sales (min-max, mg/100g)	240 - 515mg

Table 2: Average sodium content and proportion of products at/below maximum target for gravy (manufacturers and retailers separately)

	Manufacturers	Retailers
Market share (% volume sales)	45%	55%
Average sodium content (mg/100g)	364mg	346mg
Proportion of products at/below maximum target	81%	93%
Proportion of volume sales from products at/below maximum target	91%	95%

Figure 1: Distribution of sodium content for gravy

