



collaborating for a healthier future: retail's role in a healthier food system

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executive summary

People want to eat healthier but struggle to make choices that match their intentions. While awareness and desire are high, healthier choices often feel difficult due to perceived cost, inconvenience or complex information.

Meanwhile, poor health linked to diet is costing people, communities and governments more in medical fees, lost healthy years and lost productivity. The growth of GLP-Is¹, along with the measurable shifts they bring to appetite and food choices, is one of many signs that consumers, healthcare providers and governments are looking for more radical changes. Given these shifts, addressing health challenges is rapidly becoming a commercial priority and growth opportunity.

This paper identifies how to close the gap, turning good intentions into everyday habits through practical solutions. Reflecting the consumer-centric view of our business, this paper explores how to meet the needs and goals of the people we all serve, without placing the burden on them. The recommendations are rooted in real examples of best practices that are already working, so they are actionable, not just aspirational.

^{*} Glucagon-like peptide-1 receptor agonists (GLP-Is or GLP-IRAs) are medicines that mimic a naturally occurring hormone released after eating, helping to regulate appetite, slow digestion, improve blood sugar control, and increase feelings of fullness. They can be used to treat conditions such as obesity and type 2 diabetes.

The paper draws on new research conducted by Ahold Delhaize, the parent company of 17 international retail brands predominantly in Europe and the East Coast of the United States, in partnership with GlobeScan, an insights and advisory firm. The research program included quantitative surveys with consumers in seven markets across Europe and North America and qualitative roundtable discussions with expert stakeholders from food retailers, manufacturers, industry associations, NGOs and academia.

Among the many organizations shaping and influencing food choices, food retailers are uniquely positioned to influence what people buy and eat every day. As a starting point, this paper focuses on the role of retail spaces and the opportunities they present to support healthier diets at scale, focused on three key solutions:

Consumer challenges

Healthier options seem expensive, while my other bills are increasing quickly.



Three practical solutions

1. Make choices more affordable

Making healthier food affordable is the most important priority to make these choices feel normal, appealing and attainable.

Determining what is healthier feels complicated; it's hard to know if I'm making the right choice



2. Make choices easier

Avoiding information overload with simple cues and digital tools helps make choices easy and not intimidating.

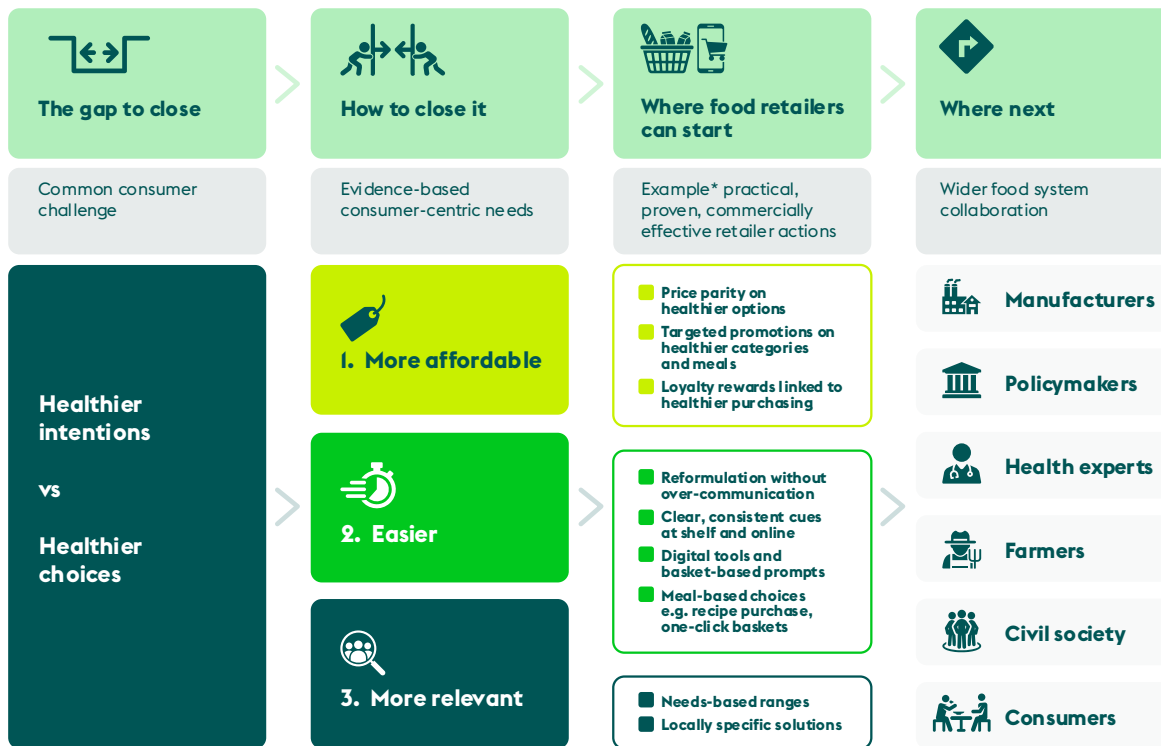
Healthier options feel like they are designed for someone else, not the way I eat, drink and live.



3. Make choices more relevant

Moving away from one-size-fits-all solutions to targeted strategies for diverse nutritional needs and cultural differences.

While food retailers can influence consumer decisions, creating a lasting impact requires coordination across many stakeholders, including manufacturers, policymakers, health experts, farmers, civil society and the individual consumer.



*The list is not exhaustive, strong impact comes from developing solutions across all three areas

Ahold Delhaize is dedicated to helping consumers overcome the challenges they face when striving to make healthier choices. This includes working with our great local brands and partnering with the Consumer Goods Forum (CGF) to convene a series of action-focused forums, share commercially scalable best practices and co-design bigger solutions.

We have started conversations with peers and partners across the food system to identify our shared priorities. Health may be a complex topic to address, but together we can make steady, practical progress, so that healthier choices become the more affordable, easier and more relevant choices, every day.

We invite readers who are interested in how to take part, shape progress and learn from best practices to contact us at health.sustainability@aholddelhaize.com.

unlocking the potential: retail, industry and consumers

For decades, we have seen efforts to help people eat healthier from governments, health experts, manufacturers and food retailers. While awareness is high, progress remains slow across countries and income groups. Health outcomes, such as obesity-related diseases, are worsening. Obesity-related conditions cost over €460 billion annually in healthcare spending and productivity losses in Europe and over \$700 billion in the U.S.²



The fact that we're seeing slow progress on nutritional challenges is not because people do not care about being healthy – they do, deeply, but they are facing individual and systemic barriers. We have anchored this paper in what consumers say they want and how they are behaving. We partnered with GlobeScan to run a study of 8,000 people across seven of the markets that Ahold Delhaize serves: Belgium, Czech Republic, Greece, the Netherlands, Romania, Serbia and the U.S. (you can find more information on the methodology and Ahold Delhaize's brands in the appendix). This paper focuses on Europe and North America, reflecting Ahold Delhaize's main markets. We encourage readers to compare this with your geographic focus, to identify solutions that can scale.

From this research, we see that the intention to change diets to be healthier is high, but the translation into healthier diets and the results that people are hoping for are perceived to be lower. Of the participants in the study, 92% want to change their diets to be healthier and 79% are actively trying to eat healthier.³ However, these good intentions are not translating into healthier diets and the results that people seek. Only 23% are very satisfied with their physical health and only 14% believe their diets are “very healthy.”⁴ We see this pattern in every country – it represents a structural challenge that needs a structural solution.

Physical health & diets

23%

Very satisfied with physical health

14%

Believe their diets are “very healthy”

Goals & efforts

92%

Want to change diet to be healthier

79%

Actively trying to be healthier

from individual choice to collective leadership

The complex food system needs a combined solution across food retailers, manufacturers, policymakers, health experts, farmers and civil society.

Impact driven by cross-sector, public-private collaboration

In the UK, the government has announced plans to set mandatory reporting of healthy food sales for all large food companies. This aims to create transparency across the market, so there are incentives for companies to improve their performance. The government has also stated it intends to introduce mandatory targets on the average healthiness of sales in the future. This combination of government direction and industry action creates change at scale and speed. Even before legislation is introduced, eighteen companies in 2026 have disclosed data on healthy sales or set targets, up from seven in 2024.⁵

Ahold Delhaize has taken similar steps to introduce healthy food sales targets and publicly report progress against them, embedding healthier diets into the company's business performance and accountability metrics.⁶ Now the question is how to support shared progress across the industry more broadly.



the practical solutions: what can we unlock at scale

While this paper cannot answer every question about how to promote healthier eating, it offers a pragmatic place to start.

This section features case studies that describe what is working at food retailers, with additional examples in the appendix for those who want to dig deeper.

We encourage an ongoing conversation to build on these solutions, determine what is missing and where we can better come together to create change.

Bringing together approaches for input

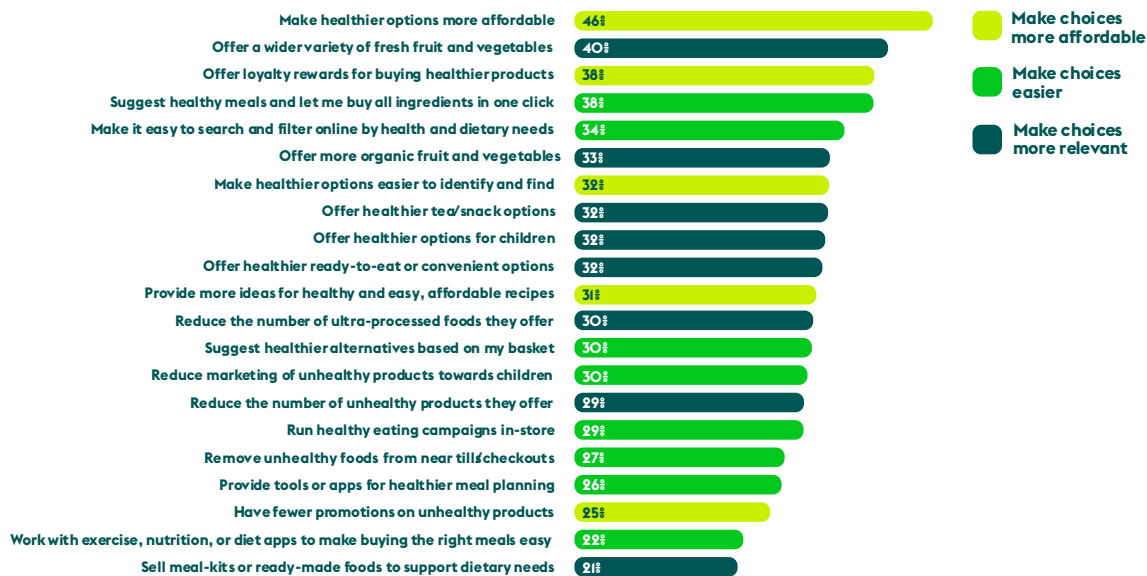
To create meaningful, practical change across the system, aligning healthier outcomes with commercial and financial success is key. Healthier choices can both support public health outcomes and work as a shopper value driver.

The chart on the next page reflects how people respond to a wide range of potential retail interventions. These stated intentions highlight the actions most likely to make people change their shopping habits, reinforcing the business case by showing how healthier choices can increase engagement and brand loyalty.



Impact of health-focused changes in food retailers on shopping frequency

Total percentage of respondents who “would make the store my primary shop” and “would shop a lot more” as a result of the changes, on average, among 8,000 consumers in seven markets across all 48 food retailers tested



The interventions most likely to drive shopper engagement fall into three categories: making healthier choices more affordable, making them easier to find and making these choices more relevant to individual needs.

Healthier options not only improve shopping intentions, they are also among the strongest drivers of shoppers' satisfaction with their preferred retail brand. These rank ahead of several retail attributes that traditionally attract significant attention, such as location, ease of finding items in store and variety of treats and snacks.⁷ This reinforces the potential commercial value of delivering healthier choices. Over the next sections we explore what that looks like in practice.



make choices more affordable

In most markets, the most effective health-related action that food retailers can take to improve loyalty is making healthy food more affordable.⁸

Top two impacts of health-focused changes by food retailers on shopping frequency, by country

Total percentage of respondents who “would make the store my primary shop” and “would shop a lot more” as a result of the changes, on average, among 8,000 consumers in seven markets across all 48 food retailers tested

	#1	#2
Belgium	Make healthier options more affordable	Suggest healthy meals and let me buy all ingredients in one click
Czech Republic	Make healthier options more affordable	Offer a wide variety of fresh fruit and vegetables
Greece	Make healthier options more affordable	Offer a wide variety of fresh fruit and vegetables
Netherlands	Make healthier options more affordable	Suggest healthy meals and let me buy all ingredients in one click
Romania	Offer a wide variety of fresh fruit and vegetables	Offer loyalty rewards for buying healthier products
Serbia	Suggest healthy meals and let me buy all ingredients in one click	Offer a wide variety of fresh fruit and vegetables
U.S.	Make healthier options more affordable	Make it easy to search and filter online by health and dietary needs

Affordability can be complex. The lowest price options are often not the healthiest, but customized guidance for how people can eat healthier at different costs does exist, for example, through the U.S. Department of Agriculture (USDA) Food Plans. However, this guidance often requires cooking from scratch, and not all consumers have the time, skill or nutritional understanding to plan, shop for and make these balanced meals.⁹ By comparison, many products marketed with health benefits, such as organic, high-protein or low-fat, are sold at higher prices. While these products are not necessary for eating healthier, this creates the perception that healthier choices are more expensive, making healthier eating feel unaffordable for many.

Affordability functions as both a barrier and a signal; when healthier options are priced competitively, they feel normal, attainable and worth trying.

Actions food retailers can take

Price parity on healthier options

Public health evidence shows that price reductions and subsidies on healthier foods consistently increase purchasing and consumption, helping break the perception that healthier options are always more expensive.¹⁰ Food retailers and manufacturers can explore how to consistently achieve closer price levels between healthier and less healthy variants, accounting for any differences in costs.

Healthier plant-based options made comparable

Lidl Germany made most of its own-label plant-based products price comparable with meat-based equivalents and placed meat products directly alongside plant-based options in stores. The retailer reported a more than 30% increase in plant-based food sales within six months.¹¹

Targeted promotions on healthier categories and meals

Some food retailers are rebalancing promotional intensity towards healthier categories. Next steps could include exploring coordinated promotional offers with manufacturers or suppliers. Promotions on snacks perform better on a product-by-product level than healthy product promotions. However, making health affordable can have a strong influence on overall basket sizes and shopper retention, as the analysis shows access to affordable healthy options is one of the strongest drivers of shopper satisfaction with food retailers.

Targeted promotions on healthier categories and meals

As well as being appealing to shoppers, loyalty card data has shown that loyalty rewards linked to healthier purchasing can be commercially successful.¹²

Rewarding healthier choices with loyalty program

In the U.S., Giant Food, an Ahold Delhaize brand, encourages more nutritious choices through its Giant Flexible Rewards loyalty program by offering double points on products rated as “healthy” by the Guiding Stars nutrition program. Shoppers can redeem points for everyday essentials, making better shopping more accessible and rewarding.¹³

Why these steps matter

Affordability removes friction, builds trust, supports loyalty and helps keep healthier eating from becoming exclusive or out of reach for the average consumer.

Stretch goals – bigger impact with ambitious collaboration

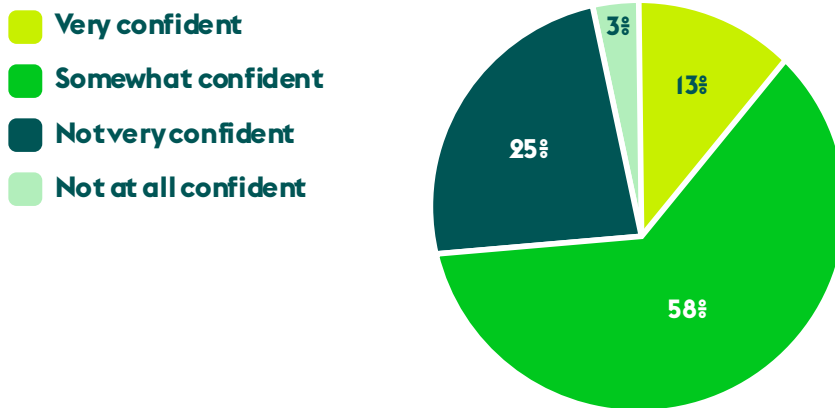
Since price is driven significantly by ingredient costs, larger-scale solutions would benefit from more discussion and effective collaboration between food retailers, manufacturers, governments, health experts, farmers and civil society on subsidies and taxes. This could help the right healthy ingredients to be incentivized, so healthier choices become structurally easier and more affordable.



make choices easier

While most people say they are trying to eat healthier, only 13% feel “very confident” that they can identify healthy options.

Confidence in identifying healthy foods or beverages



When people are not confident a product will be healthy, other benefits that are easier for them to understand, such as price, convenience or taste, can take priority in their decision-making process. Interventions are especially effective when they reduce effort rather than add information.¹⁴ Confidence is lower among those dissatisfied with their health: easier choices are especially important for those most nutritionally in need.

Simple, consistent visual cues

In 2006, Ahold Delhaize U.S. created Guiding Stars, the first storewide nutrition program to help shoppers find more nutritious options with a simple visual cue, backed by nutritional science. Guiding Stars labeling is present across all five Ahold Delhaize U.S. brands, making it easier to remember and use so it becomes a normal part of people's shopping habits.

The chart on page 9 showed that retailer actions that make healthier choices easier to find are some of the most powerful ways to encourage people to shop more at their main retailer. In particular, making healthier options easier to identify, improving online search and filtering and guiding people on how to buy a healthier meal in just one click.

Actions food retailers can take

Curated options and reformulation

While reformulating products is not a simple task for food retailers, it is one of the easiest interventions from a consumer standpoint because it does not require behavior change. This is particularly relevant for own-brand ranges, where retailers have a more direct role in product formulation and reformulation. Sometimes reductions in sugar, salt and fat are actively promoted; other times they are made without being advertised. Experts in the roundtables highlighted that over-communicating these reductions can make people feel forced into a “less tasty” product, so subtler cues, e.g., improvements across a range and back-of-pack messaging, can be more effective.¹⁵

Clear, consistent cues at the shelf

Labeling tools, such as Nutri-Score in Europe and Guiding Stars in the U.S., help shoppers navigate more nutritious choices, increasing trust and reducing the feeling of being overwhelmed. Nutrition labels that are clearly visible on the shelf can shift purchasing towards more nutritious products without reducing overall basket spend, showing that commercial and nutritional goals can align.¹⁶

Digital tools and basket-based prompts

Some food retailers provide digital tools that enable shoppers to sort or exclude products by sugar, salt, fiber or dietary needs (e.g., plant-based, diabetes friendly or high protein).¹⁷ Studies suggest that such tools can meaningfully improve the nutritional quality of shopping baskets.¹⁸ Online prompts, such as suggesting lower-salt alternatives or recommending complementary fresh items, can also drive healthier choices.

Meal-based choices rather than product-by-product decisions

Several food retailers, including Alfa Beta, Walmart, Tesco and ICA, provide recipe hubs, bundle ingredients or offer one-click baskets that organize choices around meals rather than individual products, reflecting how people plan their shopping.¹⁹



Why these steps matter

Evidence suggests that making healthier choices easier to find can help narrow the gap between consumers' intentions and their actual behavior.²⁰

The impact is strongest when ease works alongside affordability. Research on “food-as-medicine” initiatives in the U.S. shows that offering financial incentives for healthier options can significantly increase purchasing among lower-income households when combined with clear guidance on what to choose.²¹

Stretch goals – bigger impact with ambitious collaboration

Greater impact will require greater alignment across the food system. Food retailers, manufacturers, health experts and policymakers can work together to simplify how health information is communicated to consumers, including through more consistent claims, labeling and practical guidance. While complete alignment may not always be possible, greater consistency can reduce confusion, build trust and make healthier choices easier to navigate.



make choices more relevant

Our consumer research shows that the reasons for making healthier choices vary by market, life stage, local context and personal choice. For example, price is the strongest driver in Belgium and Czech Republic; gut health is the leading driver in Greece, Romania, Serbia and the Netherlands; and weight management is the main driver for consumers in the U.S. Weight management is not a leading driver in any of the other six countries.²² This variance shows that offering a portfolio of solutions creates more opportunities than exporting a single model everywhere.

Top two reasons for the last time a shopper chose what they considered a 'healthier option'

	#1	#2
Belgium	Price	Gut health
Czech Republic	Price	Gut health
Greece	Gut health	Price
Netherlands	Gut health	Promotions/sale
Romania	Gut health	Price
Serbia	Gut health	Price
U.S.	Weight management	Price

Actions food retailers can take

Needs-based ranges and occasions

Health propositions anchored in a specific meal, recipe or occasion can be more engaging than general messaging about levels of nutrients. Product ranges from food retailers such as Kroger, Lidl and Coop show segmentation into family value lines, nutrition-dense options for those on GLP-Is*, plant-based or digestion-friendly products, high-protein options and smaller-portion packs. There are opportunities to collaborate with manufacturers to test needs-focused product lines and understand what resonates with everyday consumers.

* Glucagon-like peptide-1 receptor agonists (GLP-Is or GLP-IRAs) are medicines that mimic a naturally occurring hormone released after eating, helping to regulate appetite, slow digestion, improve blood sugar control, and increase feelings of fullness. They can be used to treat conditions such as obesity and type 2 diabetes.²³

Locally specific solutions

Solutions can succeed in one location even if they fail in another. Understanding consumers is essential.

Roundtable experts highlighted how a reduced-sugar variant of a product worked poorly on the West and East Coasts of the U.S., where it was seen as neither delicious nor truly healthy. Meanwhile, it sold well in the southern U.S., where it was seen by consumers as a simple step towards being healthier, without having to abandon a product they love.²⁴

Food retailers and manufacturers can collaborate to adapt front-of-pack or in-store messaging to local priorities – for example, emphasizing digestive comfort, value per portion or weight management – while maintaining shared nutritional criteria behind the scenes.

Companies can also offer consumers practical, personalized guidance, tailored to their local food cultures, such as Alfa Beta's "Your personal dietician is here for you" online platform in Greece.²⁵ These programs combine expert guidance with practical support, helping shoppers apply nutrition advice in real time through product selection, meal planning and budgeting.

Why these steps matter

Creating more relevant options allows healthier eating to scale without excluding people. It increases the likelihood that solutions work across income levels, cultures, family structures and health goals.

Stretch goals – bigger impact with ambitious collaboration

Creating a shared view of market-specific needs can be helpful. For example, in countries where diabetes represents an especially high cost to lives and the economy, such as Germany and the Czech Republic, it would be helpful to have a shared view of the nutritional needs and barriers for people who are living with diabetes, or who are pre-diabetic.²⁶ This would enable public-private development of solutions that fit local realities, such as the specific product profiles required, where they should be distributed and how well the market is already meeting these needs.

practical solutions: summary of examples



1. More affordable

- **Price parity on healthier options**
Price reductions and subsidies on healthier foods, breaking the perception that healthy means more expensive.
- **Targeted promotions on healthier categories and meals**
Rebalancing overall promotions towards healthier categories, coordinated offers with manufacturers or suppliers.
- **Loyalty rewards linked to healthier purchasing**
Encourage healthier choices e.g. offering more loyalty points on more nutritious products



2. Easier

- **Reformulation without over-communication**
Reformulation is key to give people easier choices, but too much messaging on reductions in sugar, salt and fat can make it feel like a hard choice to compromise.
- **Clear, consistent cues at shelf and online**
Clear, consistent, use of nutrition labels (e.g. Nutri-Score) that are clearly visible on shelves and online.
- **Digital tools and basket-based prompts**
Digital tools (e.g. to sort products by nutritional content), prompts (e.g. suggesting simple ingredients to add) can improve the nutritional quality of baskets.
- **Meal-based choices e.g. recipe purchase, one-click baskets**
Recipe hubs, bundle ingredients or one-click baskets that organize choices around meals rather than individual products, reflecting how people plan their shopping.



3. More relevant

- **Needs-based ranges**
Health propositions anchored in a specific meal, recipe or occasion (e.g. family value lines, high-protein options) based on what resonates with customers.
- **Locally specific solutions**
Solutions can succeed in one place even if they failed in another. Understanding consumers is essential, e.g. offer practical, personalized guidance, tailored to local food cultures.

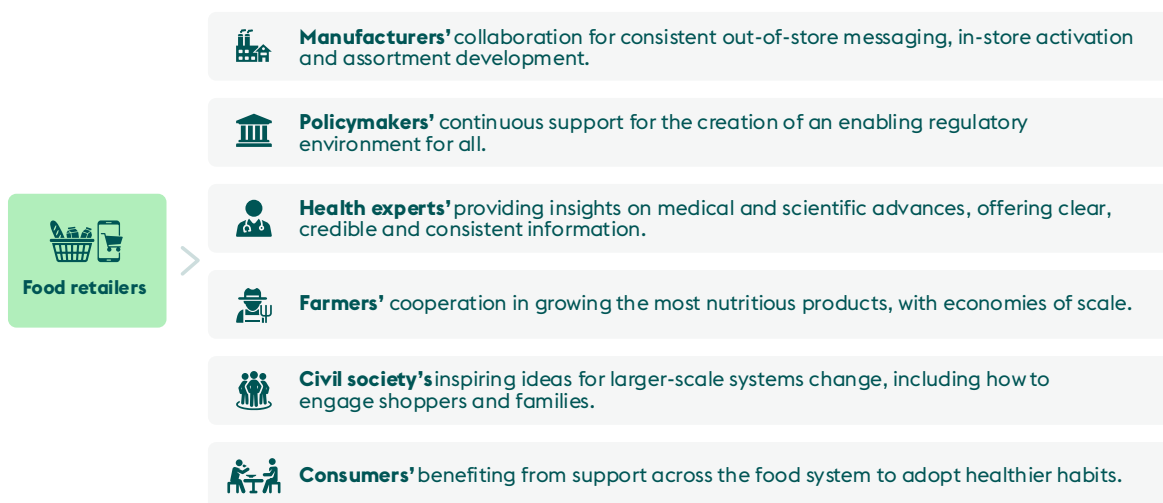
These are not exhaustive, but a place to start. Strong impact comes from developing solutions across all three areas.

conclusion: designing healthier choices that work

More affordable, easier and more relevant choices offer a practical way forward because they reshape everyday shopping conditions so that healthier intentions become simple actions.

To reach their full potential, these levers require collaboration and stronger system-level alignment. Together, they offer a path to healthier food systems that are both scalable and commercially sustainable.

Food retailers are well-placed to influence these levers, having the direct connection to shoppers at the moment of choice. However, they also need:



It is critical to keep the consumer at the center of everything we do. Our opportunity is to make health feel achievable by embedding healthier choices into the rhythms of everyday life, market by market and household by household.

Ahold Delhaize is dedicated to supporting this transformation, both through our great local brands and by partnering with the Consumer Goods Forum to organize a series of action-focused discussions and action groups. We invite experts from across the food system to join in shaping this progress together, exploring scalable, commercially effective solutions that deliver what consumers and citizens are looking for. To take part, please message health.sustainability@aholddelhaize.com to find out more about the ongoing convenings and opportunities.

appendix

Consumer survey methodology

GlobeScan conducted online consumer research across seven of Ahold Delhaize's key markets. A total of 8,034 respondents took part in the survey. Samples in each market were designed to be nationally representative of the adult population. Fieldwork was conducted between February 11 and March 8, 2026.

The survey was conducted in the following countries:

- Belgium (n=1,007)
- Czech Republic (n=1,006)
- Greece (n=1,003)
- The Netherlands (n=1,002)
- Romania (n=1,002)
- Serbia (n=1,002)
- The U.S. (n=2,012)

The U.S. sample was larger than in other markets to reflect the size of the population and regional differences. Where global averages or total figures are reported, data has been weighted so that each country contributes equally (i.e., the U.S. accounts for one-seventh of the total, in line with other markets). Due to rounding, totals may not always add up to 100%.

Expert roundtables methodology

GlobeScan facilitated two online 90-minute roundtables: one on March 3 with food retailers and one on March 6 with manufacturers, civil society, industry associations and academics.

The roundtables brought together cross-sector leaders and were structured around fresh consumer findings shared during the discussions. Participants in these roundtables included individuals from: ALDI SÜD, ATNi (Access to Nutrition Initiative), Carrefour, CGF (Consumer Goods Forum), Danone, Lidl, Planetary Alliance, ProVeg International, ShareAction, Tesco and Waitrose. This does not constitute a formal approval of the findings of this paper by these organizations.

About Ahold Delhaize

Ahold Delhaize is one of the world's largest food retail groups. We are a leader in supermarkets and e-commerce, and a company driving progress in sustainable retailing. We are a family of great local brands that share a passion for delivering great food, value and innovations, and for creating inclusive workplaces that provide rewarding professional opportunities. Learn more about Ahold Delhaize and our great local brands by visiting our [website](#).

About GlobeScan

GlobeScan is an insights and advisory firm specializing in trust, sustainability, and engagement. We equip clients with insights to navigate shifting societal and stakeholder expectations, crafting evidence-based strategies that reduce risks and create value for their organizations and society. Established in 1987, we have offices in five continents and eleven countries. GlobeScan is a certified B Corporation. Learn more at www.globescan.com.

additional case studies

Make choices more affordable

Healthy savings for low-income shoppers

Situation

Rising food costs have made it more difficult for low-income households to access healthy foods.

Approach

Kroger launched its Verified Savings Program, which provides targeted discounts on healthier products, including 20% off fruit and vegetables, alongside reduced grocery delivery membership costs.²⁷ Eligibility is linked to government assistance programs, and savings are automatically applied through shoppers' digital accounts at checkout.

Result

After challenges during the government shutdown, this tool is helping people in need to consistently afford their healthy essentials.

Early action on promotions in the UK

Situation

Food retailers faced growing scrutiny over whether promotions encouraged less healthy choices.

Approach

Tesco and Sainsbury's acted ahead of policy requirements by reducing multibuy promotions on less healthy products. Tesco, as part of its wider Better Baskets strategy, also expanded affordable healthier product ranges and adjusted in-store messaging to make healthier choices easier and more visible throughout the shopping journey.²⁸

Result

Tesco reported an increase of more than 10% in sales volumes across Better Baskets products in 2022.²⁹

Make choices easier

Partnering with government for easy health education

Situation

Public health improvements have been held back by limited teaching about healthier choices.

Approach

Maxi partnered with Serbia's Ministry of Education to co-develop the *Healthy Food Every Day* school program. The initiative provides interactive lessons on nutrition, hydration and physical activity, helping to build healthy habits from an early age through a trusted public-private partnership.

Result

Since 2023, the program has reached more than 23,000 fourth-grade students across 235 schools.³⁰

Building shared definitions of “healthy” across markets

Situation

Consumers often face inconsistent definitions of what makes a product “healthier,” reducing confidence.

Approach

Albert Heijn aligned its definition of healthy products with the dietary guidelines of the Netherlands Nutrition Centre Foundation. Through its Wheel of Five initiative, the food retailer established a clear and consistent standard for healthy products and recipes. Albert Heijn has also set long-term targets for increasing the share of own-brand and A-brand products sold that fall within the Wheel of Five initiative.³¹

Result

By integrating health criteria into product selection and business targets, Albert Heijn has created a structured framework to improve results and make healthier choices easier for shoppers to absorb.

Connecting recipes to baskets through partnerships

Situation

Planning meals that are nutritionally balanced can be hard, especially if that means researching new recipes and “healthy swaps” within current recipes.

Approach

Food retailers are partnering with digital platforms and nutrition experts to simplify healthier decision making. Walmart has worked with recipe platforms such as SideChef and BuzzFeed's Tasty so consumers can add all the ingredients from a recipe directly to their online baskets, making planning and shopping for a healthy recipe easier. Other food retailers are collaborating with dietitians and nutrition experts to develop meal solutions that meet recognized nutritional standards. For example, Giant Food and Taylor Farms partnered with dietitians to create convenient meal options aligned with Guiding Stars nutrition criteria.

Result

SideChef alone has already driven \$260 million in sales as people embrace this simpler route.³²

Make choices more relevant

Stepping stones to healthier diets

Situation

Changing eating habits can feel like a big, unknown step, so people find it easier not to change.

Approach

Ahold Delhaize brands introduced blended products combining meat and plant-based ingredients, offering a more gradual route towards healthier and more plant-forward eating habits, balancing familiarity, taste and nutrition.

Result

Responses varied by market. In Greece, the products were appreciated as a practical stepping-stone towards healthier eating, while in other regions, they were seen as a compromise between two preferred options.

Personalized nutrition and in-store support

Situation

Many consumers struggle to know the right options for them.

Approach

Ahold Delhaize brands have combined personalized guidance with practical shopping support. In Greece, Alfa Beta launched *Your Personal Dietician Is Here for You*, an online platform that provides meal plans based on the Mediterranean diet and tailored to individual needs. Shoppers can order recommended ingredients directly through the AB Eshop and earn rewards for healthier purchases. In the U.S., several Ahold Delhaize U.S. brands offer access to registered dietitians who provide classes, consultations, cooking demonstrations and nutrition-focused product recommendations.³³

Result

These initiatives help consumers apply nutrition advice in real-world shopping and meal-planning decisions, making healthy eating more accessible, personalized and achievable.

Note: References to third-party organizations and brands are based on publicly available information and are provided for illustrative purposes only. Such references do not imply endorsement, sponsorship or participation in this report by the organizations named.



end notes

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