

Health, Social Care and Sport Committee
The Scottish Parliament
Edinburgh, EH99 1SP
Email: HSCS.committee@parliament.scot

18th November 2025

Dear Convener

Subject: Views on the Food (Promotion and Placement) (Scotland) Regulations 2025 (SSI 2025/303)

Thank you for your letter of 11 November 2025 inviting Public Health Scotland (PHS) to share our views on the Food (Promotion and Placement) (Scotland) Regulations 2025. PHS welcomes the introduction of these regulations and appreciates the opportunity to contribute to the Committee's scrutiny. We strongly support the intent of these regulations and invite the Committee to reflect this in its consideration and subsequent report to parliament. These measures represent an important step towards improving diet and healthy weight in Scotland.

Scotland continues to face significant challenges with overweight and obesity, which remain among the highest in Europe. Two-thirds (66%) of adults in Scotland are living with overweight or obesity, and nearly a third (32%) are living with obesity —the highest level recorded since the survey began.¹ Among children, 76.5% of Primary 1 children measured have a healthy weight and 22.3% are at risk of overweight or obesity.² Furthermore, the burden of obesity is not evenly distributed: in 2023/24, 14% of children in the most deprived areas were at risk of obesity, more than double the rate in the least deprived areas (6.4%). Without urgent and sustained action, our recent [research](#) predicts a rise to an estimated 3.3 million cases of adult excess weight by 2040 if we continue to on our current trajectory.³

These figures underscore the rationale for the priority focus on improving diet and healthy weight in Scotland's new ten-year [Population Health Framework](#) and further underscore the urgent need for bold, system-wide measures to address obesity and its associated health inequalities. Notably, PHS has provided evidence and advice throughout the development of Scotland's Population Health Framework, and we remain committed to supporting its implementation and evaluation. This includes our commitment to evaluate the implementation of the Food (Promotion and Placement) (Scotland) Regulations 2025

¹ [Scottish Health Survey; Summary - The Scottish Health Survey 2024 - volume 1: main report - gov.scot](#)

² [Body Mass Index of Primary 1 children in Scotland](#)

³ De Pauw R., Lakha F., Fletcher E., Stockton D.L., Baird E., Connolly S., Devleesschauwer B., Wyper G.M.A. (2025). Historic trends and future projections of the prevalence of adult excess weight in Scotland, 2003–2040: A modelling study. *Public Health*, 248:105981. <https://doi.org/10.1016/j.puhe.2025.105981>

and provide further evidence-based policy advice based on the evaluation and close monitoring of the Regulations in practice.

Turning to the implementation of the Food (Promotion and Placement) (Scotland) Regulations 2025, we believe it is essential that businesses are supported to implement these regulations efficiently and at pace. Clear guidance and adequate resources will be vital to ensure effective compliance and to maximise the public health benefits intended by the regulations. It will be important to learn about the implementation and enforcement as part of the review of the Food (Promotion and Placement) (England) Regulations 2021.

PHS will play a central role in evaluating the impact of these regulations. Robust monitoring is crucial to assess effectiveness, identify areas for improvement, and ensure that the regulations contribute to reducing health inequalities, particularly among those living in the most deprived areas. We are fully committed to playing our part as Scotland's national public healthy body in sharing learning and working in partnership with other key bodies (such as Food Standards Scotland) and local partners.

While we strongly support the current regulations, we firmly believe that there is scope to go further, learning from the implementation both in England and in Scotland (in due course). Our [joint briefing](#) with Food Standards Scotland, highlights the need for ongoing review and potential extension of the regulations. For example, future updates could include: the updated Nutrient Profiling Model 2018 and addressing a broader range of promotions and actions in the out of home food and drink sector. We recommend that the effectiveness of the current regulations is closely monitored, with a view to reviewing and strengthening them, as necessary.

Additionally, the development of Scotland's Diet & Healthy Weight Implementation Plan is an opportunity to outline the actions we need to take to have a healthier Scottish population and see a decrease in the inequalities that currently exist. PHS is fully committed to continue to support the development of this plan and is working with Government to set bold and stretching outcomes that will help to realise the ambitions of the PHF.

In closing, PHS is committed to supporting the Scottish Government and partners in delivering these regulations and in working towards a healthier, fairer food environment for all. We welcome the opportunity to provide further evidence or discuss our views with the Committee.

Yours sincerely



Paul Johnston
Chief Executive