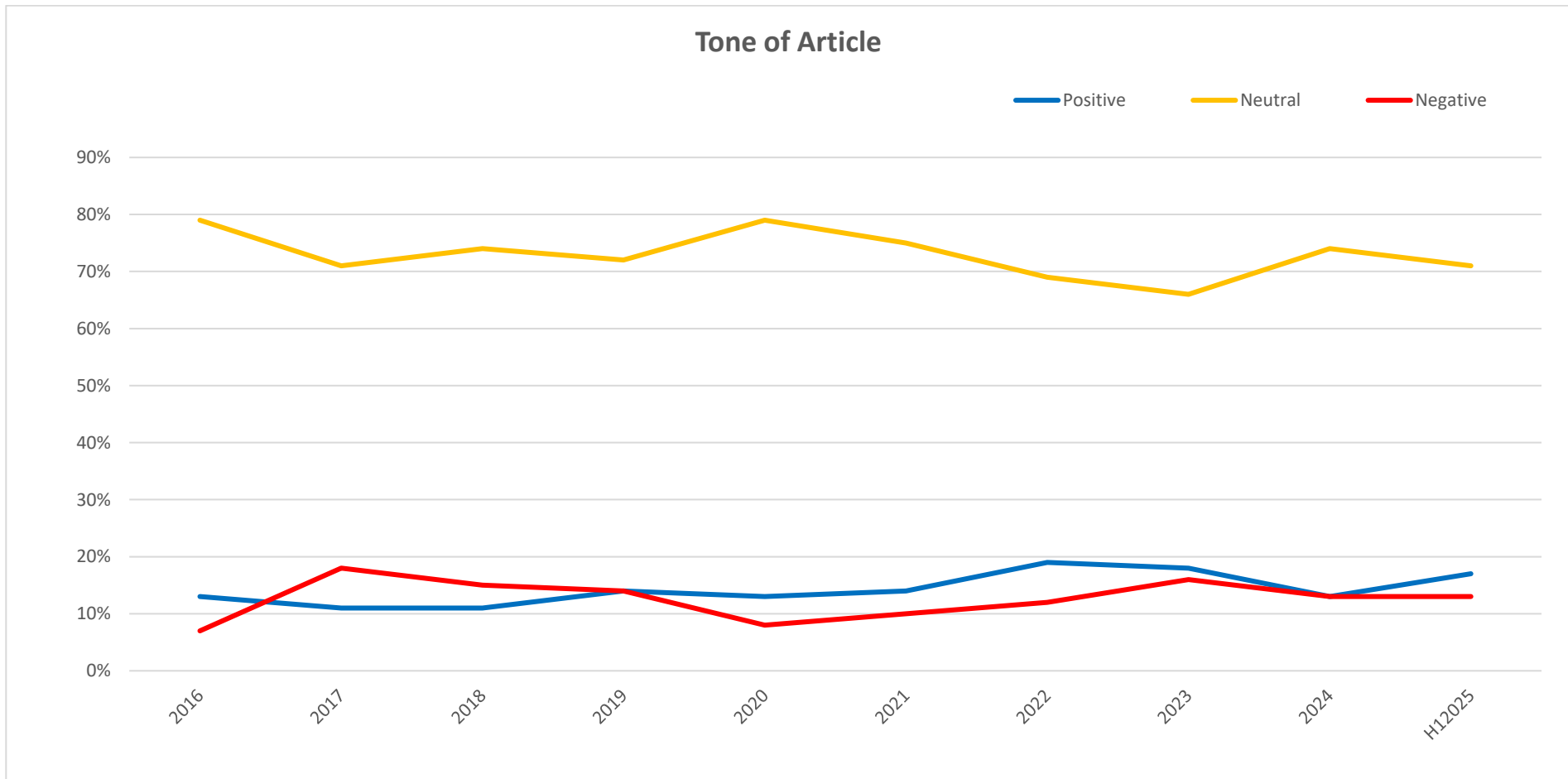


PPA Media Monitoring Six-Month (H1 2025) Summary January 2025 – June 2025

The following document is a summary of the total number of positive, neutral and negative articles that featured in the PPA Ltd daily monitoring reports from January 2025 to end June 2025 (H1 2025). We additionally include a simple projection for the full year (doubling of H1 2025 figures).

The data is compared to historical yearly summaries to help identify any relevant or interesting trends.



Period	Positive		Neutral		Negative		Total
Projected full year 2025	330	17%	1420	71%	252	13%	2028
H1 2025	165	17%	710	71%	126	13%	1014
Total '24	265	13%	1530	74%	259	13%	2054
Total '23	328	18%	1207	66%	289	16%	1824
Total '22	314	19%	1126	69%	201	12%	1641
Total '21	155	14%	824	75%	112	10%	1098
Total '20	66	13%	411	79%	40	8%	517
Total '19	101	14%	531	72%	105	14%	737
Total '18	79	11%	562	74%	116	15%	757
Total '17	79	11%	521	71%	129	18%	729
Total '16	124	13%	731	79%	68	7%	923

In recent years we have seen an increase in positive stories relating to agriculture and sustainability (e.g. regenerative agriculture) and related to product reformulation. Agriculture stories are currently being driven by the chipping sector, whilst product reformulation stories have been driven by the snacks sector.

Continuing the trends from 2023 and 2024, H1 2025 saw a high number of stories relating to NPD/innovation, reformulation and in particular re-release of old favourite flavours/products.

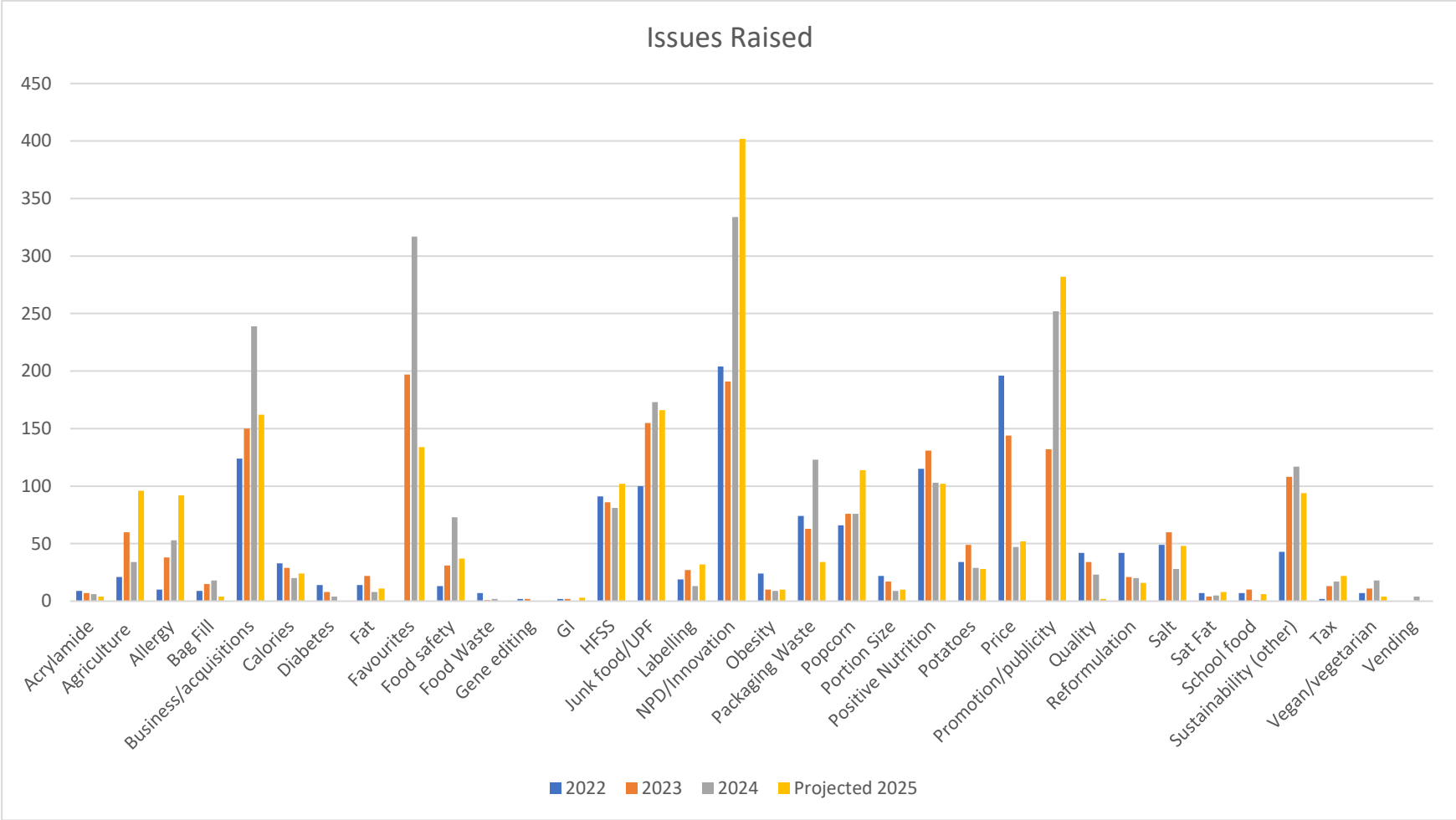
Negative stories in H1 2025 were driven by stories on discontinuation of products/flavours/favourites, food safety, junk food/UPF and allergies (mainly product labelling recalls).

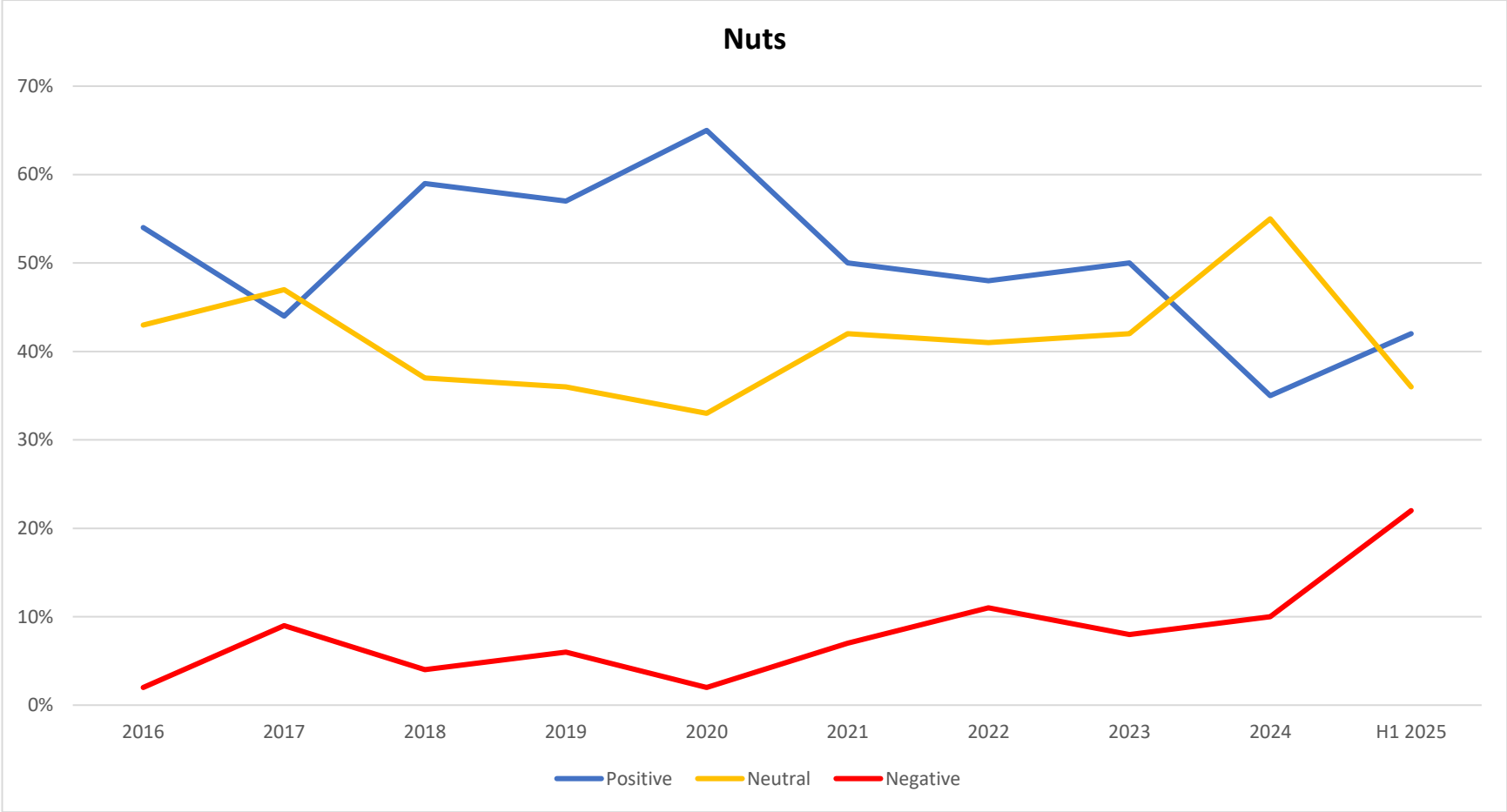
Going into the 2nd half of 2025, we would expect to see an increase in stories relating to packaging (with the EPR coming into full operation), an increase in stories relating to agriculture and sustainability (particularly if there is continued pressure on water supplies and higher temperatures), and stories relating to health and nutrition and advertising.

Key Issues

This chart compares the issues raised in articles in H1 2025 (and projection for whole of 2025) with issues raised over the last few years. Please note that stories can cover multiple issue, and we do try to capture the most relevant.

Issue Raised	2022	2023	2024	H1 2025	Projected 2025	Projected 2025 - Or +
Acrylamide	9	7	6	2	(4)	-2
Agriculture	21	60	34	48	(96)	+62
Allergy	10	38	53	46	(92)	+39
Bag Fill	9	15	18	2	(4)	-14
Business/acquisitions (new 2021)	124	150	239	81	(162)	-77
Calories	33	29	20	12	(24)	+4
Diabetes	14	8	4	0	(0)	-4
Fat	14	22	8	11	(22)	+14
Favourites (new 2023)	-	197	317	134	(268)	-49
Food safety (new 2022)	13	31	73	37	(74)	+1
Food Waste	7	1	2	0	(0)	-2
Gene editing (new 2022)	2	2	0	0	(0)	0
GI	2	2	0	3	(6)	+6
HFSS Advertising/Marketing restrictions	91	86	81	51	(101)	+20
Junk food/UPF	100	155	173	83	(166)	-7
Labelling	19	27	13	16	(32)	+19
NPD/Innovation (new 2022)	204	191	334	201	(402)	+68
Obesity	24	10	9	5	(10)	+1
Packaging Waste	74	63	123	17	(34)	-89
Popcorn	66	76	76	57	(114)	+38
Portion Size	22	17	9	5	(10)	+1
Positive Nutrition	115	131	103	51	(102)	-1
Potatoes (new 2022)	34	49	29	14	(28)	-1
Price	196	144	47	26	(52)	+5
Promotion/publicity (new 2023)	-	132	252	141	(282)	+30
Quality (new 2022)	42	34	23	1	(2)	-21
Reformulation (new 2022)	42	21	20	16	(32)	+12
Salt	49	60	28	24	(48)	+20
Sat Fat	7	4	5	4	(8)	+3
School food	7	10	1	3	(6)	+5
Sustainability (new 2021)	43	108	117	47	(94)	-23
Tax	2	13	17	11	(22)	+5
Vegan/vegetarian	7	11	18	2	(4)	-16
Vending	0	0	4	0	(0)	-4





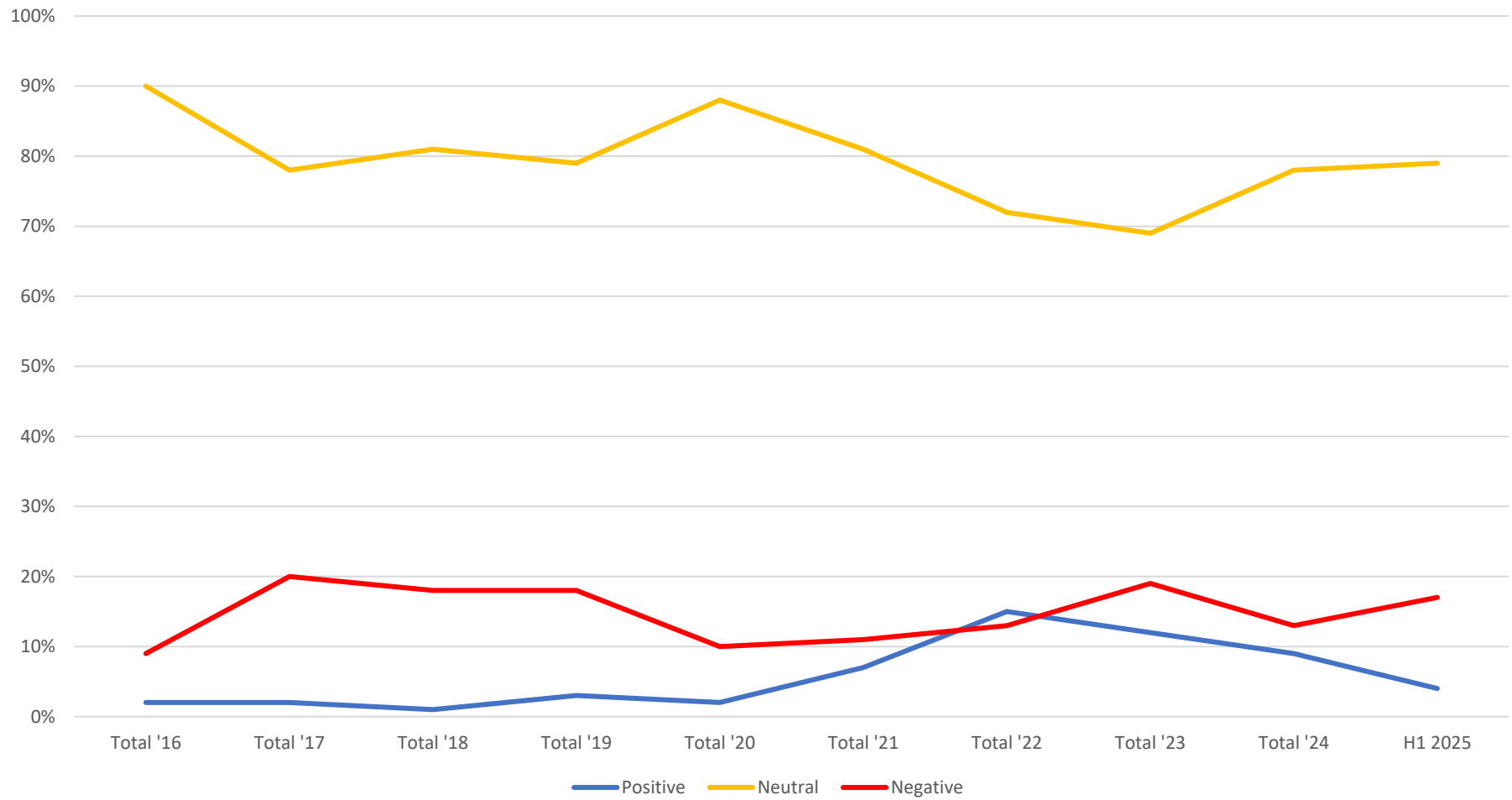
Period	Positive		Neutral		Negative		Total
Projected full year 2025	88	42%	74	36%	46	22%	208
H1 2025	44	42%	37	36%	23	22%	104
Total '24	78	35%	122	55%	22	10%	222
Total '23	118	50%	99	42%	19	8%	236
Total '22	81	48%	70	41%	18	11%	169
Total '21	86	50%	72	42%	12	7%	171
Total '20	54	65%	27	33%	2	2%	83
Total '19	74	57%	47	36%	8	6%	129
Total '18	59	59%	37	37%	4	4%	100
Total '17	72	44%	76	47%	14	9%	162
Total '16	99	54%	79	43%	4	2%	182

There was small drop in the number of stories on nuts that we have covered in H1 2025 when compared with 2024 and 2023. It's possible that stories will increase in the run up to Christmas 2025, with new product launches etc.

The vast majority of positive stories on nuts relate to positive nutrition (n=35), and allergens (n=7).

Noticeably there has been a large increase in the number of negative stories on nuts during this first half year. These negative stories relate to an *E. Coli* incident (n=12), allergens (n=1), and UPF/Junk food/sustainability issues (n=10).

Crisps & Savoury Snacks



Period	Positive		Neutral		Negative		Total
Projected full year 2025	74	4%	1266	79%	270	17%	1610
H1 2025	37	4%	633	79%	135	17%	805
Total '24	153	9%	1290	78%	213	13%	1656
Total '23	163	12%	976	69%	263	19%	1402
Total '22	195	15%	927	72%	168	13%	1290
Total '21	65	7%	734	81%	100	11%	904
Total '20	6	2%	334	88%	38	10%	378
Total '19	13	3%	391	79%	87	18%	491
Total '18	6	1%	441	81%	96	18%	543
Total '17	14	2%	465	78%	120	20%	599
Total '16	12	2%	656	90%	64	9%	732

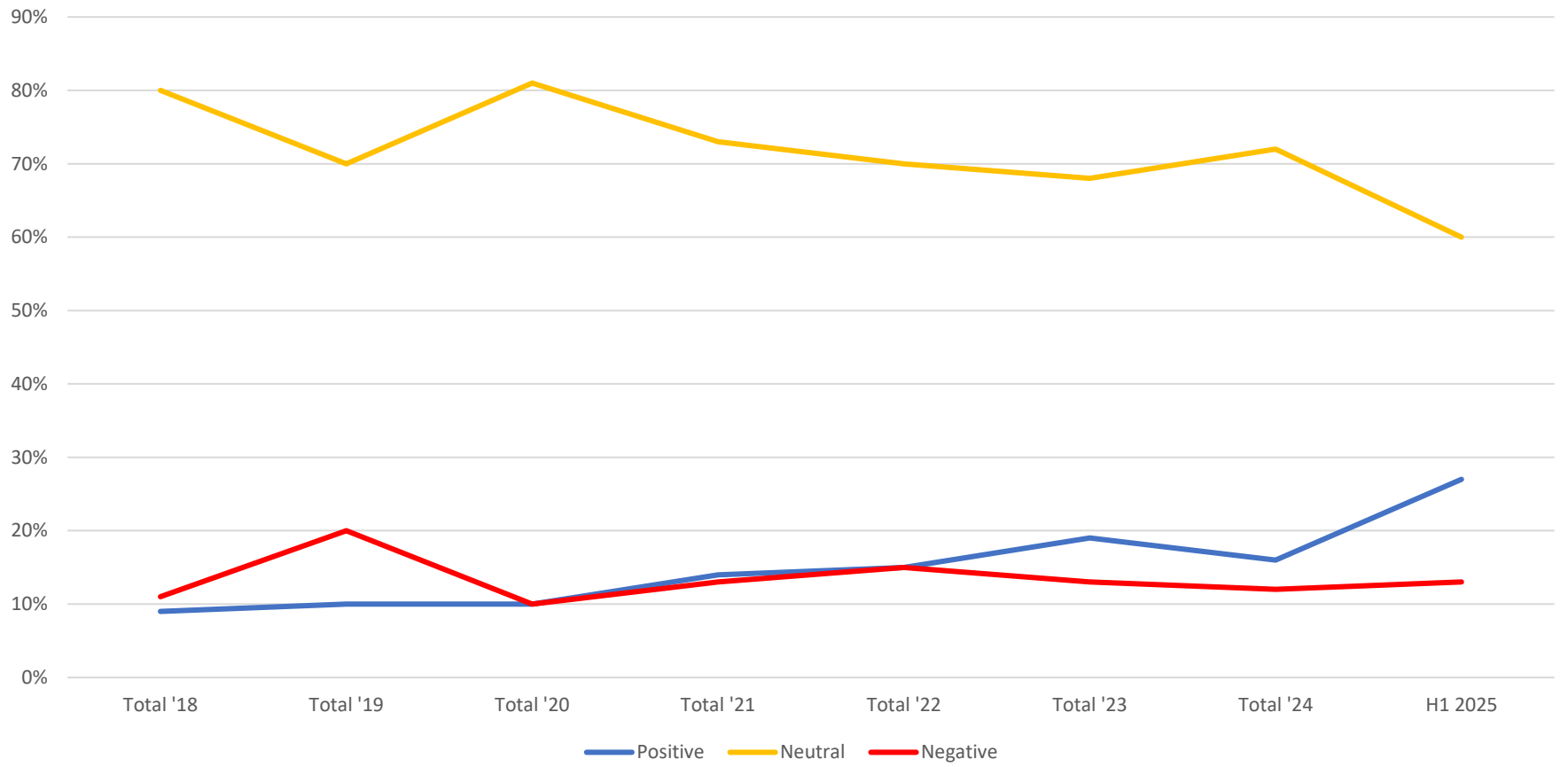
The bulk of stories relating to crisps in H1 2025 were neutral (n=805), which levels similar to 2024. However, there has been an increase in negative stories and a decrease in positive stories for this category.

Positive stories related to sustainability (n=17), business/acquisitions (n=9), Promotions/publicity (n=5), agriculture (n=4), and HFSS advertising (n=4).

Neutral stories mainly related to NPD/Innovation (n=173), 'favourite' products (n=126), Promotion (n=127), and business/acquisition (n=55).

Negative stories were mainly related to 'Junk Food/UPF' (n=62), Allergy (n=27), and Food Safety (n=16).

French Fries / Processed Potatoes



Period	Positive		Neutral		Negative		Total
Projected full year 2025	96	27%	214	60%	23	12%	354
H1 2025	48	27%	107	60%	23	13%	177
Total '24	53	16%	232	72%	40	12%	325
Total '23	61	19%	220	68%	42	13%	323
Total '22	51	15%	248	70%	54	15%	353
Total '21	21	14%	109	73%	19	13%	149
Total '20	9	10%	76	81%	9	10%	94
Total '19	19	10%	136	70%	39	20%	194
Total '18	16	9%	145	80%	20	11%	181

PPA started to collect and report data on French Fries and processed potato products from 2018 onwards, and it is still difficult to pull out major trends, but the number of stories related to processed potato products has remained unchanged from 2022. It looks like they will be a similar total of stories in 2025.

Most of the articles captured for processed potato products in H1 2025 were neutral, with the largest number of stories relating to NPD/Innovation (n=27) and HFSS Advertising/Marketing restrictions (n=12). However, H1 2025 also saw a rise in the number of positive stories. These were almost all concerning the 'Agriculture' and 'Sustainability' categories (n=47).

The percentage of negative stories remains the same as in recent years, with of these stories related to a brand specific food safety /allergy issue and a combination of 'Junk food/UPF' and 'Advertising/Marketing restrictions'.

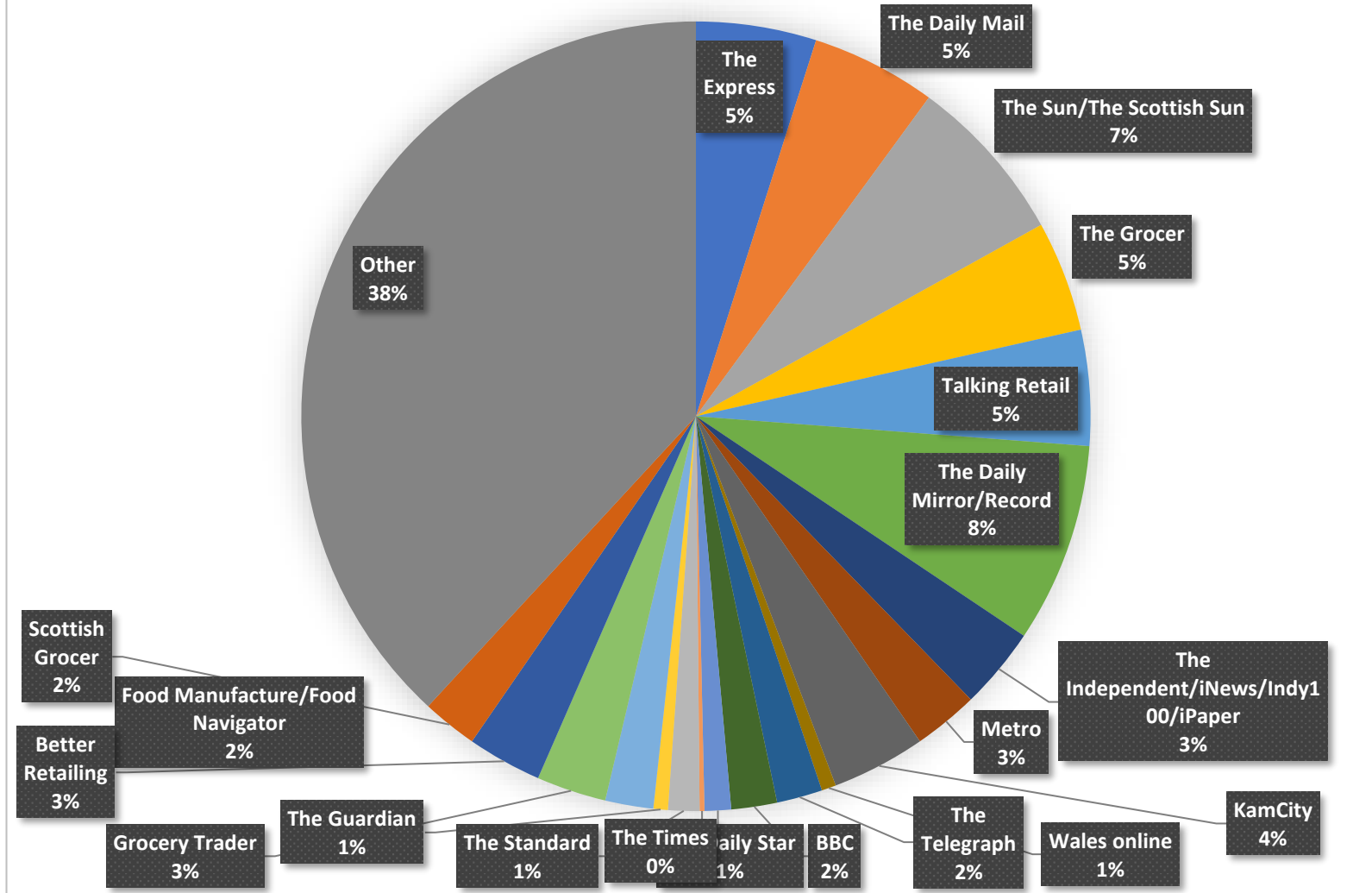
Main newspapers/media outlets writing about snacks

Combined, the mainstream news outlets contributed 38.7% of all stories picked up in H1 2025, i.e. The Mirror/Record (8.2%), The Sun/Scottish Sun (6.9%), The Daily Mail (5.1%), The Express/The Scottish Express (4.9%), The Independent/iNews (3.3%), Metro (2.7%), BBC News (1.9%), The Telegraph (1.9%), The Daily Star (1.1%), The Standard (1.3%), Wales online (0.6%), The Guardian (0.6%) and the Times (0.2%). Combined, the main trade publications contributed 23.3% of all stories picked up in H1 2025 i.e. Talking Retail (4.7%), the Grocer (4.5%), KamCity (3.8%), Better Retailing (3.1%), Grocery Trader (2.9%), Scottish Grocer (2.3%), and Food Manufacture/Food Navigator (2.0%).

The mainstream news outlets were responsible for 76.2% of negative coverage, whereas trade publications were only responsible for 4.2% of negative coverage. PPA rebutted or contacted the journalist and/or source 10 times in H1 2025 on negative stories. Rebuttals or contacts were based upon factual issues which we could engage upon in a meaningful way, and where we had statistics to back us up e.g. Glycaemic Index, salt content, palm oil. We will continue to attempt to rebut negative stories or at least contact the journalist(s) where we believe that the information being conveyed is incorrect or misleading, and where we have data to enable the rebuttal. As agreed with members, we have not rebutted articles specifically related to UPF, product recalls, brand-specific issues and other stories on sensitive subjects e.g., due to the sensitive nature of the story or the author is a celebrity known to have entrenched views.

MEDIA	Total Articles 2024	% of Total Articles	Negative	% of Negative Article
The Daily Mirror/Record	83	8.2%	23	13.8%
The Sun/The Scottish Sun	70	6.9%	17	10.2%
The Daily Mail	52	5.1%	24	14.4%
The Express	50	4.9%	14	8.4%
The Independent/iNews/Indy100	34	3.3%	19	11.4%
Metro	27	2.7%	10	6.0%
The Telegraph	19	1.9%	6	3.6%
BBC	19	1.9%	5	3.0%
The Standard	13	1.3%	4	2.4%
The Daily Star	11	1.1%	3	1.8%
Wales online	6	0.6%	4	2.4%
The Guardian	6	0.6%	2	1.2%
The Times	2	0.2%	1	0.6%
Trade Publications				
Talking Retail	48	4.7%	1	0.6%
The Grocer	46	4.5%	3	1.8%
KamCity	39	3.8%	0	0.0%
Better Retailing	31	3.1%	0	0.0%
Grocery Trader	29	2.9%	0	0.0%
Scottish Grocer	23	2.3%	0	0.0%
Food Manufacture/Food Navigator	20	2.0%	3	1.8%
Other	387	38.1%	28	16.8%
Total	1015	100.0%	167	100%

MAIN SOURCES OF ARTICLES H1 2025



SOURCES OF NEGATIVE STORIES IN H1 2025

