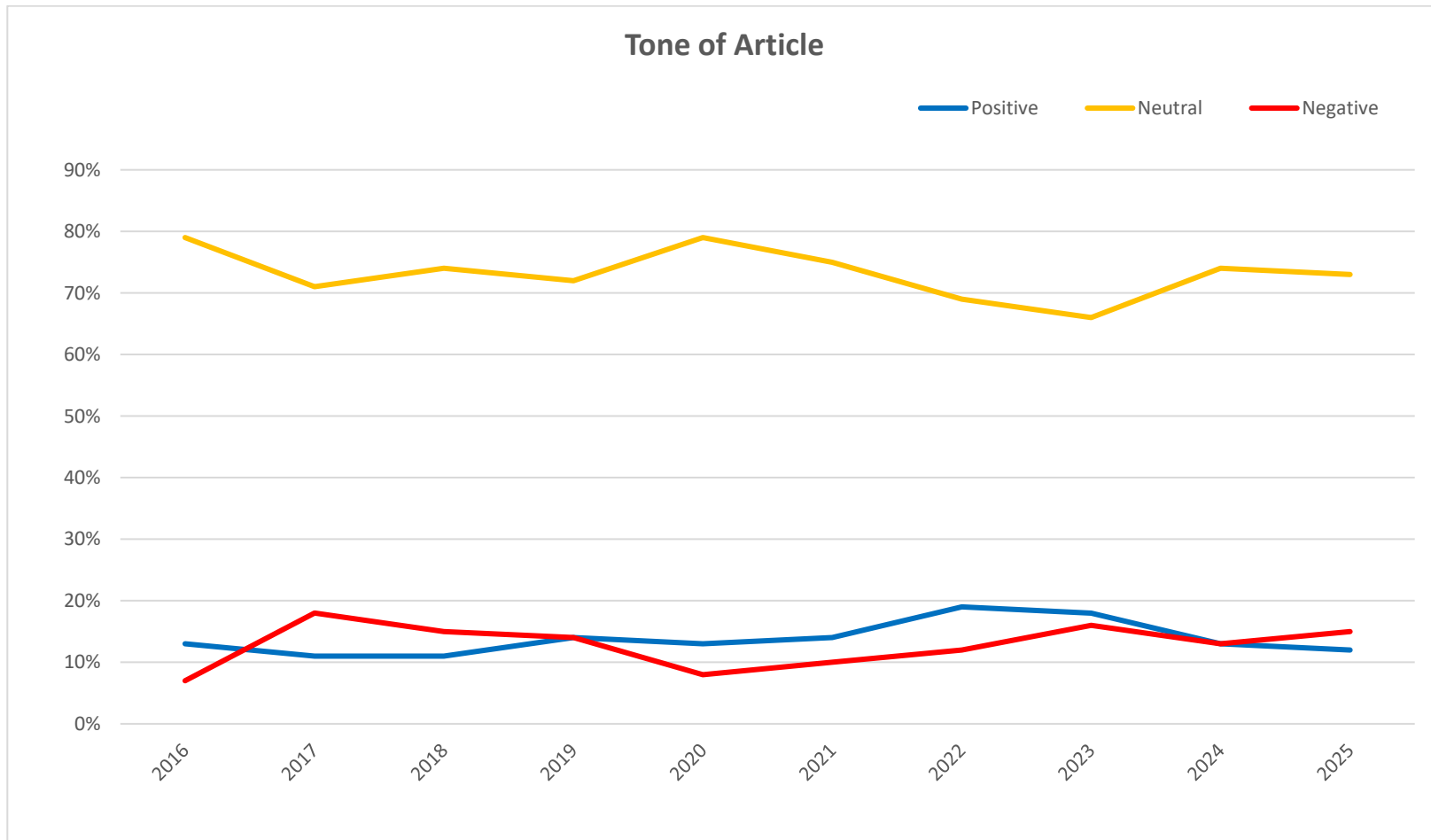


PPA Media Monitoring 2025 Summary

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 December 2025.

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



Period	Positive		Neutral		Negative		Total
2025	239	12%	1465	73%	297	15%	2001
2024	265	13%	1530	74%	259	13%	2054
2023	328	18%	1207	66%	289	16%	1824
2022	314	19%	1126	69%	201	12%	1641
2021	155	14%	824	75%	112	10%	1098
2020	66	13%	411	79%	40	8%	517
2019	101	14%	531	72%	105	14%	737
2018	79	11%	562	74%	116	15%	757
2017	79	11%	521	71%	129	18%	729
2016	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 two largest PPA members, whilst product reformulation stories have mainly been driven by the snacks sector.

Continuing the trends from 2023 and 2024, 2025 saw a high number of stories relating to NPD/innovation, and reformulation. There was also a big leap in the number of stories relating to promotion/publicity.

Stories related to re-release of old favourite flavours/products, as well as on discontinuation of products/flavours/favourites, remained popular however they were covered less frequently than in 2024.

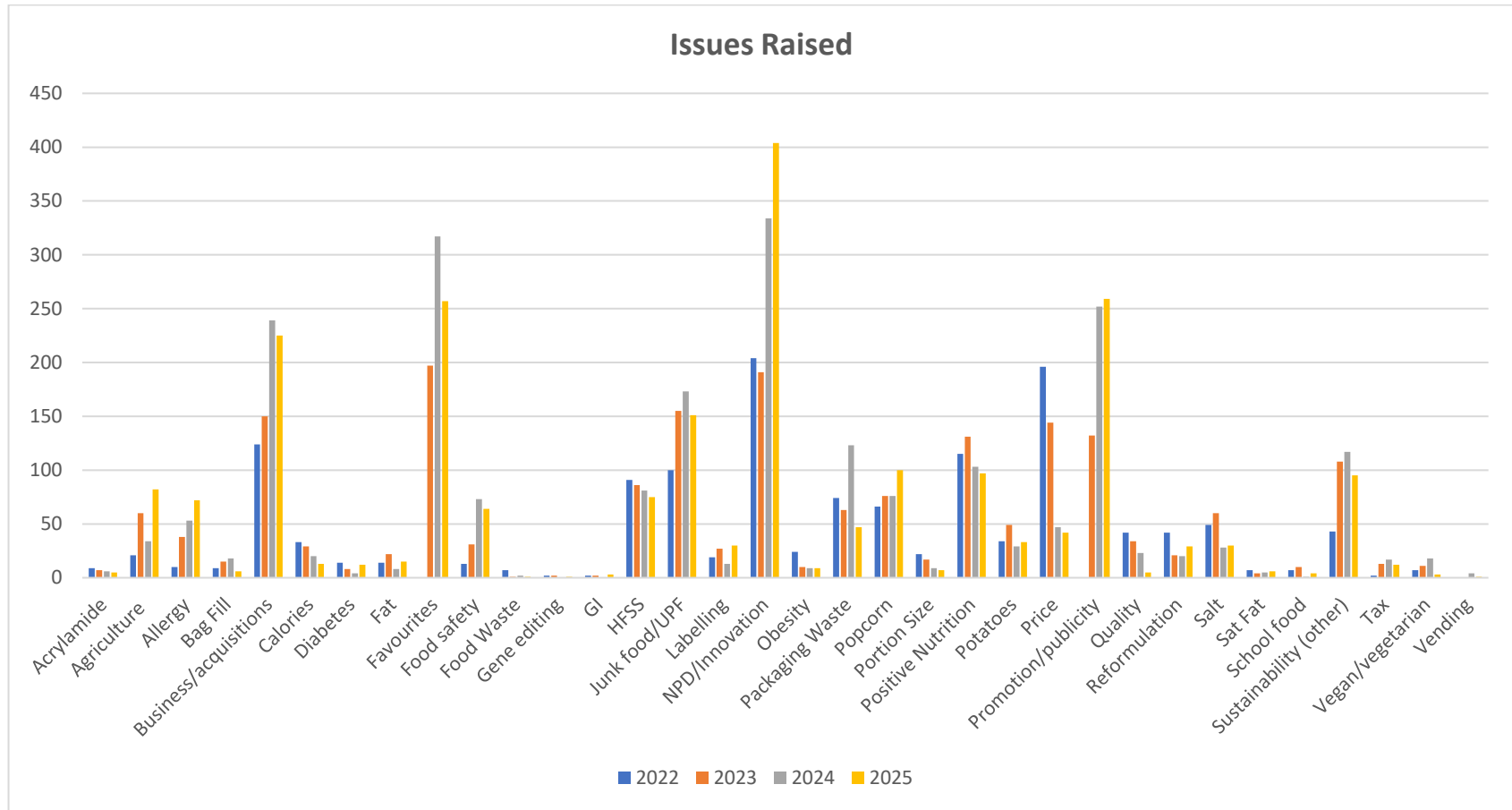
Negative stories in 2025 were driven by stories on discontinuation of products/flavours/favourites, and junk food/UPF. There was also a significant increase in food safety stories (mainly allergies / product labelling recalls).

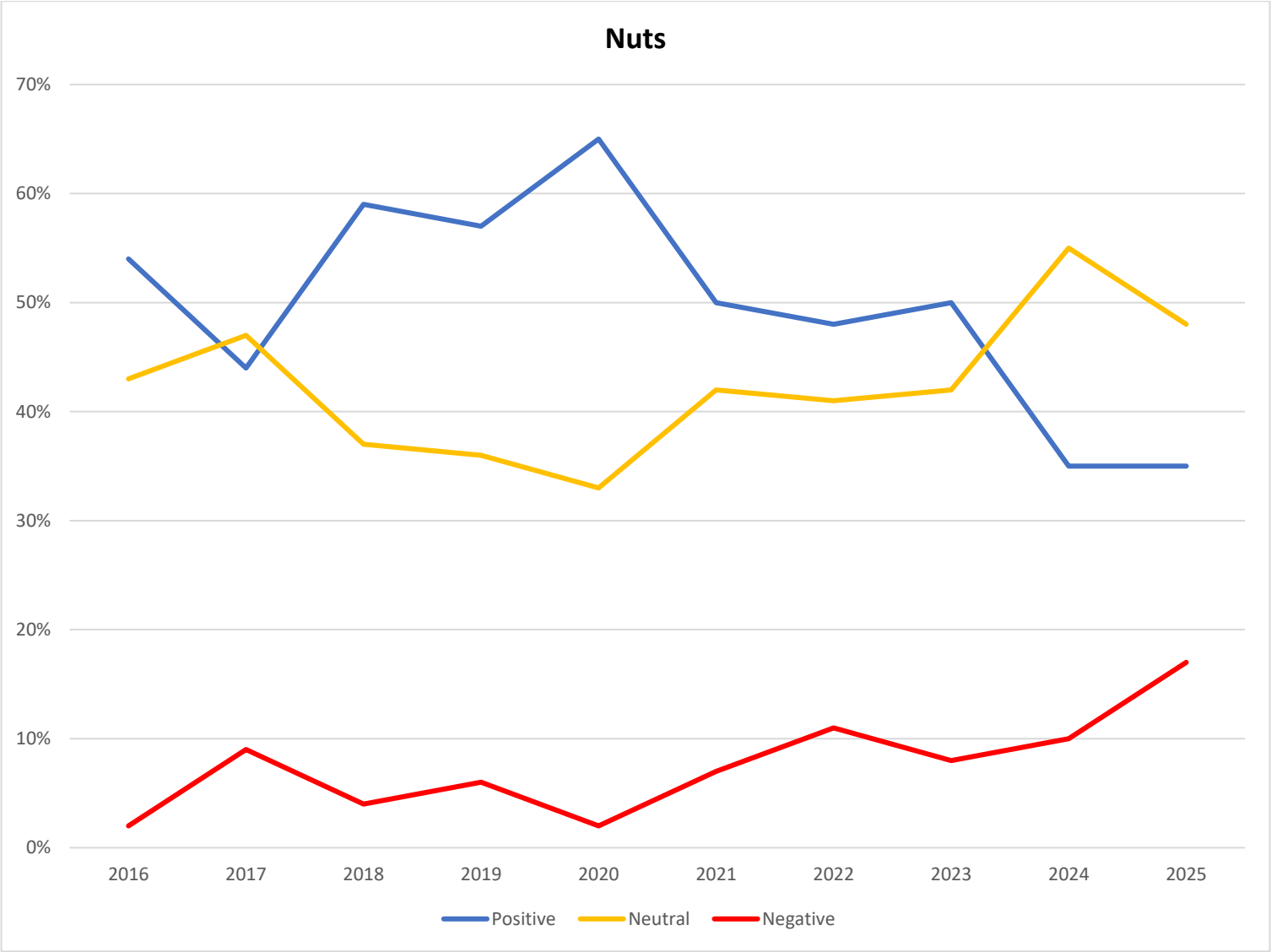
Bucking expectations, we saw a decrease in stories relating to packaging, this may change in 2026 if the EPR affects inflation and with changes to kerbside collection coming into force.

Key Issues

This chart compares the issues raised in articles in 2025 with issues raised over the last few years. Stories can cover multiple issue, and we do try to capture the most relevant.

Issue Raised	2022	2023	2024	2025	- Or +
Acrylamide	9	7	6	5	-1
Agriculture	21	60	34	82	+48
Allergy	10	38	53	72	+19
Bag Fill	9	15	18	6	-12
Business/acquisitions (new 2021)	124	150	239	225	-14
Calories	33	29	20	13	-7
Diabetes	14	8	4	12	+8
Fat	14	22	8	15	+7
Favourites (new 2023)	-	197	317	257	-60
Food safety (new 2022)	13	31	73	64	-9
Food Waste	7	1	2	1	-1
Gene editing (new 2022)	2	2	0	1	+1
GI	2	2	0	3	+3
HFSS Advertising/Marketing restrictions	91	86	81	75	-6
Junk food/UPF	100	155	173	151	-22
Labelling	19	27	13	30	+17
NPD/Innovation (new 2022)	204	191	334	404	+70
Obesity	24	10	9	9	+1
Packaging Waste	74	63	123	47	-76
Popcorn	66	76	76	100	+24
Portion Size	22	17	9	7	-2
Positive Nutrition	115	131	103	97	-4
Potatoes (new 2022)	34	49	29	33	+4
Price	196	144	47	42	-5
Promotion/publicity (new 2023)	-	132	252	259	+7
Quality (new 2022)	42	34	23	5	-18
Reformulation (new 2022)	42	21	20	29	+9
Salt	49	60	28	30	+2
Sat Fat	7	4	5	6	+1
School food	7	10	1	4	+3
Sustainability (new 2021)	43	108	117	95	-22
Tax	2	13	17	12	-5
Vegan/vegetarian	7	11	18	3	-15
Vending	0	0	4	1	-3





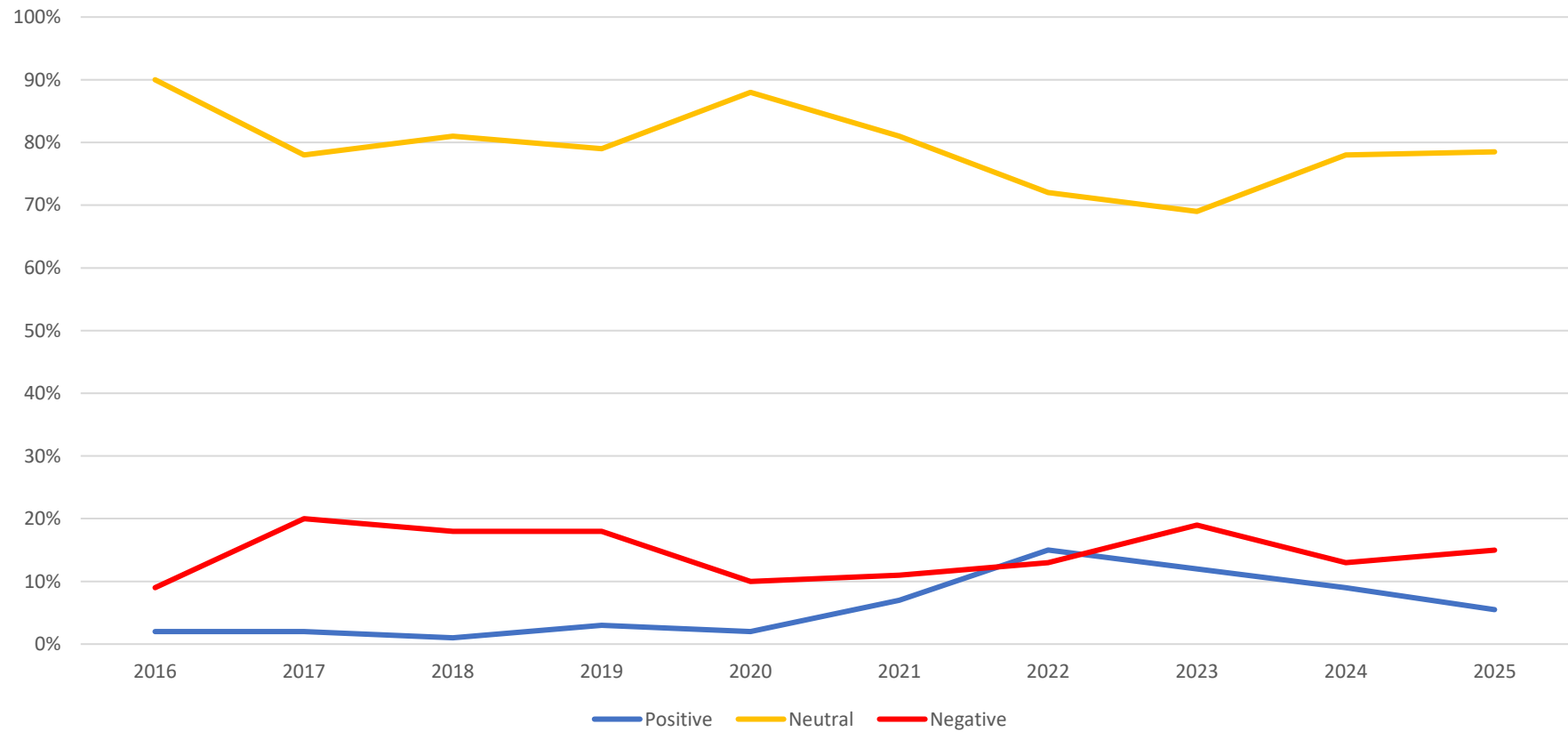
Nuts

Period	Positive		Neutral		Negative		Total
	Count	Percentage	Count	Percentage	Count	Percentage	
2025	83	35%	114	48%	42	17%	239
2024	78	35%	122	55%	22	10%	222
2023	118	50%	99	42%	19	8%	236
2022	81	48%	70	41%	18	11%	169
2021	86	50%	72	42%	12	7%	171
2020	54	65%	27	33%	2	2%	83
2019	74	57%	47	36%	8	6%	129
2018	59	59%	37	37%	4	4%	100
2017	72	44%	76	47%	14	9%	162
2016	99	54%	79	43%	4	2%	182

The vast majority of positive stories on nuts relate to positive nutrition (n=70), and allergens (n=8).

Noticeably there has been a large increase in the number of negative stories on nuts during 2025. These negative stories relate to food safety issues (n=26), including an *E. Coli* incident in the USA (n=12), allergens (n=3), and salt/total fat/GI/UPF/Junk food/sustainability issues (n=16).

Crisps & Savoury Snacks



Crisps & savoury snacks

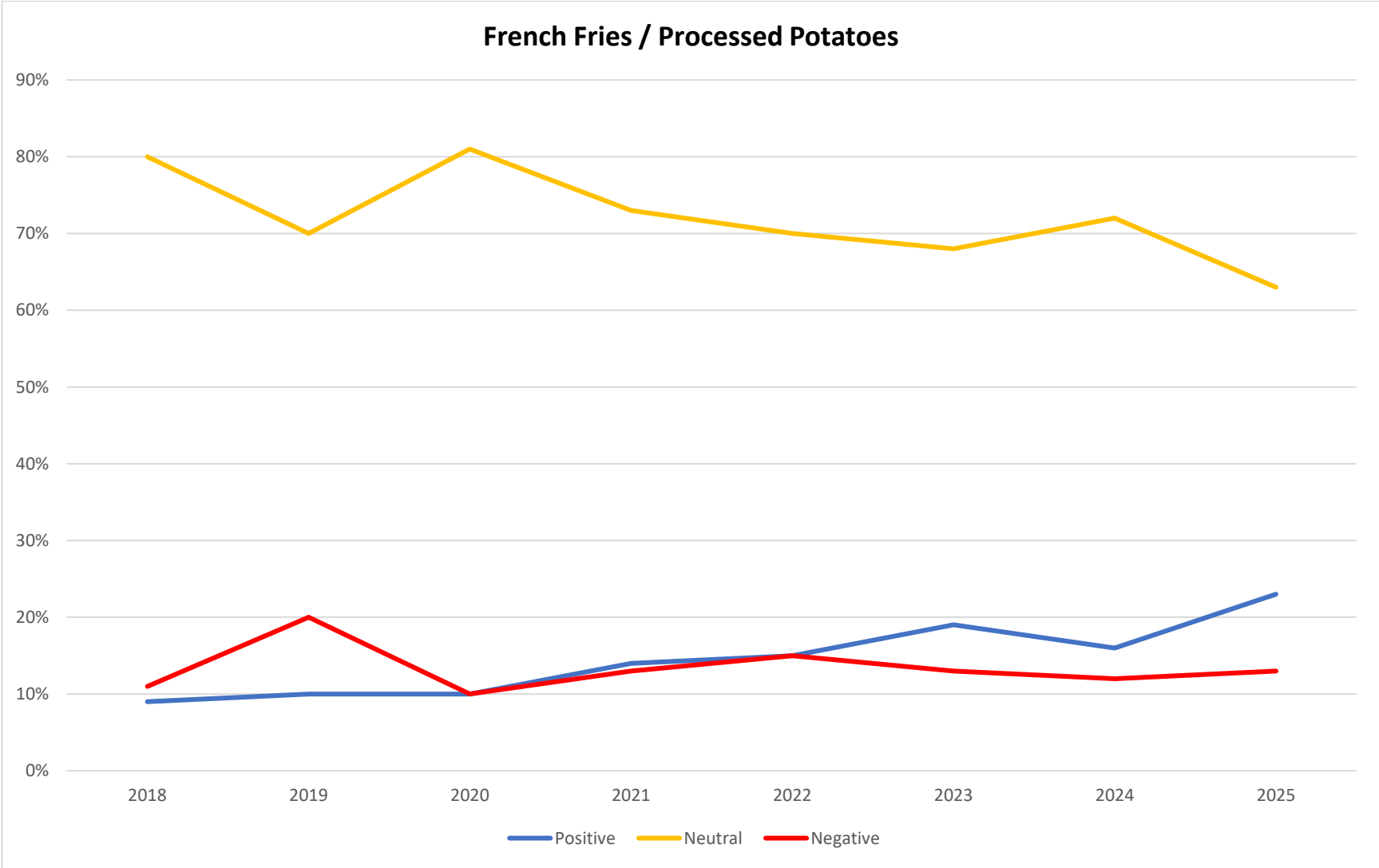
Period	Positive		Neutral		Negative		Total
2025	86	5.5%	1235	78.5%	239	15%	1573
2024	153	9%	1290	78%	213	13%	1656
2023	163	12%	976	69%	263	19%	1402
2022	195	15%	927	72%	168	13%	1290
2021	65	7%	734	81%	100	11%	904
2020	6	2%	334	88%	38	10%	378
2019	13	3%	391	79%	87	18%	491
2018	6	1%	441	81%	96	18%	543
2017	14	2%	465	78%	120	20%	599
2016	12	2%	656	90%	64	9%	732

The bulk of stories relating to crisps & savoury snacks in 2025 were neutral (n=1235), with levels similar to 2024. However, there has been a small increase in negative stories and a decrease in positive stories for this category.

Positive stories related to sustainability (n=42), business/acquisitions (n=13), agriculture (n=13), and reformulation (n=10).

Neutral stories mainly related to NPD/Innovation (n=338), 'favourite' products (n=234), Promotion (n=223), and business/acquisition (n=165).

Negative stories were mainly related to 'Junk Food/UPF' (n=108), Allergy (n=45), and Food Safety (n=26).



French Fries / Processed Potatoes

Period	Positive		Neutral		Negative		Total
2025	74	23%	203	63%	42	13%	321
2024	53	16%	232	72%	40	12%	325
2023	61	19%	220	68%	42	13%	323
2022	51	15%	248	70%	54	15%	353
2021	21	14%	109	73%	19	13%	149
2020	9	10%	76	81%	9	10%	94
2019	19	10%	136	70%	39	20%	194
2018	16	9%	145	80%	20	11%	181

The total number of stories related to processed potato products remained stable in 2025.

Most of the articles captured for processed potato products in 2025 were neutral, with the largest number of positive stories relating to agriculture (n=36) and Sustainability (n=24).

The percentage of negative stories also remains consistent with previous recent years. 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 47.7% of all stories picked up in 2025

Combined, the main trade publications contributed 37.2% of all stories picked up in 2025.

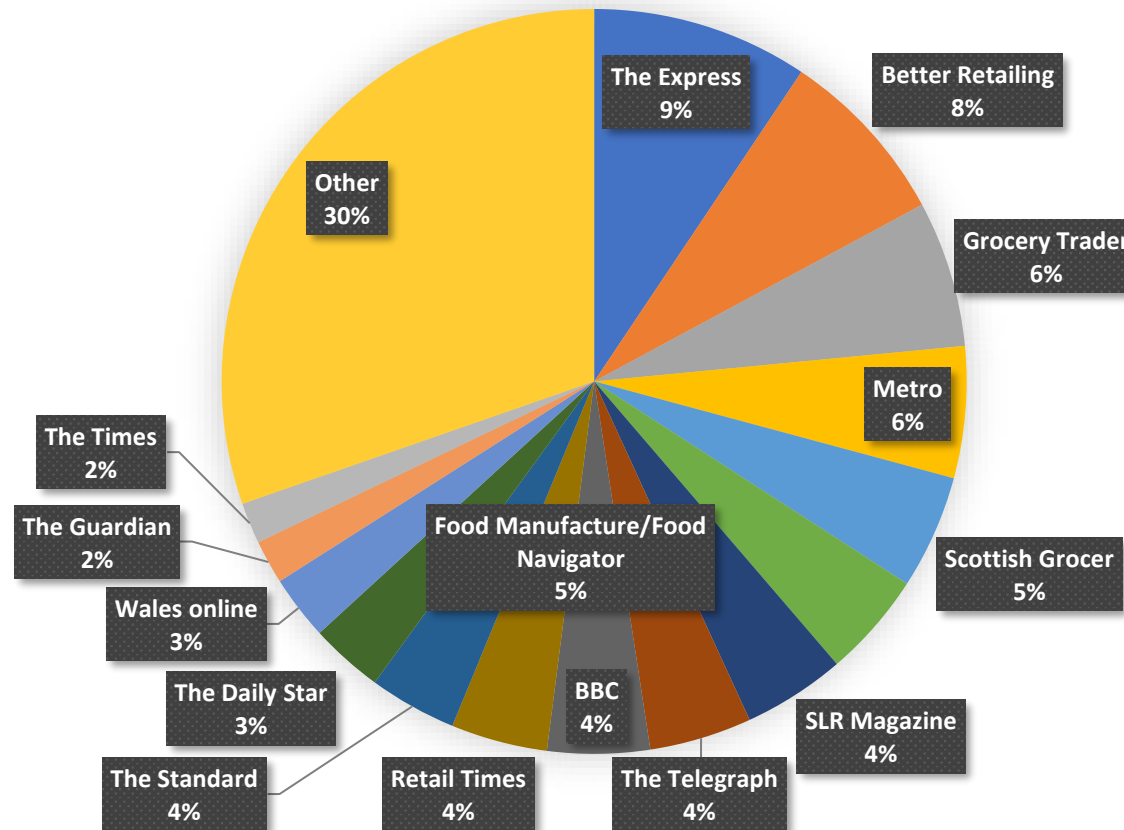
The mainstream news outlets were responsible for 77% of negative coverage (230 stories), whereas the main trade publications were only responsible for 5.7% of negative coverage (17 stories).

PPA rebutted or contacted the journalist and/or source 12 times in 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 2025	% of Total Articles	Negative	% of Articles which are Negative
The Daily Mirror/Record	147	9.3%	30	18.0%
The Sun/The Scottish Sun	132	8.4%	26	15.6%
The Daily Mail	97	6.2%	41	24.6%
The Grocer	97	6.2%	8	4.8%
Talking Retail	81	5.1%	1	0.6%
The Independent/iNews/Indy100/iPaper	78	5.0%	40	24.0%
KamCity	77	4.9%	0	0.0%
Convenience Store	76	4.8%	1	0.6%
The Express	74	4.7%	30	18.0%
Better Retailing	61	3.9%	1	0.6%
Grocery Trader	50	3.2%	0	0.0%
Metro	45	2.9%	10	6.0%
Scottish Grocer	39	2.5%	0	0.0%
Food Manufacture/Food Navigator	36	2.3%	6	3.6%

MEDIA	Total Articles 2025	% of Total Articles	Negative	% of Negative Article
SLR Magazine	35	2.2%	0	0.0%
The Telegraph	35	2.2%	10	6.0%
BBC	35	2.2%	10	6.0%
Retail Times	33	2.1%	0	0.0%
The Standard	30	1.9%	9	5.4%
The Daily Star	25	1.6%	6	3.6%
Wales Online	22	1.4%	11	6.6%
The Guardian	15	1.0%	4	2.4%
The Times	14	0.9%	3	1.8%
Other publications	239	15.2%	50	29.9%
Total	1573	100%	297	100%

MAIN SOURCES OF ARTICLES 2025



SOURCES OF NEGATIVE STORIES IN 2025

