

**Paulina Maria Leszczyńska**

**NUTRIENT AND PROMOTION PROFILES OF COMMERCIAL COMPLEMENTARY  
FOODS FOR INFANTS AND YOUNG CHILDREN AVAILABLE IN SPAIN.**

**FINAL UNDERGRADUATE THESIS**

**Supervised by Dr Nancy Babio Sánchez**

**Human Nutrition and Dietetics Degree**



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Resume:

The demand for commercial foods for infants (6-12 months) and young children (1-3 years) is rising in Spain, with a 7.2% market increase in 2023. To ensure high nutritional quality during a critical growth period, these foods should meet the World Health Organization's (WHO) formulation and promotion standards. Our study aimed to assess the nutritional content and promotional strategies of these products in Spain to determine their suitability for advertising according to WHO criteria. A cross-sectional study analysed 830 products available in Spain's largest supermarkets using the WHO's Nutrient and Promotion Profile Model (NPPM). The study found that none of the products met all WHO nutritional and promotional standards.

Keywords: Spain, foods for infants and young children, NPPM, nutrient profiling, baby foods marketing.