

SALT BY NUMBERS

In 2024 **6,884** packaged supermarket products were measured against the WHO sodium benchmarks (salt limits).



Only **1/3** products met benchmark
2/3 products exceeded benchmark (too salty)



Many everyday foods have hidden salt such as:

- meat alternatives e.g. fefafel and plant based burgers
- processed meat and fish
- sweet pies, cakes and pastries
- canned foods
- frozen food



87% OF SALT CONSUMED IS FROM PROCESSED FOODS AND TAKEAWAYS



ONLY **30%** OF PRODUCTS DISPLAY A HEALTH STAR RATING

SALT AND STROKE



STROKE IS THE **LEADING CAUSE OF ADULT DISABILITY** AND THE **2ND LEADING CAUSE OF DEATH**

10,000 STROKES HAPPEN EVERY YEAR, THAT'S ONE EVERY **55 MINUTES**



75% STROKES ARE PREVENTABLE THROUGH LIFESTYLE CHANGES

HEALTH GAINS

if NZ introduced WHO sodium benchmarks and all packaged supermarkets products met them

2,500

HEALTH YEARS GAINED IN 10 YEARS

1.6x

TIMES HIGHER HEALTH BENEFITS FOR MĀORI

\$108m

HEALTH SYSTEM SAVINGS IN 10 YEARS

Top 3 groups that would need the largest reductions in salt content:

- **66%** of pies and pastries
- **52%** sausages and processed meats
- **47%** puddings and desserts

Recommended maximum daily amount of salt (adult) 5 grams/5000mg = 1 teaspoon, children need less

LOW-SALT FOODS

Less than **120mg** sodium per 100g.

These are better choices.

MEDIUM-SALT FOODS

120 to 600mg sodium per 100g.

Eat in moderation.

HIGH-SALT FOODS

More than **600mg** sodium per 100g.

Occasional foods.