

## SNE statement on ‘Regulating the digital marketing of breast-milk substitutes’

This week, the World Health Assembly (WHA) has adopted a resolution on ‘Regulating the digital marketing of breast milk substitutes’<sup>1</sup>. SNE<sup>2</sup>, representing the European Specialised Nutrition industry, supports international and national efforts to improve the health and wellbeing of infants and young children and is committed to the responsible marketing of infant formula.

In this context, it is important to note that:

- In Europe, strict regulations already apply for formula. They cover inter alia marketing, including digital marketing, the nutritional composition of products, food safety and other aspects<sup>3</sup>.
- Breast feeding is the best for babies. But when breast milk is not available or chosen, infant formula is the only safe and nutritionally adequate alternative, as explicitly recognized by the EU regulator<sup>4</sup>.
- Scientific dialogue between Healthcare Professionals (HCPs) and the infant nutrition industry is essential: HCPs play a vital role in communicating to formula and baby food manufacturers the nutritional needs of infants and young children. Manufacturers rely on this information to improve formula and baby food, based on the latest scientific knowledge.
- The SNE Code of Practice<sup>5</sup> demonstrates our industry’s high ethical standards.

SNE regrets that a related WHO Guidance document recommends far-reaching restrictions on sharing of information about formula and product categories intended for children up to 36 months of age. We strongly believe that parents and health care providers require access to information to enable them to make the best nutrition decisions for infants and young children.

As manufacturers of infant formula, the only safe and recognised alternative to breast milk, our industry is a legitimate stakeholder in this debate, and we stand ready to provide our views and evidence. We remain committed to maintaining the high quality of our nutrition products for infants and young children in Europe and beyond, and support the availability of objective, evidence-based information on infant and young child feeding to health professionals and parents.

For questions, please contact:

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<sup>1</sup> [Regulating the digital marketing of breast-milk substitutes](#)

<sup>2</sup> Specialised Nutrition Europe (SNE) unites and represents the specialised nutrition industry across Europe to contribute to positive framework conditions for products for people with specific nutritional needs. These include infants and young children, people with medical conditions, disorders and diseases comprising inter alia coeliac disease, sports people and those managing their weight. Transparency register: 33498019160-40. [www.specialisednutritioneurope.eu](http://www.specialisednutritioneurope.eu)

<sup>3</sup> Commission Delegated Regulation (EU) 2016/127 as regards the specific compositional and information requirements for infant formula and follow-on formula and as regards requirements on information relating to infant and young child feeding, plus several additional pieces of EU legislation. [https://eur-lex.europa.eu/eli/reg\\_del/2016/127/oj/eng](https://eur-lex.europa.eu/eli/reg_del/2016/127/oj/eng)

<sup>4</sup> Recital 3 of Commission Delegated Regulation (EU) 2016/127 reads as follows: “Infant formula is the only processed foodstuff which wholly satisfies the nutritional requirements of infants during the first months of life until the introduction of appropriate complementary feeding. In order to safeguard the health of those infants, it is necessary to ensure that infant formula is the only product marketed as suitable for such use during that period.” [https://eur-lex.europa.eu/eli/reg\\_del/2016/127/oj/eng](https://eur-lex.europa.eu/eli/reg_del/2016/127/oj/eng)

<sup>5</sup> SNE Code of Practice on interactions between the infant nutrition industry and healthcare professionals and healthcare organisations (2023): [https://www.specialisednutritioneurope.eu/wp-content/uploads/2023/07/2023317\\_SNE-Code-of-Practice\\_July-2023.pdf](https://www.specialisednutritioneurope.eu/wp-content/uploads/2023/07/2023317_SNE-Code-of-Practice_July-2023.pdf). A one-page overview is available here: <https://www.specialisednutritioneurope.eu/wp-content/uploads/2025/04/sne-code-of-practice-one-pager-1st-draft-design.pdf>