

# Digital marketing of breast-milk substitutes and foods for infants and young children to pregnant women and mothers

# Armenia

This study was coordinated by the Special Initiative on Noncommunicable Diseases and Innovation, WHO Regional Office for Europe, and supported by the WHO Country Office in Armenia

BMS – breast-milk substitutes  
FIYC – foods for infants and young children

## CLICK<sup>1</sup> step

Investigate exposure

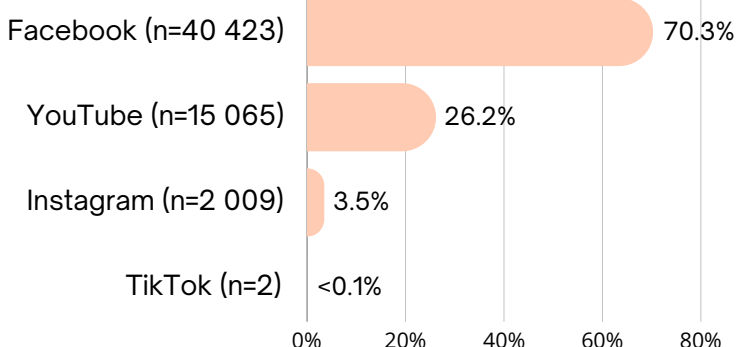
## Date and duration of the study

1 August–31 December 2023

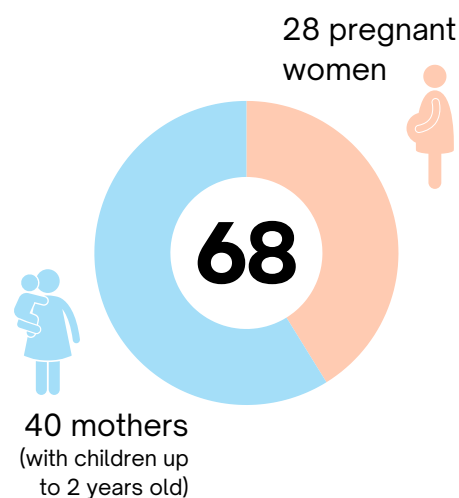
## Investigated platforms

YouTube, Facebook, Instagram, TikTok

Proportion of captured adverts per platform n=57 499



## Number of study participants



## Total number of adverts

57 499



## Number of adverts per day

Average

28

Pregnant women 33

Mothers 27

<sup>1</sup>World Health Organization. Regional Office for Europe. (2019). Monitoring and restricting digital marketing of unhealthy products to children and adolescents: report based on the expert meeting on monitoring of digital marketing of unhealthy products to children and adolescents: Moscow, Russian Federation, June 2018. World Health Organization. Regional Office for Europe. <https://iris.who.int/handle/10665/346585>

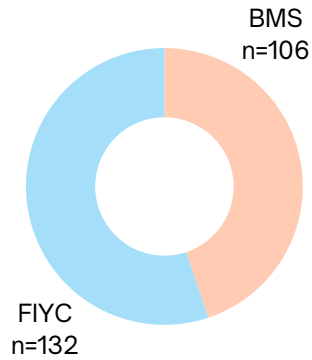
## BMS and FIYC adverts

305 adverts related to infant feeding and associated products\*

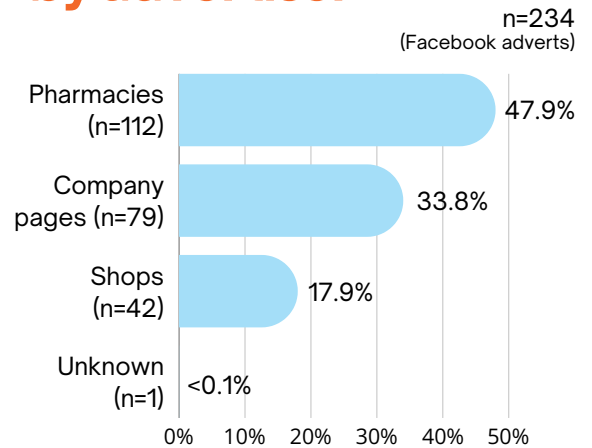
**238**

adverts directly promoted BMS and FIYC

(234 on Facebook and 4 on Instagram)



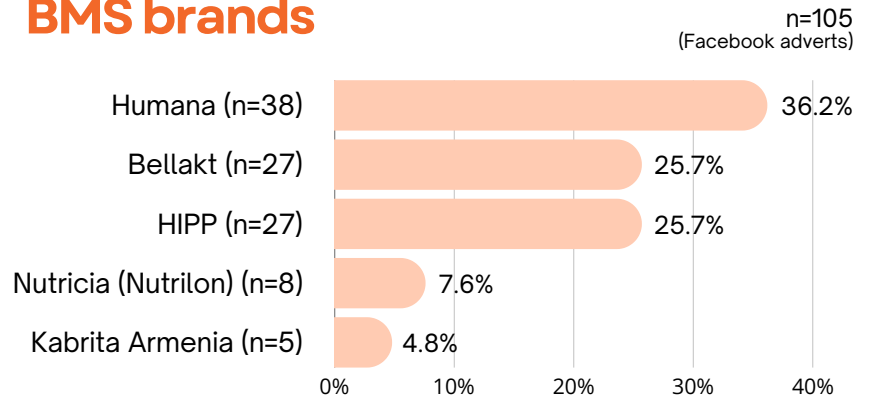
## BMS/FIYC adverts by advertiser



# BMS



## BMS brands



Owing to methodological limitations, in most cases it was not possible to identify the exact product, only the brand. The Armenian team went to brand websites to try to identify the product, based on the slogan of the advert that women were exposed to. Below, some examples are given of the type of products and claims found; however, it was not possible to quantify these precisely.

## Types of BMS products

- Infant formula (0+ months)
- Follow-up/on formula (6+ months)
- Growing-up milk (12+ months)

## BMS claims

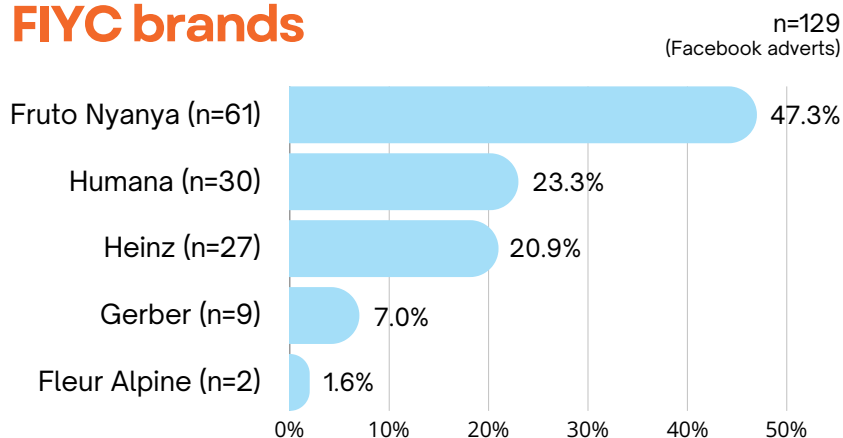
- Harmonious growth and development
- Easy digestion
- No palm oil
- Ideal to complement breastfeeding
- With all the important nutrients and the best ingredients nature has to offer

\*The RealityMeter application successfully captured brand and/or product names in 42.3% of cases. Therefore, it was not possible to analyse 57.7% of the captured adverts. Furthermore, the application did not capture any substantial data from YouTube for inclusion in the study.

# FIYC



## FIYC brands



Owing to methodological limitations, in most cases it was not possible to identify the exact product, only the brand. The Armenian team went to brand websites to try to identify the product, based on the slogan of the advert that women were exposed to. Below, some examples are given of the type of products and claims found; however, it was not possible to quantify these precisely.

## Types of FIYC products

- Cereals with cow milk, goat milk, or without milk
- Fruit and vegetable purées with age indications starting from 4+ months
- Baby biscuits
- Chocolate biscuits
- Juice cookies
- Baby olive oil
- Non-dairy multigrain porridge
- Specific products such as gluten-free pasta

## FIYC claims

- Takes care of healthy food for babies, offering only the highest quality, natural, and healthy food
- Healthy food for your baby at the best value
- Baby porridges are made from natural fruits and berries that contain ...
- 100% natural
- It's very important that the baby's food is not only tasty but also safe

## Age suggested for introduction

4+ months, 5+ months, 6+ months, etc.

**None of the FIYC adverts comply with the law of the Republic of Armenia on “Breastfeeding Promotion and Regulation of Marketing of Baby Food”**

