FUEL US DON'T FOOL US

BIG FOOD CHAINS | AT A GLANCE

They play a starring role in young people's lives but aren't typically great for our health. So how and where have big food chains expanded across UK communities over the past 10 years?

The top 10 out-of-home businesses that appeal to young people:

BURGER KING · STARBUCKS · Domino's · KFC · McDonald's · PRET · SUBWAY · GREGGS · Nando's · COSTA COFFEE

WHAT DID WE FIND?



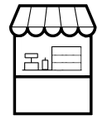
The top 10 big food chains, chosen by young people, all opened more outlets across Great Britain over the past 10 years.



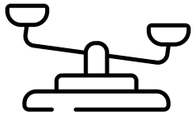
Specifically, the 5 fast food chains – Burger King, Domino's, KFC, McDonald's and Subway - increased their number of outlets by nearly 50%.



3,411 schools in Great Britain are estimated to have at least one of these top 10 outlets within 400m in 2024. That is nearly 1,000 more schools compared to 2014.



5 out of the 10 businesses - Domino's, Pret A Manger, Subway, Greggs and KFC - are estimated to now have at least half of their outlets close to schools.



All of the top 10 businesses increased in the number of outlets per population in both the most and least disadvantaged areas between 2014-2024.

WHAT ARE WE CALLING FOR?

Big food chains need to take responsibility for their impact on our health by:

- Shifting sales to healthier products and setting healthier sales targets.
- Reporting their progress on meeting these targets every year.
- Phasing out the marketing of unhealthy products.

Government needs to protect young people from the flood of unhealthy food by:

- Updating national planning guidance and empowering Local Authorities to create healthy local food environments.
- Mandating businesses to report on the healthiness of their food and drink sales.
- Extending marketing restrictions to outdoor advertising and exploring ways to limit other forms of unhealthy marketing.