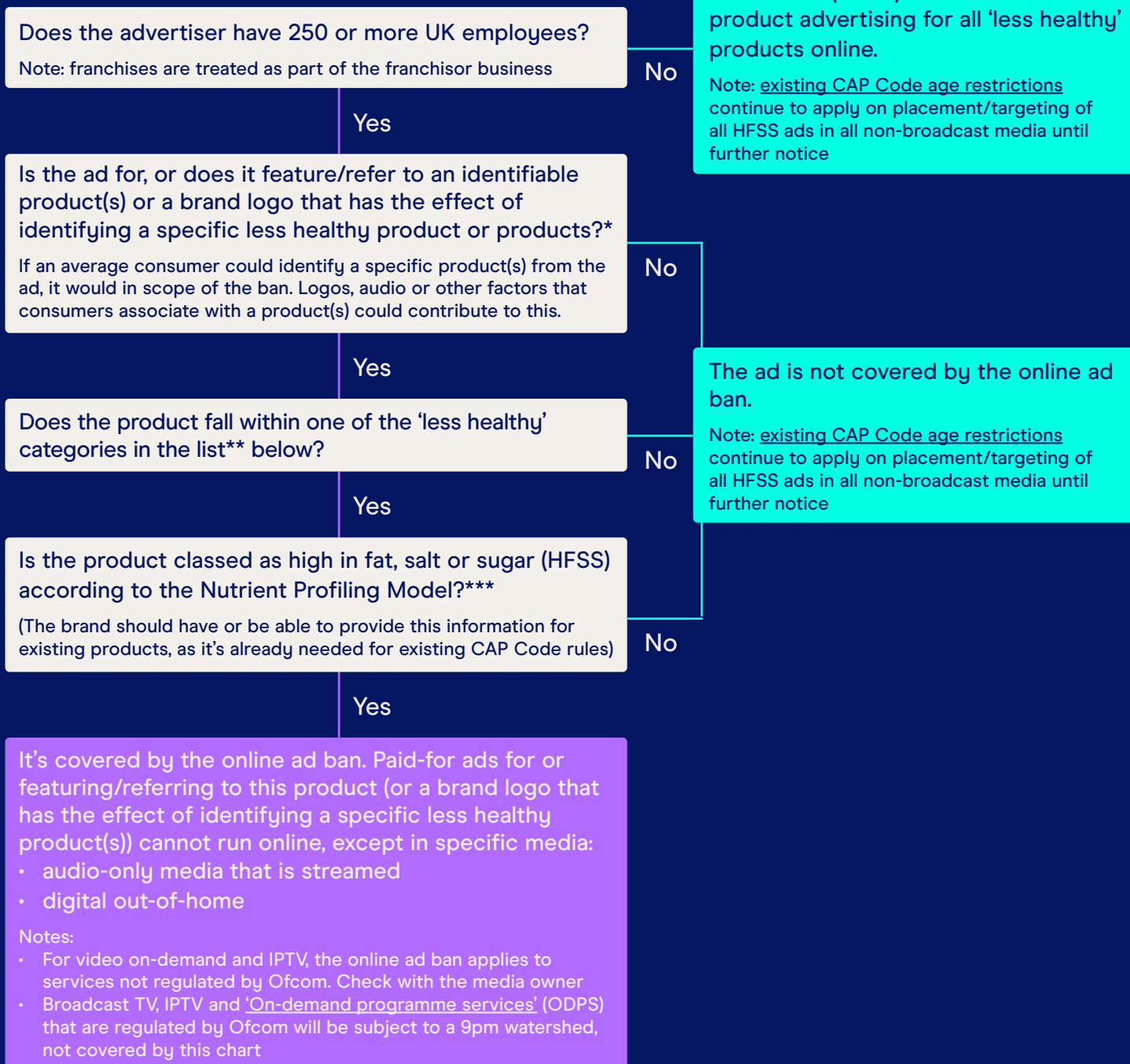


Navigating the 'less healthy' online ad ban: key guidance

Guidance applies to **paid-for B2C** ads for less healthy food and drink products that are directed at UK audiences

Can an ad run online from 1 October 2025?

Indicative guidance only. Please refer to the final CAP guidance once published.



*If more than one, go through the rest of the questions for each one. If any of the products/logos featured or referred to is in scope, the whole ad will be.

**The 'less healthy' product categories and types are set out in the [Advertising \(Less Healthy Food Definitions and Exemptions\) Regulations 2024](#). The Government has also published [explanatory guidance](#) on the food and drink in scope.

- Prepared soft drinks containing sugar ingredients (with the exception of alcohol substitute drinks)
- Savoury snacks
- Breakfast cereals
- Confectionary including chocolates and sweets
- Ice cream, ice lollies and similar frozen products
- Cakes and cupcakes
- Sweet biscuits and bars based on one or more of nuts, seeds or cereal
- Morning goods (including croissants and similar items)
- Desserts and puddings
- Sweetened (whether with sugar or otherwise) yoghurt and fromage frais
- Pizza (except plain pizza bases)
- Prepared potato and sweet potato products (e.g. roast potatoes, croquettes, fries and wedges, hash browns, rostis)
- Products marketed as ready for cooking or reheating without requiring further preparation that are intended to be consumed as a complete meal, as the main element of a meal, or ordered separately from a menu to form a main meal

***More details can be found on the ASA website [here](#)