# government delays pre-9pm junk food ad ban amid industry pushback



The anticipated pre-9pm ban on junk food advertising, set to take effect in October, has been postponed, prompting significant discontent within public health circles. According to a report from the Financial Times, this delay comes in response to requests from major food companies. These companies argue that the scope of the ban is excessively broad, potentially encompassing brand names even when the unhealthy products are not directly displayed. They contend that such restrictions could jeopardise significant seasonal advertising campaigns vital for brand visibility.

Health advocates, including Sonia Pombo, who heads the impact and research unit at Action on Salt, have expressed outrage at the government's decision. Pombo stated, “The government continues to cave to the food industry’s every whim and it is beyond disappointing – yet not surprising.” This sentiment underscores a broader frustration: these advertising restrictions, which have been under discussion for over six years, are seen as a crucial step towards improving children's health. Critics argue that the delay reveals a lack of governmental resolve and clarity, allowing the food industry to exploit regulatory loopholes while undermining public health objectives.

Katharine Jenner, director of the Obesity Health Alliance, echoed these concerns, emphasising that the current government had pledged, both in its manifesto and via the King's Speech, to eliminate junk food ads aimed at children. Jenner asserted that the repeated delays reflect the influence of a well-organised campaign by companies selling unhealthy products and the advertising sector itself, which seeks to dilute the proposed regulations. She emphasised the need for the government to demonstrate its commitment to children's health by enacting evidence-based policies as part of its long-term NHS plan and food strategy.

Despite the government’s insistence that the delay is merely to address technical issues rather than a retreat from its commitments, scepticism remains prevalent. Jenner emphasised that any meaningful progress in children's health and the alleviation of dietary diseases impacting the NHS will require the government to withstand industry pressures intent on prioritising profit over public health. The ongoing debate highlights the tension between health advocacy and corporate interests, raising important questions about the government's focus and dedication to fostering a healthier future for children.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.talkingretail.com/news/industry-news/delay-to-junk-food-advertising-ban-elicits-groans-from-health-lobby-23-05-2025/> - Please view link - unable to able to access data