Our Healthy Food Footprint 2025/26

Doing it Right
Iceland

Our Healthy Food Footprint

Our specialism in frozen food allows us to provide healthy, nutritious and tasty products at affordable prices to our customers. Freezing is Nature's pause button: an entirely natural process that allows us to capture products in their peak condition as soon as they are picked, caught or made. Whilst locking in the nutrients and minimising the need for preservatives or additives required to preserve fresh products.

90.2% of own label food sold at Iceland is healthy

103,000 tonnes of fruit and vegetables sold

361 tonnes of plant protein sold (0.4% of protein sales)

5932 tonnes of fibre sold

Methodology

Iceland UK

Refers to all Iceland and The Food Warehouse stores and depots in the UK.

Fruit and Vegetables

Refers to the annual sales, based on tonnages, of all fresh, frozen and ingredients within composite Iceland own label products.

Healthy

Based on annual sales in tonnage of Iceland own label product sold. Iceland's healthy food footprint was calculated using the Government's Food (Promotion and Placement) (England) Regulation 2021 product categories and the UK Government's nutrient profiling model1, based on annual sales in tonnage of Iceland own label product sold. Iceland's healthy food footprint was calculated using the UK Government's nutrient profiling model. Products classified as healthy score <4 NPM for food items and <1 NPM for drink items

Plant Protein

Refers to the annual sales, based on tonnages, of plant-based proteins in our vegetarian and vegan products. We exclude any plant protein found in meat products. Our plant protein offer is provided through branded products therefore we include branded data in this number.

Our Targets

	Target
f.h.1	>85% healthy food sales
f.h.2	Increase sales of fruit and veg by 10% by end of 26/27
f.h.3	Increase sales of plant-based proteins by 10% by end of 26/27
f.h.4	Own-brand products which are ‘reduced’ or ‘light’ alternatives will continue to be no more expensive

Methodology

Sales Volume

We measure our progress through annual sales volume, which is the tonnage of product sold rather than using revenue or units.

The data used in this footprint is for financial year 2025/26 (**29th March 2025 - 31st Mar 2026)** and covers all Iceland own label products sold in UK Iceland and The Food Warehouse stores.
Our 2024-25 Healthy Foods data is used for our baseline for our targets ending 26/27.

Use of data

Iceland is principally a high street seller of frozen food.
The data we publish is not designed to be and should not be used for comparison with other retailers operating different business models. It would be inconsistent, inaccurate and would not be a fair comparison of any retailer to do so.

1.https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/216094/dh_123492.pdf

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