



# The Nutritrack Database

Nutritrack is a database of annually updated information on packaged foods and beverages sold at major supermarkets in New Zealand.

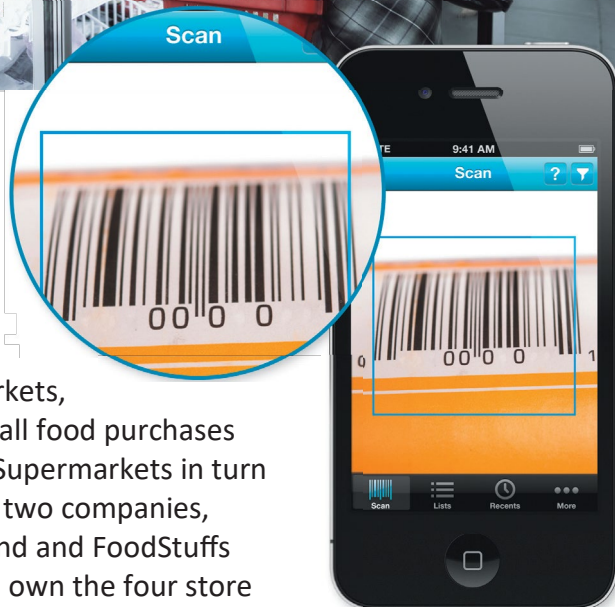
Annual, systematic surveys were undertaken by trained fieldworkers in supermarket stores in the Auckland region at the same time each year, providing data to track the labelling, ingredients, and nutrient composition of New Zealand packaged food and beverage products over a 10-year time frame (2013 to 2023). The Nutritrack database is owned by The University of Auckland.

## Data collection, data entry, and quality procedures

**Data collection:** Trained fieldworkers used a customised smartphone application (app) to take photographs and collect information directly from all foods and non-alcoholic beverages displaying a Nutrition Information Panel (NIP) in four supermarket stores (New World, 4Square, Countdown, and PAK'nSAVE) in Auckland between February and May each year (except for 2020 where data were collected from online stores



due to the COVID-19 pandemic). During the 10 years of Nutritrack data collection, the distribution of food in New Zealand was dominated by supermarkets, accounting for ~75% of all food purchases bought into the home. Supermarkets in turn were dominated by the two companies, Woolworths New Zealand and FoodStuffs New Zealand Ltd, which own the four store brands from which Nutritrack data were collected<sup>1</sup>.



<sup>1</sup> Euromonitor. Passport. Packaged food in New Zealand. Country Report, November 2017 <http://www.portal.euromonitor.com.ezproxy.auckland.ac.nz/portal/analysis/tab>

**Data entry:** Data from photographs were entered into a secure, online database by trained staff. Products were categorised in a hierarchical structure into 15 food groups, 59 categories, and 177 subcategories using a standardized global system.

**Quality procedures:** Quality checks were undertaken on a random 15% sample of products where data entered in all product key fields were compared with source photographs for accuracy. Reports were also run across all products to identify outlier values, ensure complete and correct NIP data, and maximize consistency of the categorisation of products over time. Data accuracy across critical fields was monitored during and after data entry each year (except for 2020 when data collection was impacted by the COVID-19 pandemic). In 2023 the database had a 99% accuracy rate.

## Number of products, accuracy rates, and information collected

The tables below list the number of products in Nutritrack for the years 2013 to 2023, the accuracy rate across key fields, and the information available for each product.

Year	Number of unique products*	Accuracy rates
2013	13,395	***
2014	14,416	***
2015	14,429	***
2016	15,317	98.8%
2017	14,909	98.9%
2018	15,192	99.2%
2019	14,978	99.1%
2020	8,404**	99.6%
2021	15,206	99.3%
2022	14,191	99.9%
2023	14,407	99.9%
<b>TOTAL</b>	<b>154,842</b>	

Field	Years available
Barcode	All
Brand	All
Product name	All
Pack size	All
Recommended serve size	All
All nutrient values on the NIP**	All
Ingredients	All
Gluten status	All
Heart Foundation Tick label	2013 to 2016***
Daily Intake Guide label	All
Health Star Rating (HSR) label	2015 onwards****

\*Defined as the number of unique barcodes

\*\*Data collection for 2020 was disrupted due to COVID-19 Lockdown

\*\*\* Accuracy rates not available

\*\*\*NIP; Mandatory and non-mandatory nutrient information

\*\*\*\*HSR value only in 2015, and HSR value + energy icon label for 2017 onwards

## Summary of key database features

Features	Information
<b>Stores visited</b>	1x New World, 1x 4Square, 1x PAK'nSave, 1x Countdown in Auckland
<b>Collection frequency</b>	Annual in-store data collection undertaken February to May each year
<b>Classification system</b>	17 major food groups, 69 food categories, and 207 subcategories
<b>Key exclusions</b>	Products that do not display a NIP, unpackaged fresh foods, bulk buy items, alcohol, seasonal products (e.g. easter eggs), dietary supplements (sport foods are collected but vitamins, minerals and similar products are excluded)
<b>Linkage with sales data</b>	NutriTrack data have been linked with household food purchases from the Nielsen Homescan market research panel
<b>Estimated HSR value</b>	HSR score has been estimated for some years in NutriTrack and can be provided on request

Contact 

Associate Professor Helen Eyles | [h.eyles@auckland.ac.nz](mailto:h.eyles@auckland.ac.nz)

