Systematic literature review of the effects of food and drink advertising on food and drink-related behaviour, attitudes and beliefs in adult populations

Food promotion, defined as a range of activities beyond traditional advertising, including event sponsorship, product placement, viral marketing and use of social media, is increasingly becoming a point of interest as a risk factor for the increasing prevalence of obesity. This systematic review aims to evaluate current experimental evidence regarding the effects of food advertising on food-related behaviour, attitudes and beliefs in adult populations.

While results do not allow to draw firm conclusions of whether or not food advertising affects food-related behaviour, attitudes or beliefs in adults, the review nevertheless identified several factors that may moderate the effects of food advertising including gender, obesity, food psychology and adults versus children.