

Product labelling regulatory review

Summary of review recommendations and Cabinet decisions

In August 2026, Cabinet considered and made decisions on a subset of the recommendations contained in the report produced by the Ministry for Regulation. Table 1 below lists all review recommendations, and what Cabinet agreed to in relation to each.

Table 1: Summary of Product Labelling Regulatory Review recommendations, and Cabinet decisions

Theme	What did the review recommend?		What did Cabinet agree to? ¹
Digital labelling			
	1	Develop and publish principles for digital product labelling and clear national guidance	Agreed to establishing a default position of enabling digital labelling (EXP-26-MIN-0035, paragraphs 3-6)
	2	Establish a national framework that connects physical and digital product labels, encouraging interoperable data standards	Agreed to commissioning a digital labelling standard (EXP-26-MIN-0035, paragraphs 7-12)
	3	Enable country of origin and importer / manufacturer details to be provided digitally	Recommendation did not progress to Cabinet*
Food and beverage labelling			
	4	MPI should fully implement a risk-based regulatory approach for food labelling that goes beyond an enforcement-based response to complaints	Agreed (EXP-26-MIN-0035, paragraphs 13.1 and 14)
	5	Harmonise the approach to enforcement of health claims under the Food Code, including the home jurisdiction rule	Recommendation did not progress to Cabinet*
	6	Amend the requirement for energy information on alcoholic beverage labels to enable digital options	Recommendation did not progress to Cabinet*
	7	Implement future changes to labelling requirements under the Code on a regular five-yearly cycle	Recommendation did not progress to Cabinet*

¹ CAB-26-MIN-0279, confirmed the decisions of the Expenditure and Regulatory Review Committee (EXP) in EXP-26-MIN-0035.

	8	MPI to publish additional guidance for businesses on how they should meet their product labelling obligations	Agreed (EXP-26-MIN-0035, paragraphs 13.2 and 14)
	9	Pursue mutual recognition of international labelling standards with trusted jurisdictions	Recommendation did not progress to Cabinet*
	10	Amend the <i>Consumer Information Standards (Origin of Food) Regulations 2021</i> to ensure that country of origin markings are clear, prominent and not misleading	Recommendation did not progress to Cabinet – as MBIE has recently undertaken a review of this issue (EXP-26-MIN-0035, paragraph 15)*
Retail grocery competition			
	11	The Ministry and MPI report back to Ministers on lessons learnt from the digital labelling trial including the development of a process for businesses to apply for an exemption	Recommendation did not progress to Cabinet*
	12	New Zealand to engage with Australia to agree on how departures from the Food Treaty should be approached	Recommendation did not progress to Cabinet*
Over-the-counter medicine labelling			
	13	Amend the definition of safety container and the size for a small container in the <i>Medicines Regulations 1984</i>	Agreed (EXP-26-MIN-0035, paragraphs 16.1 and 16.2)
	14	Amend Regulation 13(m) of the <i>Medicines Regulations 1984</i> to broaden the terms that can be used to describe a batch number	Agreed (EXP-26-MIN-0035, paragraph 16.3)
	15	Medsafe to engage with the Australian TGA on its proposal to align Australia's gluten declaration threshold with New Zealand's	Recommendation did not progress to Cabinet – as Cabinet decision not required for Medsafe to progress this
	16	The <i>Medicines Act 1981</i> and <i>Medicines Regulations 1984</i> should be replaced	Recommendation did not progress to Cabinet – as Cabinet decision is not required; Medsafe has work underway to progress this recommendation

* These recommendations were not supported by the Government at this time.