

Supplementary Table 2: Platform development results

	List-Repeating			List-Matched			List-Category			Meal			
Minutes taken/ median (IQR)	6.0 (4.1 – 9.3)			8.2 (5.7 – 11.2)			4.2 (2.6 – 6.2)			7.7 (4.9 – 11.1)			
Product outcomes													
N participants buying 2+ foods bought by other participants (out of 85)	39			45			2			52			
N participants buying 2+ foods (2+ shelves) in both sessions out of 85	13 (78)			2 (39)			7 (27)			18 (59)			
	Mean	CV	ICC	Mean	CV	ICC	Mean	CV	ICC	Mean	CV	ICC	
Nutrient outcomes													
Total Energy (MJ)	18.19	0.21	0.39	11.16	0.39	0.21	6.31	0.57	0.44	19.48	0.52	0.23	
Energy Density* (kJ/100g)	993.0	0.16	0.27	849.3	0.29	0.08	709.4	0.53	0.30	523.5	0.45	0.27	
SFA (% energy)	12.60	0.44	0.21	12.04	0.54	0.00	13.40	0.70	0.31	12.67	0.57	0.10	
Sugar (% energy)	10.86	0.35	0.36	19.78	0.43	0.00	23.33	0.68	0.18	13.69	0.72	0.40	
Fibre (g per MJ)	3.40	0.33	0.34	0.94	0.65	0.06	4.24	0.57	0.43	3.58	0.57	0.35	
Sodium (mg per MJ)	360.6	0.29	0.23	281.5	0.43	0.00	399.7	0.68	0.23	285.3	0.66	0.08	
Nutrient score (35) (weighted by energy)	4.90	n/a	0.27	5.46	n/a	0.00	2.73	n/a	0.38	1.07	n/a	0.02	
Food Group outcomes													
Fruit & Vegetables (% weight)	0.48†	0.53	0.36	2.38†	0.32	0.00	52.38	0.45	0.52	41.78	0.39	0.52	
Healthier (% products)	21.45	0.34	0.70	14.73	0.49	0.03	40.98	0.48	0.66	62.61	0.25	0.38	
Less healthy (% products)	46.16	0.27	0.52	44.77	0.28	0.00	27.59	0.53	0.51	17.92	0.44	0.04	

*: Calculated for food only, excluding drinks.(25)

†: No fruit or vegetable items were included in these task