Table S1 Individual characteristics of respondents and non-respondents in the randomized controlled trial by randomization group, France, 2017

	Nutri-Score		Reference Intakes		No label		P^a
	Respondents	**Non-respondents**	**Respondents**	**Non-respondents**	**Respondents**	**Non-respondents**	
Total (n)	394	420	392	411	394	420	
Sex, n(%)							0.5
Men	131 (33.2)	158 (37.6)	124 (31.6)	143 (34.8)	152 (38.6)	157 (37.4)	
Women	263 (66.8)	262 (62.4)	268 (68.4)	268 (65.2)	242 (61.4)	263 (62.6)	
Age, years	64.8 ± 6.9	65.8 ± 7.5	64.8 ± 7.3	66.5 ± 7.1	65.4 ± 7.1	66.2 ± 7.2	0.5
Educational level							0.2
Primary	122 (31)	131 (31.2)	102 (26)	140 (34.1)	104 (26.4)	131 (31.2)	
Secondary	53 (13.5)	83 (19.8)	51 (13)	77 (18.7)	74 (18.8)	71 (16.9)	
University, undergraduate degree	103 (26.1)	94 (22.4)	122 (31.1)	98 (23.8)	99 (25.1)	103 (24.5)	
University, postgraduate degree	98 (24.9)	93 (22.1)	102 (26)	77 (18.7)	103 (26.1)	102 (24.3)	
Other	18 (4.6)	19 (4.5)	15 (3.8)	19 (4.6)	14 (3.6)	13 (3.1)	
Grocery shopping frequency, n(%)							0.6
Always	231 (58.6)	235 (56)	252 (64.3)	229 (55.7)	239 (60.7)	245 (58.3)	
Often	122 (31)	134 (31.9)	107 (27.3)	128 (31.1)	113 (28.7)	127 (30.2)	
Sometimes	41 (10.4)	51 (12.1)	33 (8.4)	54 (13.1)	42 (10.7)	48 (11.4)	
Online grocery shopping, yes n(%)	119 (30.2)	96 (22.9)	129 (32.9)	102 (24.8)	103 (26.1)	109 (26)	0.2
Online grocery shopping frequency, n(%)							0.4
At least one time per week	16 (13.4)	8 (8.3)	20 (15.5)	14 (13.7)	21 (20.4)	13 (11.9)	
One or two times per month	22 (18.5)	25 (26)	26 (20.2)	20 (19.6)	15 (14.6)	25 (22.9)	
One time every two or three months	29 (24.4)	15 (15.6)	33 (25.6)	23 (22.5)	17 (16.5)	22 (20.2)	
One or two times per year	23 (19.3)	23 (24)	21 (16.3)	29 (28.4)	29 (28.2)	32 (29.4)	
Less than one time per year	29 (24.4)	25 (26)	29 (22.5)	16 (15.7)	21 (20.4)	17 (15.6)	
Weekly budget for grocery shopping (€)							0.2
< 30€	13 (3.3)	20 (4.8)	17 (4.3)	10 (2.4)	16 (4.1)	6 (1.4)	
30 – 50€	76 (19.3)	65 (15.5)	74 (18.9)	78 (19)	63 (16)	65 (15.5)	
50 – 100€	151 (38.3)	159 (37.9)	168 (42.9)	158 (38.4)	160 (40.6)	164 (39)	
> 100€	151 (38.3)	154 (36.7)	130 (33.2)	140 (34.1)	147 (37.3)	167 (39.8)	
Missing	3 (0.8)	22 (5.2)	3 (0.8)	25 (6.1)	8 (2)	18 (4.3)	
Perceived nutritional knowledge, n(%)							0.1
High	38 (9.6)	33 (7.9)	38 (9.7)	26 (6.3)	22 (5.6)	44 (10.5)	
Intermediate	222 (56.3)	226 (53.8)	220 (56.1)	231 (56.2)	233 (59.1)	221 (52.6)	
Low	125 (31.7)	135 (32.1)	125 (31.9)	125 (30.4)	124 (31.5)	132 (31.4)	
No	9 (2.3)	9 (2.1)	7 (1.8)	7 (1.7)	9 (2.3)	6 (1.4)	
Missing data	0	17 (4)	2 (0.5)	22 (5.4)	6 (1.5)	17 (4)	
Nutrition facts reading frequency, n(%)							0.3
Always	63 (16)	68 (16.2)	55 (14)	58 (14.1)	54 (13.7)	71 (16.9)	
Often	202 (51.3)	190 (45.2)	199 (50.8)	210 (51.1)	206 (52.3)	177 (42.1)	
Sometimes	117 (29.7)	127 (30.2)	122 (31.1)	106 (25.8)	119 (30.2)	142 (33.8)	
Never	12 (3)	18 (4.3)	14 (3.6)	15 (3.6)	9 (2.3)	13 (3.1)	
Missing data	0	17 (4)	2 (0.5)	22 (5.4)	6 (1.5)	17 (4)	

Values are mean ± standard deviation or n (%) as appropriate.

[a] A multivariable logistic regression was conducted to model the probability of non-response depending on the individual sociodemographic and lifestyle characteristics and the arm of randomization. The *P* corresponds to the p-value of the interaction term between the individual characteristic and the trial arm. The comparison of the educational level and weekly budget for grocery shopping variables between respondents and non-respondents were not performed given that information was missing for non-respondents.

Table S2 Overall nutritional quality, energy and nutrient content for 100g of the shopping cart among labelled products only

	Nutri-Score	Reference Intakes	No label	P-value	Nutri-Score vs no label		Nutri-Score vs Reference Intakes		Reference Intakes vs no label	
	N=369	N=390	N=392		Difference[a]	P-value[b]	Difference[a]	P-value[b]	Difference[a]	P- value[b]
Overall nutritional quality (FSAm-NPS score/100g)	4.35 (3.5)	4.27 (3.43)	4.49 (3.41)	0.7	-0.13 (-0.72;0.45)	0.9	0.08 (-0.51;0.67)	0.9	-0.21 (-0.79;0.36)	0.7
Calories (kcal/100g)	188.42 (111.64)	237.94 (80.74)	226.59 (85.24)	**<0.0001**	-38.16 (-54.02;-22.3)	**<0.0001**	-49.52 (-65.39;-33.64)	**<0.0001**	11.35 (-4.28;26.99)	0.2
Saturated fatty acids (g/100g)	4.60 (4.48)	5.34 (2.97)	5.43 (3.28)	**0.003**	-0.83 (-1.45;-0.22)	**0.004**	-0.74 (-1.36;-0.13)	**0.01**	-0.09 (-0.70;0.52)	0.9
Sugars (g/100)	5.80 (5.16)	6.45 (4.23)	6.43 (6.00)	0.1	-0.63 (-1.51;0.25)	0.2	-0.66 (-1.54;0.23)	0.2	0.03 (-0.84;0.9)	1.0
Sodium (mg/100g)	267.67 (284.89)	252.19 (130.25)	267.10 (200.7)							
Fiber (g/100g)	1.45 (1.56)	2.27 (1.74)	1.95 (1.54)							
Fruits and vegetables (%)	17.98 (20.94)	17.48 (13.99)	16.95 (12.61)							
Proteins (g/100g)	6.35 (4.31)	7.89 (2.87)	7.99 (3.92)							

[a] Mean difference (95% Confidence Interval)
[b] P-value using Tukey's multiple comparisons tests. Boldface indicates statistical significance (p-value≤0.05). FSAm-NPS: modified Food Standards Agency Nutrient Profiling System.

Table S3 Sensitivity analyses: overall nutritional quality, energy and nutrient content for 100g of the shopping cart excluding outliers on the spending amount

	Nutri-Score	Reference Intakes	No label	P-value	Nutri-Score vs no label		Nutri-Score vs Reference Intakes		Reference Intakes vs no label	
	N=351	N=354	N=357		Difference[a]	P-value[b]	Difference[a]	P-value[b]	Difference[a]	P- value[b]
Overall nutritional quality (FSAm-NPS score/100g)	0.99 (3.30)	1.69 (2.84)	1.8 (2.58)	**0.0004**	-0.81 (-1.32;-0.29)	**0.0007**	-0.69 (-1.21;-0.17)	**0.005**	-0.12 (-0.63;0.40)	0.9
Calories (kcal/100g)	152.06 (74.84)	180.89 (58.10)	173.53 (57.8)	**<0.0001**	-21.47 (-32.77;-10.17)	**<0.0001**	-28.83 (-40.15;-17.51)	**<0.0001**	7.36 (-3.91;18.63)	0.3
Saturated fatty acids (g/100g)	3.19 (2.73)	3.76 (2.02)	3.78 (2.03)	**0.0005**	-0.59 (-0.99;-0.18)	**0.002**	-0.58 (-0.98;-0.17)	**0.002**	-0.01 (-0.41;0.39)	1.0
Sugars (g/100)	5.9 (3.31)	5.79 (2.93)	5.61 (3.10)	0.5	0.29 (-0.26;0.84)	0.4	0.11 (-0.44;0.66)	0.9	0.18 (-0.36;0.73)	0.7
Sodium (mg/100g)	171.75 (144.16)	193.37 (96.17)	205.5 (143.31)							
Fiber (g/100g)	1.41 (1.01)	1.91 (1.17)	1.67 (0.96)							
Fruits and vegetables (%)	35.29 (22.57)	30.66 (14.69)	30.11 (13.93)							
Proteins (g/100g)	7.30 (3.25)	7.25 (2.03)	7.53 (2.92)							

[a] Mean difference (95% Confidence Interval)
[b] P-value using Tukey's multiple comparisons tests. Boldface indicates statistical significance (p-value≤0.05). Participants whose spending amount was below the 5th or over the 95th percentile of the distribution of the cost of the shopping carts in the sample were excluded. FSAm-NPS: modified Food Standards Agency Nutrient Profiling System.

Table S4 Sensitivity analyses using multiple imputations: overall nutritional quality, energy and nutrient content for 100g of the shopping cart

	Nutri-Score	Reference Intakes	No label	P-value	Nutri-Score vs no label		Nutri-Score vs Reference Intakes		Reference Intakes vs no label	
	N=814	N=803	N=814		Difference[a]	P-value[b]	Difference[a]	P-value[b]	Difference[a]	P-value[b]
Overall nutritional quality (FSAm-NPS score/100g)	1.51 (1.87)	1.78 (1.87)	1.84 (2.04)	0.1	-0.33 (-0.69;0.03)	0.07	-0.27 (-0.63;0.08)	0.1	-0.06 (-0.43;0.32)	0.8
Calories (kcal/100g)	162.95 (41.32)	177.21 (39.24)	173.24 (44.67)	**0.0009**	-10.28 (-18.26;2.31)	**0.01**	-14.26 (-21.87;6.65)	**0.0003**	3.98 (-4.09;12.05)	0.3
Saturated fatty acids (g/100g)	3.43 (1.62)	3.68 (1.41)	3.70 (1.64)	0.1	-0.27 (-0.56;0.02)	0.07	-0.25 (-0.54;0.04)	0.1	-0.02 (-0.32;0.28)	0.9
Sugars (g/100)	5.86 (2.11)	5.86 (2.02)	5.74 (2.22)	0.6	0.12 (-0.32;0.55)	0.6	-0.01 (-0.46;0.45)	1.0	0.12 (-0.30;0.54)	0.6
Sodium (mg/100g)	194.73 (102.46)	196.38 (97.05)	205.54 (113.03)							
Fiber (g/100g)	1.51 (0.62)	1.76 (0.64)	1.64 (0.68)							
Fruits and vegetables (%)	32.25 (10.94)	30.12 (10.35)	29.78 (11.19)							
Proteins (g/100g)	7.41 (1.73)	7.35 (1.86)	7.48 (1.97)							

[a] Mean difference (95% Confidence Interval)
[b] P-value using Tukey's multiple comparisons tests. Boldface indicates statistical significance (p-value≤0.05). FSAm-NPS: modified Food Standards Agency Nutrient Profiling System.

Table S5 Sensitivity analyses using multiple imputations: overall nutritional quality, energy and nutrient content for 100g of the shopping cart among labelled products only

	Nutri-Score	Reference Intakes	No label	P-value	Nutri-Score vs no label		Nutri-Score vs Reference Intakes		Rference Intakes vs no label	
	N=789	N=801	N=812		Difference[a]	P-value[b]	Difference[a]	P-value[b]	Difference[a]	P-value[b]
Overall nutritional quality (FSA score/100g)	3.51 (11.8)	3.52 (11.82)	3.61 (11.53)	0.6	-0.10 (-0.57;0.36)	0.7	-0.01 (-0.46;0.43)	1.0	-0.09 (-0.53;0.35)	0.7
Calories (kcal/100g)	176.66 (343.52)	201.81 (344.94)	195.53 (330.17)	**0.001**	-18.87 (-31.27;-6.5)	**0.003**	-25.15 (-38.22;-12.09)	**0.0002**	-6.29 (-5.17;17.74)	0.3
Saturated fatty acids (g/100g)	3.97 (14.84)	4.34 (15.04)	4.37 (14.67)	0.2	-0.41 (-0.88;0.06)	0.09	-0.38 (-0.88;0.12)	0.1	-0.03 (-0.47;0.41)	0.9
Sugars (g/100)	4.64 (19.27)	4.99 (19.48)	4.96 (19.33)	0.5	-0.32 (-0.97;0.33)	0.3	-0.35 (-0.97;0.28)	0.3	0.02 (-0.63;0.68)	0.9
Sodium (mg/100g)	220.7 (688.19)	216.53 (675.15)	221.69 (672.91)							
Fiber (g/100g)	1.43 (5.42)	1.83 (5.44)	1.68 (5.27)							
Fruits and vegetables (%)	16.76 (50.37)	16.55 (50.69)	16.43 (49.19)							
Proteins (g/100g)	6.12 (14.32)	6.86 (13.06)	6.89 (12.84)							

[a] Mean difference (95% Confidence Interval)
[b] P-value using Tukey's multiple comparisons tests. Boldface indicates statistical significance (p-value≤0.05). FSAm-NPS: modified Food Standards Agency Nutrient Profiling System.

Table S6 Total quantities of calories and nutrients in the shopping carts purchased in the three arms of the trial

	Nutri-Score	Reference Intakes	No label	P-value	Nutri-Score vs no label		Nutri-Score vs Reference Intakes		Reference Intakes vs no label	
	Mean (SD)	Mean (SD)	Mean (SD)		Difference[a]	P-value[b]	Difference[a]	P-value[b]	Difference[a]	P-value[b]
Calories (kcal)	2229.74(2336.45)	3395.80(2232.5)	3173.73(2235.09)	**<0.0001**	-943.99(-1323.29;-564.7)	**<0.0001**	-1166.06(-1545.84;-786.29)	**<0.0001**	222.07(-157.71;601.85)	0.4
Saturated fatty acids (g)	35.88(40.21)	53.08(37.21)	52.60(38.35)	**<0.0001**	-16.72(-23.18;-10.27)	**<0.0001**	-17.20(-23.66;-10.73)	**<0.0001**	0.47(-5.99;6.94)	1.0
Sugars (g)	78.09(71.76)	116.70(90.74)	103.08(79.66)	**<0.0001**	-24.99(-38.54;-11.43)	**<0.0001**	-38.60(-52.17;-25.03)	**<0.0001**	13.61(0.04;27.19)	**0.05**
Sodium (mg)	1914.81(2121.69)	2875.46(2298.01)	2803.92(2232.81)	**<0.0001**	-889.11(-1260.04;-518.19)	**<0.0001**	-960.66(-1332.06;-589.26)	**<0.0001**	71.54(-299.86;442.95)	0.9
Fiber (g)	17.13(17.45)	29.81(21.11)	26.17(20.05)	**<0.0001**	-9.04(-12.32;-5.76)	**<0.0001**	-12.68(-15.96;-9.4)	**<0.0001**	3.64(0.36;6.92)	**0.03**
Proteins (g)	98.66(92.33)	145.51(93.35)	142.44(94.72)	**<0.0001**	-43.78(-59.41;-28.15)	**<0.0001**	-46.85(-62.5;-31.2)	**<0.0001**	3.07(-12.58;18.72)	0.9

[a] Mean difference (95% Confidence Interval)

[b] P-value using Tukey's multiple comparisons tests. Boldface indicates statistical significance (p-value≤0.05). SD: Standard Deviation

Table S7 Percentage of the number of products in the shopping cart from the different food categories

Food groups	Nutri-Score	Reference Intakes	No label
Fruits, vegetables, legumes, grains and starchs			
Fresh fruits	17,69(22,1)	7,14(6,76)	7,07(6,68)
Processed fruits	1,96(8,99)	0,73(1,72)	0,82(2,05)
Fresh vegetables	6,13(10,74)	10,76(9,87)	9,73(8,82)
Processed vegetables	2,79(5,09)	4,22(5,14)	3,43(4,69)
Legumes and potatoes	1,50(3,45)	3,08(4,64)	2,49(5,28)
Seeds and dried fruits	0,81(2,44)	0,83(1,82)	1,08(3,14)
Dairy products	10,25(11,77)	12,46(10,36)	13,33(14,06)
Cheeses	2,96(5,01)	4,84(7,39)	5,17(6,15)
Meat, fish and processed foods			
Pre-packed meat	0,11(0,68)	0,20(0,99)	0,21(0,83)
Meat	12,52(14,99)	6,02(6,04)	6,94(10,14)
Processed meats	4,64(11,25)	3,35(4,93)	3,5(5,25)
Fresh fish	2,66(6,6)	2,71(5,94)	2,44(3,51)
Processed fish	0,51(1,84)	0,68(1,89)	0,79(3)
Sea delicatessen and canned fish	1,85(3,88)	2,58(3,83)	3,67(10,21)
Sweet products			
Biscuits	1,09(2,95)	2,40(8,16)	1,17(2,26)
Sweets	3,17(5,26)	5,24(5,39)	4,88(6,35)
Breakfast cereals	0,18(0,86)	0,32(1,27)	0,26(1,11)
Breads, rusks and pastries	1,78(4,90)	2,53(4,19)	3,56(9,43)
Ice creams	0,58(1,84)	0,73(2,09)	0,71(2,39)
Salty products			
Prepared dishes	1,26(3,39)	2,06(6,4)	1,75(3,68)
Pasta, rice, mashed potatoes and semolina	2,21(4,07)	4,68(9,44)	3,47(5,85)
Savoury aperitif products	0,44(1,40)	1,05(2,85)	0,66(1,79)
Salads	0,35(1,34)	0,40(1,53)	0,18(0,95)
Soups	0,49(2,21)	1,12(6,57)	1,08(7,57)
Sauces and condiments	3,75(9,23)	3,86(4,47)	4,26(6,07)
Oils and fats	4,43(9,22)	4,06(4,02)	3,92(4,04)
Beverages			
Waters	8,95(14,68)	5,96(8,85)	8,71(16,74)
Fruit juices	2,36(6,58)	1,52(5,77)	1,07(2,55)
Sweetened drinks and sodas	2,58(5,50)	4,48(6,51)	3,64(4,38)

Values correspond to mean (Standard deviation).

Supplemental material

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Table S8 Percent contributions of food groups to nutrient intakes of the overall shopping cart

Food groups	Calories			Saturated Fatty Acids		
	Nutri-Score	Reference Intakes	No label	Nutri-Score	Reference Intakes	No label
Fruits, vegetables, legumes, grains and starchs						
Fresh fruits	12,03(21,1)	2,76(4,93)	2,53(2,98)	5,64(21,07)	0,43(5,11)	0,12(0,29)
Processed fruits	1,46(8,67)	0,31(0,91)	0,34(0,88)	0,92(8,48)	0,06(0,49)	0,05(0,15)
Fresh vegetables	1,93(6,41)	2,48(3,77)	2,06(2,48)	0,82(7,1)	0,30(1,19)	0,15(0,24)
Processed vegetables	0,92(2,29)	1,38(2,42)	1,18(3,18)	0,48(4,45)	0,43(1,60)	0,36(1,19)
Legumes and potatoes	2,47(5,55)	5,15(8,23)	4,10(7,97)	0,39(2,42)	0,63(3,61)	0,78(5,35)
Seeds and dried fruits	2,19(5,88)	2,33(5,16)	2,97(6,77)	1,49(4,68)	1,60(4,44)	1,87(6,25)
Oils and fats	7,61(11,16)	8,01(8,74)	9,57(13,59)	10,79(16,63)	12,86(15,25)	14,02(18,27)
Beverages	5,38(9,19)	8,32(11,10)	9,81(10,39)	11,87(18,7)	19,59(21,72)	22,38(21,8)
Meat, fish and processed foods						
Pre-packed meat	0,08(0,52)	0,20(1,20)	0,23(0,98)	0,1(0,81)	0,37(3,46)	0,37(1,85)
Meat	18,07(24,94)	6,51(8,20)	7,63(12,95)	22,31(34,83)	6,99(12,52)	6,25(12,70)
Processed meats	4,77(11,74)	3,68(7,20)	3,84(5,55)	5,66(15,52)	4,29(9,25)	4,65(9,43)
Fresh fish	2,17(7,01)	2,2(6,38)	1,62(2,62)	1,69(8,35)	1,46(7,16)	0,67(1,69)
Processed fish	0,38(1,58)	0,58(2,17)	0,63(2,16)	0,22(1,05)	0,45(3,01)	0,46(2,49)
Sea delicatessen and canned fish	1,92(5,13)	2,64(4,66)	3,51(10,18)	1,43(5,13)	1,85(4,58)	2,41(9,00)
Sweet products						
Biscuits	2,41(5,96)	4,77(11,63)	3,05(6,08)	2,23(6,55)	4,9(13,55)	2,75(6,73)
Sweets	5,54(10,11)	8,64(9,86)	8,42(10,7)	7,24(14,58)	11,47(16,33)	10,06(14,67)
Breakfast cereals	0,33(1,55)	0,66(2,51)	0,58(2,45)	0,10(0,54)	0,25(1,34)	0,15(0,77)
Breads, rusks and pastries	3,16(7,95)	4,28(6,62)	5,76(11,22)	0,94(3,49)	0,94(2,46)	2,09(10,59)
Ice creams	0,50(1,58)	0,7(2,44)	0,65(2,83)	0,89(3,63)	1,10(4,07)	0,82(3,77)
Salty products						
Prepared dishes	1,44(3,66)	2,24(6,88)	2,22(4,84)	1,25(3,46)	2,07(7,24)	2,06(7,47)
Pasta, rice, mashed potatoes and semolina	4,05(7,18)	8,37(13,13)	6,57(9,03)	0,86(3,79)	2,33(10,33)	1,10(3,15)
Savoury aperitif products	0,97(3,09)	2,30(5,50)	1,6(4,26)	0,43(1,82)	1,16(3,53)	0,76(2,21)
Salads	0,21(0,83)	0,25(1,06)	0,12(0,67)	0,08(0,34)	0,12(0,62)	0,04(0,22)
Soups	0,16(1,29)	0,57(5,53)	0,67(7,40)	0,15(1,35)	0,52(5,39)	0,61(7,41)
Sauces and condiments	2,72(8,87)	1,94(3,23)	2,20(5,24)	1,90(8,97)	0,96(2,07)	1,14(4,45)
Oils and fats	14,60(18,45)	16,48(14,66)	16,68(15,00)	19,52(25,10)	21,53(20,74)	22,84(21,77)
Beverages						
Waters	0(0,03)	0(0,03)	0(0,03)	0(0,05)	0(0,10)	0,01(0,11)
Fruit juices	1,26(4,70)	0,63(5,25)	0,36(1,03)	0(0)	0(0)	0(0)
Sweetened drinks and sodas	1,29(5,36)	1,62(4,61)	1,12(3,61)	0,62(3,36)	1,36(5,99)	1,04(4,14)

The relatively high contributions of calories and saturated fatty acids for fruits and vegetables in the Nutri-Score arm could be partly explained by participants having only fruits or vegetables in their shopping carts, thus increasing the overall contribution at the sample level, even though they are low in calories and saturated fatty acids.

Supplemental material

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Table S9 Distribution of the products across the five Nutri-Score classes

Nutri-Score	Nutri-Score	Reference Intakes	No label	P-value	Nutri-Score vs no label		Nutri-Score vs Reference Intakes		Reference Intakes vs no label	
	Mean proportion	Mean proportion	Mean proportion		Difference[a]	P-value[b]	Difference[a]	P-value[b]	Difference[a]	P-value[b]
A	58.16±25.02	53.3±20.26	52.53±20.07	**0.0004**	5.63(2.02;9.24)	**0.0008**	4.85(1.24;8.47)	**0.005**	0.78(-2.86;4.41)	0.9
B	10.55±10.43	13.87±10.09	15.55±14.14	**<0.0001**	-5.01(-6.93;-3.08)	**<0.0001**	-3.33(-5.26;-1.4)	**0.0002**	-1.68(-3.62;0.26)	0.1
C	15.60±19.08	12.14±10.82	11.52±11.2	**<0.0001**	4.08(1.73;6.43)	**0.0001**	3.46(1.10;5.81)	**0.002**	0.62(-1.74;2.99)	0.8
D	12.30±12.92	16.05±11.51	15.98±12.02	**<0.0001**	-3.68(-5.69;-1.68)	**<0.0001**	-3.75(-5.76;-1.74)	**<0.0001**	0.06(-1.95;2.08)	1.0
E	3.40±5.69	4.63±8.57	4.42±5.42	**0.02**	-1.02(-2.12;0.08)	0.07	-1.23(-2.34;-0.13)	**0.02**	0.21(-0.90;1.33)	0.9

[a] Mean difference (95% Confidence Interval)

[b] P-value using Tukey's multiple comparisons tests. Boldface indicates statistical significance (p-value≤0.05). All products were taken into account, including also raw foods that were non-labelled.
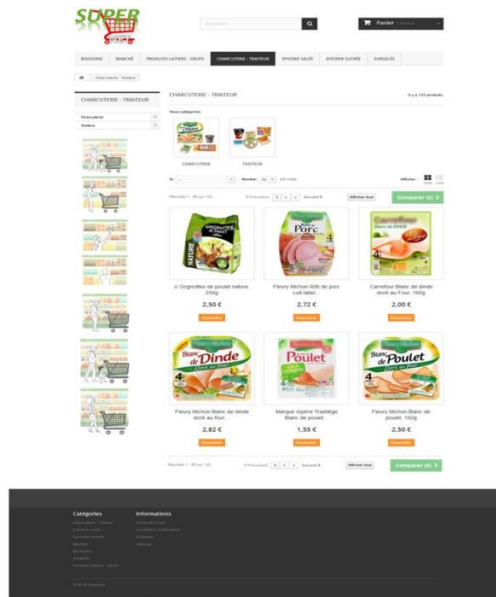
Figure S1 Screenshot of the experimental online supermarket