

SUPPLEMENTARY FILES

Supplementary Table 1. Food category and corresponding food classification to food groups based on sugar, sodium or SAFA content of products

Food category	Low cut-off value	Middle cut-off value	High cut-off value	Nutritional clusters
Beverages	<2.5g sugar per 100ml	2.5-11.25g sugar per 100ml	>11.25g sugar per 100ml	Low-sugar beverages
				Medium-sugar beverages
				High-sugar beverages
Grain products (cereals and bread)	<5g sugar per 100g	5-22.5g sugar per 100g	>22.5g sugar per 100g	Low-sugar grains
				Medium-sugar grains
				High-sugar grains
	<120mg sodium per 100g	120-600mg sodium per 100g	>600mg sodium per 100g	Low-sodium grains
				Medium-sodium grains
				High-sodium grains
Dairy	For food: <120mg sodium per 100g For milk: <120mg sodium 100ml	For food: 120-600mg sodium per 100g For milk: 120-300mg sodium per 100ml	For food: >600mg sodium per 100g For milk: >300mg sodium per 100ml	Low-sodium dairy
				Medium-sodium dairy
				High-sodium dairy
	For food: <1.5g SAFA per 100g For milk: <0.75g SAFA per 100ml	For food: 1.5-5g SAFA per 100g For milk: 0.75-2.5g SAFA per 100ml	For food: >5g SAFA per 100g For milk: >2.5g SAFA per 100ml	Low-SAFA dairy
				Medium-SAFA dairy
				High-SAFA dairy
Fresh and frozen meat	<1.5g SAFA per 100g	1.5-5g SAFA per 100g	>5g SAFA per 100g	Low-SAFA meats
				Medium-SAFA meats
				High-SAFA meats
	<120mg sodium per 100g	120-600mg sodium per 100g	>600mg sodium per 100g	Low-sodium meats
				Medium-sodium meats
				High-sodium meats
Sauces and seasonings	<120mg sodium per 100g	120-600mg sodium per 100g	>600mg sodium per 100g	Low-sodium sauces
				Medium-sodium sauces
				High-sodium sauces
	<5g sugar per 100g	5-22.5g sugar per 100g	>22.5g sugar per 100g	Low-sugar sauces
				Medium-sugar sauces
				High-sugar sauces
Snack foods and desserts	<120mg sodium per 100g	120-600mg sodium per 100g	>600mg sodium per 100g	Low-sodium snacks
				Medium-sodium snacks
				High-sodium snacks
	<1.5g SAFA per 100g	1.5-5g SAFA per 100g	>5g SAFA per 100g	Low-SAFA snacks
				Medium-SAFA snacks
				High-SAFA snacks
	<5g sugar per 100g	5-22.5g sugar per 100g	>22.5g sugar per 100g	Low-sugar snacks
				Medium-sugar snacks
				High-sugar snacks

Supplementary File 2a. List of smaller food groups found within the aggregate food categories

Food category	Nutrient-based	Smaller food groups found within nutritional clusters
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food groups	
Beverages	Tea
	Coffee
	Low-sugar beverages
	Sugar free soft and energy drinks
	Flavored water
	Water
	Soy milk
	Dairy milk
	Medium-sugar beverages
	Fruit and vegetable juices
	Sugar-sweetened soft drinks
	Flavored milk
	High-sugar beverages
	Fruit and vegetable juices
	Sugar-sweetened soft drinks
	Flavored soy milk
	Flavored milk
Grain products (cereals and bread)	Unflavored rice (white and wholegrain rice)
	Flavored white rice
	All pastas (i.e., packet, canned, plain dry and fresh)
	Low-sugar grains
	Flour
	Noodles
	Oats
	All breads (i.e., mixed grain, white and other)
	Couscous
	Wheat breakfast cereals
	Medium-sugar grains
	Muesli
	Bagels
	Savory pastries
	Quinoa
	Breakfast cereals
	High-sugar grains
	Oats
	Sweet pastries
	Breakfast cereals
	Sugar
	Sweet pastries
	Wholegrain rice
	Flour
	Muesli
	Noodles
	Oats
	Couscous
	Plain dry pasta
	Quinoa
	Breakfast cereal
	Sugar
	Unflavored rice (white and wholegrain rice)
	Mixed grain sandwich bread
	Medium-sodium grains
	Noodles
	Other bread
	Packet pasta
	Sweet pastries
	High-sodium grains
	Flour
	Noodles

Dairy		Other bread
		Packet pasta
		Savory pastries
		White sandwich bread
		Flavored white rice
	Low-sodium dairy	Sour crème & crème fraîche
		Flavored yoghurt
		Light/low fat yoghurt
		Cream
		Skimmed milk
	Medium-sodium dairy	Flavored milk
		Dairy milk
		Coconut milk
		Flavored milk
		Fresh cheese (i.e., mozzarella, cottage and ricotta)
	High-sodium dairy	Softer cheese (i.e., brie)
		Hard cheese (i.e., 30+ and 48+)
		Blue cheese
		Softer cheese (i.e., camembert)
		Processed cheese (e.g., spray can cheese)
	Low-SAFA dairy	Flavored yoghurt
		Skimmed milk
		Light/low fat yoghurt
		Fresh cheese (i.e., cottage cheese)
		Dairy milk
	Medium-SAFA dairy	Flavored milk
		Flavored yoghurt
		Light/low fat yoghurt
		Fresh cheese (i.e., cottage cheese)
		Hard cheese (i.e., 30+ and 48+)
	High-SAFA dairy	Blue cheese
		Softer cheese (i.e., camembert)
		Processed cheese (e.g., spray can cheese)
		Cream
		Coconut milk
Fresh and frozen meat	Low-SAFA meats	Fresh cheese (i.e., mozzarella and ricotta)
		Fatty fish (i.e., tuna)
		Unflavored lean fish
		Processed lean fish
		Poultry
		Processed meat
		Tofu
	Medium-SAFA meats	Falafel
		Fatty fish (i.e., salmon, tuna and sardines)
		Poultry
		Processed fish
		Processed meat
		Red meat
		Vegetarian burgers
	High-SAFA meats	Fatty fish (i.e., salmon)
		Processed poultry (i.e., sausages)
		Processed meat
	Low-sodium	Red meat
		Fatty fish (i.e., salmon)

		meats	<i>Unflavored lean fish</i>
			<i>Poultry</i>
			<i>Red meat</i>
			<i>Tofu</i>
		Medium-sodium meats	<i>Fatty fish (i.e., tuna and sardines)</i>
			<i>Processed lean fish</i>
			<i>Processed poultry</i>
			<i>Processed meat</i>
			<i>Red meat</i>
			<i>Falafel</i>
		High-sodium meats	<i>Fatty fish (i.e., salmon and anchovies)</i>
			<i>Processed poultry</i>
			<i>Processed meat</i>
			<i>Vegetarian burgers</i>
			<i>Red meat</i>
Sauces and seasonings		Low-sodium sauces	<i>Sweet sauces</i>
			<i>Asian sauces</i>
		Medium-sodium sauces	<i>Chutney</i>
			<i>Dips</i>
			<i>Gravies</i>
			<i>Meal-based sauces</i>
			<i>Pasta sauce</i>
			<i>Pickles and vinegar</i>
			<i>Wok sauce</i>
		High-sodium sauces	<i>Asian sauces</i>
			<i>Chili sauce</i>
			<i>Dips</i>
			<i>Gravies</i>
			<i>Stock</i>
			<i>Hummus</i>
			<i>Mayonnaise</i>
			<i>Marinade</i>
			<i>Meal-based sauces</i>
			<i>Meat accompaniment</i>
			<i>Mustard</i>
			<i>Pasta sauce</i>
			<i>Paste</i>
			<i>Salad dressing</i>
			<i>Seasoning</i>
			<i>Soy sauce</i>
			<i>Wok sauce</i>
		Low-sugar sauces	<i>Asian sauces</i>
			<i>Dips</i>
			<i>Gravies</i>
			<i>Stock</i>
			<i>Hot sauce</i>
			<i>Hummus</i>
			<i>Meal-based sauces</i>
			<i>Pasta sauce</i>
			<i>Paste</i>
			<i>Soy sauce</i>

	Medium-sugar sauces	Wok sauce
		Dips
		Meal-based sauces
		Meat accompaniment
		<i>Mustard</i>
		Pasta sauce
		Paste
		Pickles and vinegar
		Salad dressing
		Wok sauce
	High-sugar sauces	Asian sauces
		Meat accompaniment
		Pasta sauce
		Paste
		Pickles and vinegar
		Salad dressing
		Wok sauce
		<i>Sweet sauces</i>
		<i>Chili sauce</i>
		<i>Chutney</i>
		<i>Mayonnaise</i>
Snack foods and desserts	Low-sodium snacks	<i>Confectionary</i>
		Cereal-based bars
		<i>Chocolate-based confectionary</i>
		<i>Fruit bars</i>
		<i>Gum</i>
		<i>Ice cream</i>
		<i>Nut-based bars</i>
		<i>Milk-based desserts</i>
		Nuts
		<i>Pie and cake</i>
	Medium-sodium snacks	Cereal-based bars
		Chips
		Chocolate-based confectionary
		<i>Muffins</i>
		Nuts
		Plain dry biscuits
		<i>Pudding</i>
		<i>Savory biscuits</i>
		<i>Sweet filled biscuits</i>
		<i>Sweet unfilled biscuits</i>
	High-sodium snacks	<i>Warm snacks</i>
		<i>Chips</i>
		<i>Popcorn</i>
		Nuts
		<i>Other savory snacks</i>
	Low-SAFA snacks	Plain dry biscuits
		Pie and cake
		Confectionary
		Fruit bars
		<i>Gum</i>
		<i>Fruit-based desserts</i>

	Muffins
	<i>Other savory snacks</i>
	Plain dry biscuits
	Savory biscuits
	<i>Warm snacks</i>
Medium-SAFA snacks	Pie and cake
	Cereal-based bars
	Chocolate-based confectionary
	Fruit bars
	Chips
	Muffins
	Nut-based bars
	Nuts
	<i>Pudding</i>
	Plain dry biscuits
High-SAFA snacks	Savory biscuits
	Pie and cake
	Confectionary
	Cereal-based bars
	Chips
	Chocolate-based confectionary
	<i>Milk-based desserts</i>
	Nut-based bars
	Nuts
	Savory biscuits
Low-sugar snacks	<i>Sweet filled biscuits</i>
	<i>Sweet unfilled biscuits</i>
	Chips
	<i>Gum</i>
	Muffins
	<i>Popcorn</i>
	Savory biscuits
	<i>Warm snacks</i>
	Nuts
	Other savory snacks
Medium-sugar snacks	<i>Plain dry biscuits</i>
	Chips
	Fruit-based desserts
	Milk-based desserts
	Nut-based bars
	<i>Other savory snacks</i>
	Pie and cake
	Savory biscuits
	Sweet unfilled biscuits
	Pie and cake
High-sugar snacks	<i>Confectionary</i>
	<i>Chocolate-based confectionary</i>
	<i>Cereal-based bars</i>
	Nut-based bars
	Nuts
	Sweet unfilled biscuits
	<i>Toppings</i>
	<i>Pudding</i>

	<i>Sweet filled biscuits</i>
	<i>Fruit bars</i>
	Fruit-based desserts
	Milk-based desserts
	Muffins

Products in italics are exclusively found in one nutrient-based food group

Supplementary File 2b. List of smaller food groups found within the aggregate home-brand and name-brand categories

Food category	Aggregate categories	Smaller food groups found within nutrient-based food groups
Beverages	Name-brand beverages	Coffee
		Tea
		Fruit and vegetable juices
		Flavored water
		Dairy milk
		<i>Soy milk</i>
		<i>Water</i>
		Trimmed milk
		<i>Flavored milk</i>
		Soft drinks
		<i>Sugar-free soft drinks</i>
		<i>Energy drinks</i>
	Home-brand beverages	Fruit and vegetable juices
		Tea
		Flavored water
		Dairy milk
		Trimmed milk
Grain products (cereals and bread)	Name-brand grains	Soft drinks
		<i>Unflavored rice (white and wholegrain rice)</i>
		<i>Flavored white rice</i>
		All pastas (i.e., packet, canned, plain dry and fresh)
		<i>Flour</i>
		<i>Noodles</i>
		<i>Oats</i>
		All breads (i.e., mixed grain, white and other)
		<i>Couscous</i>
		<i>Wheat breakfast cereals</i>
		Breakfast cereals
		<i>Muesli</i>
		<i>Quinoa</i>
		Sugar
	Home-brand grains	Other bread
		White bread
		Fresh pasta
		Sugar
		Breakfast cereals
Snacks	Name-brand snacks	Cake
		Confectionary
		Cereal-based bars
		Chips
		Milk-based deserts
		Muffins
		Nuts
		Plain dry biscuits
		Savory biscuits
		Sweet unfilled biscuits
		Toppings
		<i>Chocolate-based confectionary</i>
		<i>Fruit bars</i>
		<i>Gum</i>
		<i>Fruit-based deserts</i>

Home-brand snacks	<i>Nut-based bars</i>
	<i>Other savory snacks</i>
	<i>Popcorn</i>
	<i>Pudding</i>
	<i>Sweet filled biscuits</i>
	<i>Warm snacks</i>
	Cake
	Confectionary
	Cereal-based bars
	Chips
	Milk-based deserts
	Muffins
	Nuts
	Plain dry biscuits
	Savory biscuits
	Sweet unfilled biscuits
	Toppings

Products in italics are only found in the name-brand food groups

Supplementary Table 3. Median nutritional content per serving and percentage of healthy foods within the aggregated categories

Food category	Nutritional clusters	Kilo calories	SAFA (g)	Sugar (g)	Sodium (mg)	% of healthy products ¹
Beverages	Low-sugar	1.2	0.0	0.0	1.3	94.6%
	Medium-sugar	44.2	0.0	8.9	11.0	60.4%
	High-sugar	61.0	0.8	14.0	6.7	50.0%
	Name-brand	37.3	0.0	1.0	5.0	78.4%
	Home-brand	34.7	0.0	7.0	8.0	72.0%
Grains	Low-sugar	251.0	0.5	2.3	422.0	73.6%
	Medium-sugar	365.7	1.5	8.4	385.5	46.9%
	High-sugar	385.9	0.8	30.9	104.0	31.8%
	Low-sodium	361.1	0.5	2.8	23.5	82.6%
	Medium-sodium	260.5	0.5	3.1	407.5	68.1%
	High-sodium	340.6	2.1	4.3	900.0	4.5%
	Name-brand	319.6	0.7	3.3	380.0	59.7%
	Home-brand	310.7	0.5	3.2	190.0	80.0%
Dairy	Low-sodium	89.7	1.9	4.95	40.0	66.7%
	Medium-sodium	334.6	14.9	1.0	430.0	50.0%
	High-sodium	358.5	19.2	1.0	708.0	16.2%
	Low-SAFA	47.8	0.4	4.8	41.0	100.0%
	Medium-SAFA	91.0	1.9	10.0	41.0	68.2%
	High-SAFA	358.5	19.1	1.0	687.0	19.2%
Fresh and frozen meat	Low-SAFA	113.3	0.8	1.0	310.0	81.4%
	Medium-SAFA	181.2	2.4	1.0	370.0	57.1%
	High-SAFA	248.6	6.8	1.0	559.5	2.9%
	Low-sodium	181.8	1.7	1.0	61.0	84.0%
	Medium-sodium	197.0	1.8	1.2	355.0	61.5%
	High-sodium	226.1	4.4	1.1	890.0	8.6%
Sauces and seasonings	Low-sugar	94.8	1.0	2.8	459.0	28.3%
	Medium-sugar	154.7	1.0	10.2	614.0	11.9%
	High-sugar	163.7	0.1	31.1	530.0	0.0%
	Low-sodium	285.6	0.0	67.8	13.0	7.4%
	Medium-sodium	95.1	0.5	4.4	380.0	29.9%
	High-sodium	175.7	1.0	10.6	1369.5	1.6%
Snack foods and deserts	Low-sugar	435.0	2.25	1.8	525.0	26.5%
	Medium-sugar	401.5	5.4	14.1	280.0	23.1%
	High-sugar	439.8	8.8	41.0	127.0	2.7%
	Low-sodium	395.55	5.8	30.9	37.0	17.2%
	Medium-sodium	437.4	8.1	28.2	300.0	9.5%
	High-sodium	466.1	2.7	3.4	780.0	6.7%
	Low-SAFA	319.6	0.5	13.4	200.0	29.9%
	Medium-SAFA	411.1	3.15	19.2	265.0	23.5%
	High-SAFA	475.6	11.1	30.8	175.0	1.6%
	Name-brand	437.4	6.5	27.1	180.0	12.3%
	Home-brand	420.7	5.9	24.0	250.0	11.1%

¹ All fresh fruit and vegetables, fresh fish, and packaged foods eligible to carry a health claim based on the Nutrient Profiling Scoring Criterion were classified as healthy

Supplementary Table 4a. Percentage change in price, expenditure and quantity between the control condition and the experimental conditions for nutrient-based food groups

Food categories	Nutritional clusters	N control condition	N experimental conditions ¹	Price per 100g in NZ\$ in control condition		Price per 100g in NZ\$ in experimental conditions ¹		% change ²	Expenditure in NZ\$ in control condition		Expenditure in NZ\$ in experimental conditions ¹		% change ²	Purchased quantity in grams in control condition		Purchased quantity in grams in experimental conditions ¹		% change ²
				Med	IQR	Med	IQR		Med	IQR	Med	IQR		Med	IQR	Med	IQR	
Beverages	Low-sugar	377	2009	3.32	5.27	3.39	5.22	2%	7.59	8.41	7.94	8.26	5%	300	1400	300	1400	0%
	Medium-sugar	521	3009	0.20	0.05	0.22	0.08	10%	6.74	7.33	7.06	7.49	5%	3500	3500	3500	3000	0%
	High-sugar	81	501	0.48	0.87	0.55	0.91	15%	3.63	2.37	3.79	2.16	4%	1000	1275	1000	1135	0%
Grains	Low-sugar	572	3243	0.49	0.26	0.53	0.34	8%	9.81	10.58	10.63	11.30	8%	2100	2230	1950	2340	-7%
	Medium-sugar	192	1169	1.06	0.77	1.11	0.74	5%	5.11	3.67	5.62	4.04	10%	460	455	500	440	9%
	High-sugar	123	809	0.68	1.26	1.16	1.28	71%	5.55	5.14	6.05	4.27	9%	1000	1050	650	958	-35%
	Low-sodium	375	2165	0.30	0.24	0.33	0.29	10%	4.82	5.36	5.45	5.90	13%	1500	1600	1500	1650	0%
	Medium-sodium	554	3142	0.62	0.41	0.69	0.41	11%	8.67	9.60	9.34	10.64	8%	1345	1480	1360	1470	1%
	High-sodium	151	755	1.44	1.22	1.50	1.21	4%	4.16	1.62	4.52	1.90	9%	350	550	350	530	0%
Dairy	Low-sodium	534	3065	0.26	0.13	0.27	0.14	4%	8.38	7.81	8.83	8.73	5%	3000	2250	3000	2400	0%
	Medium-sodium	65	409	2.81	2.23	2.53	2.08	-10%	5.78	4.67	6.55	4.53	13%	250	200	250	300	0%
	High-sodium	348	1833	1.54	1.34	1.91	1.59	24%	10.55	6.10	11.32	7.50	7%	928	672	900	750	-3%
	Low-SAFA	161	1110	0.22	0.42	0.26	0.44	18%	5.24	3.90	5.41	3.81	3%	2000	1250	2000	1125	0%
	Medium-SAFA	472	2642	0.23	0.14	0.25	0.14	9%	7.24	6.50	6.99	6.67	-3%	2400	2000	2225	2000	-7%
	High-SAFA	392	2063	1.48	1.22	1.86	1.49	26%	10.72	7.72	11.97	9.38	12%	900	717	900	650	0%
Meat	Low-SAFA	470	2595	1.91	0.71	1.91	0.72	0%	13.98	14.41	13.05	14.35	-7%	800	770	740	745	-8%
	Medium-SAFA	468	2687	1.88	0.68	1.94	0.60	3%	15.42	16.52	16.59	17.39	8%	800	795	880	900	10%
	High-SAFA	377	2135	1.75	0.81	1.80	0.77	3%	11.79	11.57	12.73	12.45	8%	770	793	770	770	0%
	Low-sodium	535	2956	1.93	0.64	1.95	0.61	1%	22.36	24.72	23.65	25.78	6%	1170	1260	1230	1250	5%
	Medium-sodium	387	2230	1.69	0.61	1.72	0.62	2%	10.04	10.85	9.88	10.62	-2%	590	645	600	610	2%
	High-sodium	222	1300	1.89	1.12	1.97	1.13	4%	9.72	8.55	10.37	9.10	7%	500	500	480	500	-4%
Sauces	Low-sugar	242	1372	1.12	1.36	1.18	1.34	5%	4.49	3.59	5.02	4.33	12%	495	403	495	452	0%
	Medium-sugar	184	1028	1.18	0.88	1.19	1.00	1%	4.20	2.41	4.31	2.76	3%	400	250	400	300	0%
	High-sugar	179	1027	1.03	0.58	1.11	0.60	8%	4.66	4.06	5.10	4.31	9%	530	345	520	460	-2%
	Low-sodium	59	298	1.21	0.79	1.27	0.71	5%	6.54	3.80	6.64	3.09	2%	500	30	500	30	0%
	Medium-sodium	237	1442	0.86	0.70	0.90	0.60	5%	4.72	4.34	4.93	4.58	4%	500	620	500	590	0%

Food categories	Nutritional clusters	N control condition	N experimental conditions ¹	Price per 100g in NZ\$ in control condition		Price per 100g in NZ\$ in experimental conditions ¹		% change ²	Expenditure in NZ\$ in control condition		Expenditure in NZ\$ in experimental conditions ¹		% change ²	Purchased quantity in grams in control condition		Purchased quantity in grams in experimental conditions ¹		% change ²
				Med	IQR	Med	IQR		Med	IQR	Med	IQR		Med	IQR	Med	IQR	
	High-sodium	242	1422	1.38	0.73	1.45	0.91	5%	4.98	4.62	5.23	4.85	5%	405	380	400	380	-1%
Snacks	Low-sugar	387	2202	1.57	0.75	1.66	0.83	6%	5.73	5.90	5.46	6.29	-5%	375	400	350	390	-7%
	Medium-sugar	279	1561	1.26	1.38	1.35	1.24	7%	5.54	5.35	5.50	4.83	-1%	420	900	418	730	-1%
	High-sugar	431	2397	1.69	0.70	1.78	0.83	5%	7.77	8.83	8.50	9.51	9%	480	680	492	686	3%
	Low-sodium	401	2274	1.71	1.46	1.75	1.43	2%	7.62	8.61	7.98	9.02	5%	520	1386	500	1004	-4%
	Medium-sodium	409	2314	1.45	0.61	1.60	0.66	10%	7.07	8.06	6.95	7.88	-2%	460	574	450	530	-2%
	High-sodium	286	1585	1.59	0.67	1.67	0.75	5%	4.16	4.42	4.20	4.27	1%	250	255	250	270	0%
	Low-SAFA	296	1715	1.41	0.96	1.43	1.04	1%	4.60	4.81	4.50	4.66	-2%	375	380	375	375	0%
	Medium-SAFA	265	1464	1.78	0.92	1.88	0.98	6%	5.36	4.99	4.70	4.82	-12%	293	375	250	278	-15%
	High-SAFA	470	2693	1.53	0.82	1.68	0.86	10%	9.00	11.43	9.98	11.66	11%	600	1000	600	910	0%

¹ Experimental conditions include all conditions with a sugar, salt and/or SAFA tax or a subsidy on fruit and vegetables

² Percentage change between the control condition and the experimental conditions

Med; Median, IQR; Interquartile range

Supplementary Table 4b. Percentage change in price, expenditure and quantity between the control condition and the experimental conditions for name- and home-brand products

Food categories	Food groups	N in control condition	N in experimental conditions ¹	Price in NZ\$ in control condition		Price in NZ\$ in experimental conditions ¹		% change ²	Expenditure in NZ\$ in control condition		Expenditure in NZ\$ in experimental conditions ¹		% change ²	Purchased quantity in grams in control condition		Purchased quantity in grams in experimental conditions ¹		% change ²
				Med	IQR	Med	IQR		Med	IQR	Med	IQR		Med	IQR	Med	IQR	
Beverages	Name-brand	485	2704	0.44	1.14	0.20	0.06	-55%	9.55	10.93	10.24	12.24	7%	2000	3500	2000	3000	0%
	Home-brand	378	2069	0.18	0.05	0.43	0.88	139%	4.41	4.32	5.01	4.73	14%	2000	2000	2000	2000	0%
Grains	Name-brand	513	2961	0.74	0.46	0.82	0.50	11%	10.32	10.89	10.87	12.16	5%	1400	1495	1415	1700	1%
	Home-brand	394	2225	0.27	0.13	0.30	0.18	11%	4.58	4.95	4.77	5.78	4%	1500	1850	1400	2040	-7%
Snacks	Name-brand	511	2879	1.70	0.69	1.76	0.73	4%	10.48	12.88	11.10	13.53	6%	650	976	600	760	-8%
	Home-brand	313	1708	1.06	0.97	1.18	0.95	11%	4.91	4.89	5.21	5.09	6%	390	650	375	500	-4%

¹ Experimental conditions include all conditions with a sugar, salt and/or SAFA tax or a subsidy on fruit and vegetables² Percentage change between the control condition and the experimental conditions

Med; Median, IQR; Interquartile range

Supplementary Table 5. Mean expenditure elasticities and standard errors for all nutrient-based food groups

Food categories	Relevant nutrient	Low levels of sugar/sodium/SAFA		Medium levels of sugar/sodium/SAFA		High levels of sugar/sodium/SAFA	
		Elasticity	SE	Elasticity	SE	Elasticity	SE
Beverages	Sugar	1.26	0.06	0.90	0.03	0.50	0.28
Grains	Sugar	1.10	0.02	0.63	0.10	0.51	0.15
	Sodium	1.00	0.04	1.10	0.02	-0.03	0.13
Dairy	Sodium	0.95	0.04	-0.60	0.29	1.32	0.07
	SAFA	0.53	0.09	0.89	0.03	1.30	0.04
Meat	Sodium	1.16	0.02	0.83	0.05	0.49	0.08
	SAFA	0.99	0.02	1.06	0.02	0.91	0.03
Sauces	Sugar	1.11	0.04	0.87	0.04	0.96	0.04
	Sodium	-0.57	0.41	1.15	0.09	1.14	0.06
Snacks	Sugar	0.96	0.03	0.76	0.04	1.13	0.02
	Sodium	1.07	0.02	1.10	0.03	0.63	0.04
	SAFA	0.80	0.03	0.69	0.04	1.16	0.02

Adjusted for educational level, age, sex ethnicity and household size
SE; Standard Error

Supplementary Table 6. Uncompensated elasticities and corresponding standard errors (shaded boxes showing own price elasticities, others being cross price elasticities)

Food categories	Nutritional clusters based on sugar content				Nutritional clusters based on sodium content				Nutritional clusters based on SAFA content			
	Change in quantity	Change in price			Change in quantity	Change in price			Change in quantity	Change in price		
		Low-sugar	Medium-sugar	High-sugar								
Beverages		PE (SE)	PE (SE)	PE (SE)		NA				NA		
	Low-sugar	-1.03 (0.02)	-0.19 (0.04)	-0.04 (0.02)								
	Medium-sugar	0.00 (0.01)	-0.88 (0.03)	-0.01 (0.02)								
	High-sugar	0.27 (0.11)	-0.25 (0.29)	-0.52 (0.14)								
		Low-sugar	Medium-sugar	High-sugar		Low-sodium	Medium-sodium	High-sodium		NA		
Grains		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)				
	Low-sugar	-0.96 (0.02)	-0.07 (0.02)	-0.08 (0.01)	Low-sodium	-0.71 (0.04)	-0.30 (0.05)	0.01 (0.02)				
	Medium-sugar	-0.13 (0.11)	-0.55 (0.10)	0.05 (0.06)	Medium-sodium	-0.14 (0.02)	-0.92 (0.02)	-0.04 (0.01)				
		High-sugar	-0.26 (0.14)	0.05 (0.10)	-0.30 (0.08)	High-sodium	0.30 (0.10)	0.34 (0.14)	-0.61 (0.11)			
		NA				Low-sodium	Medium-sodium	High-sodium		Low-SAFA	Medium-SAFA	High-SAFA
Dairy						PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)
					Low-sodium	-0.88 (0.04)	-0.05 (0.02)	-0.01 (0.02)	Low-SAFA	-0.98 (0.06)	0.27 (0.06)	0.18 (0.06)
					Medium-sodium	-0.39 (0.29)	0.64 (0.24)	0.35 (0.27)	Medium-SAFA	0.06 (0.02)	-0.97 (0.02)	0.02 (0.02)
		High-sodium	-0.17 (0.07)	-0.12 (0.04)	-1.03 (0.05)	High-SAFA	-0.08 (0.03)	-0.14 (0.03)	-1.08 (0.03)			
		NA				Low-sodium	Medium-sodium	High-sodium		Low-SAFA	Medium-SAFA	High-SAFA
Meat						PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)
					Low-sodium	-0.95 (0.03)	-0.15 (0.02)	-0.07 (0.01)	Low-SAFA	-0.86 (0.03)	-0.10 (0.03)	-0.03 (0.02)
					Medium-sodium	-0.18 (0.06)	-0.71 (0.05)	0.07 (0.03)	Medium-SAFA	-0.11 (0.03)	-0.77 (0.04)	-0.18 (0.02)

					High-sodium	0.11 (0.09)	0.19 (0.07)	-0.79 (0.06)	High-SAFA	-0.02 (0.03)	-0.23 (0.04)	-0.66 (0.04)
		Low-sugar	Medium-sugar	High-sugar		Low-sodium	Medium-sodium	High-sodium		NA		
Sauces		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)				
	Low-sugar	-1.08 (0.03)	-0.02 (0.02)	-0.01 (0.03)	Low-sodium	0.40 (0.35)	0.18 (0.22)	0.00 (0.21)				
	Medium-sugar	0.06 (0.04)	-0.88 (0.05)	-0.05 (0.05)	Medium-sodium	-0.12 (0.05)	-1.04 (0.06)	0.01 (0.06)				
	High-sugar	0.06 (0.04)	-0.08 (0.04)	-0.94 (0.06)	High-sodium	-0.14 (0.05)	0.01 (0.05)	-1.01 (0.06)				
		Low-sugar	Medium-sugar	High-sugar		Low-sodium	Medium-sodium	High-sodium		Low-SAFA	Medium-SAFA	High-SAFA
Snacks		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)
	Low-sugar	-0.93 (0.03)	0.07 (0.02)	-0.09 (0.03)	Low-sodium	-1.01 (0.02)	-0.01 (0.02)	-0.05 (0.01)	Low-SAFA	-0.98 (0.04)	0.08 (0.03)	0.10 (0.04)
	Medium-sugar	0.16 (0.04)	-1.12 (0.03)	0.20 (0.03)	Medium-sodium	-0.02 (0.02)	-0.97 (0.03)	-0.11 (0.02)	Medium-SAFA	0.11 (0.04)	-0.99 (0.04)	0.18 (0.05)
	High-sugar	-0.12 (0.02)	0.00 (0.01)	-1.02 (0.02)	High-sodium	0.08 (0.03)	-0.05 (0.05)	-0.66 (0.05)	High-SAFA	-0.04 (0.01)	-0.03 (0.01)	-1.09 (0.02)

Bold values indicate a p-value < 0.05

Adjusted for educational level, age, sex, ethnicity and household size

NA; Not Applicable

Supplementary Table 7. Compensated elasticities and corresponding standard errors (shaded boxes showing own price elasticities, others being cross price elasticities)

Food categories	Nutritional clusters based on sugar content				Nutritional clusters based on sodium content				Nutritional clusters based on SAFA content			
	Change in quantity	Change in price			Change in quantity	Change in price			Change in quantity	Change in price		
		Low-sugar	Medium-sugar	High-sugar								
Beverages		PE (SE)	PE (SE)	PE (SE)		NA				NA		
	Low-sugar	-0.60 (0.02)	0.59 (0.02)	0.01 (0.02)								
	Medium-sugar	0.30 (0.01)	-0.33 (0.02)	0.03 (0.01)								
	High-sugar	0.44 (0.12)	0.06 (0.18)	-0.49 (0.14)								
		Low-sugar	Medium-sugar	High-sugar		Low-sodium	Medium-sodium	High-sodium		NA		
Grains		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)				
	Low-sugar	-0.07 (0.02)	0.06 (0.01)	0.01 (0.01)	Low-sodium	-0.45 (0.04)	0.38 (0.04)	0.07 (0.02)				
	Medium-sugar	0.38 (0.10)	-0.48 (0.09)	0.10 (0.06)	Medium-sodium	0.14 (0.02)	-0.17 (0.02)	0.03 (0.01)				
	High-sugar	0.14 (0.14)	0.11 (0.09)	-0.26 (0.08)	High-sodium	0.29 (0.09)	0.32 (0.11)	-0.61 (0.11)				
		NA				Low-sodium	Medium-sodium	High-sodium		Low-SAFA	Medium-SAFA	High-SAFA
Dairy						PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)
					Low-sodium	-0.29 (0.03)	-0.01 (0.02)	0.30 (0.03)	Low-SAFA	-0.91 (0.05)	0.52 (0.04)	0.38 (0.06)
					Medium-sodium	-0.77 (0.25)	0.61 (0.23)	0.16 (0.25)	Medium-SAFA	0.19 (0.01)	-0.55 (0.02)	0.36 (0.02)
		High-sodium	0.66 (0.05)	-0.06 (0.04)	-0.60 (0.06)	High-SAFA	0.10 (0.02)	0.47 (0.02)	-0.57 (0.03)			
		NA				Low-sodium	Medium-sodium	High-sodium		Low-SAFA	Medium-SAFA	High-SAFA
Meat						PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)
					Low-sodium	-0.21 (0.03)	0.14 (0.02)	0.07 (0.01)	Low-SAFA	-0.51 (0.03)	0.30 (0.03)	0.21 (0.02)
					Medium-sodium	0.34 (0.05)	-0.50 (0.05)	0.17 (0.03)	Medium-SAFA	0.26 (0.03)	-0.34 (0.03)	0.08 (0.02)

					High-sodium	0.42 (0.08)	0.31 (0.06)	-0.73 (0.06)	High-SAFA	0.30 (0.03)	0.13 (0.03)	-0.44 (0.04)
		Low-sugar	Medium-sugar	High-sugar		Low-sodium	Medium-sodium	High-sodium		NA		
Sauces		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)				
	Low-sugar	-0.60 (0.03)	0.28 (0.02)	0.32 (0.03)	Low-sodium	0.35 (0.33)	-0.08 (0.23)	-0.27 (0.21)				
	Medium-sugar	0.43 (0.04)	-0.64 (0.05)	0.21 (0.05)	Medium-sodium	-0.02 (0.05)	-0.52 (0.06)	0.54 (0.05)				
	High-sugar	0.47 (0.04)	0.19 (0.04)	-0.65 (0.06)	High-sodium	-0.04 (0.04)	0.53 (0.05)	-0.49 (0.05)				
		Low-sugar	Medium-sugar	High-sugar		Low-sodium	Medium-sodium	High-sodium		Low-SAFA	Medium-SAFA	High-SAFA
Snacks		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)		PE (SE)	PE (SE)	PE (SE)
	Low-sugar	-0.61 (0.03)	0.25 (0.02)	0.36 (0.03)	Low-sodium	-0.56 (0.02)	0.41 (0.02)	0.15 (0.01)	Low-SAFA	-0.81 (0.03)	0.23 (0.03)	0.59 (0.03)
	Medium-sugar	0.41 (0.03)	-0.97 (0.03)	0.56 (0.03)	Medium-sodium	0.44 (0.02)	-0.53 (0.03)	0.09 (0.02)	Medium-SAFA	0.26 (0.04)	-0.87 (0.04)	0.61 (0.04)
	High-sugar	0.26 (0.02)	0.23 (0.01)	-0.49 (0.02)	High-sodium	0.34 (0.03)	0.20 (0.04)	-0.54 (0.04)	High-SAFA	0.20 (0.01)	0.17 (0.01)	-0.38 (0.02)

Bold values indicate a p-value < 0.05

Adjusted for educational level, age, sex, ethnicity and household size

NA; Not Applicable

Supplementary Table 8. Price elasticities and standard errors from the double log model for name- and home-brand products within the food categories

Food category	Change in quantity	Change in price			
		Name-brand		Home-brand	
		PE	(SE)	PE	(SE)
Beverages	Name-brand	-1.01	(0.01)	0.09	(0.03)
	Home-brand	0.05	(0.01)	-0.89	(0.02)
Grains	Name-brand	-0.80	(0.03)	-0.05	(0.03)
	Home-brand	-0.04	(0.03)	-0.36	(0.03)
Snacks	Name-brand	-1.00	(0.05)	0.03	(0.03)
	Home-brand	0.12	(0.04)	-1.14	(0.03)

Bold values indicate a p-value < 0.05

Adjusted for educational level, age, sex, ethnicity and household size