Supplementary Material 2

**Presence of behaviour change techniques (BCTs) in each of the nine meal kit subscription services (MKSSs).**

|  |  |
| --- | --- |
| **BCTs number and label (n=35 identified)1** | **Meal Kit Subscription Services (MKSSs)** |
| **Marley SpoonTM** | **DinnerlyTM** | **HelloFreshTM** | **Every PlateTM** | **Dinner TwistTM** | **My Foodie BoxTM** | **You Plate ItTM** | **Dinner SortedTM** | **Pepper LeafTM** |
| 1. Goals and planning  |
| **1.1 Goal setting (behaviour)**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 1.2 Problem Solving   |    |    | x  | x  | x  | x  | x  |    |    |
| **1.4 Action planning**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **1.8 Behavioural contract**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **1.9 Commitment**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 2.Feedback and monitoring  |
| No BCTs identified for this category |
| 3. Social support   |
| 3.1 Social support (unspecified)  | x  | x  | x  | x  | x  | x  | x  | x  |    |
| **3.2 Social support (practical)**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
|  4. Shaping knowledge   |
| **4.1 Instruction on how perform behaviour**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 4.2 Information about antecedents  |    |    | x  | x  |    |    |    |    |    |
| 5. Natural consequences   |
| 5.1 Information about health consequences  | x  | x  | x  |    | x  | x  | x  |    | x  |
| **5.2 Salience of consequences**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **5.3 Information about social and environmental consequences**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 5.6 Information about emotional consequences   |    |    | x  | x  |    |    |  x  |    |    |
| 6. Comparison of behaviour    |
| 6.1 Demonstration of the behaviour   | x  | x  | x  | x  | x  | x  | x  |    |    |
| 6.2 Social comparison   |    |    | x  |    |    |    |    |    |    |
| **6.3 Information about others' approval**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 7. Associations  |
| **7.1 Prompts and cues**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 8. Repetition and substitution   |
| **8.1 Behavioural practice / rehearsal**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 8.2 Behaviour substitution  |    | x  | x  | x  | x  |    | x  |    | x  |
| **8.3 Habit formation**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 9. Comparison of outcomes   |
| 9.1 Credible source  | x  | x  | x  |    | x  | x  | x  |    | x  |
| 9.2 Pros and cons   |    |    | x  |    |    |    | x  |    | x  |
| 10. Reward and threat   |
| 10.1 Material incentive (behaviour)   | x  | x  | x  | x  |    | x  | x  | x  |    |
| 10.2 Material reward behaviour   | x  | x  | x  | x  |    |    |    |    |    |
| **10.3 Non-specific reward**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 10.4 Social reward   |    |    |    |    | x  |    |    |    |    |
| 10.6 Non-specific incentive   |    |    |    |    |    | x  |    |    | x  |
| 11. Regulation   |
| 11.2 Reduce negative emotions   |    |    | x  | x  |    | x  | x  | x  |    |
| **11.3 Conserving mental resources**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 12. Antecedents  |
| **12.1 Restructuring the physical environment**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 12.2 Restructuring the social environment  |    |    |    |    |    | x  |    |    |    |
| 12.3 Avoidance/reducing exposure to cues for the behaviour   |    |    |    |    | x  |    |    |    |    |
| **12.5 Adding objects to the environment**  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| 13. Identity  |
| 13.2 Framing/reframing   |    |    |    |    | x  | x  |    |    |    |
| 14. Scheduled consequences  |
| No BCTs identified for this category |
| 15. Self-belief   |
| 15.1 Verbal persuasion about capability   |    |    |    |    |    |    |    |    | x  |
| 16. Covert learning  |
| No BCTs identified for this category |
| **Total number of BCTs per MKSS** | **22**  | **23**  | **29**  | **25**  | **25**  | **26**  | **26**  | **19**  | **22**  |

1 BCTs in **bold** indicate the BCTs that are common across all MKSSs.