**Supplementary File 1 – Alternative Analyses**

**Difference in Sales Between Registers With a Display Versus Registers Without a Display**

To test whether the sales of the healthy food items during the intervention period depends on the presence of a display at the register, a one-tailed independent-subjects t-test was preregistered to compare differences in sales of healthy food items between registers with a display (register number three and four) and registers without a display (register number two and five). However, this analysis involving the absolute sales of the items is not suitable to answer our sub research question, since not all cash registers were open all the time during a day (depending on crowdedness) and there was a fixed order of opening additional cash registers when it got busier. Specifically, register number two (no display) was always open, followed by register number five (no display), three (containing a display) and finally number four (containing a display) which was seldomly open. Findings of this preregistered test would therefore not be indicative of the relationship between sales and containing a display or not, but would be confounded by the time a register was open. Grouping registers with a display and registers without a display, will not be informative since no snacks were sold at register number four (where almost nothing was sold at all during the intervention period due to being mostly closed).

To address the limitation of analyzing the absolute sales data, we alternatively explored a one-way ANOVA with relative sales data (i.e., sales per register/number of transactions per register) as dependent variable and register number as independent variable. In doing so, we excluded register number four as this register was seldomly open and had zero sales of healthier snacks. There was a significant difference in relative sales of selected healthier snacks between the three remaining registers, *F*(2, 81) = 4.81, *p* = .011, η2 = .11. Tukey post hoc tests revealed that the relative sales was significantly higher at register number three (*M* = 0.006, *SD* = 0.010) than register number two (*M* = 0.001, *SD* = 0.002), *p* = .010. There were no significant differences in relative sales between register number three and five (*M* = 0.002, *SD* = 0.003), *p* = .087, and between register number two and five, *p* = .663. This analysis indicates that the nudge-effect could have been driven by the presence of a retail display and the opening time of the register, but an interpretation of these data is not feasible given the extremely small proportions. However, as the relative count data is non-normally distributed, we also performed a non-parametric Kruskal-Wallis H test. This test demonstrated no significant difference in relative sales of selected healthier snacks between the registers, with a mean rank relative sales score of 35.86 for register number two, 46.14 for register number three and 45.50 for register number five, *χ2*(2) = 3.69, *p* = .158. These findings are not in line with the findings of the parametric test. Overall, these explorative findings are not completely consistent and the extremely small proportions limit an interpretation of these data. We report on the data for reasons of transparency, but consider the results too unreliable to draw any conclusions.