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| Supplementary table 1. Store classification criteria, using Nielsen NZ Homescan® data, Oct 2018 - Oct 2019 |
| Store type | Criteria | Number of retail brands per category |
| Convenience store(Service station) | Retails food products, <10 varieties of fruit and vegetables, sells fresh milk, and is not a specialty food store | 9 |
| Grocery store(Corner store) | Retails food products, ≥10 - <30 varieties of fruit and vegetables, sells fresh milk and breads, andis not a specialty food store | 1 |
| Supermarket | Retails food products, ≥30 varieties of fruit and vegetables, sells fresh meats, fresh milk and breads and is not a specialty food store | 8 |
| Fruit and vegetable store | Retails food products, ≥ 30 varieties of fruit and vegetables, and does not sell fresh meats  | 4 |
| Meat and fish store | Retails food products, and ≥ 50% of sales are meat products | 4 |
| Bakery | Retails food products, and ≥ 50% of sales are bakery products | 2 |

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| Supplementary table 2. Agreement of displayed HSR and estimated HSR, Nutritrack 2018 -Nutritrack 2019 |
| Total products  | Agree on healthy products | Agree on unhealthy products | Agree (overall) |
|  |  |
| No of products(%) | No of products(%) | No of products(%) | No of products(%) | Kappa statistic |
| 2,948 (100.0 %) | 1,765 (59.9 %) | 835 (28.3 %) | 2,600(88.2 %) | 0.74(P<0.001) |