

Table 1: Policy-induced changes in quantity and mean price

| | Number of items | | | Average price per | |
|---------------------|-----------------|----------|----------|-------------------|----------|
| | Basket 1 | Basket 2 | Δ | Basket 1 | Basket 2 |
| Benchmarks | | | | | |
| Benchmark 2016 | 21.25 | 20.98 | -0.28 | 1.70 | 1.75 |
| NutriScore 2016 | 17.87 | 17.52 | -0.35 | 1.68 | 1.69 |
| Labeling | | | | | |
| NutriScore | 15.82 | 15.46 | -0.35 | 1.75 | 1.77 |
| Policy mix | | | | | |
| NS + small price | 16.42 | 16.36 | -0.06 | 1.75 | 1.75 |
| NS + large price | 17.01 | 17.17 | 0.15 | 1.75 | 1.80 |
| Price policy | | | | | |
| Explicit price | 14.65 | 14.46 | -0.19 | 1.72 | 1.76 |
| Implicit price | 16.39 | 16.11 | -0.29 | 1.68 | 1.62 |