

2 years after its implementation in their own-brand products

EROSKI CONFIRMS THE POSITIVE IMPACT OF THE NUTRI-SCORE LABELLING IN THE COMPOSITION OF A HEALTHIER SHOPPING BASKET

- The healthier options (A and B) take the lead in those categories of products with the widest choice of letters
- Nutri-Score has a positive influence on the choice of healthier packaged food products, without a setback in fresh products
- This advanced nutritional front labelling represents an important improvement to provide greater information transparency about the nutritional quality of the food and makes the choice faster and easier
- The survey analyses the evolution of the sales of around 2,000 products in over 1,300 points of sale along 2 years

Elorrio, 7 July 2021.- More than two years after [EROSKI](#) pioneered in Spain the introduction of the Nutri-Score advanced nutritional front labelling in their own-brand products, the company has presented an analysis —published in the [July issue](#) of [Consumer](#) magazine —where they confirm its positive impact on the composition of a healthier shopping basket.

For two years, EROSKI has analysed the behaviour of the sales of almost 2,000 products from diverse packaged food categories, available in [EROSKI](#)'s as well as [Caprabo](#)'s commercial network, a total of 1,348 stores. *"The results of the analysis show the positive influence of the advanced nutritional labelling in the composition of a healthier basket as far as packaged food products are concerned, without a setback in fresh products, whose behaviour is in fact even better than that of packaged products. Thus, the weight in the sales of the highest rated products according to Nutri-Score has increased, while the lowest rated are losing ground",* EROSKI's Health and Sustainability Manager, Alejandro Martínez Berriochoa, has explained.

According to the results of the analysis carried out, the arrival of Nutri-Score has not had a negative effect on the sales of those fresh products that do not have that label—such as fruit, vegetables or fish—. Nevertheless, data show a change in the sales mix, in such a way that the highest rated products according to Nutri-Score (letters A and B) have behaved better as far as sales are concerned than the lowest rated (letters D and E). Letter C shows an almost flat evolution.

Nutri-Score influences the growth of healthy categories

"Consumers tend not to make drastic changes and the data from the survey do not show cannibalization across categories, but rather within them. That is, the trend is not to choose a nutritionally better option in another product category, but a healthier option according to Nutri-Score within the same family of products or families that fulfil the same need", Mr. Martínez Berriochoa has pointed out.

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The data from the analysis carried out by EROSKI confirm that since Nutri-Score's arrival, the sales of undoubtedly healthy food categories, such as frozen vegetables, have grown several points above the average for packaged food. The same happens with the frozen fish and seafood families, which have grown above the average.

Nutritionally complex categories: the healthier options also win

As regards nutritionally more varied and complex packaged food categories, where there is a choice between different Nutri-Score classification letters, sales tend to shift some percentage points towards better solutions.

For instance, the breakfast cereal category, comprising 55 references of all the Nutri-Score letters, has not undergone any significant changes in the evolution of sales as a whole. However, the sales of breakfast cereal with Nutri-Score rating A, B and C show a considerable increase, up to 15%, at the expense of products D and E, which decrease. The data show a similar migration in other two categories related mainly to breakfast, such as biscuits and pastries, with a shift in the sales of products rated E and D to C.

As regards the range of soft drinks, there has been a shift in sales from those with lower Nutri-Score rating (D and E, due to their being sugary) to those with the best possible letter in this category (B, due to their being sweetened). In the ice-cream family, where there are products above C rating, it is precisely that level that has picked up the sales that used to go to lower rated products (D and E). As for frozen dishes, there has also been a shift in sales towards letters B and C, although slightly smaller.

Olive oil maintains the sales

The behaviour of sales in the olive oil category remains the same. *"Consumers have not stopped choosing olive oil as a relevant, healthy and regular product in their shopping basket. It seems that they have understood that letter C of the Nutri-Score classification, the best that cooking fat or dressing can obtain —above the D and E that is given to lard, butter, margarine ...—, must not mean that their use be held back"*, EROSKI's Health and Sustainability Manager has explained.

The Price still has greater influence on sales

The results of the analysis carried out by EROSKI are significant: offers and promotions have a high influence on sales, determining the composition of a healthy basket even more than the Nutri-Score. When the food is not promoted and is chosen under equal promotional terms, the role of the Nutri-Score when choosing the most appropriate is clearer. *"This evidence proves the important role of manufacturers and distributors in facilitating a healthy basket through nutritionally responsible offers and promotions that prioritize the best products"*, Mr. Martinez-Berriochoa pointed out.

"The first results about the influence of the Nutri-Score advanced labelling undoubtedly reflect a positive impact on a healthier shopping basket. This does not

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mean that this labelling can reverse the current less healthy food consumption patterns on its own. The problem must be tackled from many other fronts, but Nutri-Score is part of the solution. At EROSKI we are convinced that consumers' training and information is essential to reverse the worrying current consumption trends. Information transparency about the nutritional quality of food is crucial for consumers. In this sense, Nutri-Score enables making conscious decisions, in a simple and fast manner, when filling the shopping basket", EROSKI's Health and Sustainability Manager has concluded.

Nutri-Score Labelling

The Nutri-Score model has been created by Food Science scholars and validated by the Ministry of Health and the European Union and is supported by the World Health Organization (WHO). Research from various countries clearly shows that Nutri-Score is currently the best system to help consumers compare the nutritional quality of food so as to make healthier decisions.

The Nutri-Score labelling presents a global classification of the product according to its nutritional quality, in a simple scale with five levels indicated by a letter and a colour (from "A" dark green to "E" dark orange). It is calculated according to the content per 100 grams of calories, nutrients that are beneficial for our health (fibre, protein, amount of fruit, vegetables, nuts and pulses) and nutrients whose intake should be reduced (saturated fat, salt and sugar). This way, the information provided is clear, transparent and accessible for anyone, which enables to easily know the overall nutritional rating of each product in order to be able to compare it with other similar products and make a better choice so as to eat in a balanced, healthier and more sustainable manner.

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