

© IGD 2022

Healthy sustainable diets: driving change

Does changing the
placement of salad sides
shift behaviour?

Published December 2022

Health from IGD



Contents

- 3** / Our ambition
- 4** / Context
- 6** / What did the trial look like?
- 8** / Key findings
- 12** / Recommendations



Together, we are building knowledge of how to shift behaviour

Our ambition is to make healthy, sustainable diets easy for everyone.

Over the last three years, IGD has led a collaboration with the food and consumer goods industry and the University of Leeds to run a ground-breaking series of trials that promote better food choices. The trials test the effectiveness of different strategies to shift diets and drive long-term behaviour change.

IGD's previous [Driving Change reports](#) showcase results from in-store trials with Sainsbury's and ASDA. This report shares the key findings from a recent trial with M&S.

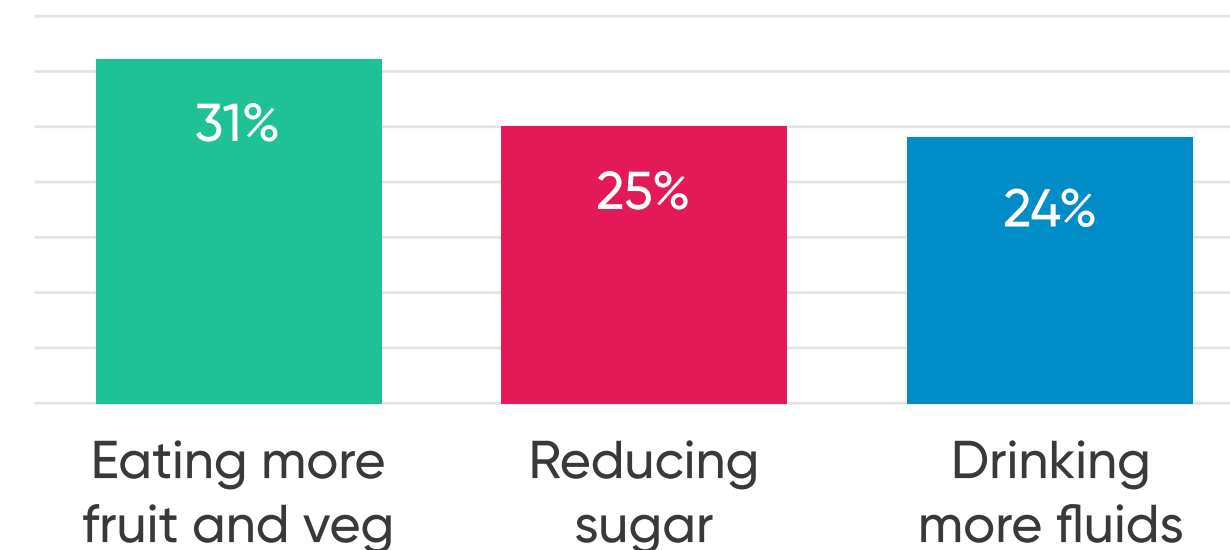
Our Partners



Eating more fruit and vegetables tops the list of shoppers' health priorities

Nearly nine in 10 (85%) shoppers are actively trying to improve their diet in some way. Of these, around a third (31%) prioritise eating more fruit and vegetables.

Top 3 shopper healthy eating priorities



Source: IGD ShoperVista research
(Base: 1,000+ ALL Shoppers), Oct'22

Despite this, most of us fall short of the recommended '5 A Day'.



Change needs to feel easy

IGD's [Appetite for Change](#) research revealed taste (21%), being creatures of habit (20%) and lack of convenience (18%) as key barriers to healthy and sustainable diets, after cost (37%).

Our trial with M&S aimed to nudge healthier choices by positioning salad items more prominently alongside Italian ready meals.



The trial explored the impact of product placement on salad sales

Behaviour change levers used in this trial:

📍 Placement ➡ Signposting

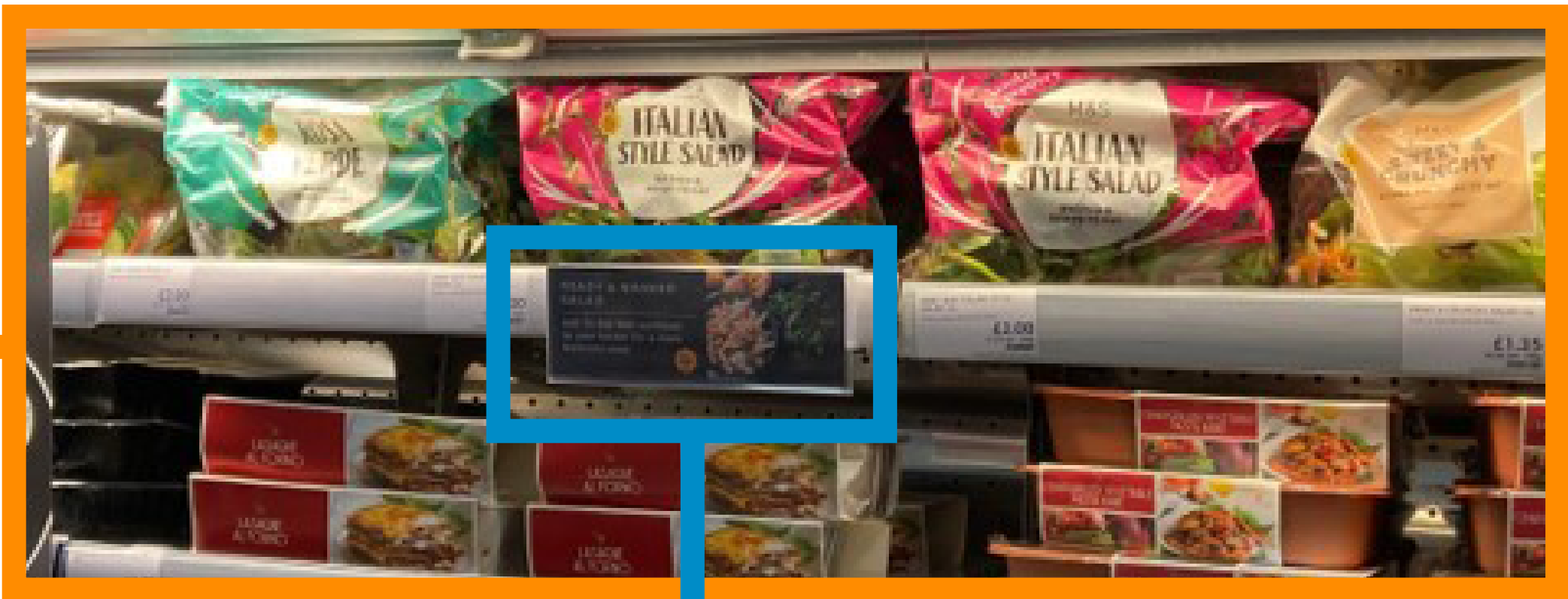
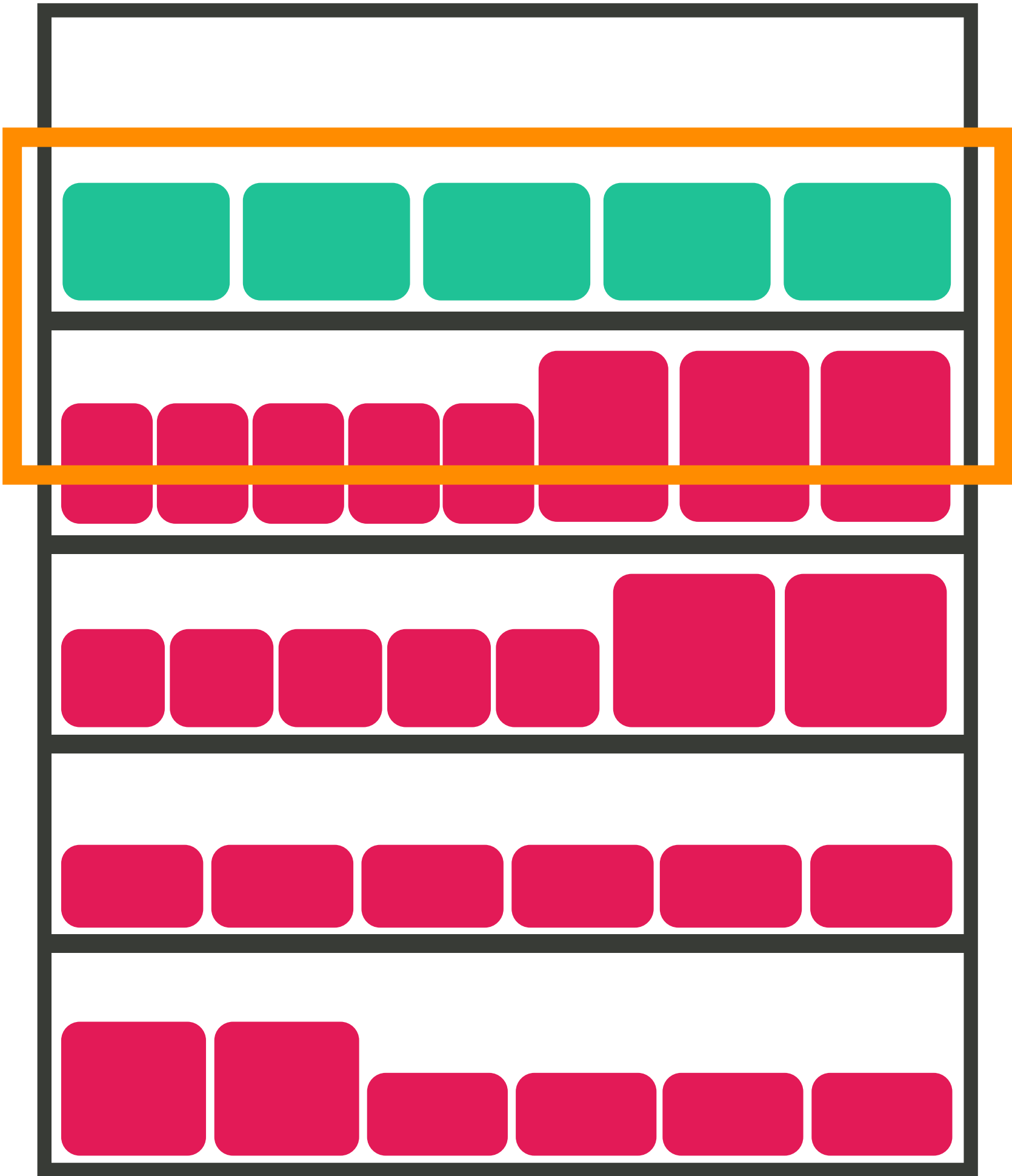
During a 12-week period, M&S placed four salad items in a prime location with its Italian ready meal range. The trial took place at 23 stores between July and October 2021. This space was previously dedicated to dishes in the M&S Italian range, such as ultra-thin pizzas. Throughout the trial period, salad items also remained available to purchase from the usual locations in-store.



The salad items were labelled with the M&S 'Eat Well' flower, to allow customers to easily identify products that support a balanced diet.



What did it look like?



■ Italian ready meals ■ Salad items

Trial

Key findings

1. Changing the placement of salad items did not lead to increased salad sales in this trial
2. M&S shoppers are already making positive choices



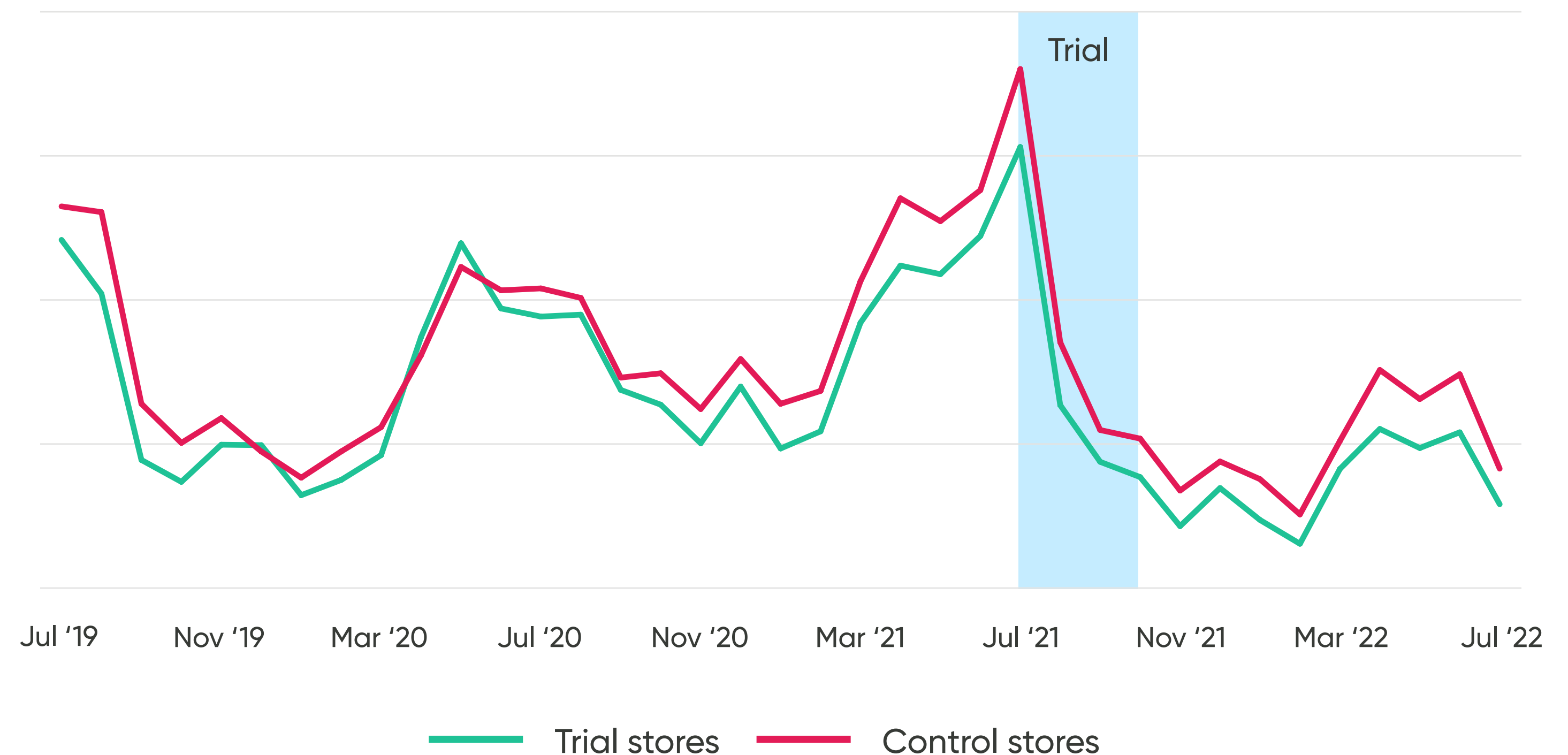
1. Changing the placement of salad items did not increase salad sales in this trial

Some fluctuations in salad sales were observed during the trial period, but there was no significant difference in sales of promotional salads between stores that took part in the trial and those that did not (control stores). The changes may have been driven by factors such as weather (e.g. salad sales are typically higher in summer and drop as the weather gets cooler), other in-store activity or wider external events.

Sales of Italian ready meals were also not impacted by the trial.

Product placement should still be considered for future trials, but will likely have greater impact when used in combination with other in-store and online activity, including incentivisation and further signposting.

Sales of promoted salad items



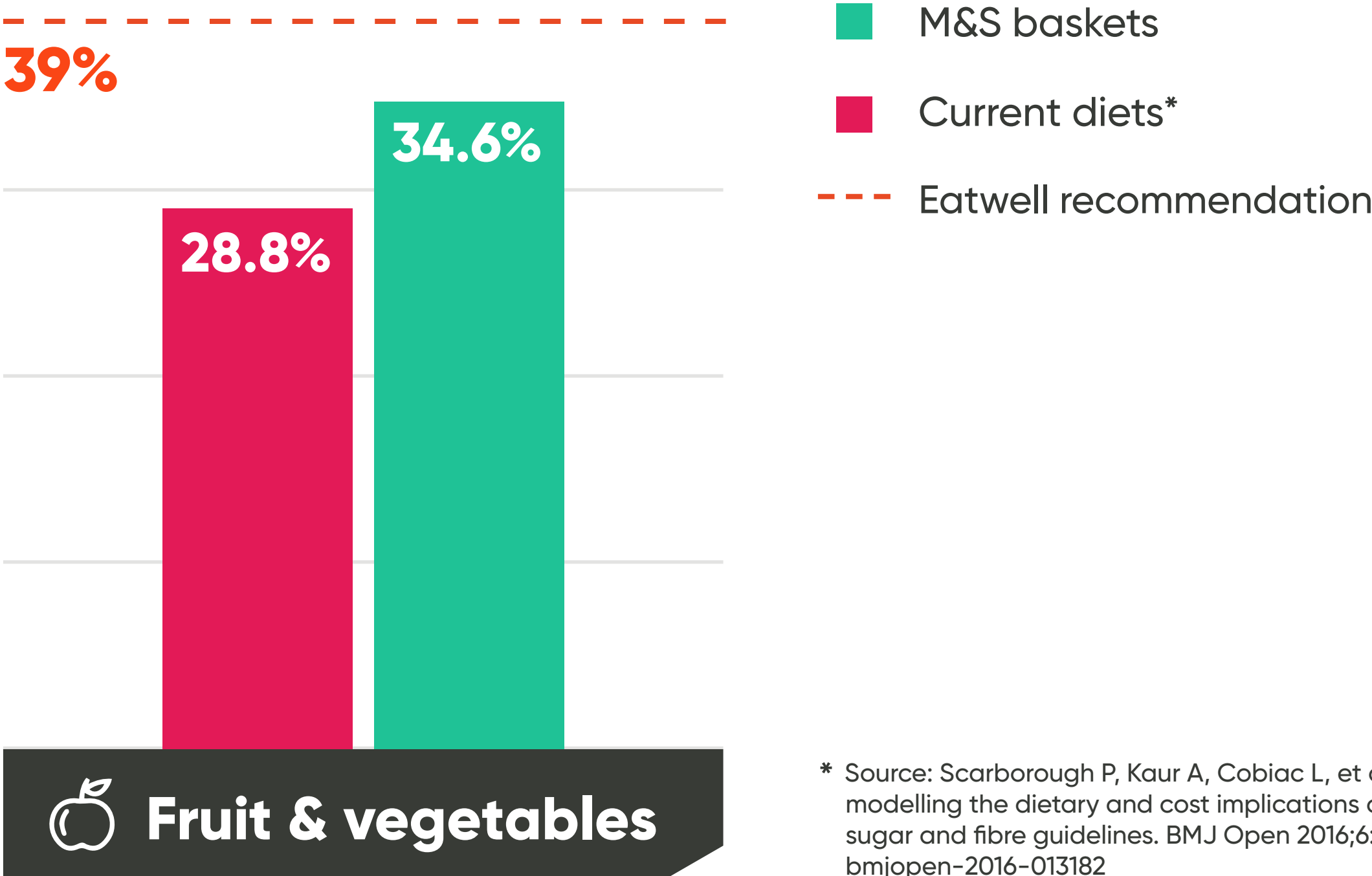
2. M&S shoppers are already making positive choices

The UK government recommends that fruit and vegetables should make up over a third of what we eat each day (39%), equivalent to five portions. This is illustrated in the Eatwell Guide.

Our analysis reveals typical M&S shoppers' baskets already contain over a third fruit and vegetables by weight (35%), much closer to UK dietary recommendations (39%) than current consumption (29%).

The trial may have achieved greater impact by targeting shoppers that typically buy fewer fruit and vegetables.

Average contribution (%) of fruit and vegetables to UK Eatwell Guide recommendations by weight



* Source: Scarborough P, Kaur A, Cobiac L, et al Eatwell Guide: modelling the dietary and cost implications of incorporating new sugar and fibre guidelines. BMJ Open 2016;6:e013182. doi: 10.1136/bmjopen-2016-013182

M&S' perspective

“ We are always striving to do more to support our customers to make healthy choices. That's why, in 2017, we set a target to ensure 50% of M&S food sales will come from healthier products.

This trial illustrates just one of the ways we've been promoting healthier products. Whilst the trial didn't result in a boost to salad sales, the results have helped us to better understand the impact of different levers aimed at supporting customers to navigate healthier choices in-store.

We will continue to test and learn, using insights to inform our future health strategy and help us deliver on current commitments.”

Sophia Campbell Linn

**Senior Nutritionist
M&S Food**



Recommendations for Industry

Health from IGD



Recommendations

Apply behavioural change levers in combination

This trial was about product placement and signage.

A recent trial with Sainsbury's saw sales of promoted fruit and vegetable portions increase by 78% when placement, signage and price were tackled together.

Future trials should consider ways to incentivise shoppers using a combination of levers, including placement, signposting, product and influence, to encourage new habits.

Target shoppers buying less healthy baskets

M&S baskets already contained more fruit and vegetables than the average consumption, so perhaps were less responsive to the salad placement nudge.

Future trials should consider targeting particular stores or shopper demographics that typically buy less healthy baskets.

This could help to address health inequalities.

Take seasonality into account

The salad items in this trial were kept in place between July and October, despite the change in seasons.

Future trials could include a broader variety of products, such as offering salad items in summer and swapping to prepared vegetables in autumn or winter. This could also have positive implications for sustainability.

Get involved and share your findings

It's important to share what works and what doesn't across industry. Getting involved in trials on behaviour change could ensure future industry activity is founded on science and is likely to generate positive social impact.

1

Join us

- Work with us to trial real-life solutions and inspire others
- Tell us about your success stories

2

Visit our online hub

It's packed with resources to help you:

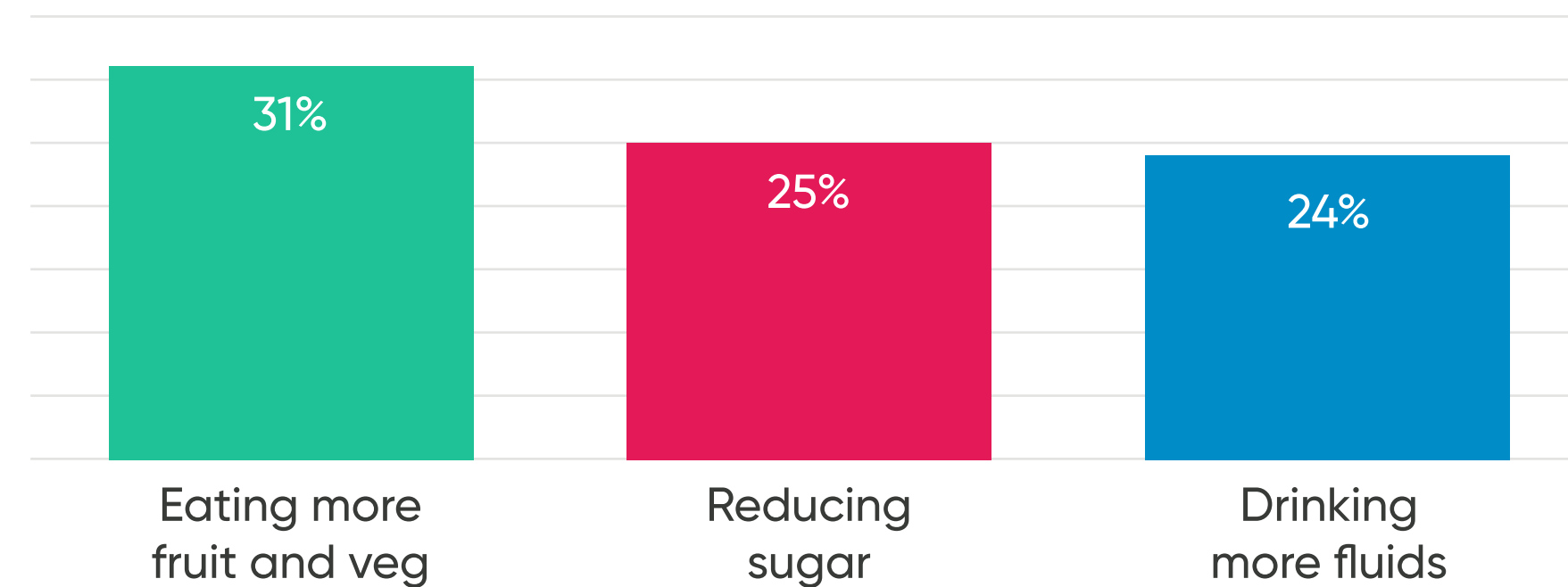
- Understand why healthy, sustainable diets should be central to your business strategy
- Get inspiration from what other organisations are doing
- Learn about our real-life trials and research partners

Eating more fruit and vegetables tops the list of shopper health priorities

Nearly 9 in 10 (85%) shoppers are actively trying to improve their diet in some way. Of these, around a third (31%) prioritise eating more fruit and vegetables.

Top 3 shopper healthy eating priorities

Source: IGD ShoperVista research
(Base: 1,000+ ALL Shoppers), Oct'22



Despite this, most of us fall short of the recommended '5 A Day'.

