



Impact of NutriMark and Nutriscore FOP nutrition labels on consumer behavior in real purchase conditions

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Introduction

E.Leclerc

Mes produits habituels

Offres spéciales Bio Vandes Poissons Fruits Légumes Pains Pâtisseries Frais Surgelés Epicerie salée Epicerie sucrée Boissons Bébé Hygiène Beauté Entretien Nettoyage Animalerie Bazar Textile






















Accueil > Epicerie salée > Soupes et Croustons > Soupes en brique

TOUS
Soupes en brique
Soupes en sachet
Soupes et Potages frais
Soupes et Nouilles chinoises
Soupes de poissons et Rouille
Croustons

Marques
 Marque Repère
 Bio Village
 Knorr
 La Potagère
 Liebig
 Royal Soupe

Labels qualités
 Bio

Je découvre les produits Knorr

 <p>1,99€ 1,55 €/l</p> <p>Soupe Velouté Bio Village Légumes verts - 1L</p>	 <p>1,75€ 1,75 €/l</p> <p>Soupe Mouliné Bio Village Légumes variés - 1L</p>	 <p>1,85€ 1,55 €/l</p> <p>Soupe Velouté Bio Village Jardinière de légumes - 1L</p>	 <p>1,62€ 2,10 €/l</p> <p>Soupe Velouté Bio Village Saveurs du sud - 2x30cl</p>	 <p>1,69€ 1,65 €/l</p> <p>Velouté de légumes Bio Village du sud - 1L</p>	 <p>1,59€ 3,18 €/l</p> <p>Soupe de tomate Bio Village 500ml</p>	 <p>3,17€ 3,17 €/l</p> <p>Potage bio Knorr Velouté légumes potager - 1L</p>
 <p>1,66€ 5,53 €/l</p> <p>Potage bio Knorr Velouté légumes potager - 30cl</p>	 <p>3,43€ 3,43 €/l</p> <p>Potage potiron Knorr Carottes, bio - 1L</p>	 <p>3,10€ 3,10 €/l</p> <p>Potage bio Knorr Mouliné légumes basilic - 1L</p>	 <p>3,14€ 3,14 €/l</p> <p>Soupe Bio Mouliné Knorr Légumes du potager - 1L</p>	 <p>2,34€ 4,68 €/l</p> <p>Potage bio Knorr Mouliné légumes potager - 50cl</p>	 <p>2,00€ 2,00 €/l</p> <p>Soupe Velouté Bio La Potagère Légumes du Sud - 1L</p>	 <p>1,85€ 1,85 €/l</p> <p>Soupe Régal Soupe Poule pot vermicelles - 1L</p>
 <p>1,73€ 1,73 €/l</p> <p>Soupe Mouliné Knorr Légumes d'autrefois - 1L</p>	 <p>1,89€ 1,89 €/l</p> <p>Soupe Velouté Knorr Potiron - 1L</p>	 <p>1,64€ 3,28 €/l</p> <p>Velouté de potiron Knorr A la crème - 500ml</p>	 <p>1,26€ 4,20 €/l</p> <p>Soupe velouté Potiron - 30cl</p>	 <p>2,68€ 2,68 €/l</p> <p>Soupe Douceur potiron Knorr Châtaigne - 1L</p>	 <p>1,77€ 1,77 €/l</p> <p>Soupe Douceur Knorr 8 légumes - 1L</p>	 <p>1,48€ 2,96 €/l</p> <p>Soupe Douceur Knorr 8 légumes - 50cl</p>

Vous avez une question ?
[Voir l'aide en ligne](#)

Introduction

 <p>1.99 € 1.99 € / l</p> <p>Soupe Velouté Bio Village Légumes verts - 1L</p>	 <p>1.75 € 1.75 € / l</p> <p>Soupe Mouliné Bio Village Légumes variés - 1L</p>	 <p>1.85 € 1.85 € / l</p> <p>Soupe Velouté Bio Village Jardinière de légumes - 1L</p>	 <p>1.62 € 2.70 € / l</p> <p>Soupe Velouté Bio Village Saveurs du sud - 2x30cl</p>	 <p>1.69 € 1.69 € / l</p> <p>Velouté de légumes Bio Village du sud - 1L</p>	 <p>1.59 € 3.18 € / l</p> <p>Soupe de tomate Bio Village 500ml</p>
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E.Leclerc adopte NUTRI-SCORE, votre repère nutritionnel pour mieux consommer

> En savoir plus

1.85 €
1.85 € / l

Soupe Velouté Bio Village Jardinière de légumes - 1L

Aide en ligne
Besoin d'aide ? Posez votre question ou consultez nos questions/réponses.

Je pose ma question
Score

Accueil > **Articles et Produits**

Questions & Réponses

> **E.Leclerc adopte le NUTRI-SCORE, votre repère nutritionnel pour mieux consommer**

E.Leclerc adopte le NUTRI-SCORE, votre repère nutritionnel pour mieux consommer

NUTRI-SCORE

A B C D E

NUTRI-SCORE A B C D E NUTRI-SCORE A B C D E NUTRI-SCORE A B C D E NUTRI-SCORE A B C D E NUTRI-SCORE A B C D E

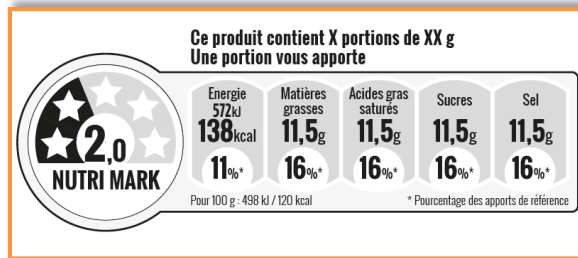
Qu'est-ce que le NUTRI-SCORE ?
Le NUTRI-SCORE est un logo nutritionnel à cinq couleurs. Il répartit les produits alimentaires en cinq classes – du vert à l'orange foncé.
Le score est donné sous forme d'une note globale (A, B, C, D, E) accompagnée d'une couleur. Les cinq couleurs apparaissent avec une « loupe » sur la couleur et la lettre attribuées au produit.

Comment fonctionne le NUTRI-SCORE ?
4 catégories de produits sont identifiées :

- **Les boissons** : elle comprend, entre autres, les jus de fruits, smoothies, boissons plates aux fruits, colas et autres sodas... à l'exception des boissons alcoolisées
- **Les fromages** : elle comprend, entre autres, les fromages affinés (à pâte molle, cuite, persillée...) ou non affinés, fromages fondus, spécialités fromagères...
- **Matières grasses** : elle comprend, entre autres, les huiles, beurres, crèmes, margarines...

Introduction

- 3 first surveys in 2016 & 2017 using the NutriMark FOP nutrition label only (real purchase conditions) : no real modification of consumer behaviors compared to the non-exposed consumer behavior,



- New study in 2018 (Feb- April) to measure the impact on the consumer behavior of the Nutriscore vs. NutriMark vs. Non-exposed , in real purchase conditions (33 drives – 101 400 customers)



The data analysis were performed by datamining experts



bien plus que des résultats

Survey parameters

- Behavior survey:

Customers since November 2017 at least



Purchase period: 1st of February to 30th of April 2018

- Identification of the Drive triplets : Drive websites with Nutriscore / Drive websites with NutriMark / non-exposed drive websites (without any FOP nutrition label) → 74/ 89/ 477
- Drives with less than one year of service or with a small number of customers in 2016 were excluded from the study
- Identification of 33 drive triplets with consistent/ comparable sub-populations (location/ socio-economic disparity/ drive TO/ nutritional balance index of customers) ➔ **33 triplets**
- Product families : sweet grocery/ savoury grocery/ Meat & Fish/ Frozen foods/ Fresh foods/Fruits & Vegetables/ breads & pastries/ beverages
- Exclusion of the products most often out of stock

Key indicators

➤ FSA score of the products: objective measure of the nutritional quality

- a product with a lower score is considered as having a favorable nutritional profile) → from -13 to +28 in our study perimeter
- Average value weighted by the nb of items

➤ Common Nutriscore/ Nutrimark score: score used to compared both FOP nutrition label (average value weighted by the nb of scored items)

NutriMark / NutriScore	E	D	C	B	A
★ 0,5	10%	3%	1%	0%	0%
★ 1	5%	2%	1%	0%	0%
★ 1,5	1%	8%	1%	0%	0%
★ 2	0%	8%	2%	0%	0%
★ 2,5	0%	2%	5%	1%	0%
★ 3	0%	1%	6%	1%	0%
★ 3,5	0%	1%	3%	11%	3%
★ 4	0%	1%	1%	2%	9%
★ 4,5	0%	0%	1%	1%	5%
★ 5	0%	0%	2%	1%	2%
TOTAL	17%	24%	23%	17%	20%

Common score	0	1	2	3	4
% of references	21%	17%	18%	17%	17%

➤ Nutritional balance index : used to measure the customer sensitivity to extreme scores

$$\frac{\text{nb of products with a score =4} - \text{Nb of produits with a score=0}}{\text{Nb of scored products}} \times 100$$

Statistics test used

- The Z-score transformation on an independant sample is used to compare the purchase orders of exposed customers to the non-exposed ones.

→ The Alpha 0.05 (5%) and 0.01 (1%) risks are used to carry out these tests

- Visualisation :

↑ **Significant** difference (**at 1% risk**) and **higher** average score for the exposed customers (**lower** for the **FSA** score) than for the non-exposed ones.

↗ **Significant** difference (**at 5% risk**) and **higher** average score for the exposed customers (**lower** for the **FSA** score) than for the non-exposed ones.

→ **No significant difference**

↘ **Significant** difference (**at 1% risk**) and **lower** average score for the exposed customers (**higher** for the **FSA** score) than for the non-exposed ones.

↓ **Significant** difference (**at 5% risk**) and **lower** average score for the exposed customers (**higher** for the **FSA** score) than for the non-exposed ones.

Global results

All customers, all product families



Nb of customers : 102 363 for the non-exposed drives/ 101 392 for the NutriScore exposed drives/ 91 914 for the NutriMark exposed drives

Population	Globale					
TOUS RAYONS						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.12	1.91	2.09	↑ -8.6%	↑ -9.7%	→ -1.1%
Indice d'équilibre nutritionnel	4.71	5.98	4.92	↑ +1.06 pts	↑ +1.28 pts	→ +0.21 pts
Note NutriScore/NutriMark moyenne	2.82	2.90	2.82	↑ +2.7%	↑ +2.9%	→ +0.1%

- **Significant difference** for the average FSA score and for the NutriScore/NutriMark score : **better nutritional quality of the products bought by the Nutriscore exposed customers** compared to those bought by the Nutrimark exposed ones and the non-exposed ones.
- This conclusion is confirmed by the **Nutritional balance index**

Results vs. Consumer profile

Disadvantaged VS non-disadvantaged

Population	Défavorisée					
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.14	1.86	2.10	↑ -11.3%	↑ -13.0%	→ -1.9%
Indice d'équilibre nutritionnel	4.08	6.05	4.68	↑ +1.37 pts	↑ +1.97 pts	→ +0.60 pts
Note NutriScore/NutriMark moyenne	2.75	2.89	2.77	↑ +4.1%	↑ +4.8%	→ +0.7%

Population	Non défavorisée					
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.11	1.92	2.09	↑ -8.3%	↑ -9.2%	→ -1.0%
Indice d'équilibre nutritionnel	4.83	5.98	4.96	↑ +1.02 pts	↑ +1.15 pts	→ +0.13 pts
Note NutriScore/NutriMark moyenne	2.83	2.90	2.83	↑ +2.5%	↑ +2.5%	→ -0.0%

- Same results than previously but with a **stronger impact on the nutritional quality for the disadvantaged population.**

Results vs. Consumer age



3 age clusters: 30 y.o. or below (24%)/ between 31 and 50 y.o. (62%)/ more than 50 y.o. (14%)

Population	Agée de 30 ans ou moins					
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.24	2.02	2.22	↑ -8.8%	↑ -9.5%	→ -0.8%
Indice d'équilibre nutritionnel	4.30	5.98	4.80	↑ +1.17 pts	↑ +1.68 pts	→ +0.51 pts
Note NutriScore/NutriMark moyenne	2.71	2.81	2.73	↑ +2.9%	↑ +3.5%	→ +0.5%

Population	Agée de 31 à 50 ans					
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.13	1.93	2.11	↑ -8.4%	↑ -9.3%	→ -1.0%
Indice d'équilibre nutritionnel	4.41	5.64	4.57	↑ +1.07 pts	↑ +1.23 pts	→ +0.16 pts
Note NutriScore/NutriMark moyenne	2.84	2.92	2.84	↑ +2.8%	↑ +2.8%	→ +0.0%

Population	Agée de plus de 50 ans					
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	1.87	1.64	1.82	↑ -9.6%	↑ -12.1%	→ -2.8%
Indice d'équilibre nutritionnel	7.10	8.11	7.28	→ +0.83 pts	↑ +1.01 pts	→ +0.18 pts
Note NutriScore/NutriMark moyenne	2.93	2.93	2.87	↑ +2.1%	→ +0.0%	↓ -2.0%

- ▶ The impact on the nutritional quality is **really strong for the younger population**, and quite neutral for the more than 50 y.o. population.

Focus on product family

Global population

- Neutral impact of Nutriscore on savoury grocery products
- Neutral impact of Nutriscore on Fish and meal
- Real positive impact of NutriScore on the nutritional quality of products bought in the Fresh products aeras (incl. Fruits and Vegetable)

EPICERIE SALEE						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	-0.84	-0.89	-0.83	↗ +6.9%	↗ +6.5%	↔ -0.4%
Indice d'équilibre nutritionnel	37.65	37.91	37.85	↗ +0.06 pts	↗ +0.25 pts	↗ +0.20 pts
Note NutriScore/NutriMark moyenne	3.25	3.25	3.24	↗ +0.1%	↗ +0.0%	↔ -0.1%

VIANDES ET POISSONS						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	5.85	5.75	5.83	↘ -1.4%	↗ -1.8%	↔ -0.4%
Indice d'équilibre nutritionnel	1.86	1.83	2.41	↘ -0.59 pts	↔ -0.03 pts	↗ +0.56 pts
Note NutriScore/NutriMark moyenne	2.05	2.06	2.04	↗ +0.9%	↗ +0.3%	↔ -0.6%

FRAIS						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.24	1.96	2.22	↗ -11.6%	↗ -12.7%	↔ -1.3%
Indice d'équilibre nutritionnel	-2.00	-1.20	-2.33	↗ +1.13 pts	↗ +0.80 pts	↘ -0.33 pts
Note NutriScore/NutriMark moyenne	3.19	3.25	3.20	↗ +1.4%	↗ +1.7%	↗ +0.3%

FRUITS et LEGUMES						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	2.12	1.91	2.09	↗ -8.6%	↗ -9.7%	↔ -1.1%
Indice d'équilibre nutritionnel	4.71	5.98	4.92	↗ +1.06 pts	↗ +1.28 pts	↗ +0.21 pts
Note NutriScore/NutriMark moyenne	2.82	2.90	2.82	↗ +2.7%	↗ +2.9%	↗ +0.1%

Focus on product family

Global population

SURGELES						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	-1.89	-2.01	-1.82	↑ +10.6%	↑ +6.5%	↘ -3.7%
Indice d'équilibre nutritionnel	43.06	44.38	43.42	↑ +0.96 pts	↑ +1.32 pts	↘ +0.36 pts
Note NutriScore/NutriMark moyenne	3.40	3.41	3.40	↘ +0.4%	↘ +0.2%	↘ -0.2%

BOISSONS						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	0.67	0.61	0.69	↑ -10.5%	↑ -8.4%	↘ +2.3%
Indice d'équilibre nutritionnel	-21.82	-19.18	-21.47	↑ +2.29 pts	↑ +2.63 pts	↘ +0.35 pts
Note NutriScore/NutriMark moyenne	0.70	0.77	0.69	↑ +12.5%	↑ +10.1%	↘ -2.2%

EPICERIE SUCREE						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	11.78	11.10	11.63	↑ -4.6%	↑ -5.8%	↑ -1.3%
Indice d'équilibre nutritionnel	-26.12	-22.66	-24.79	↑ +2.13 pts	↑ +3.46 pts	↑ +1.34 pts
Note NutriScore/NutriMark moyenne	1.42	1.53	1.45	↑ +5.9%	↑ +8.0%	↑ +2.0%

PAINS PATISSERIES						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	3.18	2.44	2.45	↘ -0.5%	↑ -23.2%	↑ -22.8%
Indice d'équilibre nutritionnel	-4.36	-0.47	-0.83	↘ +0.35 pts	↑ +3.89 pts	↑ +3.54 pts
Note NutriScore/NutriMark moyenne	2.63	2.75	2.75	↘ +0.1%	↑ +4.6%	↑ +4.6%

- Positive impact of Nutriscore for these 4 family products
- The positive impact of Nutriscore is the most visible on the sweet grocery product family which is one of the worst product family in terms of nutritional quality

Focus on the chocolate and confectionary and on low fat products (biscuit and desert)

CHOCOLATS ET CONFISERIES						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	20.60	20.79	20.78	⇒ +0.1%	↓ +0.9%	↓ +0.8%
Indice d'équilibre nutritionnel	-64.92	-66.39	-67.30	⇒ +0.91 pts	↓ -1.47 pts	↓ -2.38 pts
Note NutriScore/NutriMark moyenne	0.24	0.22	0.22	⇒ -2.0%	↓ -9.6%	↓ -7.7%



Around 25% of the customers have bought products from these categories

BISCUITS ET DESSERTS ALLÉGÉS						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	21.26	21.29	21.27	⇒ +0.1%	⇒ +0.2%	⇒ +0.1%
Indice d'équilibre nutritionnel	-81.99	-82.42	-80.97	↓ -1.44 pts	⇒ -0.43 pts	↑ +1.01 pts
Note NutriScore/NutriMark moyenne	0.14	0.13	0.13	⇒ -2.2%	↓ -6.8%	↓ -4.7%



Around 30% of the customers have bought products from these categories

Focus on sauces, pizzas, tarts, quiches, convenience food



Around 16%, 9% and 8% of the customers (respectively) have bought products from these categories

KETCHUP, MAYO, SAUCES FROIDES						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	14.92	14.78	14.91	↑ -0.9%	↑ -0.9%	→ -0.0%
Indice d'équilibre nutritionnel	-13.01	-12.78	-12.68	→ -0.10 pts	→ +0.23 pts	→ +0.33 pts
Note NutriScore/NutriMark moyenne	0.92	0.94	0.93	↗ +1.0%	↑ +1.9%	→ +0.9%

PIZZA, TARTES ET QUICHES						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	5.01	4.85	4.91	→ -1.3%	↑ -3.2%	↘ -1.9%
Indice d'équilibre nutritionnel	0.00	0.00	0.00	+0.00 pts	+0.00 pts	+0.00 pts
Note NutriScore/NutriMark moyenne	2.19	2.19	2.19	→ +0.1%	→ +0.0%	→ -0.1%

PLATS CUISINÉS						
	NON EXPOSES	EXPOSES NutriScore	EXPOSES NutriMark	EXPOSES NutriScore VS NutriMark	EXPOSES NutriScore VS NON EXPOSES	EXPOSES NutriMark VS NON EXPOSES
Note FSA moyenne	10.61	10.50	10.46	→ +0.3%	↘ -1.1%	↑ -1.4%
Indice d'équilibre nutritionnel	-1.21	-1.03	-1.28	→ +0.25 pts	→ +0.17 pts	→ -0.08 pts
Note NutriScore/NutriMark moyenne	1.29	1.30	1.34	↓ -3.2%	→ +0.9%	↑ +4.2%

➤ Slight positive impact of Nutriscore on those product families (with a quite low nutritional quality)