**Table S1:** The list of categories and subcategories on NUSMart

| ID | Category | Subcategory |
|---|---|---|
| 1 | | Fresh fruits |
| 2 | | Fresh vegetables |
| 3 | | Frozen fruits |
| 4 | FRUITS AND VEGETABLES | Canned fruits |
| 5 | | Frozen vegetables |
| 6 | | Canned vegetables |
| 7 | | Fresh fish and seafood |
| 8 | | Fresh meat |
| 9 | SEAFOOD, MEAT, AND POULTRY | Frozen fish and seafood |
| 10 | | Frozen meat |
| 11 | | Fresh Poultry |
| 12 | | Frozen Poultry |
| 13 | | Accompaniments |
| 14 | | Noodles |
| 15 | | Pasta |
| 16 | STAPLES | Rice |
| 17 | | Legumes, Lentils, Stuffing and Sides |
| 18 | | Egg and egg products |
| 19 | | Butter and margarine spreads |
| 20 | | Cheese spreads and labneh |
| 21 | | Fresh cheese |
| 22 | | Cream, creamer and condensed milk |
| 23 | DAIRY AND EGGS | Yoghurt |
| 24 | | Cheese slices, blocks and cubes |
| 25 | | Shredded cheese |
| 26 | | Hot Cereals |
| 27 | BREAKFAST CEREALS | Cold Cereals |
| 28 | | Baking ingredients and mixes |
| 29 | BAKERY | Bread, buns and bread products |
| 30 | | Cakes, pastries and sweet goods |
| 31 | | Fish products |
| 32 | PROCESSED SEAFOOD, MEAT, AND | Meat products |
| 33 | POULTRY | Poultry products |
| 34 | | Dressings and vinegar |
| 35 | OILS, CONDIMENTS AND DRESSINGS | Mayonnaise |
| 36 | | Oils and ghee |
| 37 | | Cooking sauces |
| 38 | | Spices & Seasoning |
| 39 | | Pasta Sauces |
| 40 | SAUCES AND SEASONINGS | Pickled Condiments |
| 41 | | Stocks |
| 42 | | Table Sauces |
| 43 | | Crisps and Chips |
| 44 | | Biscuits, Crackers, Cookies and Rusk |
| 45 | | Dried Fruit |
| 46 | | Frozen Snacks |
| 47 | SNACKS | Popcorn |
| 48 | | Snack Mixes |
| 49 | | Cereal/ Energy bars |
| 50 | LEGUMES, NUTS AND SEEDS | Legumes, Nuts and Seeds |
| 51 | | Dry soup |
| 52 | SOUP | Wet Soup |
| 53 | | Caramel and Cream spreads |
| 54 | | Chocolate spreads |

| | | |
|---|---|---|
| 55 | SPREADS | Dips |
| 56 | | Honey |
| 57 | | Jam and Marmalade |
| 58 | | Nut spreads |
| 59 | | Savoury spreads |
| 60 | CONVENIENCE MEALS | Instant noodles |
| 61 | | Instant porridge |
| 62 | | Pizza |
| 63 | | Prepared meals |
| 64 | DAIRY DRINKS | Fresh milk |
| 65 | | Flavoured milk |
| 66 | | Cultured milk drinks, yoghurt drinks and laban |
| 67 | | Soy, nut and grain-based milk |
| 68 | HOT BEVERAGES | Coffee |
| 69 | | Tea |
| 70 | | Malt and other hot beverages |
| 71 | READY-TO-DRINK | Carbonated Soft Drinks |
| 72 | | RTD (Iced) Coffee |
| 73 | | RTD (Iced) Tea |
| 74 | | Other RTDs |
| 75 | | Fruit Juices |
| 76 | | Cordials and Nectar |
| 77 | SPORTS AND ENERGY DRINKS | Energy Drinks |
| 78 | | Sports and Isotonic Drinks |
| 79 | DESSERTS AND ICE CREAM | Cheesecakes |
| 80 | | Ice Cream |
| 81 | | Jellies and Puddings |
| 82 | | Halawa and Tahina |
| 83 | | Sweet sauces and syrups |
| 84 | | Compotes |
| 85 | CHOCOLATE CONFECTIONERY | Chocolate Bars |
| 86 | | Chocolate blocks |
| 87 | | Chocolate packs and pouches |
| 88 | | Chocolate boxes |
| 89 | SUGAR AND GUM CONFECTIONERY | Chewy sweets and marshmallows |
| 90 | | Lollipops and hard candy |
| 91 | | Mint and lozenges |
| 92 | | Pastilles, gums, jellies and chews |
| 93 | | Toffees, caramels and nougat |
| 94 | SWEETENERS AND SUGAR | Artificial sweeteners |
| 95 | | Natural sweeteners |
| 96 | | Sugar |
| 97 | | Sugar cubes and crystals |
| 98 | VEGETARIAN MEAT AND SEAFOOD | Plant-based meat and seafood alternatives |

**Table S2** Descriptive statistics by study completion status

| | (1) Dropout sample Mean [SE] | (2) Analysis sample Mean [SE] | p-value (1)-(2) |
|---|---|---|---|
| Age | 31.047 [0.290] | 31.694 [0.266] | 0.100 |
| Female=1 | 0.468 [0.018] | 0.488 [0.020] | 0.456 |
| Household Size | 4.902 [0.084] | 4.697 [0.079] | 0.075 |
| University degree and above | 0.722 [0.016] | 0.819 [0.015] | 0.000*** |
| Income 15,000SAR and above | 0.308 [0.017] | 0.450 [0.019] | 0.000*** |
| No disease=1 | 0.267 [0.016] | 0.407 [0.019] | 0.000*** |
| Observations | 765 | 656 | |

Note: ** $p<0.05$, *** $p<0.01$

**Table S3** Dropout rates by study arm

| | Full sample | Arm 1 | Arm 2 | Arm 3 | p-value (1)-(2) | p-value (2)-(3) | p-value (1)-(3) |
|---|---|---|---|---|---|---|---|
| Dropout rate | 0.538 [0.013] | 0.549 [0.023] | 0.514 [0.023] | 0.553 [0.023] | 0.283 | 0.226 | 0.891 |
| Observations | 1421 | 474 | 475 | 472 | | | |

**Table S4** Effects of the NS and WL on the weighted average NS point and per-serving energy and nutrients (foods and beverages)

| | weighted NS point per serving | kcal per serving | sugar per serving |
|---|---|---|---|
| NS arm | 2.53*** [1.67,3.39] | -29.5 [-164.2,105.1] | -2.10*** [-2.85,-1.35] |
| WL arm | 0.63 [-0.20,1.47] | -98.2* [-205.6,9.15] | -0.48 [-1.27,0.31] |
| Age | 0.070** [0.017,0.12] | 1.98 [-3.60,7.56] | -0.044* [-0.092,0.0038] |
| Female | 0.73* [-0.0050,1.46] | 59.9 [-35.3,155.0] | -1.11*** [-1.75,-0.47] |
| Household Size | -0.12 [-0.27,0.037] | -1.58 [-18.3,15.2] | -0.0071 [-0.16,0.14] |
| University degree and above | 0.040 [-0.91,0.99] | 76.0* [-9.77,161.7] | -0.19 [-1.17,0.78] |
| Income 15,000SAR and above | 0.15 [-0.58,0.88] | 40.8 [-65.2,146.9] | -0.0047 [-0.68,0.67] |
| taste Best=1 | 0.86 [-0.69,2.40] | 69.7 [-128.4,267.7] | -1.92** [-3.59,-0.25] |

| | | | |
|---|---|---|---|
| price Best=1 | 1.55* | 33.8 | -2.83*** |
| | [-0.097,3.20] | [-166.4,234.0] | [-4.55,-1.10] |
| health Best=1 | 2.18*** | -70.4 | -2.58*** |
| | [0.57,3.80] | [-259.9,119.2] | [-4.22,-0.93] |
| variety Best=1 | 1.89** | -35.7 | -2.48*** |
| | [0.25,3.52] | [-241.1,169.6] | [-4.27,-0.68] |
| No disease=1 | 0.68* | 86.5 | -0.64** |
| | [-0.047,1.41] | [-24.7,197.7] | [-1.26,-0.019] |
| Constant | 28.4*** | 74.9 | 12.4*** |
| | [25.8,31.1] | [-188.0,337.8] | [9.84,15.0] |
| Observations | 656 | 656 | 656 |
| $R^2$ | 0.099 | 0.024 | 0.104 |

| | sodium per serving | Saturated fat per serving | Total kcal |
|---|---|---|---|
| NS arm | -120.1 | 6.13 | -31647.1 |
| | [-604.1,363.9] | [-25.1,37.4] | [-92281.1,28986.8] |
| WL arm | 28.8 | -24.6** | -40778.0 |
| | [-713.9,771.4] | [-47.7,-1.44] | [-94524.9,12968.8] |
| Age | -3.08 | -2.04 | 750.5 |
| | [-41.3,35.1] | [-5.28,1.20] | [-2562.2,4063.2] |
| Female | -425.1 | -14.6 | 26704.9 |
| | [-1012.6,162.5] | [-47.1,17.8] | [-17086.3,70496.1] |
| Household Size | 113.1 | -4.08 | 26640.8*** |
| | [-40.4,266.5] | [-9.99,1.83] | [8473.2,44808.5] |
| University degree and above | -404.1 | 3.53 | -6416.8 |
| | [-1191.9,383.6] | [-26.0,33.0] | [-63910.3,51076.7] |
| Income 15,000SAR and above | 186.0 | 31.3* | 34872.3 |
| | [-311.8,683.8] | [-2.56,65.2] | [-13252.8,82997.4] |
| taste Best=1 | 155.9 | -2.39 | 74421.7* |
| | [-581.9,893.8] | [-34.0,29.3] | [-4333.3,153176.6] |
| price Best=1 | 169.2 | 15.7 | 48203.7 |
| | [-662.8,1001.3] | [-24.7,56.1] | [-39807.8,136215.2] |
| health Best=1 | 3.12 | 17.9 | -13141.1 |
| | [-748.7,754.9] | [-37.4,73.1] | [-75789.6,49507.4] |
| variety Best=1 | 1406.2 | 15.7 | -811.5 |
| | [-699.4,3511.8] | [-32.0,63.4] | [-72790.3,71167.3] |

| | | | |
|---|---|---|---|
| No disease=1 | -485.3** | -0.094 | 7470.3 |
| | [-927.3,-43.3] | [-29.7,29.5] | [-36963.3,51903.8] |
| Constant | 754.7 | 104.4* | -58601.6 |
| | [-1202.7,2712.2] | [-12.6,221.5] | [-170920.3,53717.1] |
| Observations | 656 | 656 | 656 |
| $R^2$ | 0.029 | 0.023 | 0.054 |

| | Total sugar | Total sodium | Total saturated fat |
|---|---|---|---|
| NS arm | -1438.7*** | -373271.7* | -7218.7 |
| | [-2090.1,-787.3] | [-761041.8,14498.4] | [-25241.0,10803.6] |
| WL arm | -404.4 | -110717.3 | -17205.9** |
| | [-1158.6,349.8] | [-674611.1,453176.6] | [-33249.0,-1162.9] |
| Age | -12.8 | 5764.0 | -530.7 |
| | [-46.3,20.7] | [-24064.8,35592.8] | [-1671.0,609.5] |
| Female | -615.9** | -183076.1 | -8035.1 |
| | [-1189.7,-42.0] | [-664583.6,298431.4] | [-22425.9,6355.6] |
| Household Size | 749.5*** | 191485.7** | 2306.1 |
| | [616.7,882.3] | [6081.1,376890.2] | [-2588.0,7200.3] |
| University degree and above | -147.3 | -246372.0 | -9583.6 |
| | [-868.3,573.6] | [-963414.6,470670.6] | [-31246.4,12079.3] |
| Income 15,000SAR and above | -198.0 | 155707.1 | 12073.9* |
| | [-742.6,346.6] | [-243453.5,554867.7] | [-946.7,25094.4] |
| taste Best=1 | -484.0 | 192075.8 | -2384.2 |
| | [-1651.5,683.4] | [-561668.3,945819.9] | [-27718.4,22949.9] |
| price Best=1 | -1302.3** | 12446.7 | -867.2 |
| | [-2507.8,-96.8] | [-706232.9,731126.2] | [-26531.2,24796.9] |
| health Best=1 | -1301.1** | -74975.3 | 1572.9 |
| | [-2449.9,-152.4] | [-803584.6,653633.9] | [-26458.4,29604.2] |
| variety Best=1 | -881.5 | 650809.3 | 847.8 |
| | [-2219.2,456.2] | [-785200.0,2086818.6] | [-29424.2,31119.8] |
| No disease=1 | -281.5 | -381164.3** | -3822.8 |
| | [-803.0,240.1] | [-683689.4,-78639.1] | [-16526.0,8880.3] |
| Constant | 2763.1*** | -149321.5 | 40005.1* |
| | [1106.7,4419.5] | [-1488676.6,1190033.6] | [-6359.5,86369.7] |
| Observations | 656 | 656 | 656 |
| $R^2$ | 0.205 | 0.044 | 0.020 |

Notes: 95% confidence intervals are in brackets. * p<0.1, ** p<0.05, *** p<0.01

**Table S5** Effects of the NS and WL on weighted average NS point and per-serving energy and nutrients (beverages only)

| | weighted NS point per serving | kcal per serving | sugar per serving |
|---|---|---|---|
| NS arm | 2.51*** | -24.5*** | -6.31*** |
| | [1.29,3.73] | [-36.7,-12.3] | [-10.1,-2.49] |
| WL arm | 1.63*** | -17.9*** | -5.02*** |
| | [0.47,2.79] | [-29.8,-5.95] | [-8.36,-1.69] |
| Age | 0.030 | 0.0012 | 0.076 |
| | [-0.042,0.10] | [-0.70,0.70] | [-0.14,0.29] |
| Female | 1.11** | -8.01 | -3.61** |
| | [0.11,2.11] | [-17.9,1.84] | [-6.58,-0.64] |
| Household Size | 0.055 | 0.18 | 0.31 |
| | [-0.17,0.28] | [-1.74,2.09] | [-0.28,0.91] |
| University degree and above | 0.10 | -3.65 | -0.068 |
| | [-1.31,1.51] | [-15.9,8.58] | [-4.18,4.04] |
| Income 15,000SAR and above | -0.17 | 5.20 | 1.37 |
| | [-1.24,0.89] | [-5.24,15.6] | [-1.97,4.72] |
| taste Best=1 | 1.08 | -9.58 | -6.02 |
| | [-1.30,3.45] | [-33.1,14.0] | [-13.7,1.62] |
| price Best=1 | 1.92 | -23.7* | -9.48** |
| | [-0.64,4.48] | [-48.1,0.69] | [-17.1,-1.87] |
| health Best=1 | 1.83 | -18.5 | -8.72** |
| | [-0.67,4.34] | [-43.6,6.55] | [-16.5,-0.96] |
| variety Best=1 | 1.10 | -15.2 | -4.50 |
| | [-1.45,3.65] | [-39.8,9.39] | [-13.0,4.05] |
| No disease=1 | -0.31 | -1.25 | 1.31 |
| | [-1.32,0.70] | [-11.6,9.11] | [-1.60,4.23] |
| Constant | 26.0*** | 129.2*** | 23.5*** |
| | [22.3,29.7] | [93.9,164.5] | [13.2,33.8] |
| Observations | 525 | 525 | 525 |
| $R^2$ | 0.053 | 0.056 | 0.067 |

| | sodium per serving | Saturated fat per serving | Total kcal |
|---|---|---|---|
| NS arm | -3.81 | -0.028 | -1326.8 |
| | [-13.8,6.19] | [-0.29,0.24] | [-3246.9,593.3] |
| WL arm | -2.65 | -0.23* | -1217.2 |

|  | [-13.2,7.92] | [-0.47,0.017] | [-3380.4,946.1] |
|---|---|---|---|
| Age | -0.34 | -0.018** | -82.7 |
|  | [-0.98,0.30] | [-0.034,-0.0024] | [-193.9,28.5] |
| Female | -2.03 | -0.041 | -2456.6*** |
|  | [-10.9,6.82] | [-0.25,0.17] | [-4171.4,-741.8] |
| Household Size | -1.76 | -0.013 | 798.4*** |
|  | [-3.91,0.40] | [-0.062,0.036] | [358.6,1238.2] |
| University degree and above | -2.61 | -0.041 | 470.9 |
|  | [-15.1,9.93] | [-0.34,0.26] | [-1833.5,2775.4] |
| Income 15,000SAR and above | -2.35 | -0.0057 | -800.2 |
|  | [-11.4,6.73] | [-0.22,0.20] | [-2603.8,1003.4] |
| taste Best=1 | 7.11 | 0.23 | -5988.0** |
|  | [-12.2,26.4] | [-0.12,0.59] | [-10616.5,-1359.6] |
| price Best=1 | 6.52 | 0.26 | -8982.7*** |
|  | [-14.3,27.4] | [-0.14,0.65] | [-13534.2,-4431.2] |
| health Best=1 | 6.56 | 0.37* | -7968.8*** |
|  | [-13.1,26.2] | [-0.029,0.77] | [-12534.9,-3402.7] |
| variety Best=1 | 6.09 | 0.22 | -6621.4*** |
|  | [-14.7,26.9] | [-0.19,0.62] | [-11554.0,-1688.8] |
| No disease=1 | 3.64 | -0.14 | -804.2 |
|  | [-5.43,12.7] | [-0.36,0.079] | [-2387.1,778.6] |
| Constant | 78.8*** | 1.53*** | 13412.3*** |
|  | [45.7,111.9] | [0.79,2.26] | [7392.5,19432.2] |
| Observations | 525 | 525 | 525 |
| $R^2$ | 0.016 | 0.023 | 0.100 |

|  | Total sugar | Total sodium | Total saturated fat |
|---|---|---|---|
| NS arm | -298.4 | -601.5 | -14.9 |
|  | [-674.0,77.3] | [-1930.4,727.5] | [-35.1,5.28] |
| WL arm | -304.2 | -513.8 | -9.96 |
|  | [-674.1,65.6] | [-2012.9,985.3] | [-35.6,15.6] |
| Age | -8.11 | -82.7** | -1.17* |
|  | [-29.1,12.9] | [-164.4,-0.97] | [-2.40,0.063] |
| Female | -533.6*** | -1138.5* | -5.18 |
|  | [-843.7,-223.5] | [-2321.9,44.8] | [-23.6,13.3] |
| Household Size | 162.2*** | 428.8** | 3.31 |

|  | (1) | (2) | (3) |
|---|---|---|---|
|  | [73.9,250.5] | [91.8,765.7] | [-0.82,7.44] |
| University degree and above | 76.2 | 237.7 | 7.69 |
|  | [-349.3,501.8] | [-1519.0,1994.3] | [-18.5,33.9] |
| Income 15,000SAR and above | -122.3 | -1029.6 | -12.2 |
|  | [-446.5,202.0] | [-2271.3,212.0] | [-32.9,8.56] |
| taste Best=1 | -958.8*** | -3037.5 | -38.7 |
|  | [-1646.3,-271.3] | [-7086.8,1011.8] | [-100.8,23.4] |
| price Best=1 | -1497.5*** | -4940.3** | -64.3** |
|  | [-2181.0,-814.0] | [-8983.2,-897.5] | [-126.0,-2.53] |
| health Best=1 | -1387.2*** | -3969.6** | -48.1 |
|  | [-2061.2,-713.2] | [-7928.4,-10.8] | [-108.5,12.4] |
| variety Best=1 | -872.2** | -3472.5* | -51.6* |
|  | [-1719.8,-24.6] | [-7576.1,631.1] | [-112.7,9.58] |
| No disease=1 | -14.6 | -178.5 | -16.2* |
|  | [-310.8,281.7] | [-1296.3,939.3] | [-33.2,0.69] |
| Constant | 1983.4*** | 8177.6*** | 121.6*** |
|  | [1004.3,2962.5] | [2757.4,13597.8] | [38.4,204.8] |
| Observations | 525 | 525 | 525 |
| $R^2$ | 0.112 | 0.063 | 0.041 |

Notes: 95% confidence intervals are in brackets. * p<0.1, ** p<0.05, *** p<0.01

**Table S6 Post-Study Survey Results**

|  | Control | Warning | NS |
|---|---|---|---|
| **1. NS Introductory video** |  |  |  |
| 1-1. The percentage of the NS arm participants who reported to watch the video. | N/A | N/A | 86% |
| 1-2. The percentage of the participants who watched the video (1.1) correctly answered the question asking what the video is about. | N/A | N/A | 56% |
|  |  |  |  |
| **2. FOP labels** |  |  |  |
| 2-1. The percentage of participants who chose the correct label design they recalled seeing in their shop. | NA | 73% | 78% |
| 2-2. The percentage of participants who watched the video (1.1.) correctly answered the question asking if NS D label best applies to either Coca-Cola classic or a fresh apple. | NA | NA | 90% |