



How Supermarkets Can Support Consumers in Making Sustainable Food Choices

Toolkit for Food Retailers



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About the SUCCESS project

The SUCCESS project examines how food retailers in Belgium, Finland and Poland can help consumers be more sustainable in their food behaviour, and how other stakeholders can also support this.

The two areas targeted are increasing plant-based consumption (and/or reducing animal-based consumption), and reducing food waste.

The project consisted of compiling food retailer initiatives in these two

target areas into a database, conducting plant-based nudging experiments in supermarkets, implementing sustainable shop and cook workshops with consumers, interviewing consumers, retailers, food manufacturers, policymakers, and NGOs, and surveying citizens about their preferred food retailer initiatives in these areas and how they imagine sustainable food retailers should look like. This toolkit presents actionable insights for food retailers to support consumers in being more sustainable.



How Can Retailers Help Consumers to Eat More Plant- based?

Lessons Learned from
Belgium, Finland and Poland



Increase the Offer of Plant-based vs. Animal-based Products

Set targets and monitor progress

Targets

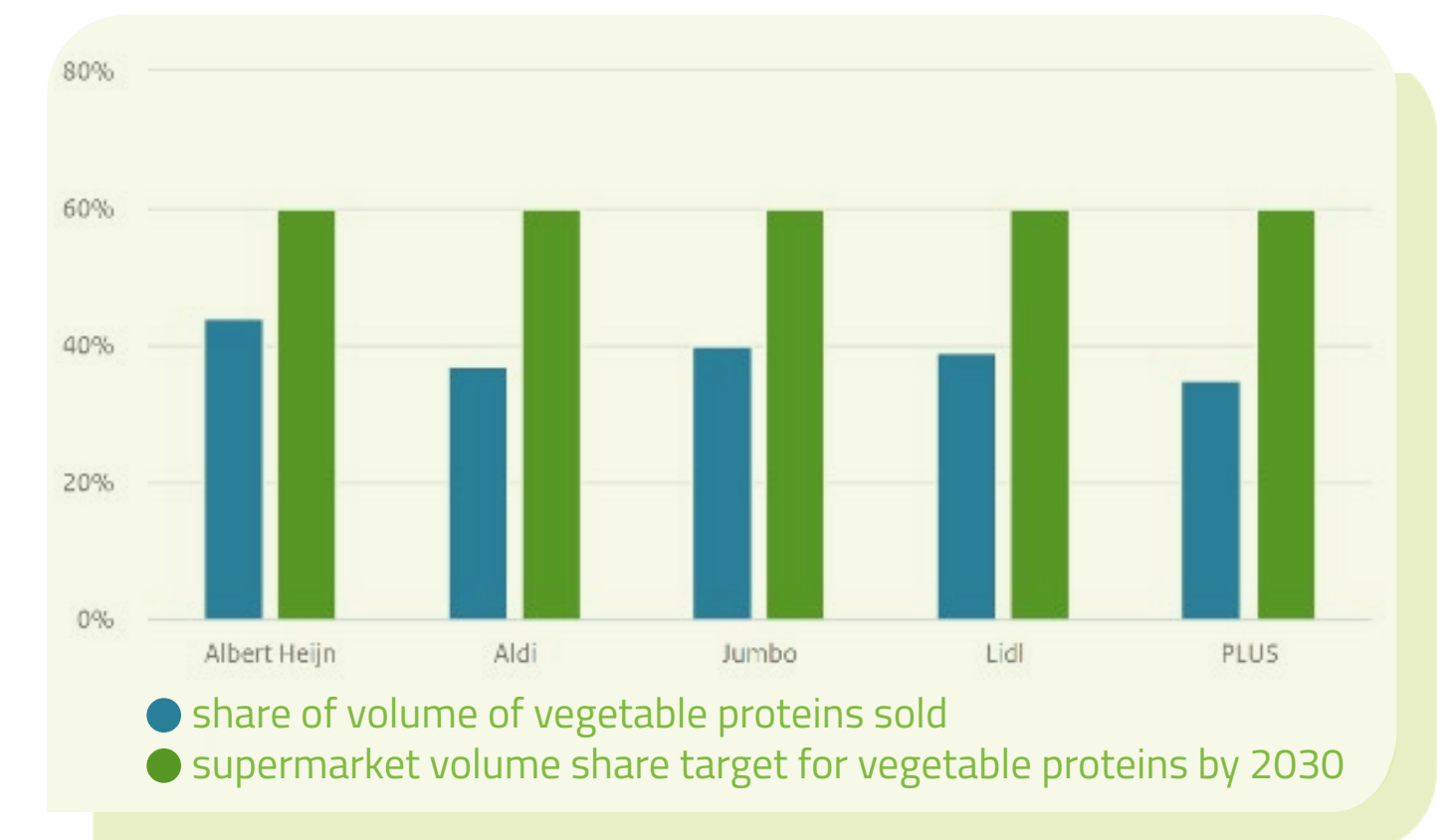
- Albert Heijn committed to achieving 60% plant-based protein share of all protein sales by 2030.
- Lidl BE set a target of 20% of plant-based protein (legumes seeds and vegan meat and egg alternatives) by 2030, aiming to double their sale of plant-based protein by 2030)
- S Group in Finland aims for at least 65 % of the food they sell to be plant-based by 2030.

Targets

- Questionmark started the Superlist project monitoring the sustainability of supermarkets in 2019 in NL, expanded to UK, BE, DE (2025).
- Based on Questionmark's expertise, the Dutch Ministry of Agriculture, Nature and Food Quality launched

a public dashboard in 2024 that provides insight into supermarkets' progress on sustainability.

- The hope is that this reporting initiative will be expanded to other countries.
- One mechanism of this reporting can be the EU's Corporate Sustainability Reporting Directive, which requires ~50K companies (including food retailers) to report GHG emissions across the value chain.



% of vegetable protein products sold as a % of volume sold for all protein products in 2023 in the Netherlands

2

Collaborate with Other Actors

Technological start-ups and larger manufacturers collaborate to facilitate upscaling of production

The global frozen food giant McCain foods is partnering with the start-up Nuggs who use textured pea protein to make plant-based chicken nuggets.



Danone's corporate venture arm Danone Manifesto Ventures has taken a minority stake in Imagindairy, an Israeli startup making 'animal-free' dairy proteins via precision fermentation (using microbes instead of cows).

Plant-based platforms

Platforms such as [EIT Food](#), [Pro Veg](#) ([Belgium](#), [Poland](#), [Finland](#)) and the [Good Food Institute](#) can help connect stakeholders.



Learning Network for future-proof supermarkets

Provides a precompetitive context for Belgium's 5 largest food retailers to exchange knowledge on sustainability initiatives. In 2025 they will work with Rikolto to improve the sustainability of two supply chains.



Co-funded by the European Union



Co-funded by the European Union

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Offer Discounts on Plant-based Products

Price parity

Lidl (BE) has permanently lowered the prices of plant-based meat and dairy alternatives to the level of the animal variant. Following this pricing change, vegan product sales increased 30%.

Albert Heijn has pledged to offer a concentration on plant-based meat alternatives that are no more expensive than their animal-based counterparts.

International Day Without Meat

Many supermarkets offer discounts for meat alternatives around Veganuary and International Day Without Meat – e.g. Carrefour and Lidl in Poland, Delhaize in Belgium.





Promote More Affordable Plant-based Food

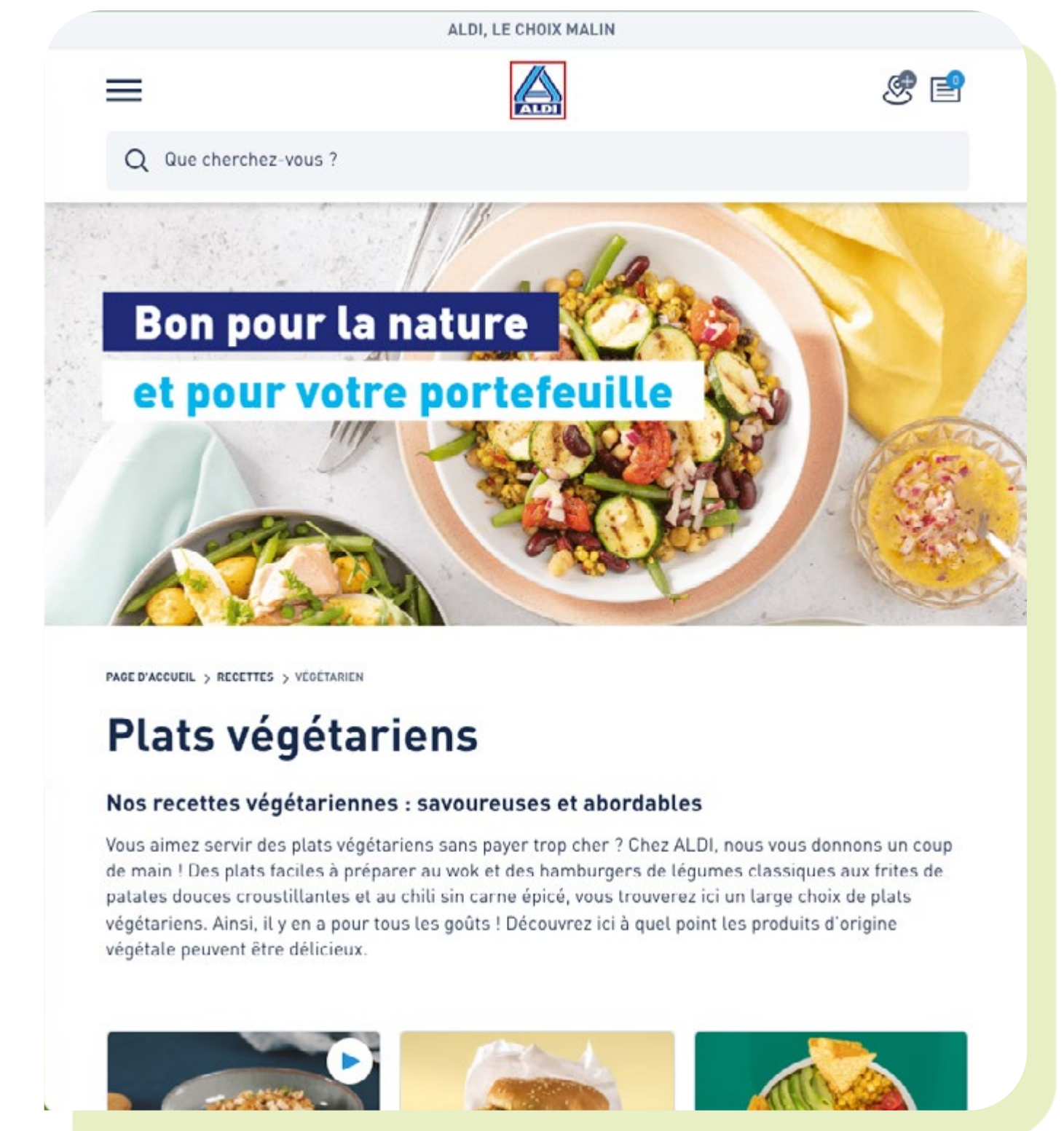
Discounts on seasonal produce

From January 2023, S Group launched the *Alle euron hevit* campaign in Prisma stores and S-markets, where seasonal vegetables cost less than one euro per kilogram, box, bag or piece.



Affordable recipes

ALDI in Belgium has provided affordable vegetarian recipes [online](#).

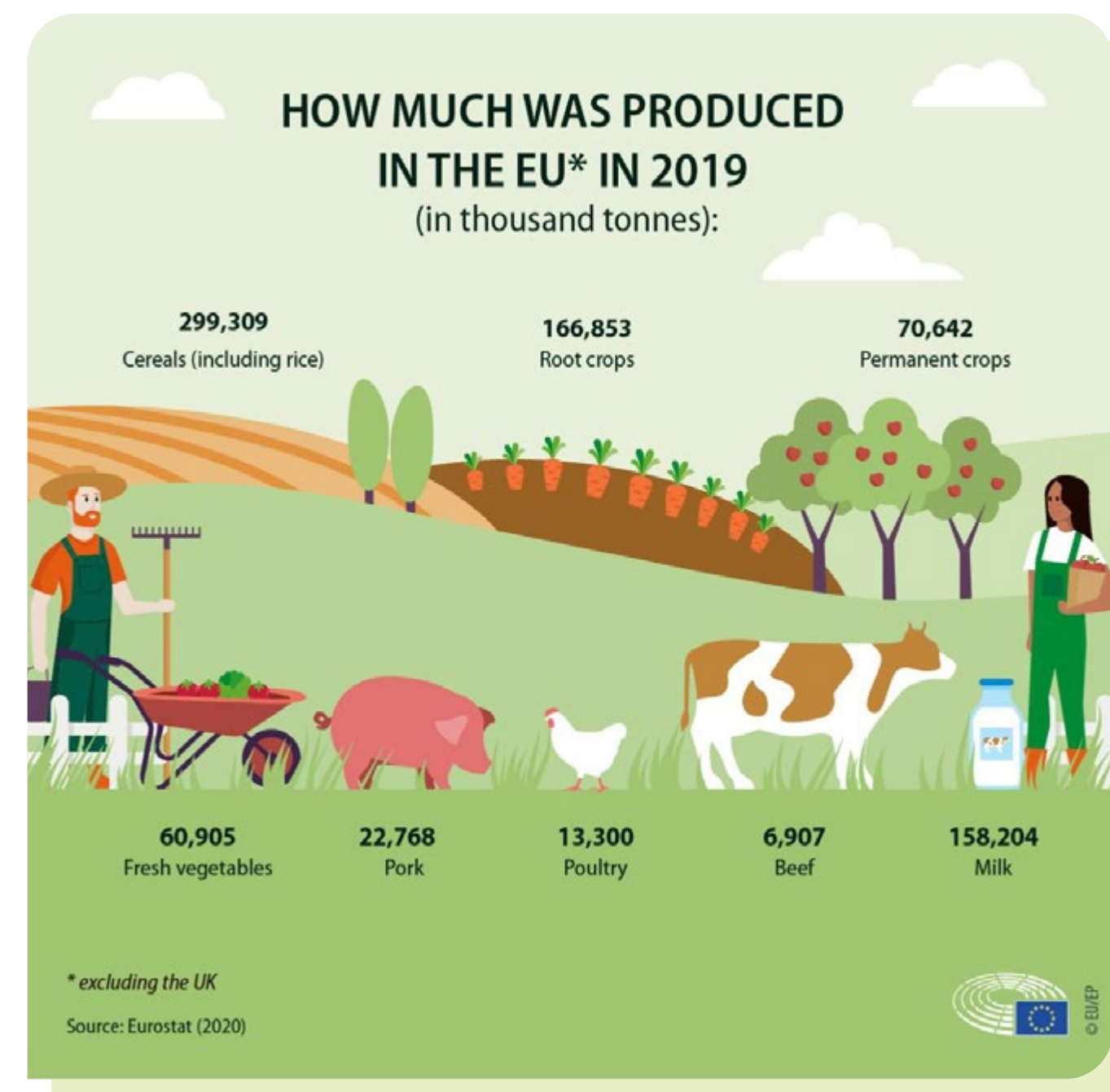


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Call Upon Policymakers to Rebalance Subsidies & Taxes on Plant- vs. Animal-based Food

Subsidies

- 82% EU's agricultural (CAP) subsidies (€46 billion) are for meat and dairy (including feed).
- Subsidies increase intake of fruit and vegetables by up to 14%.



Taxes

- Meat tax of <5% would not disproportionately burden low-income consumers if:
 - Tax proceeds are returned to consumers (works even as equal per capita payments, but reduces inequality even more when targeted at low income).
 - Tax revenues are recycled via VAT rate reductions for fruit and vegetables (but less effective than the above option).
 - Taxes per unit or based on the average carbon intensity of meat types is presumed to be more effective at lowering emissions (if it's proportional to price then people will switch from high to low quality meat).
- General consumers in DE, FR, NL would support a meat tax of 20-57cents/100g meat depending on the type of meat.

6

Make it Easier to Find Sustainable Food

Placement

Place sustainable foods such as seasonal fruit and vegetables at the front of the grocery store (e.g. S Group (FI)).

In more evolved markets, put plant-based alternatives next to animal-based versions

Studies have shown that putting plant-based meat alternatives next to their meat counterparts in supermarkets increases their sales. Doing so makes the alternatives more visible and normalises them as a protein choice.

Bio-Planet (BE) is committed to giving plant-based products at least an equal place next to animal-based products. Both in breadth and depth

of the range, location in the store, promotions and communication.



In less evolved markets, place them in a designated area

Implement “veggie” shelves in specific locations to make it easier for consumers to find all vegan and vegetarian products available in the store. For example, in 200 Kesko stores (FI) the shelves are green, and located next to the meat section.

6

Make it Easier to Find Sustainable Food

Create plant-based mealkits to increase convenience

Retailers such as Albert Heijn packages ingredients for a plant-based meal together to increase the ease of preparing plant-based dishes.



Meatless counters

Some Warsaw branches of the Carrefour chain, in cooperation with the Bezmięsny brand, introduced meatless counters in Poland, providing a wide selection of vegan meat and cheese.



Image translation:
Meatless counter for the first time in Poland.



Offer Smaller Meat Options

Larger vs. smaller portions

Reducing meat portion sizes in stores can help people consume less meat because people tend to purchase according to the available portion size, and not according to a set quantity.

This graph from the [Superlist Belgium project](#) shows the percentage of different meat portions that different supermarkets sell, with Colruyt (BE) selling relatively more smaller meat portions compared to other supermarkets, and Lidl (BE) selling relatively more larger meat portions.

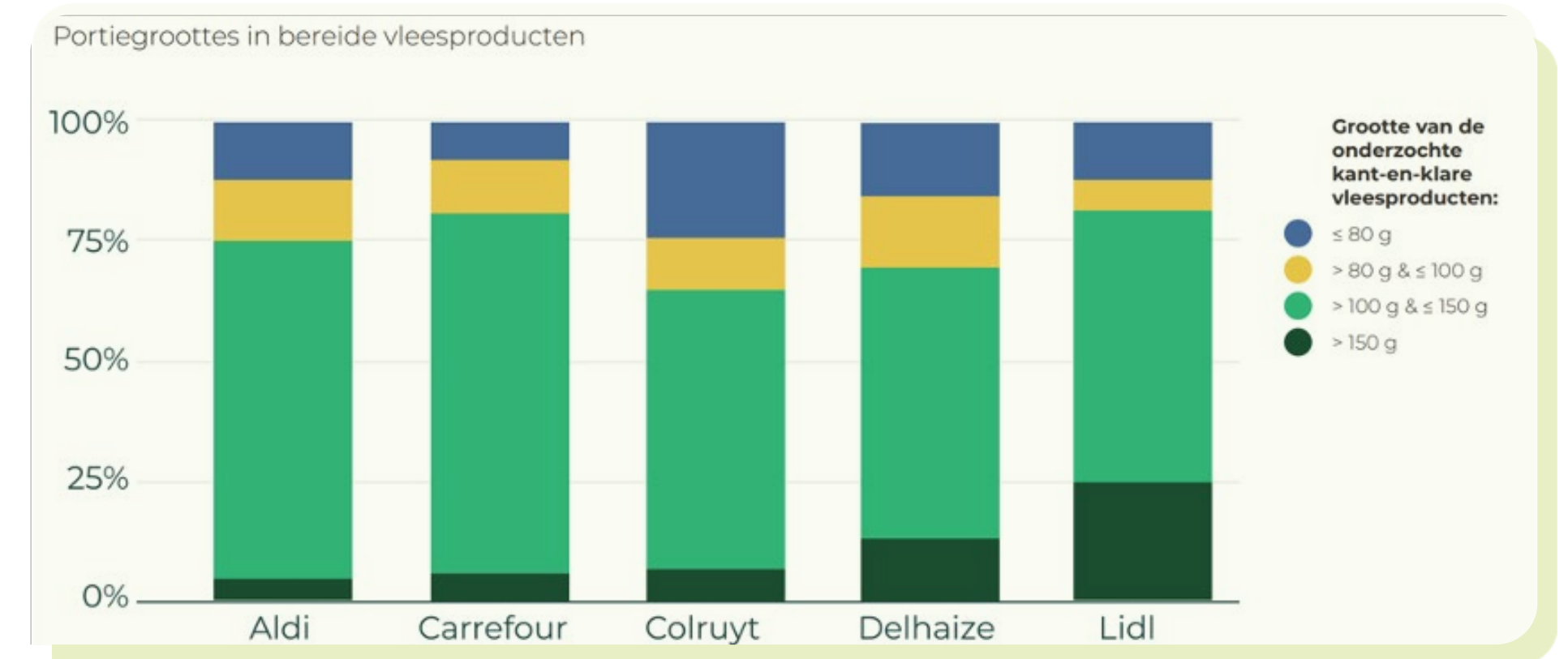


Image translation:
Portion size in prepared meat products (heading). Size of the ready-to-eat meat products examined (legend text).

7

Offer Smaller Meat Options

Consumers prefer smaller meat options

When Colruyt (BE) offered consumers the choice of 100g, 125g and 150g (default portion) of sausages, 63% of consumers bought a smaller portion (100 or 125g) than they normally would have (default 150g portion).



100g	125g	150g
recommended		default
30%	33%	37%

8

All Actors Can Educate About Plant-based Eating

Plant-based recipes

They can often be found on supermarket websites and in magazines:

Poland

- Biedronka offers tips for plant-based diets with their [GoVege initiative](#).
- Food Bank Olsztyn ran workshops with consumers about sustainable eating.

Finland

- S Group's *Yhteishyvä* magazine focuses on increasing the use of vegetables and fish in meals, along with cooking videos and courses.
- S Group also published a new [Ässäkokki recipe](#)

[booklet](#) with the Martat (Martha) Association, encouraging children, young people and families to choose meals that are healthy for them and the planet, featuring plenty of seasonal vegetables.



Text translation:
Plant challenge with Go Veggie

Belgium

- Lidl offers [vegetarian recipes](#).
- Colruyt promotes a “fifty-fifty diet”, encouraging customers to enjoy

- animal-based products half the week and plant-based products the other half. Their [website](#) features benefits of this diet, guidelines, recipes, workshops, and meal planners: Eat more plant-based: go for ‘fifty-fifty’.
- Bio Planet has [vegan and vegetarian recipes](#).
- Carrefour offers a variety of [vegetarian recipes](#).
- Delhaize also provides [vegetarian recipes](#).

Many supermarkets run Veganuary campaigns, like Biedronka in Poland and S Group in Finland, where people can register for a vegan challenge and receive daily recipes, practical tips and [support](#).



All Actors Can Educate About Plant- based Eating

Including
Towards
Children



Workshops

- Delhaize has teamed up with GoodPlanet to educate school students about sustainable eating via [cooking workshops](#) and online games.



Cooking courses

S Group is working with Martat (Martha) Association to run [Ässäkokki cooking courses](#) for children, based on seasonal vegetables to understand the importance of fresh, local produce.

Campaigns

Lidl has partnered with WWF in Poland to create an [educational campaign](#) called “A planet-friendly diet”, aimed at teaching children and families about making sustainable food choices.



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Offer Tools to Inform About the Environmental Impact of Food

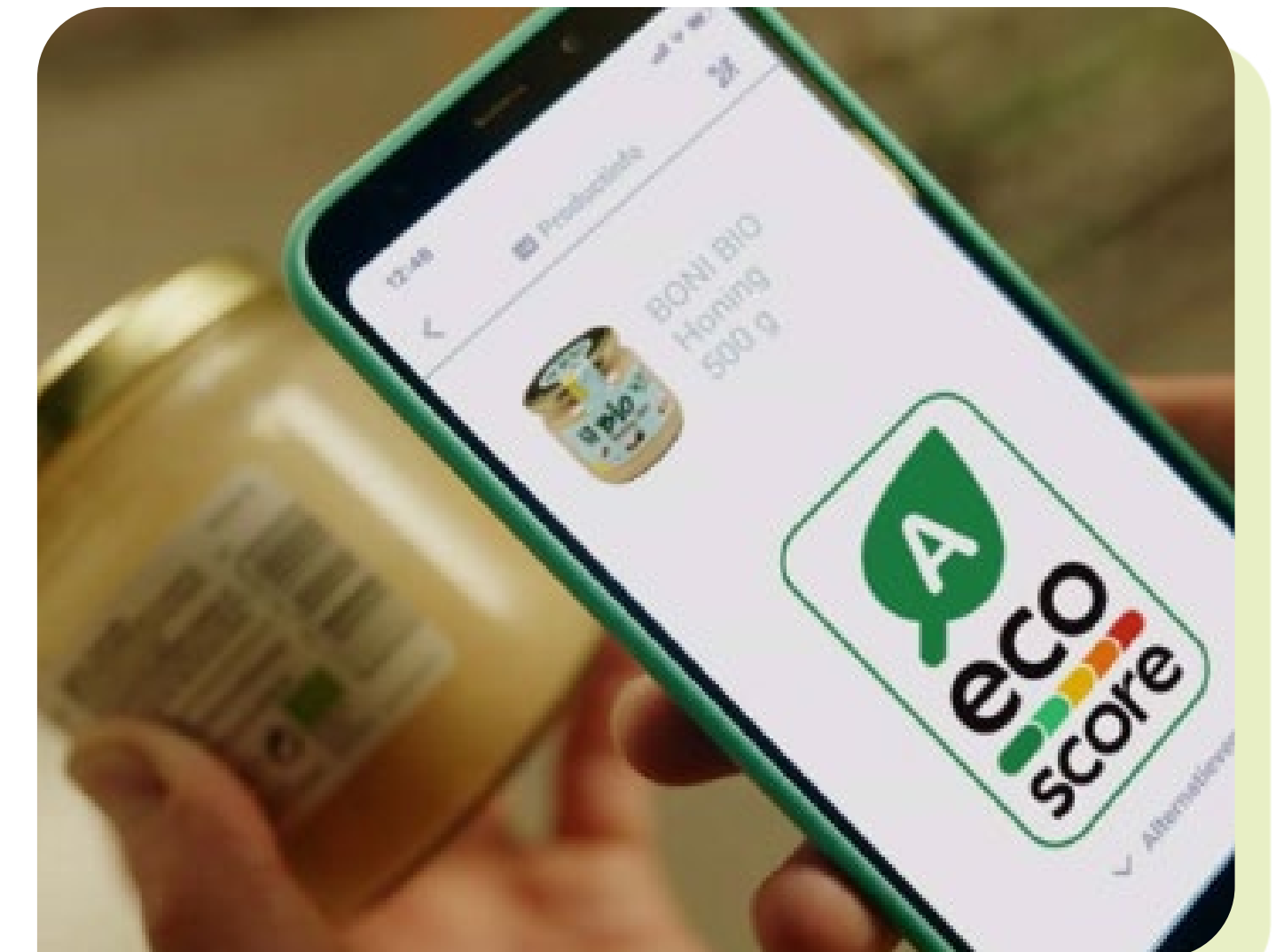
Carbon footprint calculator

In Finland [S Group](#) and [Kesko](#) offer carbon footprint calculators that calculate the carbon footprint of foods purchased and suggest more sustainable alternatives.



Colruyt's Eco-Score

It is an environmental impact food label that summarises the ecological impact throughout the life cycle of a product. It is displayed on many of Colruyt's private label food products and also associated with the [Colruyt Xtra app](#). This allows people to scan the products to receive a more detailed break-down of the score, or to receive the most up-to-date information.



10

Combine Different Strategies in One Intervention

Convenience via mealkits



+ Recipe



+ Environmental impact information



mealkit & info



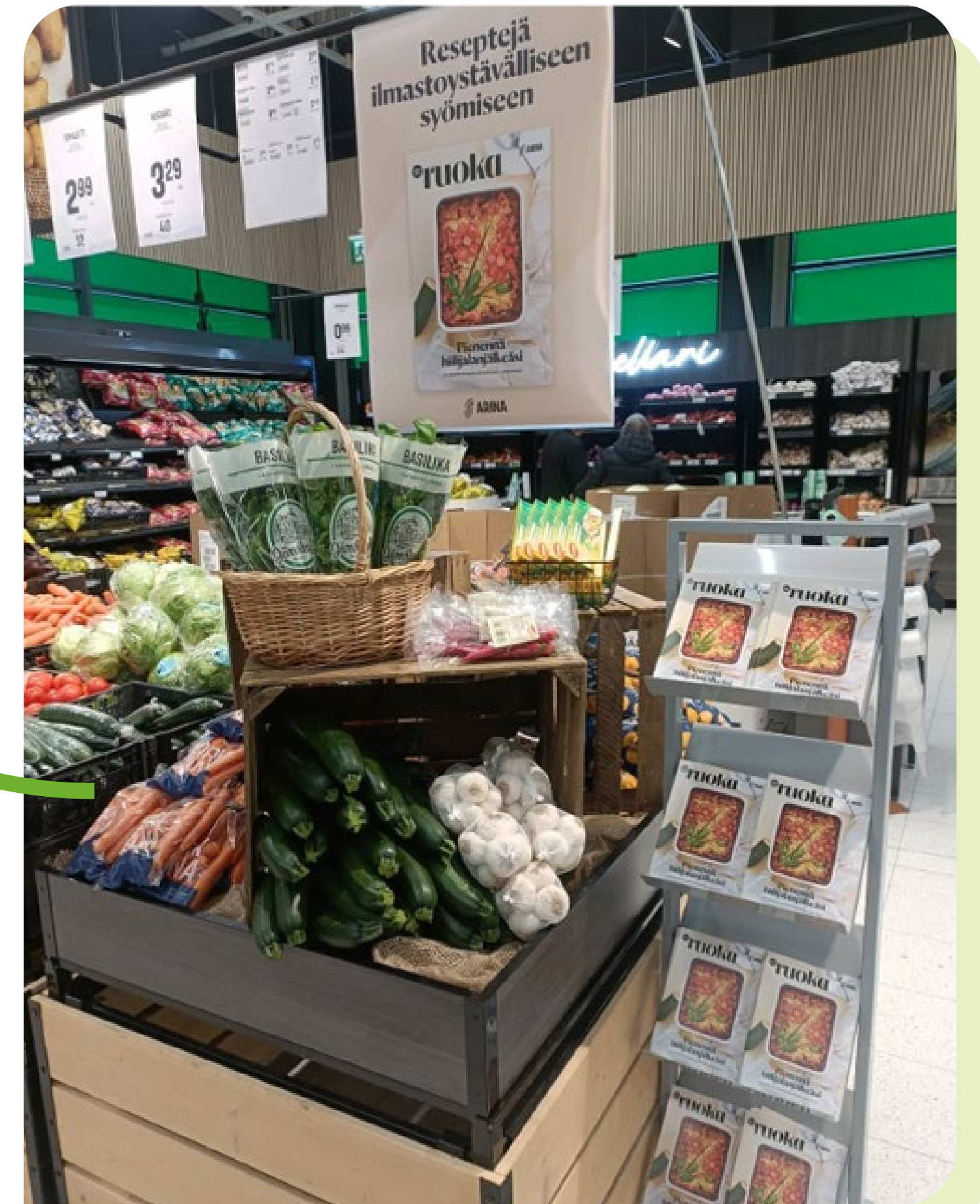
The SUCCESS project showed that a combined 2 month intervention increased sales of meal kits and plant-based products in Carrefour (BE).
Similar results found in a controlled lab setting.

10

Combine different strategies in one intervention

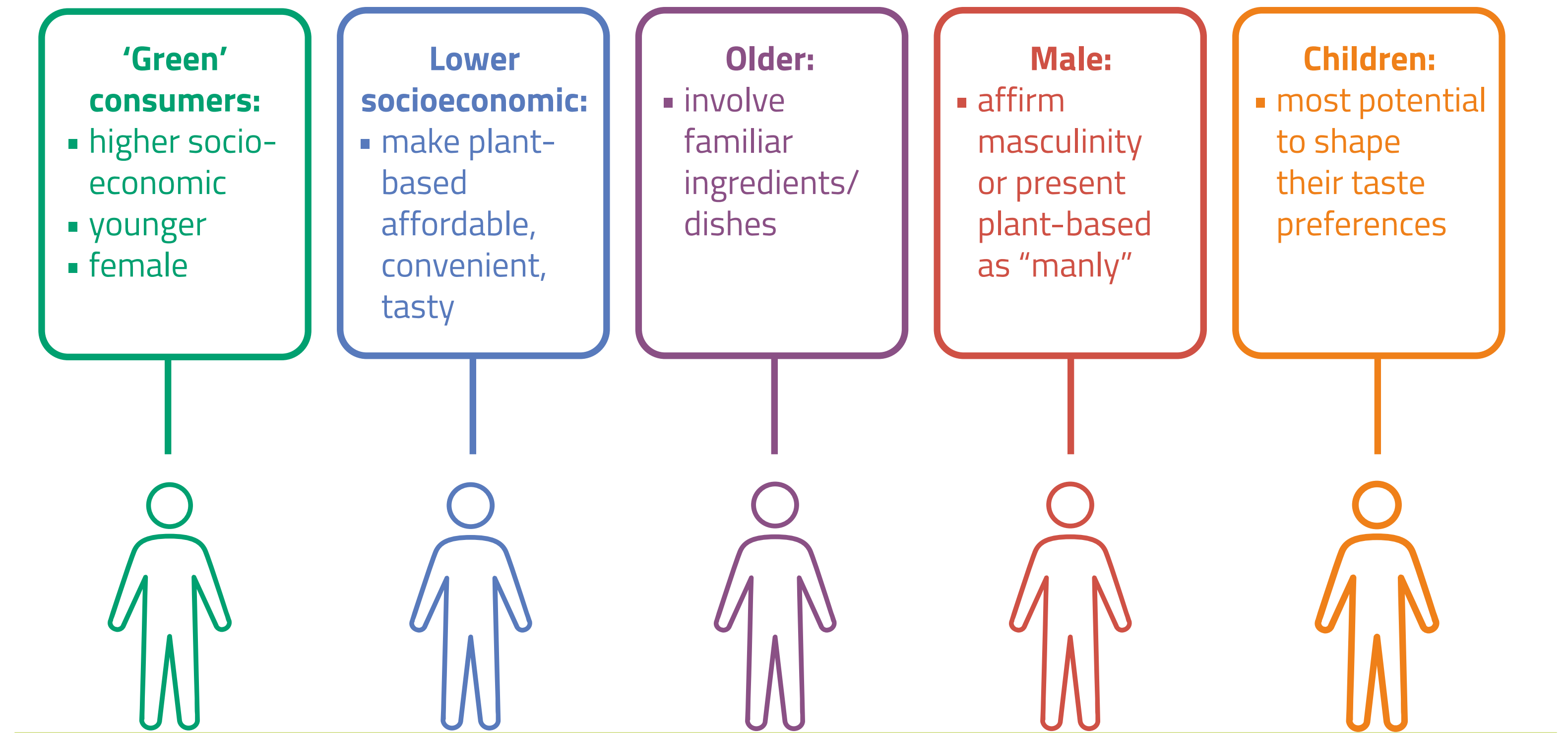
S Group (FI) combined intervention

- The SUCCESS project tested a 4-week intervention of plant-based recipes with all ingredients placed in the same section of the retailer.
- Increase in the purchases of plant-based protein options were noticed in several customer groups during the intervention, including e.g. Gen Y female and Gen X female and male customers with no prior plant-based purchases.
- Long-term behaviour change may require continuous support actions.



11

Target Plant-based Differently to Different Segments



11

Examples of “Imperfect” Consumer Profiles in Finland



Health-conscious Mark

- Prioritises healthy and domestic foods
- Values sustainability but struggles with judging what is truly sustainable
- Willing to explore and replace red meat with white meat or plant-based options



Environmentally conscious Claire

- Deals with time constraints due to work and social commitments
- High level of awareness and attention to sustainable options
- Price barriers hinder consistently choosing sustainable options
- Willingness to experiment with new recipes and plant-based options



Family-oriented Ellie

- Overwhelmed by information and abstract sustainability claims
- Feels responsible for influencing her family’s food choices
- Active engagement with food blogs and social media to find sustainable choice
- Sensitive to prices

12

Increase Product Offer in Retailers to Suit Different Segments

Plant Hunter

- In Poland, Żabka's Plant Hunter range associates plant-based eating with masculinity
- The Plant Hunter range features traditional and family favourites to cater to different segments – e.g. plant-based “chicken” cutlet, spaghetti Bolognese, and “chicken” tagliatelle



13

Improve Marketing of Plant Foods

Magical Vegetables Campaign

Delhaize launched this campaign in 2018 by creating a magical world around vegetables and giving them fascinating names. This resulted in a 89% increase in sales of the target vegetables, 13% increase in sales of vegetables overall, and 35% increase market share year over year among families with young kids.



Junk Fruit Campaign

In 2018 Delhaize launched its Junk Fruit campaign focused on convenient ways consumers could eat more fruit. Sales of fruit increased over 200% when combined with a promotion of 50% discount for a second product.



Image translation:
The Bingeberries. Are you ready for your new addiction?



How can retailers help consumers to reduce food waste?

Examples from Belgium, Finland and Poland

1

Encourage Consumers to Buy Food That Would Otherwise Be Wasted

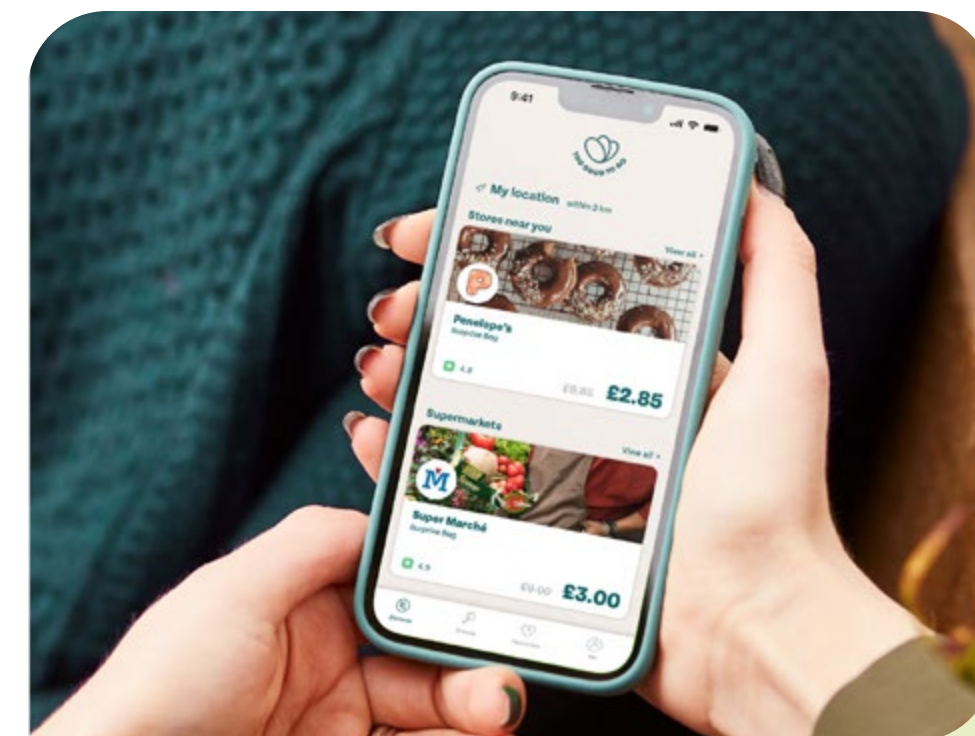
Offer discounts on foods nearing their expiry date

Move these items to dedicated shelves to make them easier for consumers to find. Furthermore, Lidl in Belgium donates the revenue from these discounts to local food banks, demonstrating a commitment to community support.



Collaborate with apps...

...that facilitate the purchase of discounted items approaching their expiry date. (e.g., [ResQ app](#) in K-Citymarket, [TooGoodToGo app](#) with Auchan in Poland and Carrefour Cora, Match, Makro and Smatch in Belgium, [Happy Hours Market app](#) with various supermarkets in Brussels.



Sell imperfect or overripe fruits and vegetables in separate bags at discounted prices

Stores like S Group or Carrefour have successfully implemented this strategy to reduce food waste while offering consumers value.



2

Inform Consumers About Preventing Food Waste

Explain to consumers the difference between “best before” and “expiry” dates or show how to check food after the “best before” date by using their senses (“look, smell and taste”).

Provide helpful info on packaging

Food manufacturers, sometimes in collaboration with TooGoodToGo, add this information also on product packaging of many products to inform consumers.



Smart preparation and storage

Provide tips on how to prepare and store food to minimise waste. The following

stores provide helpful advice on their websites or in magazines (e.g.: [Delhaize](#); [Netto](#); [Biedronka](#)).

For the last 3 years Biedronka (PL) has distributed “Good Bags” printed with instructions on how to store certain foods. Proceeds are donated to food banks.



Collaborate to educate

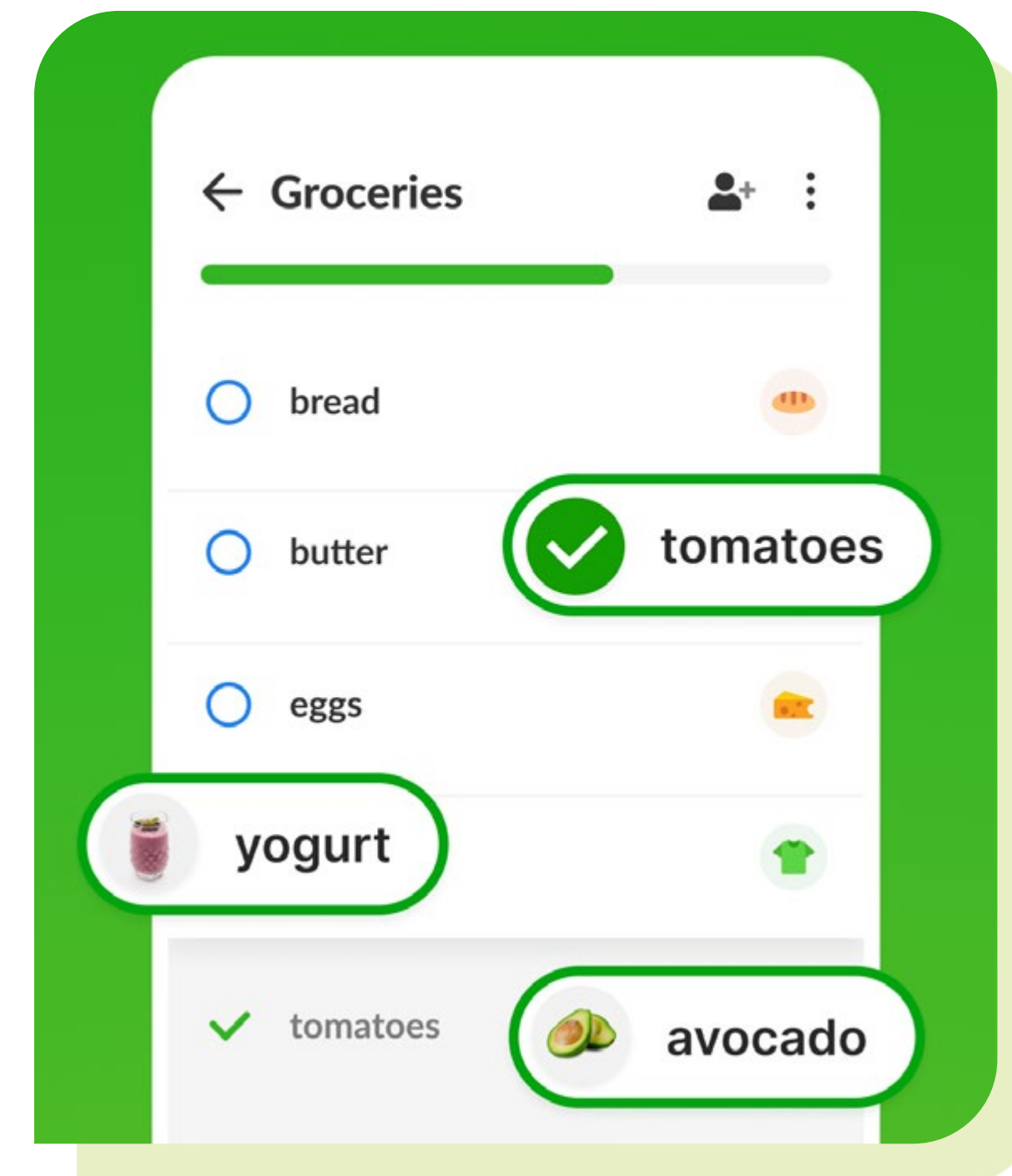
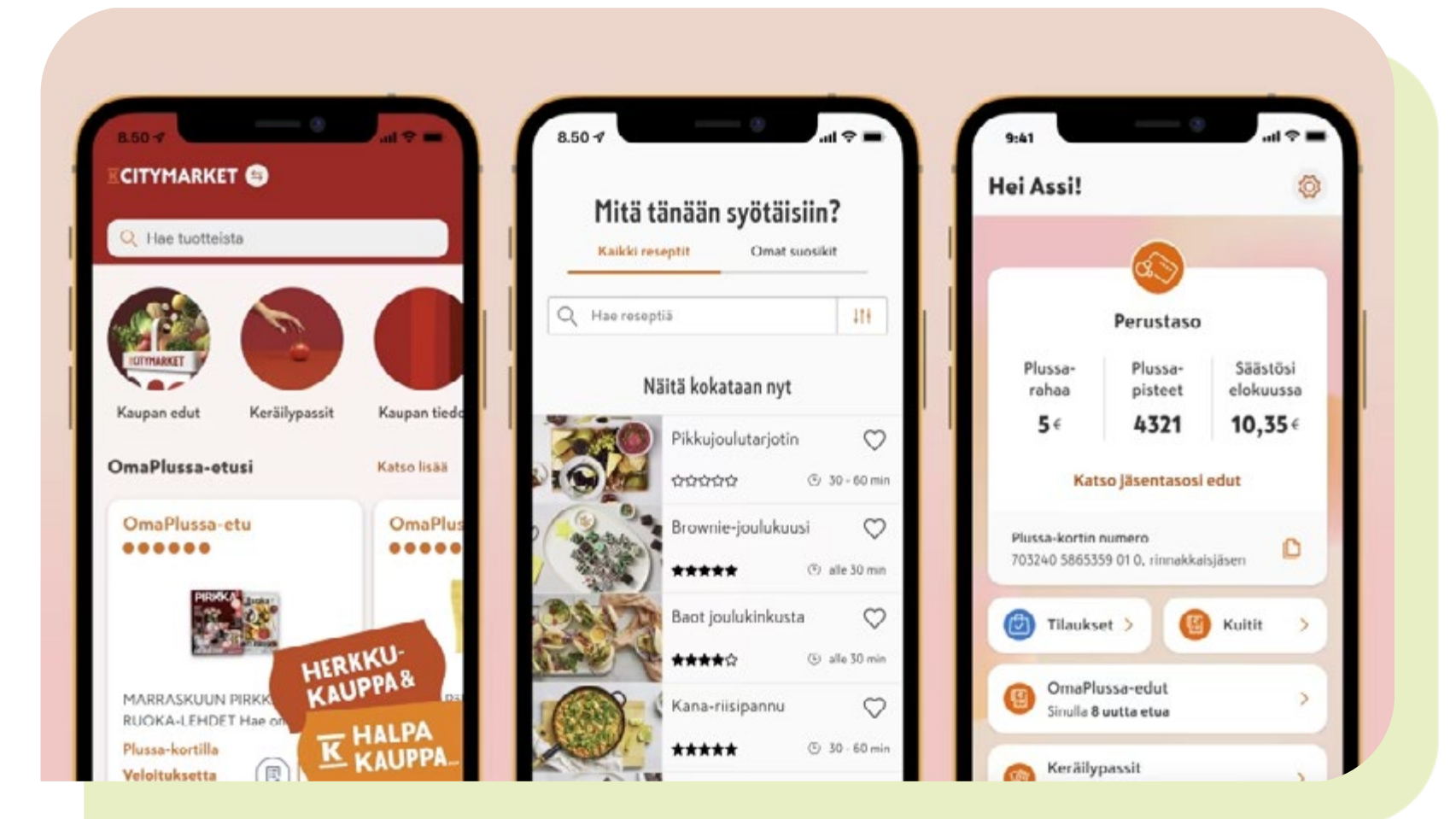
Individual retailers like in Auchan (PL) partnered with Food Bank Olsztyn to run a series of workshops to promote food waste reduction, including zero-waste recipes, cutting techniques and other cooking tips.

3

Make It Easier for Consumers to Plan Their Shopping

Shopping list apps

Shopping list apps provided by supermarkets (e.g., [Kesko S group](#), or [Colruyt](#)) can help consumers effectively plan their shopping trips. These tools make it easier for shoppers to avoid purchasing excess food, contributing to reducing food waste. They may also benefit from AI to personalise the shopping list and propose items that are purchased often.



4

Offer Non-Bulk Packaged Produce or Smaller Packaging

Smaller quantities of food can help reduce food waste

Allowing consumers to buy smaller quantities of food can help them to reduce food waste, particularly of bread, fruits and vegetables, which are some of the foods more commonly wasted.





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Project website

SUCCESS

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