



+253%

+125%

Sustainable Nudging Report

A comprehensive report on how to drive organic sales in retail with effective nudging techniques.

+83%

+15%



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THE EUROPEAN UNION



**ORGANIC
IN EUROPE:**
Part of the solution



Executive summary



The Sustainable Nudging Report presents insights and recommendations from experiments in the Netherlands, Finland, Sweden, and Flanders. The report offers actionable insights for retailers, food companies, and NGOs. The report aims to promote organic purchases through behavioural interventions, drive sustainable food consumption and build better food environments.

The interventions encompassed strategic product placement to enhance visibility, point-of-sale reminders to encourage organic choices, and positively framed messages that reinforce sustainable behaviors. These strategies significantly boosted organic sales, demonstrating scalability across diverse contexts.

The report supports the EU's goal of converting 25% of farmland to organic by 2030, aiming to reduce pesticide use, enhance biodiversity, ensure cleaner water, and provide healthier food. This collaborative effort among Bionext, Pro Luomo, Organic Sweden, and BioForum is part of the EU-funded project Nudging Organic

KEY RESULTS FROM EACH COUNTRY

The Netherlands

In the Netherlands, targeted nudges in supermarkets, such as placing organic fruits, vegetables, and meat products in prominent locations and employing positive framing, achieved sales growth of up to 125% for organic produce and 127% for meat products.

Finland

Finland's experiments with repositioning organic carrots at key store locations and using promotional materials led to a 253% sales increase during the first intervention week. Gamification techniques tested for organic milk sales yielded a modest 18.7% growth despite market challenges.

Sweden

Sweden's experiments highlighted the impact of product association and positive messaging. Placing organic oats next to apples and fruit drinks near citrus led to sales increases of 65% (organic oats) and 164% (organic fruit drinks), respectively.

Flanders

Belgium achieved a 33% sales increase for targeted vegetarian products by using positive framing and highlighting organic benefits.

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SÄG HEJDÅ TILL
278 E-NUMMER

I Sverige är 334 E-nummer tillåtna
men bara 56 i ekologiska livsmedel.

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The project

Nudging Organic is a three-year project funded by the European Research Executive Agency (REA), running from February 2022 to January 2025. The campaign is coordinated by Bionext in the Netherlands, with additional beneficiaries Pro Luomu in Finland, BioForum in Flanders and Organic Sweden in Sweden.

Under the common slogan “Organic in Europe: part of the solution”, each national organisation aims to improve the recognition and trust of the EU organic logo and increase sales of organic food products in their country. In start, distinct campaign concepts were developed, each tailored to the specific country. While visual expressions, tone of voice, and photography may vary, the core message remains clear: organic products offer numerous economical, social and ecological advantages, and are a positive, solution-oriented choice for consumers.

LOGOS OF PARTICIPATING ORGANISATION:



What is nudging?

Nudging is a concept derived from economics and behavioral sciences, where decision-making situations are structured in a way that makes it easier for individuals to choose more responsible or healthier options.

A nudge is an intervention that maintains freedom of choice but steers people in a certain direction. Nudging guides people's behavior without coercion or direct commands, making it an effective tool to promote more sustainable consumption patterns, such as increasing the sales of organic products.

For example,

- Highlighting organic products with clear, easily recognizable labels helps consumers identify them quickly.
- Positioning items at eye level or near checkout areas can enhance their visibility and appeal, encouraging customers to choose them over other alternatives.
- Communicating that many other shoppers have chosen organic products leverages social proof.

Nudging focuses specifically on changing behavior rather than attitudes. Price campaigns or other changes in pricing are not considered nudging.

How is nudging different from traditional in-store marketing?

Creating value for and benefit for...	Nudging in stores	In-store marketing
Store Increased sales through changing the store environment based on knowledge of customer behaviour.	YES	YES
Consumer Improves consumer behaviour in the short and long term with respect to willingness to eat more sustainable and more healthy.	YES	NO
Society Providing solutions to societal challenges (e.g. public health, better environment and climate).	YES	NO
Price reduction	NO	YES/MAYBE

Opportunities

In this project, nudging strategies in the organic sector have been explored. The focus was on subtle interventions that influence consumer behavior towards organic products without restricting choice. In-store nudging techniques, such as product placement and visual cues, have been used to increase organic product sales, showing that nudging can be effective when aligned with consumer values. Techniques like signage help simplify decision-making and make organic options more appealing. Positive framing and social proof, which link organic choices to sustainability and health, are also important. The project highlights the importance of simplicity in nudging, making organic options more visible and accessible. These findings suggest that nudging can promote organic products effectively, but its success depends on aligning strategies with consumer behavior and preferences.



Challenges

Nudging in the organic sector faces several challenges. Its effectiveness can vary depending on consumer awareness and engagement. While techniques like product placement can increase organic product sales, they may not reach all consumers equally. Additionally, nudging strategies need to be carefully tailored to avoid confusion or resistance. Overuse of nudges can lead to diminishing returns as consumers may become desensitized to the signals. Nudging must also be combined with other strategies, such as education and clear communication, to be truly effective. Pricing remains a strong influencing factor on consumer behaviour, which nudging alone may not overcome. These challenges show that while nudging has potential, it must be carefully executed and integrated into broader strategies to succeed.



NUDGING EXPERIMENTS OF

NETHERLANDS

Messaging and more space

Nudge: **Fruit and vegetables**

Stores: **10**

Where: **Netherlands**

Year: **2022**

in 2022, the first campaign peak took place. As part of this peak, multiple interventions in communication and space for Vegetables & Fruit were carried out over 10 weeks. These nudging actions were implemented in a total of 10 stores across 2 retailers: Jumbo and Albert Heijn. In the organic staircase these product are at the bottom, thus a good way to start the organic nudging journey. The aim was to map the triggers and barriers in purchasing behavior in communication and space allocation to the product group of organic vegetables and fruit.

HYPOTHESIS

More communication and space will result in significant more sales.

NUDGING TOOL TESTED

The nudging techniques were employed based on previous behavioral insights and communication techniques.

These included:

- Visibility
- Positive Framing
- Social Norm
- Reassurance



Results on messaging and more space

These techniques were reflected in various shelf tags, some featuring appropriate images, with messages such as:

- "Thank you for choosing organic."
- "Choose taste, choose organic."
- "95% of people choose organic."

In the supermarkets, several nudging interventions were placed in the organic vegetables and fruit section. Two of these interventions focused on the space aspect, aiming to allocate more space to organic vegetables and fruit. Additionally, seven interventions were carried out regarding taste, reassurance, and social norms. The results were compared to the sales within reference stores during the same period.

RESULTS

- **Taste and space scored as best with 125% growth in sales**
- **After that reassurance with an index of 121%,**
- **But also social norm resulted in an index of 106%.**

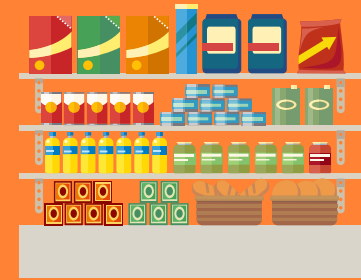
CONCLUSIONS

The hypothesis is correct, more communication and space for organic fruit and vegetables results in significant more sales. Tasted scored as best with significant growth of 125%. This suggests that other ways of attention to organic product may boost sales as well.



125%

**The score of 'Taste' growth
in sales.**



**'Thank you for choosing
organic' was one of the
messages.**



**Communication on organic
makes sales grow**



121%

**The score of 'Reassurance'
in sales growth during the
nudge.**

Multiple messaging on animal welfare

Nudge: Organic meat and meat products **Stores:** 10
Where: The Netherlands **Year:** 2023

This campaign peak took place in October and November 2023, with the focus on the 'Meat and meat products' product group. As part of this campaign peak, nudges were organized in ten different Albert Heijn stores.

As we have done multiple nudges with products at the bottom of the organic staircase, we have focusses on a new product, hence meat. With these products we have particularly focused on the theme of animal welfare because research shows that consumers find this theme very important.

HYPOTHESIS

Sales of organic meat and meat products can be boosted by informing consumers about the added value of organic.

NUDGING TOOLS TESTED

Based on prior techniques and behavioral insights, the following approaches were applied; visibility, positive framing, social norms and reassurance.

These techniques were reflected in various floor stickers in front of the meat aisle, featuring messages such as:

"Choose animal welfare, choose organic."

"Choose organic meat where animals have plenty of space."



Results on multiple messaging on animal welfare

Floor stickers were placed in front of the ‘meat and meat products’ shelf, providing information about animal welfare and organic options. In addition, an outdoor advertising campaign was conducted around the stores. In addition to the in-store interventions, awareness and visibility were also created through a broader campaign, consisting of:

- Online Advertising Campaign: Utilizing banners and social media.
- Social Media & Website Content: Informative content about organic products and the product category on our own website and social media channels.
- Outdoor Campaign: A poster campaign in bus shelters and supermarkets.

RESULTS

Both floor stickers and the use of shelf tags and wobblers have delivered positive results in a 104% growth in sales for meat products 104% and 127% growth in meat.

CONCLUSIONS


Focus on organic meat and meat products has proven to be effective, so the hypothesis is correct.

These findings suggest that effective communication about organic products and animal welfare at multiple levels is likely to be applicable to other interventions as well.




127%

Increase in sales on the activated product 'meat'.



“Choose animal welfare, choose organic”

Was used in shelf banners and stickers.



Nudging experiments took place in

10
stores



Nudging also has positive effects on products higher on the organic staircase



LESSONS LEARNED

Nudging, effective with more expensive products as well!

A mix of nudging techniques on the shop floor, combined with online and out-of-home campaigns, boosts organic food sales. Reports show nudging effectively changes consumer behavior, increasing purchases.

Consumers face barriers to buying organic, but clear communication about its benefits encourages purchases. Appealing to the instinctive brain is crucial, given limited shopping time. Combining nudging with awareness-building achieves better results.

Educational campaigns remain key. Raising awareness about organic farming, environmental benefits, and health advantages is essential.

Context matters. Both store and societal contexts impact success. Ample space, good lighting, and minimal competing materials improve in-store effectiveness, while factors like inflation influence consumer habits. Despite challenges, interest in organic grows with rising sustainability awareness.

RECOMMENDATIONS

1. **Consumer Education** – Highlight organic benefits to boost understanding and appeal.
2. **Health Messaging** – Emphasize fewer pesticides and antibiotics in organic products.
3. **Sustainability** – Showcase the eco-friendly aspects of organic farming.
4. **Price Perception** – Communicate value, including quality and sustainability, to justify costs.
5. **In-store Visibility** – Use strategic placement, special displays, and eye-catching packaging.

NUDGING EXPERIMENTS OF

FINLAND

Repositioning and messaging

Products: **Organic carrots**

Stores: **1**

Where: **Finland**

Year: **2023**

In Finland, the first nudging experiment took place in November and December 2023. The aim was to nudge organic carrots in one hypermarket over two-weeks period. Organic carrots were chosen as a nudge because carrots are a versatile ingredient for both Finland's Independence Day and Christmas' time cooking.

HYPOTHESIS:

Placing organic carrots in a mass display on the middle floor will increase their visibility and attractiveness, which in turn will increase sales.

NUDGING TOOLS TESTED:

The aim of the nudge was to test the effectiveness of two different nudging techniques: repositioning and point of sale materials.

Week 1: Big mass of organic carrots was repositioned at the main aisle of the fruit and vegetable section. Besides repositioning no other nudges were done during the week 1.

Week 2: The placement of the carrots was held the same than in week 1, but in addition different point of sales materials were added next to the carrots. The materials included e.g. big posters with EU Organic Label and a recipe for the traditional Finnish Christmas food 'carrot casserole'.



Results: repositioning and messaging

RESULTS

The sales data were collected over a three-week period and compared with the same days of the week in the same month of the previous year. Since carrot sales might increase before the Independence Day and Christmas anyway, a comparison with the previous year was needed.

During the first week the sales of organic carrots increased by 253% and during the second week by 190%. In contrast, carrot sales were -8% lower in the week before the nudging experiment.

CONCLUSION

The results show that especially the repositioning of the carrots and the increase in quantity had a significant impact on sales.

The nudging experiment of organic carrots received a lot of positive feedback from the retail store and companies. The retail store was willing to keep the point of sale materials for the future and companies were keen to conduct similar nudging experiments.

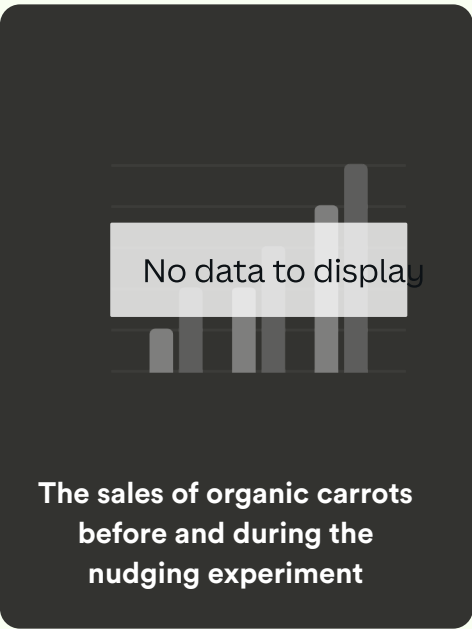


+253%

Increase in the sales of the organic carrots during week 1.

“Change the world with organic carrots”

highlighted that organic is a part of the solution while making the food system more sustainable.



No data to display

The sales of organic carrots before and during the nudging experiment



+190%

Increase in the sales of the organic carrots during week 2.

Repositioning and Gamification

Products: **Organic milk**
Where: **Finland**
Stores: **3**
Year: **2024**

The nudging experiment took place in August 2024. The aim was to nudge organic milk in three hypermarkets. Organic milk was chosen as a nudge because it is the third biggest organic product group in Finland, and its sales has been declining in recent years.

HYPOTHESIS

Placing all organic milks next to each other at eye level and highlighting organic messaging increases the visibility of the products consequently increases sales.

NUDGING TOOLS TESTED

Two nudging techniques were used at the same time: repositioning and point of sales materials including gamification.

Repositioning: In all three hypermarkets the organic milk assortment was placed next to each other in the refrigerator, either on the eye level or shelfful. In one hypermarket a spotlight was added to point out the organic milk selection.

Point of sale materials: Shelf banners, wobblers and stickers were added to the frame of the refrigerator and to the floor to show customers the way to the organic milk selection. The floor stickers included gamification details that challenged the parents with school-age children to count all the bees on their way to the refrigerator.



Results: repositioning, gamification

RESULTS

The sales data during the nudging experiment were collected in each hypermarket and compared with the same days of the week in the same month of the previous year. The results varied in all hypermarkets:

Hypermarket 1: The sales of organic milk increased by 18,7%.

Hypermarket 2: The sales of organic milk decreased slightly by 2,6%. Important notice: even though the sales during the nudging experiment decreased slightly, the decrease in organic milk sales was smaller compared to the sales of conventional milk. In addition to that, couple of weeks after the nudging experiment the hypermarket announced a slight increase in the sales of organic milks.

Hypermarket 3: The sales of organic milk decreased slightly by 3,3%. Also in this hypermarket the decrease was smaller compared to the sales of conventional milk. Also, sales of some specific organic milk selection gained slight increase.

CONCLUSION

The results show that repositioning and point of sales materials may have an impact to the sales. It is important to notice that the experiment was conducted at a time when milk sales in general were declining, making it challenging to analyse the results.

Nudging experiments
took place in

3

hypermarkets.



**“Change the
world. Choose
organic.”**

Was used in shelf banners
and stickers.

**“Back-to-
school with
organic milk”**

The nudging experiment
took place in August, right
during the time the
children start the school
after summer break.

The results varied in all
three hypermarkets
from

+18.7%

to

-3.3%



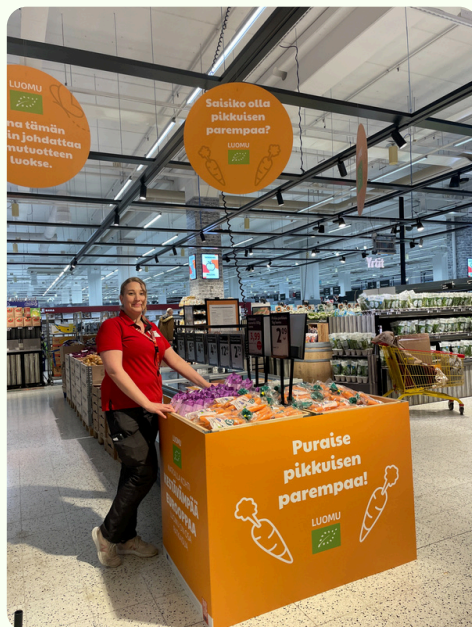
LESSONS LEARNED

Nudging can boost sales of organics

The nudging experiments showed that the sales of organic products can be positively influenced by product placement and in-store materials. In addition, other campaign activities, such as tastings, could further enhance the effectiveness of the nudging efforts.

RECOMMENDATIONS

- **Involving retailers:** retailers have an important role to play in the marketing of campaign activities, as they can reach their customers effectively through their own channels e.g. social media.
- **Clear and simple communication:** store staff are busy, so clear and concise communication is important.
- **Short and concise consumer messages:** in order to get messages about the benefits of organic to consumers, messages need to be short and concise. The time to capture consumer's interest is only a few seconds.
- **Timing of the campaign activities:** While product placement and POS materials can have an impact on organic sales, the timing of the campaign activities must also be taken into account.
- **Organise tasting events:** tastings combine the appearance of the food, taste and often also social pressure, which further can increase the impact of nudging messages.
- **Impacts need to be measured:** in addition to the short-term benefits, information is also needed on the longer-term benefits of the nudging activities. The repositioning of products quickly generates a large increase in sales, but in the experience of store staff e.g. large product volumes lose their effectiveness rather quickly.



NUDGING EXPERIMENTS OF

SWEDEN

Placement with associations

Products: **Organic oats & fruit juice** Stores: **6/121***
Where: **Nationwide in Sweden** Year: **2022**

The 2022 nudging experiment addressed issues such as choice overload (1) and the visibility of organic products (2), with a focus on their placement relative to non-organic options. The decision to alter product placement was based on the understanding that the design of the physical environment strongly influences consumer choices. By placing organic products near associated items, the goal was to shift perceived price competitiveness, emphasize affordability, and highlight organic products as viable and appealing alternatives.

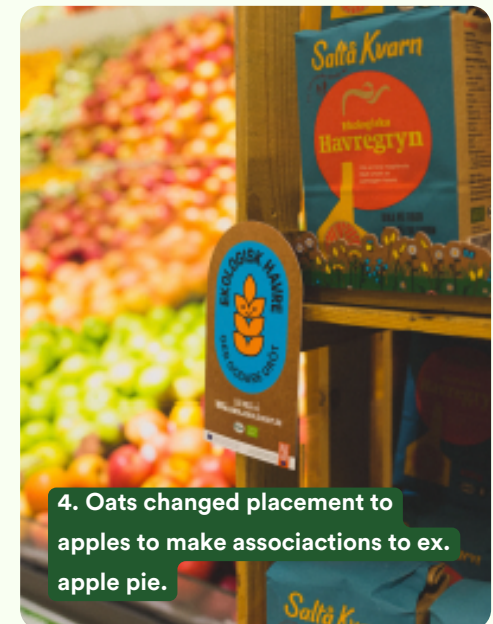
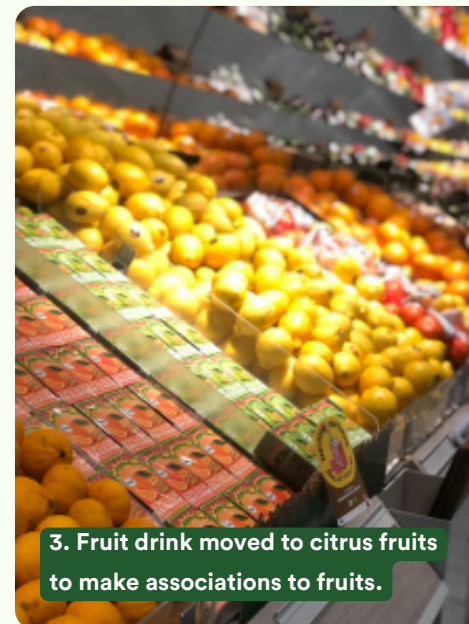
HYPOTHESIS

Placing organic products near **associated items** highlights visibility, affordability and enhances their appeal, leading to increased sales.

NUDGING TOOLS TESTED

- Relocating products to placement to create associations with related items.

In pictures shown to the right Smakis fruit drink (3) was moved near citrus fruits, and Saltå Kvarn organic oats (4) were placed next to apples, enhancing their visibility and relevance while creating positive associations.



*The nudge was implemented in 123 stores but measured in a testing environment by the nudging agency Beteendelabbet in 6 stores.

Results: Placement with associations

RESULTS

Placing organic products near associated products resulted in:

- **Organic oats: a sales increase of 65%**
- **Organic fruit drink: a remarkable sales increase of 164%**

CONCLUSION

These results confirm what is well known within the industry—secondary placement has substantial potential to drive sales. Furthermore, the findings indicate that relocating products from the cereal aisle to the high-traffic fruit and vegetable section is an effective measure to encourage impulse purchases of organic oats.

Notably, the sales increase occurred without any price adjustments; the oats and fruit drinks were sold at their regular price. This demonstrates that when organic products, which are often priced slightly higher, are placed outside their usual category, they are less likely to be directly compared with competing products, thereby increasing their appeal to consumers.



+164%

Sales increase of organic fruit juice when placed next to the citrus fruits.



The relatively low price point of the products facilitates impulse purchases.



Secondary placement has substantial potential to drive sales of organic.



+65%

Sales increase of organic oats when placed next to apples in fruit area.

Highlight the Impact of Organic and Positive Reinforcement

Products: **Organic oats & milk**

Stores: **6/100***

Where: **Nationwide in Sweden**

Year: **2023**

The nudging experiments in 2023 were based on the following key insight: consumers often fail to connect desired added values, such as sustainability and biodiversity, with organic products, as well as the challenges described on page 19. Furthermore, market changes, including inflation, price hikes, and a focus on promotions, highlighted the need for targeted interventions.

HYPOTHESIS

Through the application of **positive reinforcement** and emphasizing the benefits of choosing organic products, consumer commitment to purchasing organic options can be sustained.

NUDGING TOOLS TESTED

Positive Reinforcement - Thank You Message (1)(3)

This tool involved thanking consumers who continued choosing organic products despite price increases and promotions for cheaper alternatives.

Highlighting the Impact - Visualize the Effect (2)(4)

This tool highlights the link between consumer choices and their positive outcomes, such as animal welfare, biodiversity, and reduced chemicals.

*The nudge was implemented in 100 stores but measured in a testing environment by the nudging agency Beteendelabbet in 6 stores.



Nudging results: Visualize the effect of organic and positive reinforcement

RESULTS

The Positive Reinforcement - Thank You Message and Highlighting the Impact - Visualize the Effect nudges led to strong results.

- **Organic milk: sales increased by 27%.**
- **Organic oats: saw a substantial 83% sales boost.**

CONCLUSION

The results clearly indicate that applying well-designed positive reinforcement and emphasizing tangible benefits can substantially enhance consumer commitment to organic products, even amid challenging economic conditions.

The significant sales increases—83% for organic oats and 27% for organic milk—underscore the effectiveness of simplified, targeted messaging strategies. By focusing on relatable and specific benefits, such as avoiding pesticides and supporting bee populations, consumer engagement and willingness to act were notably boosted.

The success of these strategies, which outperformed typical nudging effects, highlights the potential for impactful messaging to drive consumer behavior toward sustainable choices, regardless of external economic pressures.



+83%

Sales increase of organic oats in the nudging experiment.



Use short, concise and attention grabbing messaging connected to organic.



The message “You avoid over 160 chemical pesticides when you choose organic” was very impactful.



27%

Sales increase of organic milk in the nudging experiment.

Colourful pro-self messages

Products: **Organic potato & beansprouts** Stores: **6/124***
 Where: **Nationwide in Sweden** Year: **2024**

The nudging experiments in 2024 were based on research showing that 7/10 of Swedes are engaged in their health, and 18% choose organic food to enhance their well-being. Traditionally, marketing for organic foods has emphasized altruistic or pro-social themes, often conveyed through green-toned palettes and focusing on aspects such as animal welfare and biodiversity.

HYPOTHESIS

POS material with pro-self messaging, paired with bold and vibrant colors, will increase visibility on shelves, strengthen consumer connection, and effectively influence purchasing decisions.

NUDGING TOOLS TESTED

Pro-Self Messaging - focused on personal benefits used:

- For cleaner water from the tap.
- From farm to table without 160 chemical pesticides.
- Organic beansprouts: Vitamin C grown without pesticides.
- Organic potatoes: Grown without synthetic pesticides.

Signage with Vibrant Colours

Bold and vibrant colors to enhance visibility and contrast, offering a modern, dynamic approach to communicating pro-self oriented organic messaging.



*The nudge was implemented in 124 stores but measured in a testing environment by the nudging agency Beteendelabbet in 6 stores.

*Hint partners 2024

Results: Colourful pro-self messages

RESULT

The results of the experiment show that linking personal benefits to organic choices, together with colorful and playful signage, can be effective.

- **Organic Potatoes: Sales increased by 29%**
- **Organic Beansprouts: Sales increased by 15%**

CONCLUSION

In conclusion, the nudging experiment showed that pro-self messaging is effective in influencing consumer behavior by focusing on direct and indirect health benefits. This is also exemplified by the 2022 message, “With organic, you avoid 160 chemical pesticides,” which resulted in an 83% sales increase. On social media, adopting tailored messaging and vibrant visual language led to a remarkable 5000% increase in organic reach.

To further promote organic products, it is crucial to develop messaging that feels closer to the consumer's decision-making process in shop settings. In times of uncertainty, it is especially important to communicate how choosing organic not only benefits nature and animal welfare but also has a direct or indirect positive effect on the consumer.

+29%

Sales increase of organic potato in the nudging experiment.



Use legal advice in communication that involves health claims in combination with organic.



Use vibrant colours and shapes to grab the attention of the consumer.

15%

Sales increase of organic beansprouts in the nudging experiment.



 LESSONS LEARNED

Nudging is an effective tool to drive organic sales

The Sustainable Nudging experiments conducted between 2022 and 2024 demonstrated the substantial potential of targeted interventions in promoting organic products. These experiments highlighted the importance of researched and tailored strategies, including product placement, messaging, and visual design, to overcome barriers like choice overload, low visibility, and price sensitivity. The initiatives achieved significant sales growth, underscoring the value of behavioral insights in influencing consumer choices, even amidst economic challenges like inflation.



RECOMMENDATIONS

- 1. Messaging:** Link personal benefits to organic choices in a short and concise manner for maximum effectiveness.
- 2. Placement:** Change product placement to high-traffic areas for greater impact.
- 3. Associated placement:** Strategically position products to create associations that emphasize affordability while presenting organic options as attractive and viable alternatives.
- 4. Too large price-gap:** Avoid nudging and explore other options when the price difference between organic and competing products is too large.

NUDGING EXPERIMENTS OF

FLANDERS

Making it Visible

Products: **Fruit & vegetables**

Stores: **3**

Where: **Flanders**

Year: **2022**

In October 2022, the first nudging experiment in Flanders took place, with various nudging actions set up over a three-week period in three Carrefour Hypermarkets.

HYPOTHESIS

Focussing on visibility and several nudging techniques throughout the shopping experience, will increase sales of organic potatoes, vegetables and fruit.

NUDGING TOOLS TESTED

POS materials with messages focussing on the nudging techniques: reciprocity, making it fun and easy, reassurance, and social norms.

The interventions started at the entrance following the path leading to the product section. All strategically designed to influence customer behavior and boost sales of the target products: the organic fruit and vegetable sections of the stores.

The campaign reached customers at various touchpoints within the store, ensuring that the nudging messages were seen and could guide purchasing decisions. This allowed for maximum exposure.



Results: making it visible

RESULT

The impact of nudging actions on organic product sales was analyzed by comparing three periods (pre, during, and post-activation) across three participating supermarkets and benchmark stores (other Carrefour hypermarkets).

The analysis focused on sales of organic vs. regular vegetables and fruit. Key findings include:

- Organic sales accounted for 27% of total vegetable and fruit sales in the activated stores, compared to 12.5% in the benchmark stores.
- The average basket size for organic vegetables and fruit grew by 4.5% in the activated stores, while regular vegetables and fruit saw only a 2% increase.

CONCLUSION

The results confirm the hypothesis that focusing on visibility and using multiple nudging techniques throughout the shopping experience can increase sales of organic products. In the activated stores, organic vegetables and fruit accounted for 27% of total sales, significantly higher than the 12.5% observed in the benchmark stores. Additionally, the average basket size for organic products grew by 4.5%, compared to only a 2% increase for regular products. These findings support the effectiveness of nudging actions in boosting sales of organic potatoes, vegetables, and fruit.




4,5%

Increase in sales on the activated products




The campaign reached customers at various touchpoints within the store.



Nudging experiments took place in

3

hypermarkets.



Increase in the share of organic vegetables and fruit.

Positive framing, visualize the effect

Products: **Vegetarian products**

Stores: **176**

Where: **Flanders**

Year: **2024**

In May 2024, nudging interventions were implemented in 176 Delhaize stores over four weeks, targeting organic vegetarian products under the Delhaize Bio brand.

HYPOTHESIS

Nudging actions, using POS materials with targeted messages and specific nudging techniques, can be effectively applied to a selection of products, resulting in a direct impact on the sales of the 12 selected products.

NUDGING TOOLS TESTED

For this intervention, wobblers and stoppers were placed near the products, utilizing nudging techniques such as ‘making the effect visible’ and ‘positive framing.’ The messages were simple and focused on the positive personal impact. Key messages included:

- **Organic and veggie: A win-win**
- **100% natural**
- **Tasty for you. Good for the planet**
- **Less additives, more taste**

The wobbler and stopper were strategically placed in the vegetarian food sections of all participating supermarkets. Additionally, a video advertisement was shown at the entrance of the stores.



Results: Positive framing, visualize the effect

RESULTS

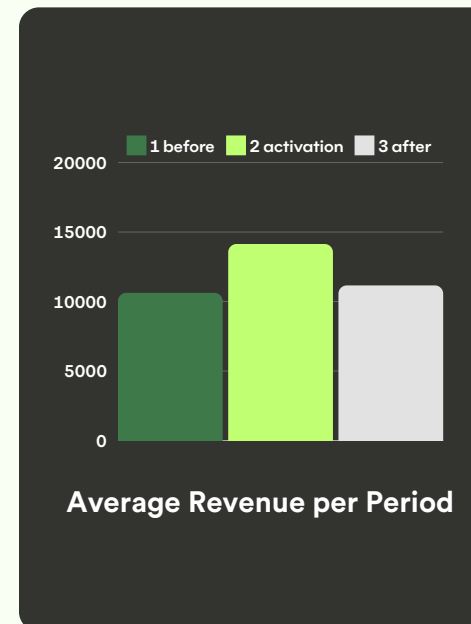
The impact of the nudging actions on sales was assessed in three ways:

- **Product evolution: Sales of the targeted products increased by 33.07%.**
- **Brand evolution: Sales of all products from the same brand grew by 31.85%.**
- **Category evolution: The targeted products gained an additional 1.78% share within their category.**

Sales during the activation period were compared to the four weeks before and after the campaign.

CONCLUSION

The nudging actions, using wobblers and stoppers, had a significant positive impact on sales. The targeted products experienced a notable increase in sales, while products from the same brand also saw strong growth. Additionally, the targeted products gained a higher share within their category. These results demonstrate that the applied nudging techniques ('positive framing' and 'visualize the effect') effectively boosted both product and brand sales, highlighting the success of the in-store interventions.



Online nudging: a win-win?

Products: **Vegetarian products**

Stores: **Online**

Where: **Flanders**

Year: **2024**

In addition to the in-store interventions, an online nudge campaign was conducted over a two-week period during the same timeframe.

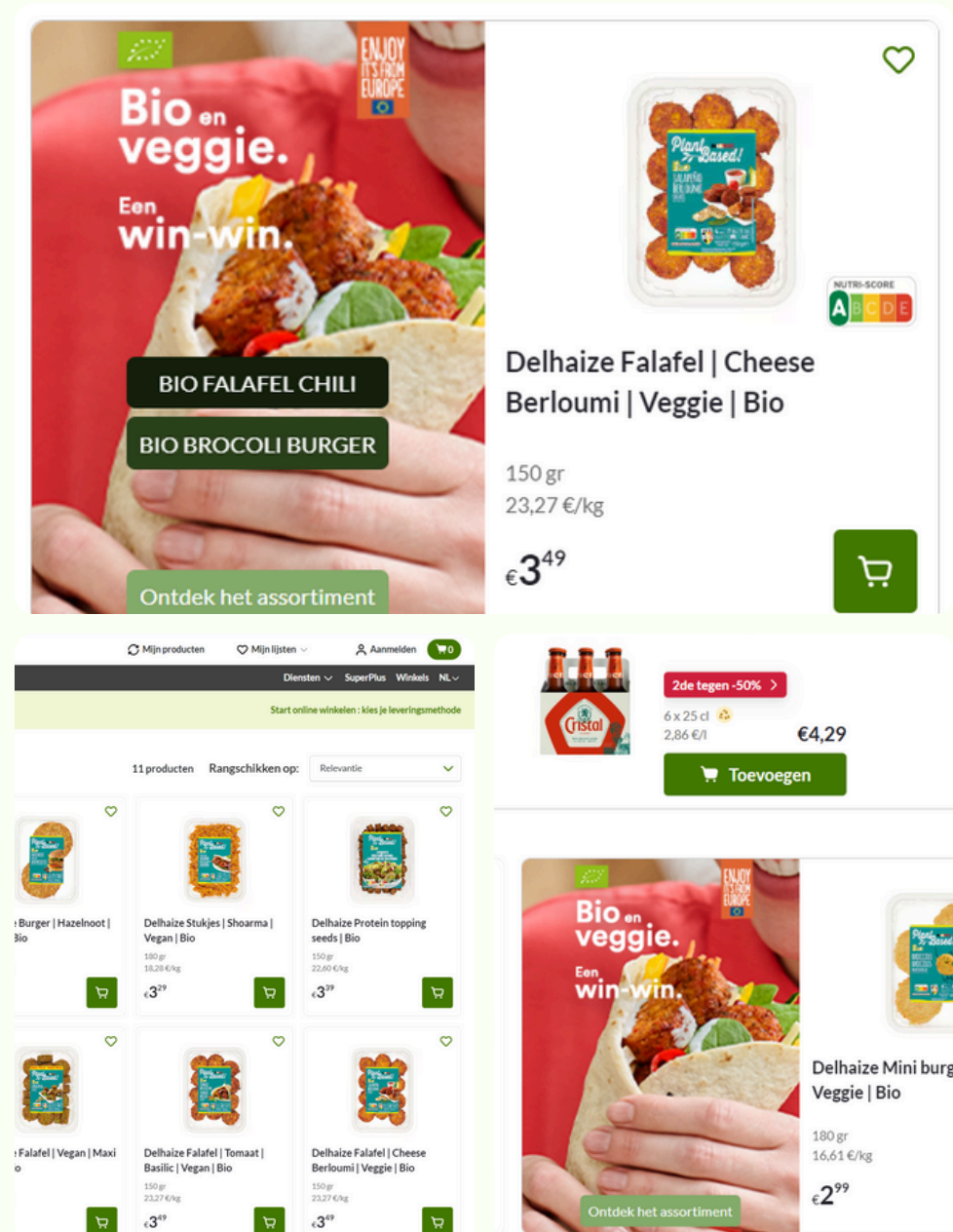
HYPOTHESIS

Nudging actions can effectively impact the online sales of 12 specific organic vegetarian products under the Delhaize Bio brand, and experimenting with nudging in an online environment will provide new ways to approach and influence consumers.

NUDGING TOOLS TESTED:

The campaign featured an advertisement that alternated alongside one of the target products. As with the in-store approach, the online intervention used simple and impactful messaging due to limited space, focusing on the core message: **“Organic and veggie: A win-win.”**

The advertisement was displayed among various products, both within the same category (organic and vegetarian) and across other categories. Users could also click buttons in the ad to swap the product shown next to it.



Results: online nudging

RESULTS

In the online campaign, we observed a strong click-through rate (CTR), but the actual revenue, the products that were actually added to the shopping cart in the online store, lagged behind.

The relatively low revenue can likely be attributed to the fact that the products were niche items without a specific price reducing promotion linked to them.

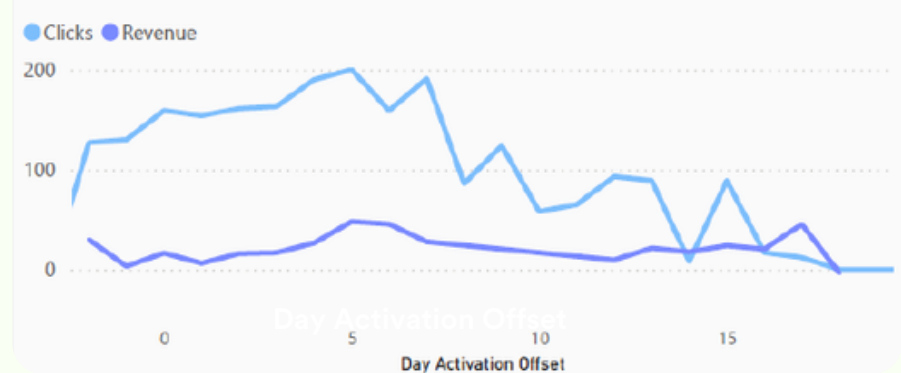
The advertisement was shown on various pages, with most impressions coming from category pages. This is because these pages attract a broader audience and are less focused on niche products.

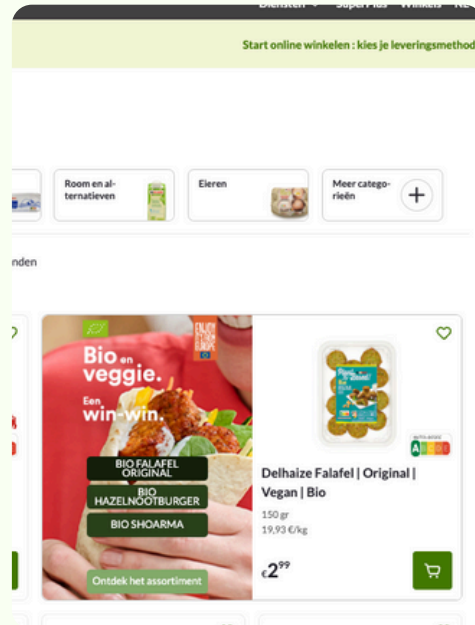
CONCLUSION

The results show that nudging actions can generate a strong click-through rate (CTR) in an online environment, supporting the hypothesis that these techniques can influence consumer behavior. However, the lower actual revenue likely stems from the niche nature of the products and the lack of price promotions. The advertisement's placement on category pages helped increase visibility but suggests that further adjustments, like targeted promotions, may be needed to drive actual sales.

	Results
Impressions	102.146
Clicks	2.275
Click-throughrate	2,23%
Revenue	€ 371,39

Evolution of Clicks and Revenue





 LESSONS LEARNED

Attention to Organic Works!

Giving attention to organic products, both online and in stores, increases sales. A mix of in-store activities works well.

RECOMMENDATIONS

- **Focus on visibility:** Strategic placement of organic products and materials throughout the store boosts their prominence.
- **Use positive framing:** Messages like “Tasty for you. Good for the planet” highlight personal and environmental benefits, encouraging purchases.
- **Engage multiple touchpoints:** Combining in-store signage, wobblers, tastings and video ads ensures maximum exposure to nudging messages.
- **Show benefits:** Highlighting simple, clear benefits of organic products increases their appeal, leading to higher sales (+33% in May 2024).
- **Short and impactful messages:** Clear, concise communication resonates with consumers who have limited time.
- **Measure across periods:** Comparing pre-, during-, and post-campaign sales confirms the effectiveness of nudging efforts.
- **Collaborate with retailers:** Retailers are essential partners for implementing nudges and reaching their customer base effectively.



ALL COUNTRIES

Common Lessons learned

Insights from various nudging experiments conducted across the different countries reveal effective ways to promote organic products.

These findings highlight strategies that can drive consumer behavior towards organic choices:

- **Keep communication clear and simple:** Short, impactful messages emphasizing emotional and practical benefits (e.g., health, environment) work best.
- **Strategic product placement:** Positioning organic items in high-traffic or complementary areas boosts visibility and sales.
- **Use social norms and positive framing:** Messages like "95% choose organic" or "Thank you for choosing organic" build trust and drive behavior.
- **Educate consumers:** Combine nudging with education about organic benefits, such as reduced pesticides and environmental advantages, for lasting impact.
- **Timing matters:** Avoid campaigns during heavy price promotions or economic downturns that may affect behavior.
- **Mix techniques:** Combine methods like visual cues, tastings, and gamification for greater impact.
- **Collaborate with retailers:** Engage retailers actively and provide clear, simple instructions for successful campaigns.
- **Measure impact:** Analyze both short- and long-term effects using control groups to ensure reliable insights.



+253%



+125%

Sustainable Nudging Report

A comprehensive report on how to drive organic sales in retail with effective nudging techniques.



+83%

+15%



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