

# DEFINE: ANALYSIS AND SYNTHESIS

## INSIGHTS



### Literature Review:

- Adopt Economic Strategies: Prioritize discounts and healthier food swaps to influence consumer decisions.
- Embrace Innovative Store Design: Try diverse designs and signage for potentially better sales.
- Incorporate Educational Insights: Nutritional labeling is a tool awaiting broader utilization to cater to the well-informed shopper.
- Socioeconomic Sensitivity: A tailored approach based on consumers' socioeconomic profiles is essential for effective interventions.
- Online platforms may be pivotal in shaping consumer spending on food, with the potential to drive healthier choices, especially with the forecasted shift towards online grocery shopping.
- There is a need for robust guidelines on online food marketing to ensure consumers make informed and healthy choices.
- Store type plays a pivotal role in food availability. General stores and independent supermarkets, especially in regional areas, often have limited healthy food options. Interventions in these areas can significantly improve healthy food availability.
- Store redesigns and food tastings can help improve healthy food availability in general stores.