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| **Title of Research Presentation** How do purchases of price promoted foods and beverages vary according to food category and income level? Building the evidence for policies that restrict price promotions on unhealthy foods and beverages. |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Price promotions are a price lowering strategy used to influence consumer purchasing and may elicit a greater impact on more price sensitive low-income consumers. The potential for price promotions to incentivise excessive purchases of unhealthy foods and beverages has led to governments in the UK recently announcing plans to restrict price promotions on these products. This is the first time we have seen government policies proposing to act on price promotions. However, few studies have explicated how purchases of price promotions vary according to food category and income level. Our aim was to address this evidence gap.  **Methods**  We conducted an observational study of food and beverage purchasing patterns. Over 1.9 million purchases were collected by a national consumer research panel in New Zealand (n=1778 households) between 2016-17. Food and beverages were categorised by level of processing and food type. Linear mixed models were used to estimate the mean proportion of household purchases (items and volumes) that were price promoted, including an interaction term to examine differences by income level.  **Results**  Price promotions constituted 50% of all household food and beverage purchases on average. This was significantly higher for processed (59%) and ultra-processed (55%) purchases compared to ingredients and unprocessed purchases (both 45%; all comparisons p<0.001 except for ingredients vs. unprocessed). By volume and specific food type, the mean proportion of purchases that were price promoted was greatest for sugar-sweetened beverages (71% in kilograms, 64% in litres), breakfast beverages (66%), meat (65%), confectionary (64%), dairy (64%), snack foods (63%), oils (61%) and non-sugar-sweetened beverages (60%). Overall, low and middle-income households generally purchased significantly higher proportions of price promotions compared to high-income households.  **Discussion**  Price promotions are extensively purchased and may therefore be identified as important policy targets. Price promotion restrictions on unhealthy, ultra-processed foods and beverages (especially sugar-sweetened beverages) may effectively and equitably improve the healthiness of population purchases. Additional evidence is required to better understand the real-world impacts and feasibility of this newly emerging nutrition policy.  **Keywords**  Price promotions, nutrition policy, health equity, NCD prevention |