### **Supplementary Table 1**. Discretionary food categories, in descending order by number of products included in this analysis,

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| **#** | **Discretionary food categories** | **Minor categories included** |
| 1 | Processed meat | Bacon |
| Canned meat: Canned chicken, Canned beef, Canned other meat, Canned ham |
| Frozen meat: Coated frozen meat, Meat with pastry |
| Meat burgers: Beef burgers, Chicken burgers, Other meat burgers, Lamb meat burgers |
| Salami and cured meats: Salami, Pancetta and prosciutto, Kransky, Chorizo, Cabanossi and twiggy sticks, Polish salami |
| Sausages and hotdogs |
| Sliced meat: Sliced Beef, Sliced Chicken, Sliced Ham, Sliced Luncheon meat, Sliced Pork, Sliced Turkey |
| Dried meat |
| Raw flavored meats: Raw flavored beef, Raw flavored lamb, Raw flavored chicken, Raw flavored turkey, Raw flavored kangaroo, Raw flavored veal, Raw flavored pork |
| 2 | Chocolate-based confectionery | Plain chocolate, Chocolate with nuts, Chocolate bars, Other chocolate-based confectionery, Chocolate that cannot be classified, Pellet based chocolate (e.g. Maltesers) |
| 3 | Sweet biscuits | Chocolate-covered sandwich style (e.g. Tim Tam), Jam filled, Fruit filled, Wafer-style filled biscuit, Other sweet filled |
| Choc-chip, Plain sweet unfilled, Chocolate coated, Iced biscuits, Shortbread style, Gingerbread, Oatmeal/wheatmeal, Anzac style, Other sweet unfilled, Fruit and nut chunks |
| 4 | Cake and muffins | Pancake mix, Cupcake mix, Muffin mix, Chocolate cake mix, Biscuit mix, Vanilla/plain cake mix, Cheesecake mix, Fruit cake mix, Carrot cake mix, Other cake mixes, Brownie mix, Scone mix |
| Pancakes, Cupcakes, Chocolate cakes, Vanilla/plain cakes, Cheesecakes, Fruit cakes, Carrot cakes, Slices, Lamingtons, Doughnuts, Swiss rolls, Brownies, Other cakes, Meringues, Bavarians, Scones, Christmas cakes and puddings |
| Chocolate/choc-chip muffins, Other sweet muffins, Fruit-based muffins, Savory muffins |
| 5 | Crisps and snacks | Corn chips, Extruded snacks, Rice snacks, Legume-based snacks (e.g. wasabi peas), Noodle snacks, Other snacks, Potato crisps, Salt and vinegar, Snack packs, Popcorn, Pretzels, Wholegrain chips, Vege-based snacks |
| 6 | Jam, marmalades, honey and syrup | Jam, Marmalades, Honey, Dessert toppings, Syrup, Dessert additions, Condensed caramel |
| 7 | Non-alcoholic beverages | Cordials, Electrolyte drinks, Energy drinks, Soft drinks, Flavored waters |
| 8 | Sugar-based confectionery | Soft sugar-based confectionery, Hard sugar-based confectionery, Licorice, Turkish delight, Nougat, Mints, Marshmallows, Sherbet, Lollipops, Fudge, Toffee and related products, Other sugar-based confectionery |
| 9 | Ice cream, Frozen yogurt and Edible ices | Vanilla ice cream, Chocolate ice cream, Other chocolate-based ice cream, Other sweet-based ice cream, Fruit-flavored ice cream, Ice cream cakes, Ice cream cups, Ice cream cones (e.g. cornetto), Ice cream stick - choc coated, Ice cream stick - non coated, Ice sticks, Gelato |
| 10 | Pastries | Sweet pastries (e.g. tarts), Filo/frozen pastry, Savory pastries (e.g. danish), Savory pastries (e.g. danish), Savory pastries (e.g. danish), Savory pastries (e.g. danish), Croissants, Waffles, Crepes |
| 11 | Desserts | Dessert mixes, Rice puddings, Other prepared desserts, Mousses, Puddings, Crème caramel, Cheesecake |
| 12 | Protein and diet bars | No further sub-categories |
| 13 | Frozen potato products | Potato wedges, Potato chips, Hash browns |
| 14 | Cream | Fresh cream, Sour cream, Thickened cream, Whipped cream, Mascarpone cheese |
| 15 | Butter | No further sub-categories |