**SUPPLEMENTARY MATERIAL**

Analyses involving per calorie food prices were available in this online supplementary material. The real price series per calorie (R$/1,000Kcal) were estimated in a similar way to the real price series per kilograms (R$/Kg). However, the total daily amount of each food was converted into energy (Kcal), using the TACO table (Brazilian Food Composition Table)(1) or the official table of nutritional composition of the United States(2). The amount of these foods and beverages in calories was used to weigh the mean monthly price (R$/1,000kcal) for each food group and subgroup.

References

1. UNICAMP (2011) Universidade Estadual de Campinas. Núcleo de Estudos e Pesquisas em Alimentação (NEPA). Tabela Brasileira de Composição de Alimentos (TACO). UNICAMP, Campinas. <http://www.nepa.unicamp.br/taco/contar/taco_4_edicao_ampliada_e_revisada.pdf?arquivo=taco_4_versao_ampliada_e_revisada.pdf> (accessed February 2019).
2. USDA (2010) United States Department of Agriculture. USDA National Nutrient Database for Standard Reference, 23 ed. U.S. Department of Agriculture, USDA, Washington. <https://ndb.nal.usda.gov/ndb/search/list> (accessed February 2019).

**Figure S1.** Mean monthly pricea (R$/1,000Kcal) and of unprocessed or minimally processed foods and processed culinary ingredients, processed foods and ultra-processed foods for the period from 1995 to 2017 and forecast for 2030b. Brazilc, 1995-2030.

aReal price from January 1995 to December 2017, deflated to represent December 2017 values. For further information, see the Methods section.

bFrom 2017 to 2030, estimated through fractional polynomial models. For further information, see the Methods section.

cBased on a novel dataset created by combining 2008-09 HBS data and information from the NSCPI. For further information, see the Methods section.

Observations: The dashed segment of each group represents projected price estimates. R²: 0.88 (unprocessed or minimally processed foods and processed culinary ingredients), 0.87 (processed foods), 0.55 (ultra-processed foods).

**Figure S2.** Price of unprocessed or minimally processed foods and processed culinary ingredients relative to the price of ultra-processed foods (%)a for the period from 1995 to 2017 and forecast for 2030b. Brazilc, 1995-2030.

aRelative prices from January 1995 to December 2017, calculated through of real price of unprocessed or minimally processed foods and processed culinary ingredients versus ultra-processed foods. For further information, see the Methods section.

bRelative prices from 2017 to 2030, calculated through of estimated price of unprocessed or minimally processed foods and processed culinary ingredients versus ultra-processed foods. For further information, see the Methods section.

cBased on a novel dataset created by combining 2008-09 HBS data and information from the NSCPI. For further information, see the Methods section.