**Supplementary material**

**Table S1: Nutritional composition of child-targeted products according to food category, per 100 g**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Categories** | **Energy**  **(kcal)** | | **Fat**  **(g)** | | **Saturated fat**  **(g)** | | **Carbohydrates (g)** | | **Total sugars**  **(g)** | | **Free sugars**  **(g)** | | **Fibers**  **(g)** | | **Proteins**  **(g)** | | **Sodium**  **(mg)** | |
| Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD | Mean | SD |
| **RTE breakfast cereals**  **(n= 72)** | 385.5a | 28.1 | 3.6a | 3.3 | 0.6a | 1.3 | 83.2a | 6.3 | 29.7a | 11.8 | 28.7a | 12.4 | 5.6a | 3.6 | 6.6a | 2.1 | 414.2a | 196.6 |
| **Granola bars**  **(n= 39)** | 395.7a | 31.8 | 10.8b | 3.1 | 2.8b | 1.9 | 69.8b | 6.0 | 24.1a | 7.6 | 22.5a | 7.1 | 8.7b | 5.1 | 6.5a | 3.7 | 187.3b | 124.5 |
| **Yoghurts and dairy desserts (n= 45)** | 90.7b | 26.3 | 2.5a | 1.1 | 1.2c | 0.6 | 13.8c | 4.9 | 10.0b | 3.0 | 8.0b | 3.6 | 0.3c | 0.7 | 2.9b | 1.3 | 51.7c | 33.3 |

SD, Standard deviation

a,b,cMean values within a column with unlike superscript letters are significantly different (p<0.00185)(Dwass, Steel, Critchlow-Fligner). Threshold was corrected using the Bonferroni correction (5 % / 27).

**Table S2: Number of products without free sugar according to targeted consumer and food category**

|  |  |  |
| --- | --- | --- |
| **Categories** | **Targeted consumer** | **Products without free sugar** |
| **RTE Breakfast cereals (n=331)** | General population (n=259) | 28 |
| Children (n=72) | 0 |
| **Granola bars (n=310)** | General population (n=271) | 0 |
| Children (n=39) |
| **Yoghurts and dairy desserts (n=380)** | General population (n=335) | 24 |
| Children (n=45) | 0 |