

Table S1. Product category and subcategory descriptions.

Product category	Category description
Beverages, all	
<i>Beverages, fermented</i>	Kombucha, kefir and other pro/pre-biotic beverages
<i>Beverages, fruit-based</i>	Juice and other beverages where fruit is the main ingredient
<i>Beverages, milk-based</i>	Smoothies, flavoured milk, iced coffee and other beverages where milk is the main ingredient
<i>Beverages, protein</i>	Specifically declared high protein beverages and other diet/sports beverages
Chips, all	
<i>Chips, extruded</i>	All chips made from cereal flours, legume flours, vegetable flours or starches
<i>Chips, grain-based</i>	Corn chips, chips where the main ingredient is wheat, rice or oats and popcorn
<i>Chips, potato</i>	All vegetable chips, including potato, sweet potato, beetroot and broccoli, all legume chips, including chickpea and fava bean and fruit chips
Chocolate, all	All chocolates, including chocolate coated nuts and dried fruit
Confectionary, all	Lollies, licorice, toffees, sugar coated nuts and dried fruit
Savoury biscuits, all	Plain and flavoured rice crackers and crispbreads
Snack bars, all	
<i>Snack bars, cereal-based</i>	Snack bars where cereals are the main ingredient e.g., oats
<i>Snack bars, fruit-based</i>	Snack bars where fruit is the main ingredient e.g., dates
<i>Snack bars, nut-based</i>	Snack bars where nuts or seeds are the main ingredient
<i>Snack bars, protein-based</i>	Snack bars specifically declared as high protein, or sold as a sports nutrition or diet bar
Sweet biscuits, all	
<i>Sweet biscuits, chocolate</i>	All chocolate biscuits and chocolate coated biscuits
<i>Sweet biscuits, other</i>	All other types of biscuits including plain shortbread and cream filled

Table S2. Product claim categories.

Product claim category	Category description
Nutrient content claim*	Any claim indicating the presence or absence of a nutrient or bioactive substance, for example 'no added sugar', 'low sodium', '97% fat free' etc.
Health claim*	Any claim that claims a relationship between a nutrient and an effect on health or between a nutrient and a disease, for example 'fibre for a healthy digestive system'
'Buzzword'	Any other claim that does not refer to a nutrient or effect on health, for example 'organic', 'raw', 'natural', 'vegan' etc.

*According to the FSANZ definitions.

Table S3. Comparative analysis of median unit cost (\$/100g) between health food (HF) snack products sold in supermarkets and specialty HF stores compared to equivalent products sold in regular aisles (RA) of supermarkets.

	N	RA Median (IQR) (\$/100g)	N	HF Median (IQR) (\$/100g)	p-value
All categories	1251	1.68(1.66)	1110	5.94(5.14)	<0.001*
Beverages	143	0.89(0.45)	95	1.21(0.28)	<0.001*
Chips	108	1.89(1.84)	194	4.47(3.68)	<0.001*
Chocolate	222	3.02(1.75)	181	8.80(5.45)	<0.001*
Confectionary	242	1.73(4.13)	40	6.11(4.80)	<0.001*
Savoury biscuits	167	1.95(1.7)	119	4.00(2.30)	<0.001*
Snack bars	174	2.4(0.88)	385	7.00(3.33)	<0.001*
Sweet biscuits	195	1.58(1.11)	96	2.92(2.69)	<0.001*

*Denotes p-value <0.001. Regular foods abbreviated to RF. Health foods abbreviated to HF.