

Table S2 Market share of the three largest product retailers (by retail volume), by food and drink category

| Category | Market share |
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| Tea | 0% |
| Coffee | 0% |
| Juice | 20% |
| Beverage flavourings sugar | 10% |
| Beverage flavourings diet | 0% |
| Drinks sugar | 43% |
| Drinks diet | 0% |
| Energy drinks sugar | 23% |
| Energy drinks diet | 0% |
| Beverage powder | 0% |
| Rice and other cereal grains and starches - refined | 0% |
| Rice and other cereal grains and starches - whole | 0% |
| Regular breads, and bread rolls (plain/unfilled/untopped varieties) - refined | 0% |
| Regular breads, and bread rolls (plain/unfilled/untopped varieties) - whole | 0% |
| English-style muffins, flat breads, and savoury and sweet breads | 0% |
| Pasta and pasta products | 3% |
| Breakfast cereals, ready to eat | 4% |
| Breakfast cereals, hot porridge style | 0% |
| Sweet biscuits | 6% |
| Savoury biscuits and crackers | 25% |
| Cakes, buns, muffins, scones, cake-type desserts | 8% |
| Sweet pastry products | 0% |
| Pies, pasties and sausage rolls | 0% |
| Savoury pastries other | 0% |
| Breadcrumbs | 0% |
| Batter products (pancakes, waffles, doughnuts, crumpets, coating, etc.) | 0% |
| Butter and dairy blends | 6% |
| Margarine | 0% |
| Oils | 4% |
| Fish and seafood fresh | 0% |
| Fish and seafood canned/bottled | 0% |
| Fish and seafood frozen and/or fried | 8% |
| Pome fruit | 0% |
| Berries | 0% |
| Citrus fruit | 0% |
| Stone fruit | 0% |
| Tropical fruit | 0% |
| Vine fruit | 0% |
| Mixtures of two or more fruits | 0% |
| Dried fruit, preserved fruit | 0% |
| Fruit-based desserts | 11% |
| Eggs | 0% |
| Egg products and dishes | 0% |
| Beef meat | 0% |
| Lamb meat | 0% |

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| Pork meat | 0% |
| Veal meat | 0% |
| Game meat | 0% |
| Poultry meat | 0% |
| Liver, kidneys, tripe | 0% |
| Sausages and frankfurts | 0% |
| Bacon and deli meat | 17% |
| Whole milk | 29% |
| Reduced fat/skim milk | 26% |
| Milk powder skim | 17% |
| Yoghurt | 18% |
| Cream | 27% |
| Cheese | 31% |
| Ice cream | 31% |
| Dairy-based desserts | 28% |
| Flavoured milk | 35% |
| Milk substitute | 0% |
| Milk substitute flavoured | 0% |
| Milk substitute ice cream | 25% |
| Meat alternatives | 14% |
| Soup | 7% |
| Seeds | 0% |
| Nuts, nut butters, coconut milk, satay sauce | 13% |
| Gravies and sauces | 6% |
| Casserole base, powder | 14% |
| Chutneys and relishes | 0% |
| Dressings | 12% |
| Stuffing | 0% |
| Dips | 17% |
| Potatoes plain | 0% |
| Potatoes fried | 0% |
| Cabbage, cauliflower and similar brassicas | 0% |
| Carrot and similar root vegetables | 0% |
| Leaf and stalk vegetables | 0% |
| Peas and beans | 0% |
| Tomatoes | 0% |
| Other fruiting vegetables | 0% |
| Mixed vegetables, onion and garlic | 0% |
| Legumes/pulses dried | 0% |
| Legume/pulse products | 0% |
| Legumes/pulses canned | 0% |
| Savoury snacks | 0% |
| Sugar, honey and syrups | 8% |
| Sweet spreads | 0% |
| Sugar-based desserts | 0% |
| Chocolate and chocolate-based confectionery | 25% |
| Confectionery-type bars | 9% |
| Cereal, fruit, nut and seed bars | 21% |
| Other confectionery | 44% |

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| Meal replacement powders | 0% |
| Savoury spreads and pastes | 33% |
| Artificial sweetener | 0% |
| Dried herbs and spices | 0% |
| Salt | 0% |
| Stock powder | 17% |
| Stock liquid | 0% |
| Baking powder | 0% |

NB. Market share determined from Euromonitor data for Australia