

Table S1: Supermarket own brands present on foods and non-alcoholic beverages in three Australian supermarkets

Supermarket own brand present	Frequency	Percent
<i>Coles own brands</i>		
Coles	1482	85.6%
The Bakery at Coles	93	5.4%
Coles Simply Gluten Free	47	2.7%
Coles Organic	28	1.6%
Coles Smart Buy	22	1.3%
Coles Finest	14	0.8%
Coles Grill	12	0.7%
Coles Simply	11	0.6%
Coles Make at Home	8	0.5%
Coles Bake at Home	7	0.4%
Coles Gluten Free	4	0.2%
Coles Simply Less	3	0.2%
<b>Total Coles audited products</b>	<b>1731</b>	
<i>Woolworths own brands</i>		
Woolworths Select	631	34.8%
Woolworths	506	27.9%
Woolworths Homebrand	153	8.4%
Macro Organic	114	6.3%
Macro	81	4.5%
Woolworths in-store bakery label	80	4.4%
Woolworths Essentials	54	3.0%
Woolworths Gold	46	2.5%
Woolworths Free From	32	1.8%
Woolworths Created with Jamie	15	0.8%
Jamie Oliver	14	0.8%
Macro Free Range	14	0.8%
Baby Macro Organic	12	0.7%
Woolworths Market Value	12	0.7%
Woolworths Delicious Nutritious	10	0.6%
Woolworths The Odd Bunch	8	0.4%
Woolworths Simply Roast	7	0.4%
Woolworths Select Once Upon a Time	6	0.3%
Farmer's Own	5	0.3%
Mini Macro	4	0.2%
Woolworths Simply Heat	4	0.2%
Gold	1	0.1%
Macro Grass Fed	1	0.1%
Woolworths Simply Cook	1	0.1%
Woolworths Simply Stir-fry	1	0.1%
<b>Total Woolworths audited products</b>	<b>1812</b>	
<i>IGA own brands</i>		
Black & Gold	273	68.8%
SUPA IGA	49	12.3%
IGA Baker's Oven	38	9.6%
IGA Signature	24	6.0%
Community Co	12	3.0%
IGA Signature AWARE	1	0.3%
<b>Total IGA audited products</b>	<b>397</b>	
<b>Total audited products</b>	<b>3940</b>	