**Supplementary material**

**Table S1.** Percentage of products within each product category that presented elements in labels related to each health-related curs dimensionidentified in the content analysis of products’ front-of-packages.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Product category** | **Health related cues**  **(%)** | **Food pictures (%)** | **References to naturalness**  **(%)** | **Green color (%)** | **Critical nutrient nutrition claims (%)** | **Nutritition marketing claims**  **(%)** | **Other nutrition claim (%)** | **Ingredient claims**  **(%)** | **Edorsement from**  **NGOs** | **References to tradition/**  **homemade**  **(%)** |
| Chocolate and candies | 52.5 | 31.3 | 12.1 | 6.4 | 12.1 | 14.8 | 2.1 | 3.7 | 9.4 | 2.3 |
| Cookies | 52.7 | 29.1 | 18.2 | 6.7 | 12.7 | 8.2 | 10.6 | 7.6 | 4.8 | 3.9 |
| Frozen foods\* | 70.5 | 42.6 | 24.5 | 13.5 | 5.9 | 9.3 | 1.7 | 13.9 | 4.2 | 5.5 |
| Canned foods | 67.6 | 52.3 | 26.9 | 8.3 | 7.9 | 6.5 | 2.8 | 6.0 | 4.6 | 1.9 |
| Savory crackers | 66.2 | 16.9 | 30.3 | 5.1 | 29.7 | 10.8 | 24.1 | 15.4 | 1.0 | 12.3 |
| Savory snacks | 50.8 | 34.1 | 6.7 | 11.2 | 4.5 | 10.1 | 2.2 | 8.4 | 5.0 | 10.6 |
| Cheese | 59.7 | 15.9 | 18.2 | 10.2 | 13.6 | 14.8 | 2.8 | 9.1 | 11.9 | 8.0 |
| Juices | 98.7 | 97.5 | 52.9 | 37.6 | 26.8 | 20.4 | 21.7 | 15.3 | 6.4 | 14.6 |
| Dressings and condiments | 83.4 | 60.0 | 13.8 | 8.3 | 8.3 | 13.1 | 4.8 | 13.8 | 6.9 | 15.2 |
| Ice cream and popsicles | 38.0 | 23.2 | 17.6 | 6.3 | 9.9 | 0.0 | 1.4 | 4.9 | 14.1 | 0.7 |
| Sweet baked goods | 37.4 | 18.0 | 12.9 | 0.0 | 9.4 | 6.5 | 6.5 | 4.3 | 2.9 | 8.6 |
| Salty baked goods | 93.4 | 37.5 | 35.3 | 4.4 | 58.8 | 8.8 | 27.9 | 14.0 | 4.4 | 30.1 |
| Powder mix to prepare desserts and cakes | 54.5 | 18.2 | 6.8 | 9.1 | 14.4 | 12.9 | 9.8 | 1.5 | 25.0 | 9.1 |
| Jams | 91.6 | 65.6 | 54.2 | 23.7 | 32.8 | 28.2 | 10.7 | 13.0 | 21.4 | 4.6 |
| Yogurt | 96.3 | 63.3 | 42.2 | 45.0 | 20.2 | 14.7 | 26.6 | 9.2 | 16.5 | 0.0 |
| Nuts and sedes | 68.9 | 31.1 | 34.0 | 2.8 | 9.4 | 7.5 | 1.9 | 20.8 | 1.9 | 0.9 |
| *Alfajor*\*\* | 23.5 | 6.1 | 7.1 | 1.0 | 0.0 | 5.1 | 0.0 | 0.0 | 0.0 | 7.1 |
| Breakfast cereals and granola | 91.7 | 74.0 | 24.0 | 6.3 | 13.5 | 13.5 | 20.8 | 20.8 | 5.2 | 6.3 |
| Soft drinks | 54.2 | 19.4 | 22.2 | 15.3 | 15.3 | 2.8 | 2.8 | 8.3 | 1.4 | 9.7 |
| Cereals bars | 88.6 | 52.9 | 17.1 | 21.4 | 27.1 | 34.3 | 11.4 | 27.1 | 8.6 | 5.7 |
| Instant soups and bouillon | 95.7 | 87.0 | 11.6 | 75.4 | 26.1 | 1.4 | 0.0 | 34.8 | 5.8 | 5.8 |
| Packaged dry or fresh pasta | 76.8 | 56.5 | 14.5 | 24.6 | 4.3 | 1.4 | 2.9 | 26.1 | 0.0 | 4.3 |
| Sausages and cold cuts | 71.7 | 8.3 | 26.7 | 5.0 | 0.0 | 1.7 | 3.3 | 10.0 | 40.0 | 10.0 |
| Dairy desserts | 64.3 | 3.6 | 17.9 | 23.2 | 10.7 | 30.4 | 5.4 | 1.8 | 30.4 | 1.8 |
| Doughs | 89.5 | 81.6 | 13.2 | 21.1 | 15.8 | 2.6 | 2.6 | 2.6 | 0.0 | 21.1 |
| Plant-based milks | 100.0 | 73.7 | 97.4 | 55.3 | 28.9 | 57.9 | 34.2 | 36.8 | 2.6 | 2.6 |
| Powdered drinks | 100.0 | 5.3 | 42.1 | 34.2 | 86.8 | 65.8 | 94.7 | 7.9 | 0.0 | 0.0 |
| Cakes | 16.7 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.7 | 0.0 | 0.0 |
| Tomato puree and sauces | 96.3 | 96.3 | 3.7 | 0.0 | 14.8 | 22.2 | 0.0 | 59.3 | 40.7 | 0.0 |
| Coffee and cocoa | 85.7 | 66.7 | 9.5 | 4.8 | 14.3 | 28.6 | 19.0 | 0.0 | 0.0 | 4.8 |
| Beverages | 100.0 | 15.8 | 42.1 | 26.3 | 21.1 | 10.5 | 10.5 | 31.6 | 0.0 | 5.3 |
| Flavored rice and instant puree | 100.0 | 93.3 | 13.3 | 26.7 | 0.0 | 6.7 | 0.0 | 20.0 | 0.0 | 6.7 |
| Butter and margarine | 73.3 | 0.0 | 13.3 | 20.0 | 40.0 | 0.0 | 0.0 | 6.7 | 33.3 | 6.7 |
| Flavored milk | 85.7 | 42.9 | 14.3 | 7.1 | 7.1 | 21.4 | 28.6 | 0.0 | 57.1 | 0.0 |

**\***Frozen Food: this category includes all frozen foods like ready-to-eat dishes, hamburgers, nuggets, pasta, fried potatoes, etc., with the exception of ice cream, desserts, vegetables or fruits. **\*\****Alfajor* is a traditional product in Uruguay. It is a sweet cookie sandwich filled with a layer of *dulce de leche* (a traditional type of sweetened condensed milk), usually covered with chocolate or meringue.