**Supplemental file 4:** Most prevalentfood categories found in promotional displays in a sample of 104 Australian supermarkets in 2019.

|  |  |  |  |
| --- | --- | --- | --- |
| **In-store location** | **Type** | **Food category** | **% of total display space** |
| End-of aisle | Front of store | Chocolate & confectionery | 17 |
|  |  | Discretionary beverages**†** | 17 |
|  |  | Fruit and vegetables | 12 |
|  | Elsewhere in store | Chocolate & confectionery | 11 |
|  |  | Discretionary beverages**†** | 8 |
|  |  | Sweet biscuits | 7 |
|  | Island bins near aisle-ends | Chocolate & confectionery | 21 |
|  |  | Discretionary beverages**†** | 15 |
|  |  | Chips (crisps) | 10 |
| Checkouts\* | Staff-assisted | Chocolate | 26 |
|  |  | Confectionery (gum and mints) | 24 |
|  |   | Discretionary beverages**†** | 23 |
|  | Self-checkout | Chocolate | 49 |
|  |  | Confectionery (gum and mints) | 49 |
|  | Island bins near checkouts | Chocolate & confectionery | 34 |
|  |  | Discretionary beverages**†** | 26 |
|  |  | ‘Healthier’ beverages**‡** | 11 |
| Store entrance | Island bins | Fruit and vegetables | 51 |
|  |  | Bread | 11 |
|  |  | Discretionary beverages**†** | 6 |
| Elsewhere | Island bins | Fruit and vegetables | 10 |
|  |  | Condiments | 9 |
|  |  | Bread | 8 |
|  |  | Discretionary beverages**†** | 8 |

\* For checkout displays, gum and mints were analysed separately to other confectionery as they are the most commonly displayed item apart from chocolate.

**†** Discretionary beverages included sugar and artificially-sweetened soft drinks, energy drinks, sports drinks, mineral water, ice tea and kombucha.

**‡** ‘Healthier’ beverages included unsweetened water and flavoured milk.