

Supplementary Table S1. Energy, macronutrients, and salt content across breakfast cereal types organised according to the absence or presence of fibre-related nutrition claims.

		Energy (kcal/100 g)	Total fat (g/100 g)	SFA (g/100 g)	Total carbohydrates (g/100 g)	Sugars (g/100 g)	Fibre (g/100 g)	Protein (g/100 g)	Salt (g/100 g)
Cereal bars	NO	401 (388–468) a	9.8 (8.2–20.0) a,b	4.4 (2.4–5.2)	67.5 (56.0–70.7) a	27.3 (25.0–30.0) a	4.8 (3.5–6.6) b	7.2 (6.2–10.5) a	0.6 (0.3–0.7)
	SF	384 (374–402) b	9.4 (7.3–12.0) b	3.9 (3.0–5.8)	67.6 (65.0–70.4) a	26.2 (17.5–27.7) a,b	5.5 (4.9–5.9) b	6.3 (5.6–7.0) b	0.5 (0.4–0.7)
	HF	419 (411–442) a	17.0 (13.5–20.0) a	3.5 (2.3–4.3)	55.5 (49.0–56.5) b	19.0 (17.5–22.0) b	12.5 (7.9–14.0) a	9.0 (8.0–9.7) a	0.3 (0.3–0.4)
Muesli	NO	402 (388–469)	10.0 (8.2–20.0)	4.5 (2.4–5.3) a	67.0 (52.0–70.3)	27.0 (25.0–30.0)	4.7 (3.6–6.5)	7.3 (6.3–11.0)	0.6 (0.3–0.7)
	SF	384 (374–402)	9.4 (7.3–12.0)	3.9 (3.0–5.8) a	67.6 (65.0–70.4)	26.2 (17.5–27.7)	5.5 (4.9–5.9)	6.3 (5.6–7.0)	0.5 (0.4–0.7)
	HF	419 (411–442)	17.0 (13.5–20.0)	3.5 (2.3–4.3) b	55.5 (49.0–56.5)	19.0 (17.5–22.0)	12.5 (7.9–14.0)	9.0 (8.0–9.7)	0.3 (0.3–0.4)
Flakes	NO	377 (371–385) a	1.5 (1.0–2.6) b	0.4 (0.3–0.7) b	81.0 (76.0–82.0) a	8.9 (6.1–18.5)	4.0 (3.0–5.2) b	8.0 (7.3–9.4) b	1.0 (0.5–1.6) a
	SF	379 (373–385) a	2.0 (1.5–3.0) b	0.4 (0.3–1.3) a,b	79.0 (76.3–81.0) a	15.0 (7.8–17.7)	4.5 (3.8–5.5) b	8.1 (7.3–9.2) b	0.8 (0.3–1.0) a
	HF	370 (360–390) b	6.6 (2.5–7.0) a	1.2 (0.5–1.5) a	63.0 (58.6–68.0) b	7.7 (1.4–16.0)	9.9 (8.4–11.6) a	12.0 (9.3–12.9) a	0.3 (0.0–0.8) b
Bran cereals	NO	330 (311–371)	4.0 (2.7–7.0)	0.7 (0.5–2.0)	54.0 (40.0–58.0)	2.0 (2.0–3.0)	21.0 (12.0–27.5)	13.0 (12.0–13.0)	0.1 (0.0–0.1)
	SF	/	/	/	/	/	/	/	/
	HF	321 (309–344)	4.3 (3.5–7.3)	0.9 (0.7–1.2)	40.7 (35.0–48.0)	5.9 (1.3–17.0)	31.3 (16.0–35.0)	14.5 (13.0–16.0)	0.4 (0.0–1.3)
Puffed cereals	NO	382 (376–397)	2.8 (1.8–4.0)	0.6 (0.4–1.0)	79.0 (75.9–85.0)	11.5 (0.8–27.0)	3.0 (2.3–5.5) b	7.1 (6.3–9.9)	0.0 (0.0–0.6)
	SF	377 (364–400)	3.3 (3.1–5.1)	0.5 (0.5–0.6)	77.0 (68.0–79.0)	41.0 (0.6–46.0)	5.5 (5.0–9.4) a,b	7.5 (7.0–11.5)	0.0 (0.0–0.0)
	HF	367 (365–374)	3.1 (2.9–5.0)	0.6 (0.5–0.7)	68.0 (66.0–75.9)	1.5 (0.6–15.0)	8.5 (7.0–9.4) a	11.0 (6.9–11.5)	0.0 (0.0–0.0)
Others	NO	390 (385–438) a,b	3.8 (2.8–12.7) b	1.6 (0.9–3.0)	77.5 (70.8–80.8) a	28.7 (25.0–30.0) a	3.8 (2.9–5.5) b	7.4 (6.4–8.0) b	0.7 (0.5–0.9) a
	SF	390 (379–394) b	3.6 (2.7–5.5) b	1.3 (0.8–2.3)	78.0 (73.7–78.5) a	23.5 (21.7–25.5) a,b	5.2 (4.9–5.9) b	8.2 (7.2–8.4) b	0.7 (0.4–0.8) a,b
	HF	428 (395–449) a	15.0 (7.4–18.0) a	2.2 (1.4–3.4)	63.0 (59.0–68.7) b	21.0 (19.0–22.9) b	7.8 (7.2–8.4) a	9.1 (8.7–10.0) a	0.4 (0.2–0.6) b

For each category, different lowercase letters in the same column indicate significant differences among types (Kruskal–Wallis test for independent samples with multiple pairwise comparisons or Mann-Whitney test for independent samples for bran cereal products, $p < 0.05$). Legend: HF, High in fiber; NO, No fiber-related claim; SF, Source of fiber; SFA, saturates.