

**Supplementary Table S2. Energy, macronutrients, and salt content across breakfast cereals organised according to the absence or presence of a fibre-related nutrition claim by considering the presence or absence of other nutrition claims, health claims or other declarations on the food pack.**

| Claim                     |                                      |     | Energy<br>(kcal/100 g) | Total fat<br>(g/100 g) | SFA<br>(g/100 g) | Total<br>carbohydrates<br>(g/100 g) | Sugars<br>(g/100 g) | Fibre<br>(g/100 g) | Protein<br>(g/100 g) | Salt<br>(g/100 g) |
|---------------------------|--------------------------------------|-----|------------------------|------------------------|------------------|-------------------------------------|---------------------|--------------------|----------------------|-------------------|
| Without<br>NC on<br>fibre | NC on<br>fat                         | No  | 388 (375–422)*         | 4.2 (1.8–12.4)*        | 1.4 (0.4–3.9)*   | 74.0 (65.0–81.0)                    | 22.0 (8.2–28.3)*    | 4.5 (3.0–6.6)      | 8.0 (7.0–9.4)        | 0.6 (0.2–1.0)     |
|                           |                                      | Yes | 378 (371–384)          | 1.5 (1.1–2.1)          | 0.4 (0.3–0.5)    | 81.0 (80.0–83.0)*                   | 11.0 (6.0–16.1)     | 3.3 (2.8–5.9)      | 7.9 (7.1–8.0)        | 0.8 (0.4–1.1)     |
|                           | NC on<br>salt                        | No  | 385 (375–408)          | 3.8 (1.6–10.3)         | 1.1 (0.4–3.5)    | 76.0 (66.0–81.4)                    | 21.0 (7.8–28.0)*    | 4.5 (3.0–6.5)      | 8.0 (7.0–9.3)        | 0.6 (0.2–1.0)     |
|                           |                                      | Yes | 376 (376–376)          | 2.5 (2.5–2.5)          | 0.5 (0.5–0.5)    | 78.0 (78.0–78.0)                    | 0.1 (0.1–0.1)       | 2.5 (2.5–2.5)      | 9.0 (9.0–9.0)        | 0.0 (0.0–0.0)     |
|                           | NC on<br>vitamins<br>and<br>minerals | No  | 385 (373–425)          | 4.0 (1.6–12.4)         | 1.1 (0.4–3.2)    | 75.9 (64.0–81.0)                    | 20.0 (6.0–27.0)     | 4.8 (3.0–6.7)      | 8.0 (7.1–9.7)*       | 0.5 (0.1–1.0)     |
|                           |                                      | Yes | 387 (376–401)          | 3.3 (1.6–9.5)          | 1.0 (0.4–3.7)    | 76.5 (69.0–81.5)                    | 23.6 (13.0–28.1)*   | 4.1 (3.0–5.8)      | 7.4 (6.9–9.0)        | 0.8 (0.5–1.0)*    |
|                           | NC on<br>sugar                       | No  | 386 (375–415)*         | 3.8 (1.6–11.0)*        | 1.2 (0.4–3.8)*   | 76.0 (66.0–81.4)                    | 22.0 (8.2–28.0)*    | 4.4 (3.0–6.4)      | 8.0 (7.0–9.3)        | 0.6 (0.2–1.0)*    |
|                           |                                      | Yes | 371 (349–385)          | 1.0 (1.0–2.5)          | 0.3 (0.2–0.3)    | 80.0 (64.0–84.0)                    | 1.1 (1.0–4.8)       | 5.0 (3.4–10.0)     | 8.0 (8.0–13.3)       | 0.0 (0.0–0.4)     |
|                           | NC on<br>protein                     | No  | 385 (375–408)          | 3.8 (1.6–10.3)         | 1.1 (0.4–3.5)    | 76.0 (66.0–81.4)                    | 21.0 (7.7–28.0)     | 4.5 (3.0–6.5)      | 8.0 (7.0–9.3)        | 0.6 (0.2–1.0)     |
|                           |                                      | Yes | /                      | /                      | /                | /                                   | /                   | /                  | /                    | /                 |
|                           | HC                                   | No  | 386 (375–416)          | 3.8 (1.6–12.0)         | 1.1 (0.4–3.8)    | 77.0 (67.0–81.1)                    | 21.0 (6.6–28.0)     | 4.4 (3.0–6.2)      | 8.0 (7.0–9.2)        | 0.6 (0.2–1.0)     |
|                           |                                      | Yes | 385 (374–396)          | 2.7 (1.8–8.9)          | 0.9 (0.5–2.6)    | 74.4 (64.0–82.0)                    | 20.0 (10.9–27.5)    | 6.1 (3.5–9.4)*     | 9.1 (6.9–9.9)        | 0.8 (0.6–1.0)     |
|                           | Organic                              | No  | 389 (376–444)*         | 4.3 (1.8–14.0)*        | 1.6 (0.5–4.2)*   | 74.8 (65.0–81.5)                    | 23.0 (17.0–28.7)*   | 4.4 (3.0–6.3)      | 7.7 (6.9–9.2)        | 0.7 (0.4–1.0)*    |
|                           |                                      | Yes | 380 (371–397)          | 2.6 (1.1–5.1)          | 0.5 (0.3–1.3)    | 78.0 (68.0–81.0)                    | 6.1 (1.1–20.0)      | 4.7 (3.0–7.0)      | 8.0 (7.3–10.0)*      | 0.0 (0.0–1.0)     |
|                           | Branded                              | No  | 385 (376–407)          | 3.6 (1.5–9.6)          | 1.0 (0.4–3.6)    | 78.0 (69.0–82.0)*                   | 21.5 (7.4–27.0)     | 4.0 (2.9–5.8)      | 7.9 (7.0–9.1)        | 0.6 (0.3–1.0)     |
|                           |                                      | Yes | 387 (372–408)          | 4.0 (2.1–14.0)         | 1.3 (0.4–3.2)    | 72.9 (62.2–80.0)                    | 20.0 (7.7–28.3)     | 20.0 (7.7–28.3)*   | 8.0 (7.0–10.8)       | 0.7 (0.1–1.0)     |

|                 |                             |     |               |                  |                |                   |                   |                 |                   |                |
|-----------------|-----------------------------|-----|---------------|------------------|----------------|-------------------|-------------------|-----------------|-------------------|----------------|
| Source of fibre | Gluten-free                 | No  | 385 (375–408) | 3.8 (1.6–10.2)   | 1.1 (0.4–3.8)  | 76.0 (66.5–81.4)  | 21.5 (8.0–28.0)   | 21.5 (8.0–28.0) | 8.0 (7.0–9.3)     | 0.6 (0.2–1.0)  |
|                 |                             | Yes | 387 (371–400) | 2.0 (1.0–18.0)   | 0.5 (0.2–2.1)  | 80.5 (52.0–81.0)  | 8.2 (4.8–9.1)     | 8.2 (4.8–9.1)   | 7.8 (7.3–11.0)    | 0.7 (0.1–1.9)  |
|                 | NC on fat                   | No  | 385 (375–400) | 5.8 (2.9–9.8)*   | 2.5 (0.7–3.8)* | 72.9 (66.8–78.0)  | 21.8 (16.0–26.6)* | 5.4 (4.8–6.0)*  | 7.5 (6.5–8.4)     | 0.5 (0.3–0.8)  |
|                 |                             | Yes | 378 (373–380) | 1.7 (1.5–2.0)    | 0.4 (0.3–0.4)  | 81.0 (77.0–81.0)* | 9.0 (6.0–11.0)    | 4.0 (3.5–4.7)   | 8.0 (7.0–10.0)    | 1.0 (0.3–1.0)  |
|                 | NC on salt                  | No  | 382 (375–394) | 4.3 (2.0–8.8)    | 1.6 (0.5–3.5)  | 76.0 (67.5–79.0)* | 19.0 (11.0–25.7)  | 5.1 (4.2–5.8)   | 7.5 (6.7–8.7)     | 0.6 (0.4–0.8)* |
|                 |                             | Yes | 413 (382–440) | 13.6 (9.7–17.1)* | 2.0 (1.7–2.8)  | 63.7 (57.2–69.7)  | 27.1 (15.4–33.0)  | 5.5 (5.0–8.6)   | 7.6 (5.3–11.8)    | 0.1 (0.0–0.2)  |
|                 | NC on vitamins and minerals | No  | 379 (372–394) | 5.1 (2.5–10.1)   | 1.6 (0.5–3.5)  | 74.7 (67.0–78.0)  | 19.0 (6.0–26.6)   | 5.0 (4.5–5.5)   | 7.5 (6.5–9.0)     | 0.4 (0.2–0.8)  |
|                 |                             | Yes | 383 (375–397) | 4.7 (1.7–7.3)    | 2.0 (0.5–3.3)  | 76.1 (68.3–79.0)  | 21.8 (15.3–25.7)  | 5.4 (4.2–5.9)   | 7.6 (6.8–8.6)     | 0.7 (0.3–0.8)  |
|                 | NC on sugar                 | No  | 382 (375–399) | 4.3 (2.0–8.0)    | 1.6 (0.5–3.3)  | 76.0 (67.5–79.0)  | 21.0 (15.0–26.4)* | 5.2 (4.2–5.8)   | 7.7 (6.5–8.9)     | 0.6 (0.3–0.8)  |
|                 |                             | Yes | 349 (337–385) | 10.0 (9.6–11.5)  | 4.9 (2.2–6.1)  | 67.0 (66.5–69.7)  | 1.9 (1.5–7.6)     | 5.3 (4.8–5.5)   | 7.4 (6.8–8.0)     | 0.4 (0.0–0.5)  |
|                 | NC on protein               | No  | 382 (374–394) | 4.4 (2.0–9.0)    | 1.6 (0.5–3.5)  | 75.1 (67.1–79.0)  | 20.7 (9.5–26.0)*  | 5.1 (4.2–5.8)   | 7.5 (6.7–8.7)     | 0.5 (0.3–0.8)  |
|                 |                             | Yes | 425 (423–426) | 15.5 (15.0–16.0) | 3.8 (2.5–5.1)  | 50.0 (44.0–56.0)  | 17.5 (16.0–19.0)  | 6.4 (5.6–7.1)   | 18.5 (14.0–23.0)* | 0.5 (0.4–0.6)  |
|                 | HC                          | No  | 382 (374–400) | 5.0 (2.5–9.7)    | 1.6 (0.6–3.4)  | 75.6 (67.1–79.0)  | 20.9 (8.2–26.2)   | 5.0 (4.2–5.5)   | 7.6 (6.8–9.0)     | 0.4 (0.2–0.8)  |
|                 |                             | Yes | 382 (375–393) | 4.4 (1.7–7.4)    | 2.5 (0.4–3.6)  | 73.8 (65.6–79.0)  | 19.0 (15.0–24.9)  | 5.6 (5.1–6.9)*  | 7.5 (6.7–8.7)     | 0.7 (0.5–0.8)  |
|                 | Organic                     | No  | 382 (374–399) | 5.6 (2.5–9.6)    | 2.4 (0.6–3.6)* | 74.7 (66.8–79.0)  | 21.0 (15.0–26.0)  | 5.3 (4.2–6.0)   | 7.4 (6.7–8.4)     | 0.5 (0.3–0.8)  |
|                 |                             | Yes | 380 (378–393) | 3.1 (2.0–4.2)    | 0.6 (0.4–1.0)  | 77.5 (73.1–79.5)  | 13.9 (4.8–31.6)   | 5.0 (4.4–5.3)   | 8.2 (7.3–9.5)     | 0.5 (0.0–1.0)  |
|                 | Branded                     | No  | 383 (376–397) | 3.1 (1.7–5.4)    | 0.8 (0.4–2.7)  | 78.5 (75.0–81.0)* | 17.4 (10.3–24.4)  | 4.5 (3.9–5.6)   | 8.1 (7.1–9.1)     | 0.4 (0.3–0.8)  |
|                 |                             | Yes | 380 (375–394) | 7.4 (3.3–12.0)*  | 3.0 (1.6–3.9)* | 69.3 (65.0–75.1)  | 22.3 (15.0–26.4)  | 5.5 (5.0–6.0)*  | 7.1 (6.2–8.4)     | 0.6 (0.4–0.8)  |
|                 | Gluten free                 | No  | 382 (374–394) | 5.0 (2.3–9.0)    | 1.7 (0.5–3.5)  | 75.1 (67.0–79.0)  | 19.0 (11.0–26.0)  | 5.4 (4.5–6.0)   | 7.6 (6.7–9.0)*    | 0.5 (0.3–0.8)  |
|                 |                             | Yes | 382 (378–434) | 2.5 (2.0–15.0)   | 1.6 (0.6–5.0)  | 78.0 (68.0–81.0)  | 21.0 (8.5–26.6)   | 4.2 (3.2–4.9)   | 7.3 (5.9–8.4)     | 0.8 (0.2–0.8)  |

|               |                             |     |                |                 |                |                   |                  |                  |                   |                |
|---------------|-----------------------------|-----|----------------|-----------------|----------------|-------------------|------------------|------------------|-------------------|----------------|
| High in fibre | NC on fat                   | No  | 377 (360–437)  | 7.5 (4.0–15.0)  | 1.5 (0.8–3.1)* | 60.3 (56.0–65.0)  | 17.0 (8.0–22.0)  | 9.3 (7.4–14.0)   | 10.0 (8.5–13.0)   | 0.3 (0.1–0.6)  |
|               |                             | Yes | 367 (358–393)  | 7.0 (2.5–7.4)   | 0.9 (0.5–1.2)  | 67.0 (61.0–68.7)  | 7.0 (1.5–18.0)   | 8.7 (8.1–10.2)   | 11.5 (9.2–13.0)   | 0.2 (0.1–0.6)  |
|               | NC on salt                  | No  | 378 (360–431)  | 7.3 (3.9–15.0)  | 1.3 (0.8–2.6)  | 61.0 (56.8–65.7)  | 17.8 (8.5–22.0)  | 9.0 (7.4–14.0)   | 10.0 (8.6–12.0)   | 0.3 (0.1–0.6)* |
|               |                             | Yes | 365 (352–437)  | 7.7 (4.5–15.0)  | 1.3 (0.8–3.4)  | 58.0 (49.0–62.9)  | 2.0 (1.1–18.0)   | 9.3 (8.0–16.0)   | 13.0 (9.5–16.0)   | 0.0 (0.0–0.1)  |
|               | NC on vitamins and minerals | No  | 376 (360–437)  | 7.3 (4.4–15.0)  | 1.4 (0.9–3.1)  | 61.0 (57.0–65.0)  | 17.0 (3.8–21.0)  | 8.5 (7.2–11.0)   | 10.1 (8.5–12.5)   | 0.2 (0.1–0.5)  |
|               |                             | Yes | 379 (352–419)  | 7.2 (3.0–15.0)  | 1.2 (0.7–2.1)  | 58.0 (49.0–66.0)  | 17.5 (12.0–21.0) | 12.5 (8.5–16.0)* | 9.5 (8.7–14.0)    | 0.4 (0.2–0.9)* |
|               | NC on sugar                 | No  | 380 (360–435)  | 7.4 (3.9–15.0)  | 1.3 (0.8–3.1)  | 61.0 (56.0–65.7)  | 18.0 (8.8–22.0)* | 8.8 (7.4–14.0)   | 10.0 (8.7–13.0)   | 0.3 (0.1–0.6)  |
|               |                             | Yes | 363 (344–431)  | 7.0 (4.5–15.0)  | 1.3 (0.8–1.9)  | 57.4 (40.3–65.0)  | 2.5 (1.3–12.0)   | 11.0 (8.5–16.0)  | 11.8 (8.6–13.0)   | 0.2 (0.0–0.8)  |
|               | NC on protein               | No  | 380 (360–436)* | 7.4 (3.9–15.0)* | 1.4 (0.8–2.9)* | 61.0 (56.7–65.9)  | 17.8 (8.3–21.5)* | 8.8 (7.5–14.0)   | 10.0 (8.6–12.7)   | 0.3 (0.1–0.6)* |
|               |                             | Yes | 360 (357–365)  | 7.0 (4.5–7.0)   | 1.2 (1.1–1.3)  | 51.0 (49.4–57.0)  | 1.3 (1.2–1.7)    | 10.4 (9.5–14.0)  | 14.8 (12.5–16.0)* | 0.1 (0.0–0.2)  |
|               | HC                          | No  | 378 (360–437)  | 7.4 (3.9–15.0)  | 1.3 (0.8–3.4)  | 61.5 (57.0–66.0)* | 18.0 (6.4–22.0)  | 8.4 (7.3–10.4)   | 10.0 (8.5–12.7)   | 0.3 (0.1–0.6)  |
|               |                             | Yes | 374 (352–411)  | 7.3 (4.5–10.0)  | 1.2 (0.9–1.9)  | 58.0 (48.0–63.0)  | 13.0 (1.3–19.0)  | 14.0 (8.7–16.0)* | 11.5 (9.0–14.0)   | 0.3 (0.1–0.6)  |
|               | Organic                     | No  | 390 (360–440)  | 7.9 (4.0–17.0)  | 1.8 (0.8–3.1)  | 60.0 (55.5–65.0)  | 18.0 (12.2–22.0) | 9.5 (7.5–14.0)   | 9.5 (8.5–12.5)    | 0.3 (0.2–0.6)  |
|               |                             | Yes | 368 (360–396)  | 7.0 (3.1–8.1)*  | 1.1 (0.7–1.5)* | 62.5 (58.0–66.5)  | 7.2 (1.4–18.5)   | 8.4 (7.4–11.3)   | 12.0 (9.3–13.0)   | 0.1 (0.0–0.2)  |
|               | Branded                     | No  | 371 (354–403)  | 5.0 (3.0–8.3)   | 1.0 (0.6–3.1)  | 63.0 (57.4–68.0)  | 18.0 (8.5–22.0)* | 9.0 (7.3–15.4)   | 11.6 (8.7–13.0)*  | 0.4 (0.1–0.8)* |
|               |                             | Yes | 385 (360–437)  | 8.5 (5.5–16.0)* | 1.5 (1.0–2.6)  | 59.0 (56.0–65.0)  | 16.2 (3.6–20.4)  | 9.1 (7.5–13.0)   | 10.0 (8.6–12.0)   | 0.2 (0.1–0.6)  |
|               | Gluten free                 | No  | 377 (360–435)  | 7.3 (3.9–15.0)  | 1.3 (0.8–2.6)  | 61.0 (56.0–65.0)  | 17.3 (5.0–21.0)  | 9.0 (7.5–14.0)   | 10.6 (8.8–13.0)   | 0.3 (0.1–0.6)  |
|               |                             | Yes | 360 (357–390)  | 5.3 (1.9–8.9)   | 0.8 (0.6–3.1)  | 67.0 (54.0–81.0)  | 8.5 (6.6–15.0)   | 10.0 (7.1–20.0)  | 6.5 (6.0–7.1)     | 0.3 (0.1–0.3)  |

For each category, asterisks in the same column indicate significant differences between the values of each of the considered nutritional value in products boasting or not the claim (Mann-Whitney test for independent samples for bran cereals products,  $p < 0.05$ ). Legend: HC, Health claim; NC, Nutrition claim; SFA, saturates.