Supplementary Figure 1. Participant flow diagram

Households in the Nielsen Homescan panel (11,056)

Households meeting eligibility criteria provided by Nielsen (n=7,989)

Households excluded for not meeting eligibility criteria (n=3,067):
- Not on the panel for the entire 52-week period;
- Did not report purchase data for at least 50% of the weeks;
- Missing demographic information;
- Not meeting Nielsen thresholds for expenditure (≥$5 a week on all purchases).

Households with lowest annual food and beverage expenditure excluded (n=801):
- Households in the lowest 2.5th percentile defined separately for single-member households and multi-member households.

Households included in the final analyses (n=7,188)
Supplementary Table 1. List of the Australian sodium reformulation targets

| Food category     | Sub-category                                      | Target (mg/100g) |
|-------------------|---------------------------------------------------|------------------|
| Bread             | Leavened breads                                   | 380              |
|                   | Flat breads                                        | 450              |
| Cheese            | Cheddar style cheeses                             | 710              |
|                   | Processed cheeses                                 | 1270             |
| Crumbed and battered proteins | Meat and poultry | 450 |
|                   | Seafood                                            | 270              |
| Gravies and sauces| Gravies and finishing sauces                      | 450              |
|                   | Pesto                                              | 720              |
|                   | Asian style sauces                                 | 680              |
|                   | Other savoury sauces                               | 360              |
| Pizza             | Pizza                                              | 450              |
| Processed meat    | Ham                                                | 1005             |
|                   | Bacon                                              | 1005             |
|                   | Processed deli meat                               | 720              |
|                   | Frankfurts and saveloys                            | 900              |
| Sausages          | Sausages                                           | 540              |
| Savoury biscuits  | Plain savoury crackers and biscuits                | 630              |
|                   | Plain corn, rice and other cakes                   | 270              |
|                   | Flavoured biscuits, crackers and corn cakes        | 720              |
| Savoury pastries  | Dry pastries                                       | 500              |
|                   | Wet pastries                                       | 400              |
| Savoury snacks    | Potato snacks                                      | 500              |
|                   | Salt and vinegar snacks                            | 810              |
|                   | Extruded and pelleted snacks                       | 720              |
|                   | Vegetable, grain and other snacks                  | 450              |
| Soups             | Soups                                             | 280              |
| Sweet bakery      | Cakes, muffins and slices                          | 360              |
### Supplementary Table 2. List of the UK salt reformulation targets

| Food category       | Sub-category                                                                 | Target (mg/100g)¹ |
|---------------------|-----------------------------------------------------------------------------|-------------------|
| Meat products       | Bacon                                                                       | 1150 (average)    |
|                     | Ham/other cured meats                                                       | 650 (average)     |
|                     | Sausages (Fresh, chilled, frozen)                                           | 550               |
|                     | Cooked sausages and sausage meat products                                   | 680               |
|                     | Delicatessen, pork pies and sausage rolls                                    | 450               |
|                     | Cornish and meat-based pasties                                              | 400               |
|                     | Other meat-based pastry products                                            | 300               |
|                     | Cooked uncured meat (Whole muscle)                                          | 270               |
|                     | Cooked uncured meat (Reformed whole muscle)                                 | 360               |
|                     | Cooked uncured meat (Comminuted or chopped reformed meat)                   | 540               |
|                     | Burgers and grill steaks                                                    | 350               |
|                     | Canned frankfurters, canned hotdogs and canned burgers                      | 700               |
|                     | Fresh chilled frankfurters                                                  | 750               |
| Bread               | Bread and rolls                                                             | 450               |
|                     | Bread and rolls with additions                                              | 450               |
|                     | Morning goods – yeast raised                                                | 350               |
|                     | Morning goods – powder raised                                               | 500               |
| Breakfast cereals   | Breakfast cereals                                                           | 400               |
| Cheese              | Cheddar and other similar ‘hard pressed’ cheeses                            | 800               |
|                     | Soft white cheese                                                           | 270               |
|                     | Cottage cheese – plain and flavoured                                        | 210               |
|                     | Mozzarella                                                                  | 540 (average)     |
|                     | Blue cheese                                                                 | 800 (average)     |
|                     | Cheese spreads                                                              | 720               |
|                     | Other processed cheese                                                      | 800               |
| Butter              | Salted butters and buttery spreads                                          | 670               |
|                     | Lightly salted butter                                                       | 450 (average)     |
| Fat spreads         | Margarines/other spreads                                                    | 550               |
| Baked beans         | Baked beans in tomato sauce without accompaniments                          | 225               |
|                     | Baked beans and canned pasta with accompaniments                            | 290               |
| Ready meals and meal centres | Ready meals and meal centres                              | 380               |

¹ The figures provided are targets for daily sodium intake from these foods.

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| Category                                                      | Description                                                                 | Units |
|--------------------------------------------------------------|-----------------------------------------------------------------------------|-------|
| Soups                                                        | Soups (as consumed)                                                         | 250   |
| Pizzas                                                       | All pizzas (as consumed)                                                    | 500   |
| Crisps and snacks                                           | Standard potato crisps                                                      | 580   |
|                                                             | Extruded and sheeted snacks                                                 | 800   |
|                                                             | Pelleted snacks                                                             | 1150  |
|                                                             | Salt and vinegar products                                                   | 1000  |
| Cakes, pastries, fruit pies and other pastry-based desserts| Cakes                                                                       | 280   |
|                                                             | Pastries                                                                    | 180   |
|                                                             | Sweet pies and other shortcrust or choux pastry based desserts              | 130   |
| Bought sandwiches                                           | Sandwiches with high salt fillings                                         | 600   |
|                                                             | Sandwiches without high salt fillings                                      | 350   |
| Table sauces                                                | Tomato ketchup                                                              | 680   |
|                                                             | Brown sauce                                                                 | 480   |
|                                                             | Salad cream                                                                 | 630   |
|                                                             | Mayonnaise (not reduced fat/calorie)                                        | 500   |
|                                                             | Mayonnaise (reduced fat/calorie only)                                       | 680   |
|                                                             | Salad dressing                                                              | 600   |
| Cook-in and pasta sauces, thick sauces and pastes           | Cook in and pasta sauces                                                    | 370   |
|                                                             | Pesto and other thick sauces                                               | 650   |
|                                                             | Thick pastes                                                                | 1500  |
| Biscuits                                                     | Sweet biscuits                                                              | 380   |
|                                                             | Savoury biscuits                                                            | 700   |
| Pasta                                                       | Pasta and noodles, plain and flavoured                                      | 350   |
| Rice                                                        | Rice (unflavoured), as consumed                                             | 70    |
|                                                             | Flavoured rice, as consumed                                                 | 230   |
| Other cereals                                               | Other cereals                                                               | 250   |
| Processed puddings                                          | Dessert mixes, as consumed                                                 | 180   |
|                                                             | Cheesecake                                                                  | 140   |
|                                                             | Sponge-based processed puddings                                             | 250   |
|                                                             | All other processed puddings                                                | 110   |
| Quiche                                                      | Quiches                                                                     | 270   |
| Scotch eggs                                                 | Scotch eggs                                                                 | 310   |
| Canned fish                                                 | Canned tuna                                                                 | 360 (average) |
|                                                             | Canned salmon                                                               | 320 (average) |
| Category                                | Item                                           | Target |
|-----------------------------------------|-----------------------------------------------|--------|
| Other canned fish                       |                                               | 600    |
| Canned vegetables                       | Canned and bottled vegetables                 | 50     |
|                                         | Canned processed, marrowfat and mushy peas    | 180    |
| Meat alternatives                       | Plain meat alternatives                        | 250    |
|                                         | Meat-free products                            | 500    |
|                                         | Meat-free bacon                               | 750    |
| Other processed potatoes                | Dehydrated instant mashed potato, as consumed | 60     |
|                                         | Other processed potato products               | 275    |
| Beverages                               | Dried beverages, as consumed                  | 60     |
| Stocks and gravies                      | Stocks, as consumed                           | 380    |
|                                         | Gravy, as consumed                            | 450    |

The UK maximum salt target is displayed except for targets where no maximum target was set, in which case the average target is displayed as indicated by (average).
### Supplementary Table 3. Comparison of the modelled impact of the Australian reformulation program versus UK program on potential reductions to mean sodium purchases (mg/d per capita), across specific food categories.

| Food category1 | Sub-category | Number of unique products affected | Target (mg) | Mean reduction to sodium purchases (mg/d per capita) | Difference across groups (Australia – UK) |
|----------------|-------------|-----------------------------------|-------------|------------------------------------------------------|------------------------------------------|
|                |             | Australian targets               | UK targets  | Australian targets                                  | UK targets                               |
| All products impacted by Australian and/or UK targets | 4,307 | 9,927 | 270 - 1270 | 50 - 1500 | -50 | -110 | 60 |
| Products impacted by both Australian and UK targets | 4,155 | 4,155 | 270 - 1270 | 110 - 1500 | -49 | -52 | 3 |
| Bread          | Leavened breads | 415 | 415 | 380 | 350 – 500 | -4 | -1 | -3 |
|                | Flat breads | 171 | 171 | 450 | 450 | -5 | -5 | 0 |
| Cheese         | Cheddar style cheeses | 245 | 245 | 710 | 800 | -1 | 0 | 0 |
|                | Processed cheeses | 66 | 66 | 1270 | 270 – 800 | -2 | -7 | 5 |
| Crumbed and battered proteins | Seafood | 140 | 140 | 450 | 380 | -3 | -5 | 2 |
| Gravies and sauces | Gravies and finishing sauces | 95 | 95 | 450 | 450 – 650 | -1 | -1 | 0 |
|                | Pesto | 24 | 24 | 720 | 650 | 0 | 0 | 0 |
|                | Asian style sauces | 94 | 94 | 680 | 370 – 650 | -1 | -2 | 0 |
|                | Other savoury sauces | 398 | 398 | 360 | 370 – 1500 | -2 | -2 | 0 |
| Pizza          | Pizza | 122 | 122 | 450 | 380 – 500 | -2 | -1 | -1 |
| Processed meat | Ham | 71 | 71 | 1005 | 650 | -1 | -4 | 4 |
|                | Bacon | 93 | 93 | 1005 | 1150 | -3 | 0 | -2 |
|                | Processed deli meat | 52 | 52 | 720 | 360 | -1 | -3 | 2 |
|                | Frankfurts and saveloyds | 29 | 29 | 900 | 550 – 750 | -1 | -2 | 1 |
| Sausages       | Sausages | 97 | 97 | 540 | 550 | -7 | -7 | 0 |
| Savoury biscuits | Plain savoury crackers and biscuits | 157 | 157 | 630 | 700 | -2 | -1 | -1 |
|                | Plain corn, rice and other cakes | 23 | 23 | 270 | 700 | 0 | 0 | 0 |
|                | Flavoured biscuits, crackers, corn cakes | 274 | 274 | 720 | 380 - 800 | -2 | -2 | 0 |
| Savoury pastries | Dry pastries | 42 | 42 | 500 | 380 - 450 | 0 | -1 | 0 |
|                | Wet pastries | 179 | 179 | 400 | 270 - 450 | -1 | -1 | 0 |
| Savoury snacks | Potato snacks | 170 | 170 | 500 | 580 | -2 | -1 | -1 |
|                | Salt and vinegar snacks | 25 | 25 | 810 | 1000 | 0 | 0 | 0 |
|                | Extruded and pelleted snacks | 242 | 242 | 720 | 580 – 800 | -4 | -1 | -3 |
| Food category                          | Mean sodium reduction (mg/d per capita) | Standard error (SE) | Notes                                                                 |
|---------------------------------------|----------------------------------------|---------------------|----------------------------------------------------------------------|
| Vegetable, grain and other snacks      | 82                                     | 0                   | Mean reductions to sodium purchases calculated as difference between current sodium purchased from packaged foods targeted as part of Australian and UK sodium reformulation programs and the amount of sodium purchased after products are reformulated to meet targets, assuming purchase patterns remain similar over time. Foods with per 100g sodium values at or below the target retained their sodium content, and foods with per 100g sodium values above the target had the sodium content replaced with the sodium target. Conversely, if a product is already meeting the target, we assumed its sodium content will not change. Standard error (SE) for mean sodium purchases (mg/d per capita) not displayed as SE ≤0.1 for each mean value. |
| Soups                                 | 365                                    | -1                  | Range supplied in instances where a food category mapped to more than one UK target. All results in table weighted to Australian population using sample weights provided by the Nielsen company. Combined result for all products impacted by UK targets only. |
| Sweet bakery                          | 310                                    | -1                  | |
Supplementary Table 4. Modelled impact of the products impacted by UK targets alone on potential reductions to mean sodium purchases (mg/d per capita), across specific food categories

| UK food category | Number of unique products affected | Target range (mg) | Mean reduction to sodium purchases (mg/d per capita) |
|------------------|------------------------------------|-------------------|-----------------------------------------------------|
| All other UK categories combined | 5,772 | 50 - 1500 | -58 |
| Baked Beans | 63 | 225 - 290 | -3 |
| Beverages | 183 | 60 | 0 |
| Biscuits | 803 | 380 - 700 | -2 |
| Bought sandwiches | 28 | 350 - 600 | 0 |
| Bread | 132 | 350 - 500 | -4 |
| Breakfast cereals | 529 | 400 | -1 |
| Butter | 111 | 450 - 670 | 0 |
| Cakes, pastries, fruit pies and other pastry-based desserts | 139 | 130 - 280 | -5 |
| Canned Fish | 430 | 320 - 600 | -1 |
| Canned vegetables | 337 | 50 | -11 |
| Cheese | 378 | 210 - 800 | -3 |
| Cook-in and pasta sauces, thick sauces and pastes | 189 | 370 - 1500 | -2 |
| Crisps and snacks | 80 | 800 | -1 |
| Fat spreads | 91 | 550 | 0 |
| Meat alternatives | 181 | 250 - 750 | 0 |
| Meat products | 192 | 270 - 1150 | -4 |
| Other cereals | 61 | 250 | -1 |
| Other processed potatoes | 80 | 275 | -2 |
| Pasta | 271 | 350 | -2 |
| Pizzas | 2 | 500 | 0 |
| Processed puddings | 106 | 110 - 180 | -1 |
| Quiche | 1 | 270 | 0 |
| Ready meals and meal centres | 738 | 380 | -1 |
| Rice | 246 | 70 - 230 | 0 |
| Soups | 14 | 250 | 0 |
| Stocks and gravies | 109 | 380 | -2 |
| Table sauces | 278 | 480 - 680 | -10 |
1Food categories listed are those that are targeted as part of the UK governments salt reformulation program. 2Range supplied in instances where a food category mapped to more than one UK target. 3Mean reductions to sodium purchases calculated as difference between current sodium purchased from packaged foods targeted as part of UK sodium reformulation program and the amount of sodium purchased after products are reformulated to meet targets, assuming purchase patterns remain similar over time. Foods with per 100g sodium values at or below the target retained their sodium content, and foods with per 100g sodium values above the target had the sodium content replaced with the sodium target. Conversely, if a product is already meeting the target, we assumed its sodium content will not change. Standard error (SE) for mean sodium purchases (mg/d per capita) not displayed as SE ≤0.1 for each mean value. All results in table weighted to Australian population using sample weights provided by the Nielsen company.
Supplementary Table 5. Modelled impact of the Australian sodium reformulation program on Australian household purchases of sodium

| Food category^1 | Sub-category | Mean sodium purchases (mg/d per capita) | Current | Reformulated to meet targets^1 | Difference (Targets applied - Current) |
|-----------------|-------------|----------------------------------------|---------|-------------------------------|----------------------------------------|
| All categories combined | | | 443 | 393 | -50 |
| Bread | Leavened breads | | 95 | 91 | -4 |
| | Flat breads | | 15 | 11 | -5 |
| Cheese | Cheddar style cheeses | | 57 | 57 | 0 |
| | Processed cheeses | | 18 | 16 | -2 |
| Crumbed and battered proteins | Meat and poultry | | 17 | 14 | -3 |
| | Seafood | | 8 | 6 | -2 |
| Gravies and sauces | Gravies and finishing sauces | | 4 | 3 | -1 |
| | Pesto | | 1 | 1 | 0 |
| | Asian style sauces | | 4 | 2 | -1 |
| | Other savoury sauces | | 17 | 15 | -2 |
| Pizza | Pizza | | 12 | 10 | -2 |
| Processed meat | Ham | | 11 | 10 | -1 |
| | Bacon | | 28 | 25 | -3 |
| | Processed deli meat | | 6 | 5 | -1 |
| | Frankfurts and saveloys | | 7 | 6 | -1 |
| Sausages | Sausages | | 27 | 20 | -7 |
| Savoury biscuits | Plain savoury crackers and biscuits | | 17 | 15 | -2 |
| | Plain corn, rice and other cakes | | 0 | 0 | 0 |
| | Flavoured biscuits, crackers and corn cakes | | 17 | 15 | -2 |
| Savoury pastries | Dry pastries | | 4 | 4 | 0 |
| | Wet pastries | | 16 | 14 | -1 |
| Savoury snacks | Potato snacks | | 15 | 13 | -2 |
| | Salt and vinegar snacks | | 4 | 3 | 0 |
| | Extruded and pelleted snacks | | 16 | 11 | -4 |
| | Vegetable, grain and other snacks | | 2 | 2 | 0 |
| Soups | Soups | | 12 | 11 | -1 |
| Sweet bakery | Cakes, muffins and slices | | 13 | 12 | 0 |
Food categories and sub-categories listed are those that are targeted as part of the Australian government's sodium reformulation program. Standard error (SE) for mean sodium purchases (mg/d per capita) not displayed as SE ≤0.1 for each mean value. All results in table weighted to Australian population using sample weights provided by the Nielsen company. Reformulated to meet targets assumes purchase patterns remain similar over time. Foods with per 100g sodium values at or below the target retained their sodium content, and foods with per 100g sodium values above the target had the sodium content replaced with the sodium target. Conversely, if a product is already meeting the target, we assumed its sodium content will not change.