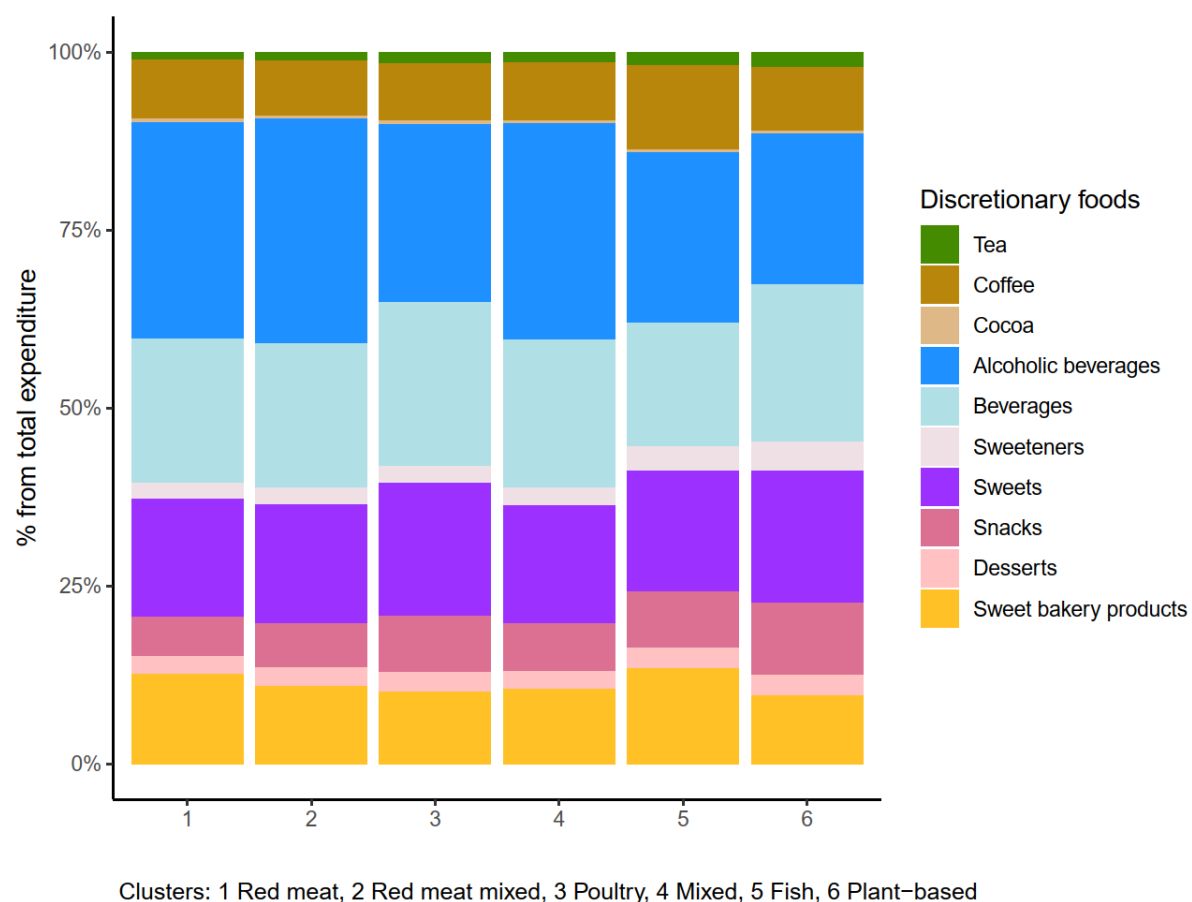
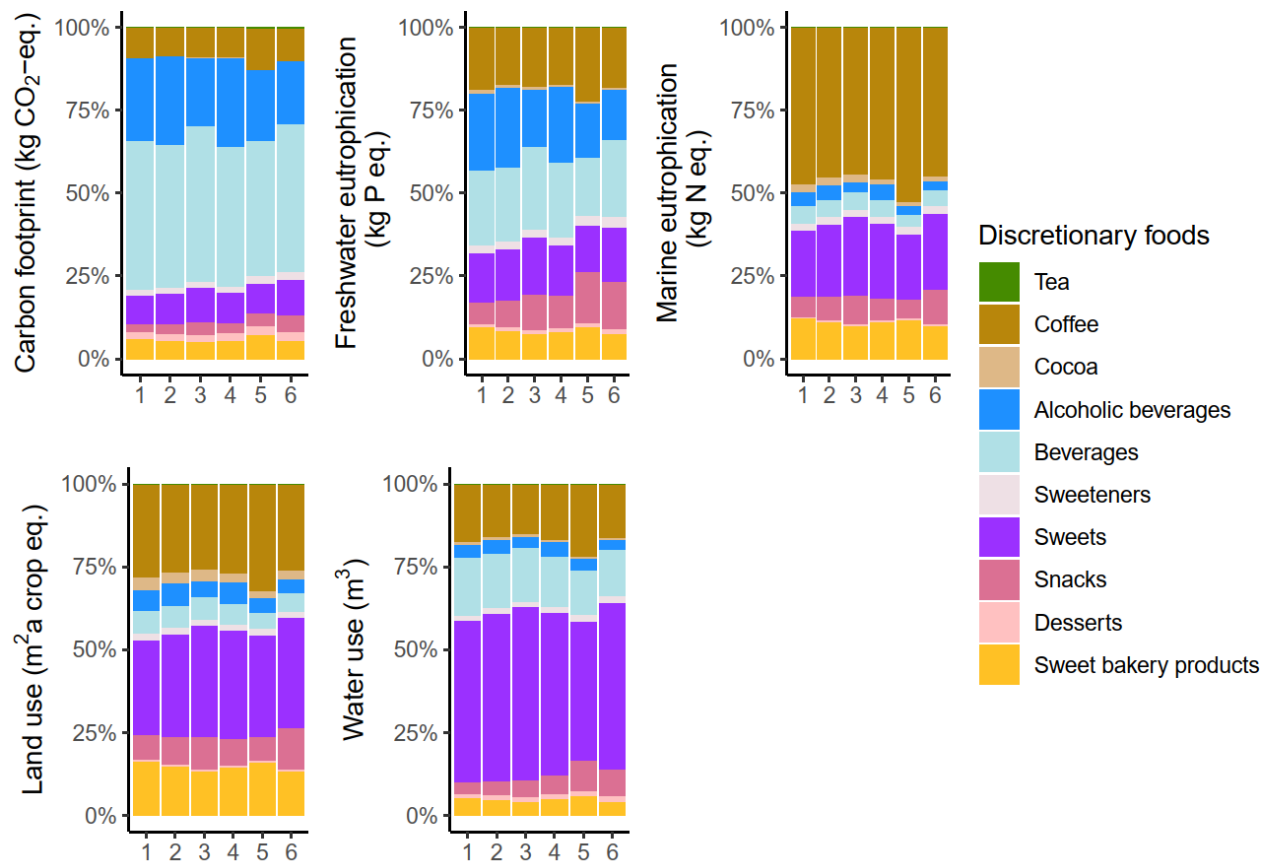


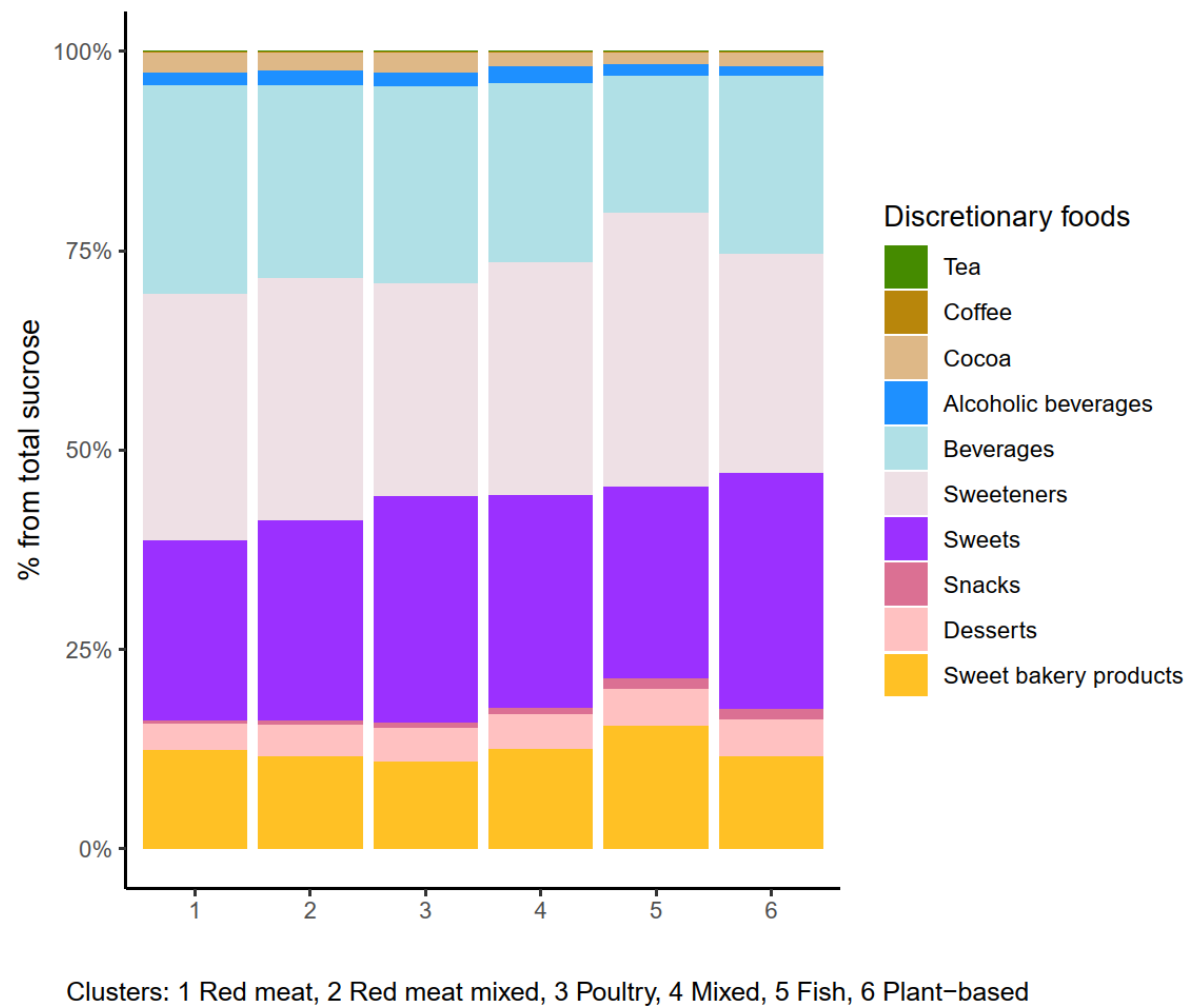


Supplementary Figure 1. Food group specific expenditure (% from total purchases scaled to 2500 kcal) within discretionary foods among 22,901 loyalty-card holders.



Clusters: 1 Red meat, 2 Red meat mixed, 3 Poultry, 4 Mixed, 5 Fish, 6 Plant-based

Supplementary Figure 2. Food group specific environmental impacts (% from total purchases scaled to 2500 kcal) within discretionary foods among 22,901 loyalty-card holders.



Supplementary Figure 3. Food group specific sucrose content (% from total purchases scaled to 2500 kcal) within discretionary foods among 22,901 loyalty-card holders.

Supplementary table 1. Shares of freshwater eutrophication impact from captured, farmed and uncategorized fish purchases in the clusters.

Cluster	Captured fish	Farmed fish	Uncategorized fish*
	% of kg P eq. from total		
Red meat	11	54	34
Red meat mixed	9	54	38
Red meat + poultry	13	53	34
Mixed	2	13	85
Fish	7	55	38
Plant-based	15	49	35

*Fish products for which the species was unknown.