

Supplementary Table 2. General information on the policy and regulatory documents (Legal measures documents -LMDs-) included in the scoping review ($n = 85$)

Country	Year	Scope			Covered products			Digital marketing regulations	Monitoring defined	Actor for monitoring	Sanctions defined	Actor for sanctions	Sanctions type		
		0-12 m	0-24 m	0-36 m	Commercial milk Formula ¹	Other milk products, foods and beverages ²	Related products ³						E ⁴	A ⁵	P ⁶
Legal measures documents (LMDs) that explicitly mentioned digital and social media marketing regulations															
African Region (AFR)															
Botswana	2005			✓	✓	✓	✓	✓	NA	NA	✓	✓	✓	✓	✓
Ethiopia	2019			✓	✓	NS	NS	✓	✓	✓	✓	✓	✓	NA	✓
Kenya	2012		✓		✓	✓	✓	✓	NA	NA	✓	✓	✓	NA	✓
Madagascar	2011		✓		✓	✓	✓	✓	✓	✓	✓	✓	NA	✓	NA
Malawi	2004	✓			✓	NS	✓	✓	NA	NA	✓	✓	✓	✓	✓
Nigeria	2019			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
South Africa	2012			✓	✓	✓	✓	✓	NA	NA	✓	✓	NS	NS	NS

Region of the Americas (AMR)															
Brazil	2002			✓			✓	✓	NA	NA	NA	NA	NA	NA	NA
	2015			✓	✓	✓	✓	✓	✓	✓	✓	NA	NS	NS	NS
	2018			✓	✓	✓	✓	✓	✓	✓	✓	NA	NS	NS	NS
Bolivia	2006		✓		✓	✓	✓	✓	NA	NA	✓	NA	NA	✓	NA
Honduras	2013			✓	✓	✓		✓	NA	NA	✓	✓	✓	✓	NA
South-East Asian Region (SEAR)															
Bangladesh	2014			✓	✓	✓		✓	✓	✓	✓	✓	✓	NA	✓
Cambodia	2005		✓		✓	✓	✓	✓	✓	✓	✓	✓	NS	NS	NS
India	2003		✓		✓	✓	✓	✓	NA	NA	✓	NA	✓	✓	✓
Indonesia	2012	NS	NS	NS	✓			✓	NA	NA	NA	NA	NA	NA	NA
	2013	✓			✓	✓	✓	✓	NA	NA	NA	NA	NA	NA	NA
Maldives	2008			✓	✓	✓	✓	✓	NA	NA	✓	✓	✓	✓	NA
Myanmar	2014		✓		✓	✓	✓	✓	✓	✓	NA	NA	NA	NA	NA

European Region (EUR)															
Kyrgyzstan	2008		✓		✓	✓	✓	✓	✓	✓	✓	NA	NS	NS	NS
Eastern Mediterranean Region (EMR)															
Afghanistan	2009	NS	NS	NS	✓	NS	NS	✓	✓	✓	✓	✓	NA	✓	NA
Lebanon	2008			✓	✓	✓	✓	✓	✓	✓	✓	✓	NS	✓	NS
Saudi Arabia	2019			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	NA
Western Pacific Region (WPR)															
Cook Island	2014	NS	NS	NS	✓			✓	NA	NA	✓	NA	✓	NA	NA
Lao People's Democratic Republic	2007		✓		✓	✓	✓	✓	NA	NA	✓	NA	NA	NA	NA
	2019			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Philippines	2006			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	NA
Vietnam	2012		✓		✓	✓	✓	✓	NA	NA	✓	✓	✓	✓	NA
Legal measures documents (LMDs) that did not explicitly mentioned digital and social media marketing regulations															
African Region (AFR)															
Cameroon	2005			✓	✓	✓	✓	NA	NA	NA	NA	NA	NA	NA	NA

Cape Verde	2004		✓		✓	✓	NS	NA	✓	✓	✓	✓	✓	✓	NA
Ethiopia	2014			✓	✓	NS	NS	NA	NA	NA	✓	NA	NA	✓	NA
Mali	2006	✓			✓	✓	NS	NA	NA	NA	✓	NA	NS	NS	NS
Nigeria	1990	✓			✓	NS	NS	NA	NA	NA	✓	NA	✓	✓	✓
Seychelles	1992	NS	NS	NS	✓	✓	NS	NA	NA	NA	NA	NA	NA	NA	NA
Tanzania	2013	NS	NS	NS	✓	✓	✓	NA	NA	NA	NA	NA	NA	NA	NA
Uganda	1997			✓	✓	✓	✓	NA	✓	✓	✓	✓	NS	NS	NS
Zambia	2006	NS	NS	NS	✓	✓	✓	NA	NA	NA	NA	NA	NA	NA	NA
Zimbabwe	1998	✓			✓	NS	✓	NA	✓	✓	✓	✓	✓	✓	✓
Region of the Americas (AMR)															
Argentina	2008	NS	NS	NS	✓	✓	✓	NA	NA	NA	NA	NA	NA	NA	NA
Brazil	2006			✓	✓	✓	✓	NA	✓	✓	✓	NA	NS	NS	NS
Chile	1997	✓			✓	✓	✓	NA	NA	NA	✓	✓	NS	NS	NS
	2015	✓			✓			NA	NA	NA	✓	NA	NS	NS	NS
Colombia	1992			✓	✓	✓		NA	NA	NA	✓	NA	NS	NS	NS
Costa Rica	1994	✓			✓		✓	NA	✓	✓	✓	✓	✓	NA	NA
Dominican Republic	1995	NS	NS	NS	✓			NA	✓	✓	✓	✓	NA	✓	NA
	1996		✓		✓	✓	✓	NA	NA	NA	NA	NA	NA	NA	NA
	2013		✓		✓			NA	✓	✓	✓	✓	✓	✓	NA

El Salvador	2015		✓		✓		✓	NA	NA	NA	✓	✓	✓	✓	NA
Mexico	2014	NS	NS	NS	✓			NA	NA	NA	NA	NA	NA	NA	NA
Nicaragua	1999		✓		✓	✓		NA	✓	✓	✓	✓	✓	✓	NA
Panama	1995		✓		✓	✓	✓	NA	✓	✓	✓	NA	NS	NS	NS
	2012		✓		✓	✓	✓	NA	✓	✓	✓	✓	NS	NS	NS
Peru	2006		✓		✓	✓		NA	✓	✓	✓	✓	✓	✓	NA
Uruguay	1994			✓	✓	✓		NA	NA	NA	NA	NA	NA	NA	NA
Venezuela	2007		✓		✓		✓	NA	NA	NA	✓	NA	NS	NS	NS
South-East Asian Region (SEAR)															
Bangladesh	1984	NS	NS	NS	✓	✓		NA	NA	NA	✓	NA	✓	NA	✓
Cambodia	2007	NS	NS	NS			✓	NA	✓	✓	NA	NA	NA	NA	NA
India	1992		✓		✓	✓	✓	✓	NA	NA	✓	NA	✓	✓	✓
Nepal	1992	✓			✓	✓		NA	✓	✓	✓	✓	✓	✓	NA
Sri Lanka	2002	✓			✓			NA	NA	NA	NA	NA	NA	NA	NA
Thailand	2008	NS	NS	NS	✓	NS	NS	NA	NA	NA	NA	NA	NA	NA	NA
	2017			✓	✓	✓	✓	NA	✓	✓	✓	✓	✓	✓	✓
European Region (EUR)															
England	2007	✓			✓			NA	NA	NA	✓	✓	✓	NA	NA
Georgia	1999		✓				✓	NA	NA	NA	NA	NA	NA	NA	NA
Great Britain	1995			✓	✓			NA	NA	NA	✓	NA	✓	NA	NA

Republic of Moldova	2018			✓	✓			NA	NA	NA	NA	NA	NA	NA	NA
Tajikistan	2006			✓	✓	✓	✓	NA	NA	NA	NA	NA	NA	NA	NA
Turkey	2019			✓	✓	✓		NA	NA	NA	NA	NA	NA	NA	NA
	2019	NS	NS	NS	✓			NA	NA	NA	NA	NA	NA	NA	NA
Eastern Mediterranean Region (EMR)															
Arab Emirates	2018		✓		✓	✓	✓	NA	NA	NA	✓	✓	NA	✓	NA
Bahrain	1995	NS	NS	NS	✓	✓	✓	NA	NA	NA	✓	NA	✓	✓	✓
Djibouti	2010	✓			✓	✓	✓	NA	NA	NA	✓	NA	✓	✓	✓
Pakistan	2002		✓		✓	NS	✓	NA	NA	NA	✓	✓	✓	✓	✓
Tunisia	1983	NS	NS	NS	NS	NS	NS	NA	NA	NA	NA	NA	NA	NA	NA
Yemen	2002		✓		✓	✓	✓	NA	NA	NA	✓	NA	✓	NA	NA
Western Pacific Region (WPR)															
Australia	2003	✓			✓			NA	NA	NA	NA	NA	NA	NA	NA
China	1995	NS	NS	NS	✓			NA	NA	NA	✓	✓	✓	NS	✓
Fiji	2009	✓			✓			NA	NA	NA	NA	NA	NA	NA	NA
Kiribati	2011	NS	NS	NS	✓	✓	✓	NA	NA	NA	✓	NA	✓	✓	✓
Mongolia	2017			✓	✓	✓	✓	NA	✓	✓	✓	✓	NS	NS	NS
Papua New Guinea	1977	NS	NS	NS			✓	NA	NA	NA	✓	✓	✓	NA	NA
Philippines	1986	✓			✓	✓		NA	✓	✓	✓	✓	✓	✓	✓

Vietnam	2000		✓		✓	✓		NA	NA	NA	NA	NA	NA	NA	NA
	2006		✓		✓	✓		NA	NA	NA	NA	NA	NA	NA	NA
	2014		✓		✓	✓		NA	NA	NA	NA	NA	NA	NA	NA

NS: The information is not specified in the document consulted but refers to another document.

NA: No information available on the issue in the document.

1: Including infant formula, follow-up formula and growing-up milks.

2: Any provision or drink marketed as partial or total replacement of breastmilk.

3: Products such as teats and feeding bottles.

4: Economic sanction: Fines.

5: Administrative sanction: warning letters, suspensions or revocations of operating licenses, and confiscations or recalls of products.

6: Penal sanction: periods of imprisonment.