

Table S1. Multiple channels among mother exposure to formula milk marketing at different stage(N=1677)

	Promotions in supermarkets or maternity stores	Digital marketing. websites/WeChat/APPs, mass media, etc	Recommended by relatives and friends	Health professionals' recommendations	Other channel	Percentage of women exposed to formula milk marketing
Pre- conception	18.6%(312)	18.0%(301)	8.1%(135)	1.0%(17)	0.8%(13)	28.3%(474)
Pregnancy	57.7%(967)	52.1%(873)	30.1%(505)	5.2%(87)	11.5%(193)	95.5%(1,602)
Postnatal	58.6%(982)	55.0%(922)	31.3%(525)	7.2%(121)	10.0%(168)	96.2%(1,614)

Table S2. Women’s infant feeding intentions during prenatal and different feeding practices (N=1677)

	EBF*	MixMF†	Artificial feeding
	n (%)	n (%)	n (%)
Antenatal feeding intention			
Exclusive breastfeeding	591(58.1)	158 (15.3)	287 (27.6)
Mixed milk feeding	100 (19.5)	239 (46.6)	174 (33.9)
Artificial feeding	0 (0.0)	1 (6.3)	15 (93.7)
No plan			

*EBF, exclusively breastfeeding; †MixMF, mixed milk feeding

Table S3. Detailed Reasons for women's infant feeding intentions during prenatal (N=1677)

	N	Percentage(%)
Reasons for intention of exclusive breastfeeding (select all that apply)	1036	
Exclusive breastfeeding is more hygienic, convenient, and economical	853	82.3
Exclusive breastfeeding is the best choice for children	631	60.9
Breastfeeding strengthens the mother-infant bond	634	61.2
Infant formula is bad for children's health	127	12.3
Other reasons	9	0.9
Reasons for intention of mixed milk feeding (select all that apply)	513	
Fear of breast milk insufficiency	402	78.4
Return to work	205	40.0
Formula milk is as good as breast milk	82	16.0
Poor health status	45	8.8
Friends/colleagues are mixed feeding their children	112	21.8
Other reasons	15	2.9
Reasons for intention of not breastfed (select all that apply)	16	

Poor health status	2	12.5
Return to work	1	6.3
Infant formula is as good as breast milk	1	6.3
Worries about their body or breasts will be out of shape due to breastfeeding	3	18.8
Miserable breastfeeding experience	3	18.8
Unwilling to breastfeed in public spaces	1	6.3
Other reasons	7	43.8
No Plan	112	