

Table 1 Uncompensated own- and cross-price elasticities for whole sample

	High sugar soft drinks	Medium sugar soft drinks	Low sugar & diet soft drinks	Fruit juices	Milk-based drinks	Water	Beer	Lager	Cider	Wines	Spirits
High sugar soft drinks	-0.7 [-0.76; -0.63]	-0.04 [-0.07;-0.02]	0.01 [-0.04;0.09]	0.13 [0.05;0.19]	0.02 [-0.01;0.06]	0.02 [-0.01;0.05]	0.01 [-0.03;0.04]	0.08 [0.03;0.13]	0.01 [-0.02;0.05]	-0.12 [-0.18;-0.04]	-0.01 [-0.05;0.03]
Medium sugar soft drinks	-0.24 [-0.43;-0.09]	-0.75 [-0.81;-0.68]	0.09 [-0.06;0.28]	-0.14 [-0.30;0.10]	0.03 [-0.06;0.11]	0.03 [-0.05;0.12]	-0.07 [-0.18;0.05]	0.07 [-0.07;0.20]	0.03 [-0.08;0.11]	0.21 [0.02;0.41]	-0.03 [-0.11;0.11]
Low sugar & diet soft drinks	0.06 [0.02;0.10]	-0.01 [-0.03;0.01]	-0.61 [-0.66;-0.56]	0.07 [0.01;0.11]	0.02 [0;0.04]	0.0 [0.01;0.05]	0.01 [-0.02;0.04]	0.08 [0.05;0.12]	-0.01 [-0.03;0.02]	0.06 [0.01;0.11]	0.01 [-0.02;0.03]
Fruit juices	0.15 [0.08;0.21]	-0.09 [-0.11;0.07]	0.13 [0.03;0.19]	-0.55 [-0.61;-0.44]	-0.05 [-0.09;-0.02]	0.04 [0;0.06]	-0.02 [-0.06;0.02]	0.06 [-0.01;0.12]	0.03 [-0.02;0.08]	-0.3 [-0.38;-0.23]	-0.03 [-0.07;0.01]
Milk-based drinks	-0.19 [-0.43;0.01]	-0.06 [-0.14;0.02]	0.69 [0.50;0.91]	-0.22 [-0.45;0.01]	-1.01 [-1.12;-0.91]	-0.08 [-0.16;0.01]	-0.04 [-0.20;0.10]	0.02 [-0.16;0.18]	-0.14 [-0.23;0.01]	0.03 [-0.24;0.26]	0.02 [-0.11;0.17]
Water	0.07 [-0.10;0.21]	-0.11 [-0.17;-0.06]	0.4 [0.26;0.57]	0.17 [0.02;0.33]	0 [-0.06;0.07]	-0.79 [-0.87;-0.73]	-0.08 [-0.17;0.03]	-0.01 [-0.14;0.12]	-0.11 [-0.20;-0.02]	-0.31 [-0.49;-0.11]	0.07 [-0.03;0.18]
Beer	0.13 [-0.01;0.29]	-0.12 [-0.17;-0.07]	0.36 [0.22;0.50]	0.1 [-0.05;0.25]	0.03 [-0.04;0.10]	0.03 [-0.05;0.08]	-1.12 [-1.21;-1.04]	-0.04 [-0.16;0.08]	0.03 [-0.07;0.10]	-0.19 [-0.38;-0.03]	-0.02 [-0.12;0.07]
Lager	0.23 [0.10;0.32]	-0.13 [-0.17;-0.10]	0.27 [0.17;0.36]	0.13 [0.01;0.25]	-0.01 [-0.05;0.05]	0.14 [0.09;0.18]	-0.1 [-0.17;-0.04]	-0.96 [-1.05;-0.89]	0.06 [0.01;0.12]	-0.4 [-0.50;-0.27]	0.02 [-0.05;0.09]
Cider	-0.04 [-0.19;0.11]	-0.02 [-0.08;0.03]	0.28 [0.10;0.40]	0.21 [0.04;0.38]	-0.02 [-0.09;0.05]	0.13 [0.07;0.19]	-0.14 [-0.23;-0.03]	0.04 [-0.08;0.15]	-1.07 [-1.15;-0.98]	-0.31 [-0.47;-0.14]	0.11 [0;0.20]
Wines	0.03 [-0.02;0.08]	-0.03 [-0.04;-0.01]	0.29 [0.24;0.34]	-0.08 [-0.14;-0.03]	-0.03 [-0.05;-0.01]	-0.04 [-0.06;-0.01]	-0.01 [-0.05;0.02]	0.01 [-0.04;0.05]	-0.05 [-0.07;-0.02]	-0.97 [-1.03;-0.91]	-0.16 [-0.20;-0.14]
Spirits	-0.18 [-0.37;-0.02]	0.29 [0.24;0.38]	-0.68 [-0.84;-0.54]	-0.34 [-0.51;-0.17]	0.01 [-0.07;0.09]	-0.21 [-0.28;-0.14]	0.30 [0.20;0.41]	-0.16 [-0.27;-0.02]	0.09 [0.01;0.19]	0.60 [0.46;0.81]	-1.14 [-1.25;-1.03]

N=575,965; bias corrected 95% CI in parentheses, based on bootstrapped standard errors. Elasticities in bold mark those significant based on CI excluding zero.

Table 2 Uncompensated own- and cross-price elasticities for low-income sample

	High sugar soft drinks	Medium sugar soft drinks	Low sugar & diet soft drinks	Fruit juices	Milk-based drinks	Water	Beer	Lager	Cider	Wines	Spirits
High sugar soft drinks	-0.69 [-0.8;-0.59]	-0.03 [-0.08;0.01]	0.05 [-0.06;0.15]	0.19 [0.08;0.32]	0.02 [-0.03;0.06]	-0.01 [-0.06;0.03]	-0.01 [-0.07;0.05]	0.04 [-0.04;0.14]	0.04 [-0.03;0.10]	-0.11 [-0.22;0.02]	-0.06 [-0.12;0.02]
Medium sugar soft drinks	-0.3 [-0.61;0.02]	-0.73 [-0.83;-0.64]	0.32 [0.06;0.67]	-0.16 [-0.50;0.17]	-0.01 [-0.17;0.13]	-0.02 [-0.14;0.11]	-0.09 [-0.31;0.07]	0.03 [-0.17;0.29]	0.1 [-0.05;0.23]	0.05 [-0.32;0.37]	-0.02 [-0.19;0.16]
Low sugar & diet soft drinks	0.09 [0.02;0.18]	-0.02 [-0.04;0.01]	-0.65 [-0.73;-0.55]	0.06 [-0.04;0.14]	0.03 [-0.01;0.07]	0.04 [0.01;0.08]	0.05 [0.01;0.10]	0.11 [0.05;0.18]	-0.02 [-0.06;0.03]	0.12 [0.04;0.21]	0.02 [-0.04;0.07]
Fruit juices	0.22 [0.09;0.33]	-0.1 [-0.15;-0.05]	0.32 [0.18;0.47]	-0.7 [-0.84;-0.57]	-0.09 [-0.15;-0.03]	0.04 [-0.03;0.09]	-0.06 [-0.15;0.02]	0.11 [0.01;0.22]	0.06 [-0.01;0.13]	-0.36 [-0.49;-0.21]	-0.10 [-0.18;-0.01]
Milk-based drinks	-0.09 [-0.46;0.26]	-0.04 [-0.17;0.08]	0.67 [0.37;0.94]	-0.22 [-0.61;0.13]	-1.18 [-1.36;-1.02]	-0.07 [-0.23;0.08]	0 [-0.21;0.19]	-0.01 [-0.28;0.25]	-0.18 [-0.36;0.02]	-0.02 [-0.36;0.32]	0.14 [-0.06;0.41]
Water	0.09 [-0.21;0.38]	-0.07 [-0.17;0.03]	0.56 [0.33;0.81]	0.15 [-0.13;0.46]	-0.07 [-0.18;0.09]	-0.8 [-0.91;-0.69]	-0.28 [-0.43;-0.12]	-0.03 [-0.20;0.22]	0 [-0.17;0.15]	-0.2 [-0.51;0.10]	-0.01 [-0.19;0.18]
Beer	0.07 [-0.22;0.35]	-0.15 [-0.26;-0.02]	0.58 [0.26;0.86]	0.06 [-0.25;0.39]	-0.02 [-0.19;0.12]	0.13 [0.02;0.25]	-1.03 [-1.23;-0.83]	-0.2 [-0.43;0.06]	0.07 [-0.08;0.27]	-0.37 [-0.72;-0.08]	0.03 [-0.18;0.27]
Lager	0.18 [0;0.44]	-0.16 [-0.22;-0.08]	0.3 [0.09;0.49]	0 [-0.19;0.22]	0.04 [-0.05;0.13]	0.11 [0.01;0.20]	-0.04 [-0.18;0.09]	-0.98 [-1.14;-0.82]	0 [-0.10;0.10]	-0.41 [-0.63;-0.18]	0.18 [0.06;0.33]
Cider	0.02 [-0.30;0.29]	-0.02 [-0.13;0.07]	0.4 [0.17;0.68]	0.37 [0.07;0.69]	-0.02 [-0.14;0.13]	0.01 [-0.12;0.15]	-0.29 [-0.47;-0.12]	0.1 [-0.08;0.33]	-1.27 [-1.43;-1.13]	-0.24 [-0.50;0.04]	0.14 [-0.06;0.37]
Wines	0.03 [-0.05;0.13]	-0.04 [-0.08;0]	0.29 [0.20;0.38]	-0.05 [-0.15;0.05]	-0.04 [-0.08;0]	-0.01 [-0.05;0.04]	-0.02 [-0.09;0.04]	0.04 [-0.04;0.11]	-0.03 [-0.10;0.02]	-1.11 [-1.21;-1.02]	-0.14 [-0.21;-0.07]
Spirits	-0.20 [-0.58;0.07]	0.30 [0.17;0.30]	-0.87 [-1.19;-0.62]	-0.31 [-0.63;0.03]	0.12 [-0.01;0.30]	-0.21 [-0.34;-0.08]	0.37 [0.19;0.55]	-0.13 [-0.36;0.10]	0.14 [-0.02;0.33]	0.77 [0.47;1.07]	-1.29 [-1.52;-1.11]

N=198,464; bias corrected 95% CI in parentheses, based on bootstrapped standard errors. Elasticities in bold mark those significant based on CI excluding zero.

Table 1.3 Uncompensated own- and cross-price elasticities for middle income sample

	High sugar soft drinks	Medium sugar soft drinks	Low sugar & diet soft drinks	Fruit juices	Milk-based drinks	Water	Beer	Lager	Cider	Wines	Spirits
High sugar soft drinks	-0.76 [-0.86;-0.68]	-0.04 [-0.8;-0.12]	0.02 [-0.07;0.10]	0.11 [0.03;0.21]	0 [-0.04;0.04]	0.02 [-0.01;0.06]	0.03 [-0.03;0.09]	0.11 [0.02;0.18]	0 [-0.05;0.04]	-0.1 [-0.05;0.04]	0.01 [-0.04;0.09]
Medium sugar soft drinks	-0.17 [-0.41;0.03]	-0.77 [-0.87;-0.67]	-0.1 [-0.28;0.15]	-0.1 [-0.38;0.20]	0.06 [-0.07;0.19]	0.02 [-0.09;0.12]	-0.12 [-0.27;0.02]	0.12 [-0.06;0.36]	0.01 [-0.14;0.15]	0.42 [0.15;0.71]	-0.11 [-0.27;0.09]
Low sugar & diet soft drinks	0.04 [-0.01;0.11]	-0.02 [-0.05;0]	-0.62 [-0.69;-0.56]	0.1 [0.03;0.17]	0.02 [-0.01;0.05]	0.04 [0;0.06]	-0.01 [-0.06;0.03]	0.07 [0.02;0.13]	0.01 [-0.03;0.04]	0.07 [0.01;0.14]	0.03 [-0.01;0.07]
Fruit juices	0.1 [0;0.21]	-0.08 [-0.12;-0.05]	0.12 [0.03;0.23]	-0.51 [-0.64;-0.40]	-0.04 [-0.09;0]	0.06 [0.02;0.10]	-0.01 [-0.07;0.05]	0.02 [-0.05;0.10]	0.03 [-0.02;0.08]	-0.27 [-0.37;-0.16]	-0.01 [-0.09;0.05]
Milk-based drinks	-0.23 [-0.50;0.05]	-0.07 [-0.19;0.04]	0.75 [0.40;1.04]	-0.22 [-0.61;0.14]	-0.98 [-1.13;-0.84]	-0.15 [-0.28;-0.01]	-0.07 [-0.25;0.13]	0.13 [-0.12;0.32]	-0.13 [-0.26;0.02]	0.04 [-0.30;0.38]	-0.03 [-0.20;0.16]
Water	0.15 [-0.05;0.38]	-0.18 [-0.26;-0.10]	0.26 [0.06;0.45]	0.24 [-0.02;0.46]	0.06 [-0.06;0.16]	-0.75 [-0.84;-0.65]	0.07 [-0.07;0.22]	-0.07 [-0.07;0.22]	-0.18 [-0.30;-0.04]	-0.34 [-0.60;-0.14]	0.02 [-0.08;0.21]
Beer	0.08 [-0.12;0.30]	-0.12 [-0.18;-0.04]	0.29 [0.10;0.46]	0.05 [-0.12;0.29]	0.06 [-0.03;0.14]	-0.01 [-0.11;0.05]	-1.19 [-1.31;-1.04]	0.04 [-0.09;0.20]	0 [-0.11;0.10]	-0.03 [-0.26;0.21]	0.03 [-0.08;0.20]
Lager	0.26 [0.15;0.40]	-0.12 [-0.17;-0.08]	0.28 [0.13;0.42]	0.16 [0.04;0.32]	-0.07 [-0.13;-0.01]	0.14 [0.08;0.20]	-0.15 [-0.24;-0.06]	-0.91 [-1.02;-0.81]	0.07 [0;0.16]	-0.34 [-0.48;-0.19]	-0.06 [-0.14;0.04]
Cider	0.05 [-0.13;0.27]	-0.03 [-0.1;0.04]	0.26 [0.09;0.45]	0.17 [-0.07;0.39]	-0.02 [-0.13;0.11]	0.18 [0.09;0.27]	-0.07 [-0.19;0.05]	-0.02 [-0.18;0.15]	-1.03 [-1.11;-0.90]	-0.41 [-0.65;-0.20]	0.08 [-0.06;0.21]
Wines	0.05 [-0.01;0.12]	-0.02 [-0.04;0.01]	0.3 [0.23;0.37]	-0.1 [-0.19;-0.03]	-0.01 [-0.04;0.02]	-0.05 [-0.07;-0.02]	0 [-0.05;0.04]	-0.01 [-0.06;0.05]	-0.06 [-0.09;0.02]	-0.99 [-1.05;-0.91]	-0.12 [-0.17;-0.08]
Spirits	-0.22 [-0.38;-0.02]	0.33 [0.24;0.40]	-0.58 [-0.80;-0.37]	-0.33 [-0.61;-0.15]	-0.01 [-0.1;0.11]	-0.23 [-0.34;-0.15]	0.32 [0.19;0.46]	-0.21 [-0.40;-0.06]	0.12 [0;0.25]	0.50 [0.21;0.68]	-1.10 [-1.27;-0.97]

N=287,966; bias corrected 95% CI in parentheses, based on bootstrapped standard errors. Elasticities in bold mark those significant based on CI excluding zero.

Table Error! No text of specified style in document. Uncompensated own- and cross-price elasticities for high income sample

	High sugar soft drinks	Medium sugar soft drinks	Low sugar & diet soft drinks	Fruit juices	Milk-based drinks	Water	Beer	Lager	Cider	Wines	Spirits
High sugar soft drinks	-0.54 [-0.68;-0.37]	-0.06 [-0.14;-0.01]	-0.05 [-0.24;0.10]	0.02 [-0.17;0.21]	0.09 [0.02;0.16]	0.09 [0.02;0.17]	-0.03 [-0.13;0.06]	0.04 [-0.09;0.18]	-0.05 [-0.14;0.04]	-0.22 [-0.39;-0.04]	0.04 [-0.07;0.14]
Medium sugar soft drinks	-0.18 [-0.57;0.32]	-0.76 [-0.92;-0.60]	0.31 [-0.05;0.90]	-0.12 [-0.52;0.33]	-0.03 [-0.20;0.19]	0.1 [-0.11;0.28]	0.1 [-0.20;0.35]	-0.03 [-0.43;0.30]	-0.09 [-0.37;0.15]	-0.21 [-0.78;0.20]	0.18 [-0.11;0.46]
Low sugar & diet soft drinks	0.04 [-0.06;0.16]	0.02 [-0.02;0.07]	-0.53 [-0.67;-0.42]	0.02 [-0.10;0.16]	0.03 [-0.02;0.09]	-0.02 [-0.07;0.03]	0.04 [-0.03;0.12]	0.08 [-0.01;0.17]	-0.01 [-0.07;0.05]	-0.04 [-0.16;0.10]	-0.04 [-0.10;0.03]
Fruit juices	0.18 [0;0.32]	-0.08 [-0.14;-0.03]	-0.17 [-0.32;-0.01]	-0.42 [-0.58;-0.23]	-0.02 [-0.09;0.04]	-0.02 [-0.10;0.05]	0.06 [-0.05;0.15]	0.07 [-0.02;0.19]	0.01 [-0.06;0.10]	-0.21 [-0.36;-0.04]	0.04 [-0.06;0.15]
Milk-based drinks	-0.32 [-0.93;0.28]	-0.08 [-0.30;0.12]	0.65 [0.16;1.12]	-0.32 [-0.98;0.34]	-0.67 [-0.97;-0.41]	0.03 [-0.16;0.27]	-0.06 [-0.40;0.30]	-0.4 [-0.81;0.10]	-0.07 [-0.40;0.18]	0.38 [-0.21;0.10]	-0.10 [-0.40;0.28]
Water	-0.15 [-0.49;0.13]	-0.06 [-0.23;0.07]	0.43 [0.08;0.82]	0.14 [-0.26;0.53]	-0.05 [-0.23;0.13]	-0.92 [-1.09;-0.76]	-0.08 [-0.30;0.10]	-0.01 [-0.24;0.34]	-0.06 [-0.22;0.18]	-0.38 [-0.80;-0.04]	0.38 [0.17;0.61]
Beer	0.23 [-0.10;0.49]	-0.11 [-0.23;0.01]	0.42 [0.10;0.72]	0.37 [-0.01;0.81]	-0.05 [-0.18;0.14]	0 [-0.11;0.13]	-1.02 [-1.23;-0.81]	-0.04 [-0.31;0.19]	0.01 [-0.14;0.19]	-0.39 [-0.78;-0.03]	-0.20 [-0.42;0.05]
Lager	0.06 [-0.15;0.36]	-0.14 [-0.25;-0.04]	0.3 [0.08;0.54]	0.22 [-0.04;0.47]	0.09 [-0.01;0.22]	0.09 [-0.01;0.19]	-0.06 [-0.18;0.09]	-1.02 [-1.21;-0.84]	0.16 [0.04;0.29]	-0.5 [-0.79;-0.28]	0.03 [-0.11;0.18]
Cider	-0.52 [-0.93;-0.16]	0.06 [-0.09;0.18]	0.33 [0.03;0.68]	0.03 [-0.27;0.56]	-0.02 [-0.18;0.17]	0.11 [-0.05;0.25]	-0.09 [-0.33;0.15]	0.11 [-0.16;0.39]	-0.84 [-1.04;-0.65]	-0.11 [-0.53;0.25]	0.09 [-0.19;0.33]
Wines	-0.03 [-0.15;0.08]	-0.02 [-0.06;0.02]	0.13 [0.01;0.24]	-0.04 [-0.15;0.10]	-0.04 [-0.1;0.01]	-0.05 [-0.10;0]	-0.01 [-0.07;0.06]	0.01 [-0.09;0.09]	-0.03 [-0.09;0.04]	-0.7 [-0.83;-0.55]	-0.21 [-0.28;-0.14]
Spirits	0.10 [-0.26;0.49]	0.25 [0.10;0.42]	-0.76 [-1.16;-0.4]	-0.34 [-0.77;0.11]	-0.15 [-0.34;0]	-0.13 [-0.3;0.02]	0.10 [-0.16;0.33]	0.03 [-0.26;0.34]	-0.06 [-0.27;0.13]	0.57 [0.18;1.01]	-1.03 [-1.32;-0.82]

N=89,535; bias corrected 95% CI in parentheses, based on bootstrapped standard errors. Elasticities in bold mark those significant based on CI excluding zero.