

S7 Table. Average adjusted real prices, actual versus counterfactual estimates by brand market share and package size (Chilean pesos)

Category	Absolute difference				% change		Package size (p-value)	% change		Brand size (p-value)
	Small package	Large package	Low market share	High market share	Small package	Large package		Low market share	High market share	
<i>Untaxed</i>	46.3 (29.7, 62.9)	-4.6 (-9.9, 0.7)	14.9 (5.9, 24.0)	9.4 (-0.4, 19.2)	6.4% (4.1%, 8.7%)	-0.6% (-1.3%, 0.1%)	0.000	2.0% (0.8%, 3.2%)	1.4% (-0.1%, 2.9%)	0.350
<i>Taxed 10%</i>										
Ready-to-drink L-SSBs	37.0 (14.3, 59.7)	1.7 (-3.7, 7.2)	<i>8.5 (-1.5, 18.4)</i>	16.5 (5.2, 27.8)	2.9% (1.1%, 4.7%)	0.3% (-0.7%, 1.3%)	0.018	1.1% (-0.2%, 2.4%)	2.7% (0.9%, 4.5%)	0.182
L-SSB concentrates	-69.1 (-73.5, -64.7)	-3.7 (-7.6, 0.2)	-26.1 (-30.2, -21.9)	11.1 (7.2, 15.1)	-40.0% (-42.6%, -37.4%)	-2.6% (-5.3%, 0.1%)	0.000	-1.6% (-1.9%, -1.3%)	7.4% (4.8%, 10.1%)	0.000
<i>Taxed 18%</i>										
Noncarbonated H-SSBs	62.1 (33.0, 91.2)	6.7 (-6.1, 19.6)	35.4 (15.3, 55.5)	23.6 (3.3, 43.9)	5.5% (2.9%, 8.1%)	1.1% (-1.0%, 3.2%)	0.005	4.0% (1.7%, 6.3%)	2.9% (0.4%, 5.4%)	0.431
Carbonated H-SSBs	29.9 (13.4, 46.4)	9.9 (3.8, 16.0)	14.5 (7.8, 21.1)	14.6 (5.3, 23.9)	2.2% (1.0%, 3.4%)	1.9% (0.7%, 3.0%)	0.018	1.9% (1.0%, 2.8%)	2.0% (0.7%, 3.3%)	0.986

Note: Small packages coded as less than or equal to 2,500mL and large package otherwise. Small brands coded as less than or equal to 10% to total sales, and large brands otherwise. 95% CIs in parentheses. Results significantly different from zero indicated in bold, using the Sidak-Dunn correction for multiple hypothesis testing (critical value alpha = 0.0102). Unweighted estimates. Package size and brand size (p-value) indicates the difference in means test between the two groups for the predicted absolute differences. Observations in each model as indicated in Table 4.