

Supplemental Table 1. Store-type categorization and examples of food stores included in each category		
Store-type categories	Definition*	Examples of food stores in categories
Convenience stores	Chained retail outlets with a selling area of less than 400 m ² , and with a primary focus on selling food/beverages/tobacco and other groceries.	7-eleven, Oxxo, Circulo K, Extra, etc.
Supermarkets	Usually chained, but also independent, retail outlets with a selling space from 400 m ² to over 2500 m ² and with a primary focus on selling food/beverages/tobacco and other groceries. Supermarkets also sell a range of non-groceries.	Wal-Mart, H-E-B, Comercial Mexicana, Chedraui, Soriana, Superama, City-Market, etc.
Wholesalers/price clubs	Retail outlets with an area larger than 4,500 m ² and sell groceries, perishables, clothing and general merchandise (furniture, gifts, personal care products, appliances, among others), in bulk or large packages. They offer additional services such as pharmacy, food court, among others.	Costco, Sam's Club
Traditional retailers	Typically, family owned independent retail outlets with a selling area of less than 400 m ² and with a primary focus on selling food/beverages/tobacco and other groceries. Food usually accounts for at least 50% of total retail sales value. Includes non-chained bakeries, tortilla shops, peddlers and kiosks installed in permanent public markets.	Traditional shops, fixed markets or miscellany usually attended by the owner, so no chain names available.
Home water -delivery	Scheduled delivery, ranging from monthly to weekly or bi weekly, of one or more 5-gallon (20 liters) water jugs to households. This service is provided by multiple manufacturers, e.g. E-pura, Bonafont, Ciel, etc.	Delivery of 5-gallon water jugs
Others	Includes other types of stores that may sell specific packaged foods (e.g. candy, soda or water) but that combined account for <1% of purchases of foods and beverages. These stores main purpose is other than being a food outlet. E.g. movie theaters, pet-shops, etc.	Cinopolis, Liverpool, Farmacia del Ahorro, etc.
*Store-type categories are based on the definitions provided by the Mexican National Association of Self-Service and Departmental Stores (Asociación Nacional de Tiendas de Autoservicio y Departamentales (ANTAD), in Spanish) and Euromonitor International, which consider the size of the property where stores are located, the merchandise they sell and the additional services they offer to consumers.		

Supplemental Table 2. Foods and beverages categories available in Nielsen CPS		
Foods		
Taxation status*	Categorization	Products included
Taxed	Salty snacks ≥ 275 Kcal/100g	Potato chips, corn chips, flour chips, fried pork skin, ready-to-eat popcorn, microwave popcorn, crackers, peanuts and seeds
	Cereal based sweets	Cookies, pre-packaged sweet bread and cakes, cereal bars
	Ready-to-eat cereals	Pre-prepared, ready-to-eat cereals
	Sweets and desserts	Ice-cream, ice-pops, sorbets, “dulce de leche” or “cajeta”, fruit preserves, jellies, jam, milk modifiers with chocolate or other flavors
Untaxed	Salty snacks < 275 kcal/100g	Crackers, flour chips, fried pork skin
	Cereals	Unsweetened breads and rolls, ready-to-eat cereals, pasta, corn, rice, oats
	Non-cereal based sweets	Ice cream, sorbets, popsicles, “dulce de leche” or “cajeta”, fruit preserves, jellies, jam, gelatin, flan, pudding
	Dairy	Cheese, solid yogurt, cream, evaporated milk
	Processed fruits & vegetables	Canned vegetables, tomato puree, frozen fruit
	Sugar & sugar substitutes	Sugar, sugar substitutes or non-caloric sweeteners
Beverages		
Taxation status*	Categorization	Products included
Taxed	Sugar sweetened sodas	Sodas
	Non-carbonated beverages with added sugar	Industrialized flavored waters with added sugar, tea, sports drinks
	Juices from concentrate	Sweetened juices
	Other sugary beverages	Soy and non-dairy base beverages, coffee
	Sugar sweetened milk and dairy	Sugar milk and dairy (yogurt), milk modifiers (e.g. coffee mate)
Untaxed	Artificially Sweetened Sodas	Sodas
	Sparkling, still, or plain water	Plain and sparkling water
	Non-carbonated beverages with non-caloric sweeteners	Industrialized flavored water with non-caloric sweeteners, tea
	100% Juices	100% fruit or vegetable juices
	Unsweetened milk and dairy	Plain milk and dairy (yogurt)
	Other unsweetened or artificially sweetened beverages	Soy and non-dairy base beverages, atole, coffee, milk modifiers, beer
*Mexican legislation taxes with 1 peso/liter all beverages with added sugar; and with an 8% tax all non-essential foods with ≥ 275 kcal/100 g. A team of Mexican registered dieticians reviewed each product and assigned it into a tax and food/beverage category following the law definitions. Because products within one food/beverage group can have different characteristics under the Mexican legislation, food/beverages groups can appear under the tax and untaxed classifications. E.g. Salty snacks with ≥ 275 kcal/100 g are classified as taxed, while salty snacks with < 275 kcal/100 g are classified as untaxed.		

Supplemental Table 3. Nielsen Company's Mexico Consumer Panel Services socioeconomic characteristics, sample sizes and proportion of households purchasing foods, beverages or both at every store-type from 2012 to 2015.

Year	Overall	2012	2013	2014	2015
n		5,813	5,775	5,657	5,493
Socioeconomic strata \pmSES, % \pmSE					
Low	21.0 \pm 0.1	18.3 \pm 0.2	20.9 \pm 0.2	22.5 \pm 0.3	22.3 \pm 0.3
Middle	53.3 \pm 0.2	57.7 \pm 0.3	52.6 \pm 0.3	51.6 \pm 0.3	51.5 \pm 0.4
High	25.7 \pm 0.1	23.9 \pm 0.2	26.5 \pm 0.3	25.9 \pm 0.3	26.3 \pm 0.3
Household size (number of household members) mean \pmSE	6.0 \pm 0.01	5.7 \pm 0.06	5.9 \pm 0.06	6.1 \pm 0.07	6.1 \pm 0.08
Households that purchased any foods and beverages at each retailer, % \pmSE					
Convenience stores	75.4 \pm 0.5	73.9 \pm 0.9	74.9 \pm 0.9	75.0 \pm 0.9	77.5 \pm 1.0
Supermarkets	98.7 \pm 0.1	98.6 \pm 0.2	98.5 \pm 0.2	98.4 \pm 0.3	99.0 \pm 0.2
Wholesaler/price clubs	38.2 \pm 0.5	36.5 \pm 0.9	36.8 \pm 1.0	40.1 \pm 1.1	39.2 \pm 1.2
Traditional retailers	99.7 \pm 0.0	99.7 \pm 0.1	99.7 \pm 0.1	99.8 \pm 0.1	99.7 \pm 0.1
Home water-delivery	79.5 \pm 0.4	80.4 \pm 0.8	80.3 \pm 0.8	77.8 \pm 0.9	79.6 \pm 1.0
Other	89.5 \pm 0.3	92.1 \pm 0.5	89.1 \pm 0.7	88.1 \pm 0.7	88.9 \pm 0.7
Households that purchased beverages at each retailer, % \pmSE					
Convenience stores	70.1 \pm 0.5	68.0 \pm 0.9	69.9 \pm 0.9	69.7 \pm 1.0	72.9 \pm 1.1
Supermarkets	96.5 \pm 0.2	96.7 \pm 0.3	96.7 \pm 0.4	96.3 \pm 0.4	96.4 \pm 0.4
Wholesaler/price clubs	27.9 \pm 0.5	26.1 \pm 0.8	27.2 \pm 0.9	29.6 \pm 1.0	28.7 \pm 1.2
Traditional retailers	99.5 \pm 0.1	99.3 \pm 0.1	99.5 \pm 0.1	99.6 \pm 0.1	99.5 \pm 0.1
Home water-delivery	75.8 \pm 0.5	76.8 \pm 0.8	76.0 \pm 0.9	74.5 \pm 0.9	75.8 \pm 1.1
Other	80.3 \pm 0.4	84.0 \pm 0.7	80.0 \pm 0.8	78.1 \pm 0.9	79.2 \pm 1.0
Households that purchased food at each retailer, % \pmSE					
Convenience stores	51.5 \pm 0.5	49.8 \pm 1.0	50.6 \pm 1.0	51.3 \pm 1.1	54.0 \pm 1.2
Supermarkets	98.1 \pm 0.1	98.0 \pm 0.3	98.1 \pm 0.3	97.5 \pm 0.4	98.8 \pm 0.2
Wholesaler/price clubs	34.0 \pm 0.5	32.2 \pm 0.9	32.8 \pm 1.0	35.6 \pm 1.1	35.5 \pm 1.2
Traditional retailers	99.2 \pm 0.1	99.1 \pm 0.2	99.3 \pm 0.1	99.1 \pm 0.2	99.1 \pm 0.2
Other	78.2 \pm 0.4	83.0 \pm 0.8	76.4 \pm 0.9	75.8 \pm 0.9	77.7 \pm 1.0

Source: Authors' own analyses and calculations based on data from Nielsen through its Mexico Consumer Panel Service (CPS) for the food and beverage categories for January 2012 – December 2015. The Nielsen Company, 2016. Nielsen is not responsible for and had no role in preparing the results reported herein. SES classification is based on the socioeconomic index provided by Nielsen.

Supplemental Table 3. Unadjusted percentage mean of taxed and untaxed beverage purchases from 2012 to 2015 by store-type and socioeconomic status

	Total population				P for trend	Low SES				P for trend	Medium SES				P for trend	High SES				P for trend
	2012 n=5813	2013 n=5775	2014 n=5657	2015 n=5493		2012 n=959	2013 n=1094	2014 n=1087	2015 n=1170		2012 n=3133	2013 n=2872	2014 n=2815	2015 n=2690		2012 n=1721	2013 n=1809	2014 n=1755	2015 n=1633	
Taxed beverage purchases (%±SE)																				
Convenience stores	2.0 ± 0.2	2.3 ± 0.2	2.6 ± 0.2	2.9 ± 0.2	<0.001	0.7 ± 0.1	1.0 ± 0.2	1.1 ± 0.2	1.1 ± 0.2	0.160	1.6 ± 0.2	2.0 ± 0.2	2.2 ± 0.2	2.4 ± 0.2	0.011	4.3 ± 0.5	4.4 ± 0.5	5.1 ± 0.6	5.9 ± 0.6	0.019
Supermarkets	21.6 ± 0.5	21.9 ± 0.5	20.3 ± 0.5	19.4 ± 0.6	0.001	11.3 ± 0.7	12.7 ± 0.8	12.1 ± 0.8	11.4 ± 0.9	0.893	19.7 ± 0.6	20.5 ± 0.7	19.1 ± 0.7	17.7 ± 0.7	0.015	36.5 ± 1.2	33.8 ± 1.2	32.1 ± 1.2	32.1 ± 1.4	0.012
Wholesalers/price clubs	2.1 ± 0.2	1.9 ± 0.1	1.9 ± 0.2	1.6 ± 0.2	0.019	0.5 ± 0.1	0.4 ± 0.1	0.5 ± 0.1	0.4 ± 0.1	0.673	1.2 ± 0.1	1.2 ± 0.2	1.6 ± 0.3	1.2 ± 0.2	0.645	6.0 ± 0.6	4.9 ± 0.4	4.0 ± 0.4	3.6 ± 0.5	0.001
Traditional retailers	70.8 ± 0.6	70.8 ± 0.6	71.9 ± 0.7	72.5 ± 0.7	0.031	85.6 ± 0.8	83.6 ± 0.9	84.4 ± 1	85.2 ± 1	0.978	74.6 ± 0.7	73.8 ± 0.8	74.1 ± 0.9	75.0 ± 1.0	0.689	46.9 ± 1.4	51.8 ± 1.4	53.6 ± 1.5	53.3 ± 1.7	0.003
Home water-delivery	1.0 ± 0.1	1.1 ± 0.1	1.3 ± 0.1	1.1 ± 0.1	0.39	0.3 ± 0.1	0.5 ± 0.1	0.5 ± 0.1	0.4 ± 0.2	0.754	0.8 ± 0.1	1.0 ± 0.1	1.2 ± 0.2	1.1 ± 0.2	0.157	2.2 ± 0.3	2.1 ± 0.3	2.4 ± 0.4	2.0 ± 0.4	0.885
Others	2.4 ± 0.2	1.9 ± 0.2	2.1 ± 0.2	2.5 ± 0.3	0.796	1.6 ± 0.2	1.8 ± 0.6	1.5 ± 0.3	1.5 ± 0.2	0.507	2.1 ± 0.3	1.5 ± 0.2	2.0 ± 0.2	2.7 ± 0.5	0.227	4.1 ± 0.5	2.9 ± 0.3	2.9 ± 0.3	3.1 ± 0.5	0.184
Untaxed beverage purchases (%±SE)																				
Convenience stores	5.2 ± 0.2	5.5 ± 0.3	5.6 ± 0.3	5.7 ± 0.4	0.276	6.8 ± 0.7	6.6 ± 0.6	6.2 ± 0.6	5.7 ± 0.8	0.251	4.9 ± 0.3	4.8 ± 0.3	5.2 ± 0.4	5.4 ± 0.5	0.381	4.6 ± 0.4	5.9 ± 0.6	6.0 ± 0.6	6.5 ± 0.8	0.068
Supermarkets	11.0 ± 0.4	11.4 ± 0.4	11.7 ± 0.4	11.6 ± 0.5	0.268	7.2 ± 0.7	8.3 ± 0.7	8.6 ± 0.7	9.0 ± 0.9	0.115	10.6 ± 0.5	11.2 ± 0.5	11.7 ± 0.6	10.9 ± 0.7	0.551	15.3 ± 0.8	14.9 ± 0.8	14.9 ± 0.8	15.8 ± 1.1	0.729
Wholesalers/price clubs	0.7 ± 0.1	0.8 ± 0.1	0.9 ± 0.1	1.1 ± 0.2	0.012	0.2 ± 0.1	0.3 ± 0.1	0.3 ± 0.1	0.3 ± 0.1	0.752	0.4 ± 0.1	0.5 ± 0.1	0.7 ± 0.1	0.7 ± 0.2	0.014	2.0 ± 0.2	2.2 ± 0.3	2.1 ± 0.2	2.8 ± 0.6	0.176
Traditional retailers	26.1 ± 0.6	26.6 ± 0.6	26.2 ± 0.6	25.1 ± 0.7	0.215	32.3 ± 1.3	31.2 ± 1.3	30.5 ± 1.4	29.1 ± 1.5	0.105	26.1 ± 0.7	27.8 ± 0.8	27.3 ± 0.9	26.4 ± 0.9	0.885	20.3 ± 1.1	19.4 ± 1.1	19.0 ± 1.0	17.8 ± 1.2	0.116
Home water-delivery	42.4 ± 0.7	41.7 ± 0.7	40.9 ± 0.8	42.8 ± 0.9	0.866	42.1 ± 1.5	41.3 ± 1.6	41.6 ± 1.6	43.8 ± 1.8	0.433	42.5 ± 0.9	40.8 ± 1.0	39.5 ± 1.1	41.7 ± 1.3	0.439	42.2 ± 1.5	44.0 ± 1.5	43.0 ± 1.6	44.2 ± 1.9	0.505
Others	14.6 ± 0.5	14.1 ± 0.5	14.6 ± 0.6	13.7 ± 0.6	0.367	11.4 ± 0.8	12.4 ± 1.0	12.6 ± 1.0	12.1 ± 1.0	0.630	15.4 ± 0.7	15 ± 0.8	15.5 ± 0.9	14.8 ± 1.0	0.733	15.6 ± 1.2	13.6 ± 1.0	14.9 ± 1.1	12.9 ± 1.1	0.192

Source: Authors' own analyses and calculations based on data from Nielsen through its Mexico Consumer Panel Service (CPS) for the food and beverage categories for January 2012 – December 2015. The Nielsen Company, 2016. Nielsen is not responsible for and had no role in preparing the results reported herein. Multivariate linear regression models were used to predict unadjusted percentages of per capita daily purchases of taxed and untaxed beverages according to store-type, SES and year of purchases. Percentages were weighted to be urban representative. Our statistical testing focused on the trends analysis.

Supplemental Table 4. Unadjusted percentage mean of taxed and untaxed food purchases from 2012 to 2015 by store-type and socioeconomic status

	Total population					P for trend	Low SES				P for trend	Medium SES				P for trend	High SES				P for trend
	2012	2013	2014	2015	2012		2013	2014	2015	2012		2013	2014	2015	2012		2013	2014	2015		
	n=5813	n=5775	n=5657	n=5493	n=959		n=1094	n=1087	n=1170	n=3133		n=2872	n=2815	n=2690	n=1721		n=1809	n=1755	n=1633		
Taxed food purchases (%±SE)																					
Convenience stores	2.3 ± 0.1	2.5 ± 0.1	2.7 ± 0.2	2.5 ± 0.1	0.170	1.5 ± 0.2	2.0 ± 0.3	2.2 ± 0.4	1.8 ± 0.2	0.365	2.2 ± 0.1	2.3 ± 0.1	2.5 ± 0.2	2.5 ± 0.2	0.105	3.5 ± 0.4	3.7 ± 0.4	3.9 ± 0.5	3.5 ± 0.4	0.984	
Supermarkets	46 ± 0.6	46 ± 0.6	46.1 ± 0.7	48.4 ± 0.8	0.014	27.1 ± 1.1	30.4 ± 1.2	32.1 ± 1.3	37.4 ± 1.5	<0.001	46.6 ± 0.8	46.8 ± 0.8	47.0 ± 0.9	48.7 ± 1.1	0.119	61.8 ± 1.1	59.4 ± 1.1	59.2 ± 1.2	59.9 ± 1.5	0.333	
Wholesalers/price clubs	4.4 ± 0.2	4.8 ± 0.3	5.4 ± 0.3	5.8 ± 0.4	0.001	1.5 ± 0.4	1.4 ± 0.3	1.7 ± 0.3	1.6 ± 0.3	0.664	3.0 ± 0.2	3.5 ± 0.3	4.5 ± 0.4	4.9 ± 0.5	<0.001	10.9 ± 0.7	11.0 ± 0.7	11.2 ± 0.7	12.1 ± 1	0.288	
Traditional retailers	43.1 ± 0.6	43.9 ± 0.7	42.4 ± 0.7	39.7 ± 0.8	<0.001	65.6 ± 1.2	63.7 ± 1.3	61.0 ± 1.4	55.7 ± 1.5	<0.001	44.1 ± 0.8	44.7 ± 0.9	42.6 ± 0.9	40.1 ± 1.1	0.001	19.5 ± 1.0	22.8 ± 1.1	21.9 ± 1.1	21.3 ± 1.3	0.440	
Others	4.2 ± 0.2	2.7 ± 0.1	3.2 ± 0.2	3.3 ± 0.3	0.068	4.3 ± 0.4	2.5 ± 0.3	2.7 ± 0.3	3.1 ± 0.5	0.152	4.2 ± 0.3	2.7 ± 0.2	3.2 ± 0.3	3.5 ± 0.6	0.414	4.3 ± 0.3	3.1 ± 0.3	3.8 ± 0.4	3.1 ± 0.3	0.053	
Untaxed food purchases (%±SE)																					
Convenience stores	1.2 ± 0.1	1.3 ± 0.1	1.3 ± 0.1	1.3 ± 0.1	0.279	0.9 ± 0.2	1.2 ± 0.3	1 ± 0.2	1.2 ± 0.3	0.564	1.1 ± 0.1	1.0 ± 0.1	1.1 ± 0.1	1.3 ± 0.1	0.390	1.7 ± 0.3	1.8 ± 0.2	2.0 ± 0.3	1.8 ± 0.2	0.736	
Supermarkets	47.4 ± 0.6	48.9 ± 0.6	48.1 ± 0.6	48.9 ± 0.7	0.193	32.6 ± 1.2	36.3 ± 1.2	37.5 ± 1.3	38.6 ± 1.4	0.002	47.5 ± 0.7	50.2 ± 0.8	48.8 ± 0.8	49.5 ± 1	0.204	60.7 ± 1.1	58.7 ± 1	57.9 ± 1.1	59.0 ± 1.4	0.307	
Wholesalers/price clubs	3.3 ± 0.2	3.6 ± 0.2	4.1 ± 0.2	4.0 ± 0.3	0.016	1.7 ± 0.4	1.4 ± 0.3	1.7 ± 0.3	1.6 ± 0.3	0.938	2.3 ± 0.2	2.8 ± 0.3	3.8 ± 0.3	3.4 ± 0.4	0.001	7.4 ± 0.5	7.4 ± 0.5	7.5 ± 0.6	7.8 ± 0.8	0.687	
Traditional retailers	42.0 ± 0.6	41.6 ± 0.6	41.4 ± 0.6	40.6 ± 0.7	0.136	58.7 ± 1.2	56.8 ± 1.3	54.9 ± 1.3	53.9 ± 1.5	0.008	42.9 ± 0.7	41.8 ± 0.8	41.7 ± 0.9	40.7 ± 1	0.070	23.9 ± 0.9	26.6 ± 1.0	26.2 ± 1.1	25.9 ± 1.2	0.280	
Others	6.2 ± 0.2	4.6 ± 0.2	5.0 ± 0.2	5.2 ± 0.2	0.011	6.1 ± 0.4	4.3 ± 0.4	4.6 ± 0.5	4.8 ± 0.5	0.126	6.1 ± 0.3	4.3 ± 0.2	4.6 ± 0.3	5.2 ± 0.3	0.040	6.3 ± 0.4	5.5 ± 0.4	6.4 ± 0.6	5.6 ± 0.5	0.528	

Source: Authors' own analyses and calculations based on data from Nielsen through its Mexico Consumer Panel Service (CPS) for the food and beverage categories for January 2012 – December 2015. The Nielsen Company, 2016. Nielsen is not responsible for and had no role in preparing the results reported herein. Multivariate linear regression models were used to predict unadjusted percentages of per capita daily purchases of taxed and untaxed foods according to store-type, SES and year of purchases. Percentages were weighted to be urban representative. Our statistical testing focused on the trends analysis.

Supplemental Table 5. Unadjusted mean daily beverage purchases per capita from 2012 to 2015 by store-type and socioeconomic status

	Total population				P for trend	Low SES				P for trend	Medium SES				P for trend	High SES				P for trend
	2012 n=5813	2013 n=5775	2014 n=5657	2015 n=5493		2012 n=959	2013 n=1094	2014 n=1087	2015 n=1170		2012 n=3133	2013 n=2872	2014 n=2815	2015 n=2690		2012 n=1721	2013 n=1809	2014 n=1755	2015 n=1633	
Total beverage purchases (mL/capita/day) (mean ± SE)																				
Convenience stores	34.9 ± 1.6	40.1 ± 1.9	41.2 ± 2.2	40.6 ± 2.7	0.064	36.9 ± 3	39.9 ± 3.1	35.2 ± 2.8	31.7 ± 3.2	0.237	33.1 ± 2.1	35.4 ± 2.1	38.3 ± 3.1	38.7 ± 3.3	0.103	37.8 ± 3.6	50.8 ± 5.8	54.1 ± 5.9	54.5 ± 7.9	0.061
Supermarkets	86.4 ± 2	96.6 ± 2.4	90.4 ± 2.6	79.3 ± 2.7	0.01	45.8 ± 3.3	56.0 ± 3.7	50.7 ± 3.6	47.7 ± 4.1	0.709	81.0 ± 2.5	92.5 ± 3.1	88.2 ± 3.3	75.0 ± 3.5	0.123	138.3 ± 5.1	145.3 ± 6	138.0 ± 6.8	123.5 ± 6.9	0.052
Wholesalers/price clubs	7.7 ± 0.6	9.0 ± 0.8	8.3 ± 0.8	7.5 ± 0.7	0.612	1.6 ± 0.4	2.5 ± 0.7	2.3 ± 0.5	2.0 ± 0.5	0.454	4.1 ± 0.5	5.6 ± 1.1	6.9 ± 1.3	5.2 ± 0.8	0.123	23.2 ± 2.5	22.9 ± 2.2	18.1 ± 1.7	18.3 ± 2.5	0.081
Traditional retailers	350.8 ± 7.8	356.3 ± 8.3	338.6 ± 7.8	327.7 ± 9.1	0.021	373.8 ± 15.5	374.0 ± 16.3	355.0 ± 17.4	345.0 ± 17.5	0.217	367.4 ± 10.4	381.2 ± 12.2	359.3 ± 10.5	355.7 ± 13.8	0.306	285.1 ± 17.7	284.2 ± 14.6	275.3 ± 15.3	246.7 ± 14.6	0.077
Home water-delivery	466.9 ± 11.7	476.1 ± 12.1	486.0 ± 14.3	485 ± 15.1	0.293	440.8 ± 24.7	438.7 ± 23.9	461.4 ± 28.5	469.4 ± 27.3	0.437	478.2 ± 16.6	468.8 ± 17.4	476.6 ± 19.6	491.5 ± 22.8	0.597	461.0 ± 20.6	528.7 ± 22.8	533.0 ± 30.4	487.6 ± 28.6	0.517
Others	152 ± 7.1	158.7 ± 8.5	169.9 ± 9.2	146.3 ± 8.4	0.836	120.5 ± 15.9	133.0 ± 17.1	127.6 ± 12.7	110.0 ± 13.3	0.612	156.5 ± 8.7	168.0 ± 12.7	188.6 ± 15.1	161.3 ± 12.7	0.476	169.3 ± 18	163.4 ± 13.9	174.5 ± 15.8	152.8 ± 16.9	0.609
Taxed beverage purchases (mL/capita/day) (mean ± SE)																				
Convenience stores	4.4 ± 0.5	4.8 ± 0.6	4.5 ± 0.4	4.5 ± 0.4	0.925	1.8 ± 0.4	2.1 ± 0.4	2.2 ± 0.8	2.5 ± 0.9	0.486	3.9 ± 0.7	4.5 ± 0.9	4.0 ± 0.4	4.4 ± 0.6	0.709	8.1 ± 1.2	8.0 ± 1.2	8.2 ± 1.3	7.1 ± 0.9	0.538
Supermarkets	36.6 ± 1	36.7 ± 1.1	28.9 ± 1	24.2 ± 1	<0.001	20.6 ± 1.8	22.3 ± 1.9	16.9 ± 1.7	16.1 ± 2	0.022	34.6 ± 1.3	36.0 ± 1.6	29.2 ± 1.5	24.0 ± 1.3	<0.001	56.8 ± 2.4	52.2 ± 2.6	41.3 ± 2.2	33.7 ± 2.1	<0.001
Wholesalers/price clubs	3.9 ± 0.4	3.6 ± 0.4	2.6 ± 0.3	1.7 ± 0.2	<0.001	0.9 ± 0.3	0.8 ± 0.3	1.0 ± 0.3	0.6 ± 0.2	0.473	2.1 ± 0.3	2.5 ± 0.6	2.4 ± 0.4	1.5 ± 0.2	0.106	11.4 ± 1.6	8.5 ± 1.2	4.7 ± 0.5	3.5 ± 0.5	<0.001
Traditional retailers	173.7 ± 3.4	166.9 ± 3.4	151.3 ± 3.4	141.7 ± 3.8	<0.001	206.2 ± 8.1	188.2 ± 7.1	168.9 ± 7.3	160.8 ± 7.9	<0.001	186.9 ± 4.5	177.3 ± 4.7	159.0 ± 4.5	151.4 ± 5.3	<0.001	108.5 ± 5.4	123.3 ± 7.0	115.2 ± 7.3	99.1 ± 7.2	0.175
Home water-delivery	1.9 ± 0.3	1.9 ± 0.2	2.1 ± 0.3	2 ± 0.4	0.619	0.7 ± 0.1	0.8 ± 0.1	0.5 ± 0.1	0.9 ± 0.3	0.713	1.8 ± 0.4	1.8 ± 0.3	2.2 ± 0.4	2.1 ± 0.7	0.635	3.1 ± 0.4	3 ± 0.4	3.5 ± 0.7	3.3 ± 1.1	0.771
Others	3.8 ± 0.2	3.1 ± 0.3	3.0 ± 0.3	3.5 ± 0.7	0.683	2.9 ± 0.5	2.6 ± 0.7	2.4 ± 0.5	1.9 ± 0.3	0.071	3.5 ± 0.3	2.8 ± 0.4	3.1 ± 0.4	4.7 ± 1.3	0.37	5.3 ± 0.6	4.4 ± 0.6	3.5 ± 0.5	2.7 ± 0.3	<0.001
Untaxed beverage purchases (mL/capita/day) (mean ± SE)																				
Convenience stores	30.5 ± 1.4	35.3 ± 1.7	36.7 ± 2.1	36.1 ± 2.6	0.054	35.1 ± 3	37.9 ± 3.1	33.0 ± 2.7	29.2 ± 3.1	0.078	29.2 ± 1.9	30.8 ± 1.8	34.3 ± 3	34.3 ± 3.2	0.106	29.6 ± 2.9	42.8 ± 5.3	45.8 ± 5.4	47.4 ± 7.7	0.037
Supermarkets	49.8 ± 1.4	59.9 ± 1.7	61.5 ± 2	55.1 ± 2.2	0.042	25.2 ± 2.2	33.7 ± 2.4	33.8 ± 2.6	31.6 ± 2.9	0.135	46.4 ± 1.8	56.5 ± 2.2	59.1 ± 2.4	51.0 ± 2.8	0.103	81.5 ± 3.8	93.1 ± 4.5	96.7 ± 5.5	89.9 ± 5.7	0.218
Wholesalers/price clubs	3.9 ± 0.4	5.4 ± 0.5	5.8 ± 0.7	5.7 ± 0.7	0.017	0.7 ± 0.2	1.7 ± 0.6	1.2 ± 0.4	1.5 ± 0.4	0.31	2.0 ± 0.3	3.1 ± 0.6	4.5 ± 1.1	3.8 ± 0.7	0.008	11.9 ± 1.4	14.3 ± 1.5	13.4 ± 1.4	14.8 ± 2.4	0.363
Traditional retailers	177.1 ± 6.4	189.4 ± 6.9	187.3 ± 6.3	186.1 ± 7.7	0.439	167.6 ± 11.4	185.8 ± 13.1	186.1 ± 14.1	184.1 ± 15.2	0.455	180.5 ± 8.6	203.9 ± 10.6	200.3 ± 8.6	204.3 ± 11.8	0.129	176.6 ± 15.3	160.9 ± 11	160.1 ± 12	147.6 ± 11.7	0.144
Home water-delivery	465 ± 11.7	474.2 ± 12.1	483.8 ± 14.3	483.0 ± 15.1	0.297	440.1 ± 24.7	437.9 ± 23.9	460.9 ± 28.4	468.5 ± 27.2	0.344	476.4 ± 16.5	467.0 ± 17.4	474.4 ± 19.6	489.4 ± 22.7	0.606	457.9 ± 20.5	525.8 ± 22.7	529.5 ± 30.1	484.4 ± 28.4	0.521

Others	148.2 ± 7.1	155.6 ± 8.5	166.9 ± 9.2	142.8 ± 8.3	0.855	117.6 ± 15.9	130.4 ± 17.1	125.2 ± 12.7	108.2 ± 13.3	0.548	153.0 ± 8.6	165.2 ± 12.7	185.4 ± 15.1	156.6 ± 12.4	0.519	164 ± 17.9	159.0 ± 13.8	171 ± 15.6	150.2 ± 16.9	0.691
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Source: Authors' own analyses and calculations based on data from Nielsen through its Mexico Consumer Panel Service (CPS) for the food and beverage categories for January 2012 – December 2015. The Nielsen Company, 2016. Nielsen is not responsible for and had no role in preparing the results reported herein. Multivariate linear regression models were used to predict unadjusted means of per capita daily purchases of taxed and untaxed beverages according to store-type, SES and year of purchases. Means were weighted to be urban representative. Our statistical testing focused on the trends analysis.

Supplemental Table 6. Unadjusted mean daily food purchases per capita from 2012 to 2015 by store-type and socioeconomic status

	Total population				P for trend	Low SES				P for trend	Medium SES				P for trend	High SES				P for trend
	2012	2013	2014	2015		2012	2013	2014	2015		2012	2013	2014	2015		2012	2013	2014	2015	
	n=5813	n=5775	n=5657	n=5493		n=959	n=1094	n=1087	n=1170		n=3133	n=2872	n=2815	n=2690		n=1721	n=1809	n=1755	n=1633	
Total food purchases (g/capita/day) (mean ± SE)																				
Convenience stores	0.9 ± 0.1	1.0 ± 0.1	1.0 ± 0.1	0.9 ± 0.1	0.682	0.5 ± 0.1	0.7 ± 0.1	0.6 ± 0.1	0.6 ± 0.1	0.982	0.8 ± 0.1	0.9 ± 0.1	0.9 ± 0.1	0.9 ± 0.1	0.627	1.5 ± 0.2	1.5 ± 0.2	1.6 ± 0.2	1.3 ± 0.1	0.262
Supermarkets	32.5 ± 0.6	33.6 ± 0.7	32.5 ± 0.7	29.3 ± 0.7	<0.001	17.3 ± 0.9	19.5 ± 1	19.8 ± 1.1	18.8 ± 1.3	0.429	31.2 ± 0.8	33.6 ± 1	32.6 ± 1	29.2 ± 1	0.087	50.2 ± 1.5	47.2 ± 1.4	45.9 ± 1.5	41.0 ± 1.6	<0.001
Wholesalers/price clubs	2.8 ± 0.2	3.1 ± 0.2	3.5 ± 0.2	3.0 ± 0.2	0.406	0.8 ± 0.2	0.9 ± 0.2	0.9 ± 0.2	0.8 ± 0.1	0.88	1.8 ± 0.2	2.2 ± 0.3	3.0 ± 0.3	2.5 ± 0.3	0.006	7.5 ± 0.6	7.2 ± 0.5	7.4 ± 0.6	6.4 ± 0.8	0.311
Traditional retailers	23.4 ± 0.4	23 ± 0.4	21.7 ± 0.4	19.0 ± 0.4	<0.001	29.6 ± 0.9	27.8 ± 0.9	25.7 ± 0.9	22.5 ± 0.9	<0.001	24.2 ± 0.5	23.7 ± 0.6	22.4 ± 0.6	19.6 ± 0.6	<0.001	15.6 ± 0.6	16.7 ± 0.7	15.8 ± 0.7	13.6 ± 0.7	0.019
Others	3.3 ± 0.1	2.5 ± 0.1	2.7 ± 0.2	2.3 ± 0.1	<0.001	2.8 ± 0.3	1.9 ± 0.2	1.9 ± 0.2	1.7 ± 0.2	0.001	3.2 ± 0.2	2.2 ± 0.1	2.4 ± 0.2	2.3 ± 0.1	<0.001	4.3 ± 0.3	3.6 ± 0.3	4.2 ± 0.5	3.0 ± 0.3	0.02
Taxed food purchases (g/capita/day) (mean ± SE)																				
Convenience stores	0.3 ± 0	0.4 ± 0	0.4 ± 0	0.3 ± 0	0.237	0.2 ± 0	0.3 ± 0	0.2 ± 0	0.2 ± 0	0.407	0.3 ± 0	0.4 ± 0	0.4 ± 0	0.3 ± 0	0.652	0.6 ± 0.1	0.6 ± 0.1	0.6 ± 0.1	0.5 ± 0.1	0.096
Supermarkets	7.3 ± 0.2	7.2 ± 0.2	6.8 ± 0.2	6.0 ± 0.2	<0.001	3.6 ± 0.2	4.1 ± 0.2	3.9 ± 0.2	3.9 ± 0.3	0.590	7.1 ± 0.2	7.2 ± 0.2	6.8 ± 0.2	5.9 ± 0.2	<0.001	11.3 ± 0.4	10.5 ± 0.4	9.7 ± 0.4	8.5 ± 0.4	<0.001
Wholesalers/price clubs	0.8 ± 0	0.9 ± 0.1	1.0 ± 0.1	0.8 ± 0.1	0.491	0.2 ± 0	0.2 ± 0.1	0.2 ± 0	0.2 ± 0	0.717	0.5 ± 0	0.7 ± 0.1	0.9 ± 0.1	0.7 ± 0.1	0.028	2.2 ± 0.2	2.1 ± 0.1	2.2 ± 0.2	1.9 ± 0.2	0.335
Traditional retailers	6.1 ± 0.1	6.1 ± 0.1	5.3 ± 0.1	4.3 ± 0.1	<0.001	8.6 ± 0.3	8.0 ± 0.3	6.8 ± 0.3	5.3 ± 0.3	<0.001	6.4 ± 0.2	6.3 ± 0.2	5.5 ± 0.2	4.6 ± 0.2	<0.001	3.1 ± 0.2	3.7 ± 0.3	3.3 ± 0.2	2.6 ± 0.2	0.033
Others	0.5 ± 0	0.4 ± 0	0.4 ± 0	0.3 ± 0	<0.001	0.5 ± 0.1	0.3 ± 0.1	0.2 ± 0	0.2 ± 0	<0.001	0.5 ± 0	0.3 ± 0	0.4 ± 0	0.3 ± 0	0.001	0.7 ± 0.1	0.4 ± 0	0.5 ± 0.1	0.4 ± 0	<0.001
Untaxed food purchases (g/capita/day) (mean ± SE)																				
Convenience stores	0.6 ± 0	0.6 ± 0	0.6 ± 0	0.6 ± 0	0.942	0.4 ± 0.1	0.4 ± 0.1	0.4 ± 0.1	0.4 ± 0.1	0.775	0.5 ± 0.1	0.5 ± 0	0.5 ± 0.1	0.5 ± 0.1	0.665	0.9 ± 0.1	1.0 ± 0.1	1.0 ± 0.1	0.8 ± 0.1	0.548
Supermarkets	25.2 ± 0.5	26.3 ± 0.6	25.7 ± 0.6	23.3 ± 0.6	0.007	13.7 ± 0.7	15.4 ± 0.8	15.9 ± 0.9	14.8 ± 1.0	0.425	24.1 ± 0.6	26.5 ± 0.8	25.8 ± 0.8	23.3 ± 0.8	0.365	38.8 ± 1.2	36.8 ± 1.1	36.3 ± 1.3	32.5 ± 1.3	0.001
Wholesalers/price clubs	2.0 ± 0.1	2.2 ± 0.1	2.5 ± 0.2	2.1 ± 0.2	0.424	0.6 ± 0.1	0.6 ± 0.1	0.7 ± 0.2	0.6 ± 0.1	0.95	1.3 ± 0.1	1.5 ± 0.2	2.1 ± 0.2	1.8 ± 0.2	0.008	5.3 ± 0.5	5.1 ± 0.4	5.2 ± 0.4	4.5 ± 0.7	0.346

Traditional retailers	17.3 ± 0.3	16.9 ± 0.3	16.4 ± 0.3	14.7 ± 0.3	<0.001	21.0 ± 0.7	19.8 ± 0.7	18.9 ± 0.7	17.2 ± 0.7	<0.001	17.8 ± 0.4	17.4 ± 0.5	16.9 ± 0.5	15 ± 0.4	<0.001	12.5 ± 0.5	13.0 ± 0.5	12.5 ± 0.5	11.0 ± 0.6	0.038
Others	2.8 ± 0.1	2.1 ± 0.1	2.3 ± 0.1	2.0 ± 0.1	<0.001	2.3 ± 0.2	1.6 ± 0.2	1.7 ± 0.2	1.5 ± 0.2	0.007	2.6 ± 0.1	1.9 ± 0.1	2.0 ± 0.1	1.9 ± 0.1	0.001	3.6 ± 0.2	3.1 ± 0.3	3.7 ± 0.5	2.7 ± 0.3	0.075

Source: Authors' own analyses and calculations based on data from Nielsen through its Mexico Consumer Panel Service (CPS) for the food and beverage categories for January 2012 – December 2015. The Nielsen Company, 2016. Nielsen is not responsible for and had no role in preparing the results reported herein. Multivariate linear regression models were used to predict unadjusted means of per capita daily purchases of taxed and untaxed foods according to store-type, SES and year of purchases. Means were weighted to be urban representative. Our statistical testing focused on the trends analysis.