

Supplementary appendix

Supplement 1. Data Sources

A. Nielsen Homescan data on household CPG calorie purchases and prices

Nielsen Homescan (www.nielsen.com) data from 2000 through 2013. Homescan acquires reported information on food and beverage products with Universal Product Codes (UPC) purchased by household per shopping episode. These data are collected using scanners distributed to participating households that were sampled in 76 markets (52 metropolitan and 24 non-metropolitan, each comprised of a number of counties) and weighted to be nationally representative, with 40,000 to 65,000 households sampled each year in 2000-2013.¹⁻⁴

Homescan provides detailed information about each CPG food and beverage purchase from all major outlet channels, including grocery, drug, mass-merchandise, club, supercenter, and convenience stores, including date of the shopping episode, number of units or packages, total weight, and total amount paid for each UPC.⁵ It also includes socio-demographic information including about household composition, nominal income, education and race/ethnicity of the head of the household, age and gender of all household members, and household sampling weights. These data are used by researchers, particularly agricultural and marketing economists, to analyze food demand, consumption, branding and promotion strategies.⁶⁻⁹

For this paper, Nutrition Facts Panel (NFP) label and ingredient information for each uniquely barcoded food: We have used an array of data base sources to link both the NFP and ingredients for each item to the exact commercial product. Nielsen Homescan (The Nielsen Co.)¹⁰ is a commercial data set that contains information on food products with a UPC that a household purchases over a year (acquired using scanners provided to participating households), along with important socio-demographic information and sampling weights.

Linking NFP and ingredients and Nielsen Homescan Food Purchase data: We used a variety of sources discussed elsewhere to link the NFP and ingredients data with the 2000-2013 Homescan data on household purchases at the UPC level in order to create a more complete measure of the nutritional content of UPCs reported purchased. This was successful for over 98% of the volume and dollar sales of foods reported purchased in Homescan.

Identifying the use of sweeteners in US CPG products

To identify foods and beverages containing various types of CS and LCS, we conducted searches for key terms in the ingredients lists (listed in **Supplementary Table A2**). In this study, we include fruit juice concentrate (FJC) (not reconstituted) as a CS.

We then determined for each food and beverage group the proportion of the unique food products with various combinations of CS, LCS, and the average total sugar calories per 100g for unique products with various combinations. We are defining unique food products as those with unique formulations (e.g., a 1.5 liter bottle of Coca-cola Classic will be nutritionally equivalent to a 12 fl oz can of Coca-cola Classic and a 20 fl oz bottle of Coca-cola Classic, so even though they will have different barcodes, they only count as one food product). These sweetener categories are: no sweeteners (in which case total sugars are equal to intrinsic sugars); CS only (including FJC); LCS only; and both CS and LCS. To measure how frequently the various kinds of CS and NCS are used we ranked the top five sweetener types used within each food group. The categorization of the CS and LCS are provided in **Supplementary Table A2**.

Lastly, to understand how much of the US processed and packaged foods and beverages purchased contain CS and LCS, we determined the total calories and volume (or gram weight) of each product using the Homescan purchase and NFP data. We then calculated the proportion of total calories and total volume purchased by Americans that contain any CS, and any LCS for each food group and all food groups.

B. Euromonitor Passport International Data

Passport: Nutrition is a first-of-its-kind database that examines the total amount of nutrients purchased through packaged food and soft drink products worldwide, evaluating eight key nutrients in 54 countries. Euromonitor: Nutrition collects per 100 grams of each brand at the lowest unique category the nutrient information. We used kcal/100 grams [!]

They did this for 2014 and the previous six years. The geographic coverage is listed below. The UNC team worked to beta test these data. We compared them with other trends data as well as with a cross-sectional caloric intake of SSB data provided by a recent publication.¹¹ In general, the patterns and trends were fairly accurate except for one country, Colombia, where they appear to represent less than 50% of consumption and also India, Morocco and Venezuela.

In the following table, we evaluated the Euromonitor nutrition data by comparing this with a recent global review of SSB consumption from individual dietary intake surveys.

A comparison of the Euromonitor Sales Data with that of Individual Dietary Intake Data

	SSB sales in 2014 (8 oz/capita/day) Total volume	Value from Global trends paper (range of means)
Argentina	1.60	0.33 - 1.17
Australia	0.88	0.28 - 0.97
Austria	1.05	0.21 - 0.96
Belgium	1.21	0.35 - 1.54
Brazil	1.00	0.23 - 0.88
Bulgaria	1.11	0.14 - 0.50
Canada	1.06	0.34 - 1.29
Chile	1.84	0.35 - 1.25
China	0.39	0.03 - 0.10
Colombia	0.83	0.97 - 3.27
Czech Republic	0.76	0.15 - 0.55
Denmark	0.84	0.27 - 1.15
Egypt	0.31	0.18 - 0.66
Finland	0.77	0.21 - 0.81
France	0.61	0.15 - 0.62
Germany	1.25	0.22 - 0.97
Greece	0.49	0.12 - 0.52
Hong Kong, China	0.77	N/A
Hungary	0.73	0.09 - 0.42
India	0.05	0.16 - 0.62
Indonesia	0.18	0.13 - 0.50
Ireland	0.96	0.18 - 0.69
Israel	1.04	0.20 - 0.91
Italy	0.63	0.06 - 0.21
Japan	1.09	0.15 - 0.59

Malaysia	0.42	0.36 - 1.23
Mexico	1.93	0.71 - 2.40
Morocco	0.26	0.28 - 0.95
Netherlands	1.18	0.36 - 1.23
New Zealand	0.87	0.13 - 0.52
Norway	0.77	0.26 - 1.14
Peru	0.83	0.39 - 1.52
Philippines	0.51	0.24 - 0.82
Poland	0.98	0.06 - 0.21
Portugal	0.76	0.13 - 0.58
Romania	0.72	0.12 - 0.45
Russia	0.59	0.21 - 0.83
Saudi Arabia	1.36	0.22 - 0.79
Singapore	0.73	0.19 - 0.64
Slovakia	0.82	0.29 - 1.17
South Africa	0.86	0.33 - 1.19
South Korea	0.46	0.07 - 0.26
Spain	0.92	0.15 - 0.63
Sweden	0.79	0.27 - 1.16
Switzerland	1.12	0.13 - 0.56
Taiwan	0.88	0.28 - 1.02
Thailand	0.62	0.32 - 1.21
Turkey	0.71	0.21 - 0.76
Ukraine	0.46	0.22 - 0.87
United Arab Emirates	0.84	0.27 - 0.90
United Kingdom	0.84	0.24 - 1.06
USA	2.01	0.52 - 2.15
Venezuela	0.91	0.99 - 3.00
Vietnam	0.38	0.12 - 0.46

*Euromonitor 2014, total volume (off trade+on trade volume)

SSB include regular cola carbonates, non-cola carbonates, fruit-flavored drinks, juice drinks (up to 24% juice), nectars (25-99% juice), ready-to-drink tea.

To define SSB categories we included the same drinks that the Global SSB dietary intake paper considered as SSBs: regular cola carbonates, non-cola carbonates, fruit-flavored drinks, juice drinks (up to 24% juice), nectars (25-99% juice), ready-to-drink tea.

Blue: Euromonitor estimates that are greater than the means (range from the different age-gender groups) of the Singh et al(015) Global trends paper¹¹.

Red: Euromonitor estimates that are below the means (range from the different age-gender groups) of the Global trends paper.

White: Euromonitor estimates that are within the means (range from the different age-gender groups) of the Global trends paper.

Singh, G. M., R. Micha, S. Khatibzadeh, S. Lim, M. Ezzati and D. Mozaffarian (2015). "Estimated Global, Regional, and National Disease Burdens Related to Sugar-Sweetened Beverage Consumption in 2010." Circulation: CIRCULATIONAHA. 114.010636.

Caloric Euromonitor Coverage

AFRICA AND MIDDLE EAST	AUSTRALASIA	NORTH AMERICA
Egypt	Australia	Canada
Israel	New Zealand	USA
Morocco	EASTERN EUROPE	WESTERN EUROPE
Saudi	Bulgaria	Austria
South Africa	Czech Republic	Belgium
United Arab Emirates	Hungary	Denmark
ASIA PACIFIC	Romania	France
China	Russia	Germany
Hong Kong	Slovakia	Greece
India	Ukraine	Ireland
Indonesia	LATIN AMERICA	Italy
Japan	Argentina	Netherlands
Malaysia	Brazil	Norway
Philippines	Chile	Portugal
Singapore	Colombia	Spain
South Korea	Mexico	Sweden
Taiwan	Peru	Switzerland
Thailand	Venezuela	Turkey
Vietnam		United Kingdom

Supplementary Table 2. Categories of Caloric, Low Caloric Sweeteners

1. Added Sugars: These are the typical ingredients we consider an “added sugar” e.g., sugar, HFCS, honey, etc.			
dextrose	brown sugar	browCSugar	date sugar
datesugar	maple sugar	maplesugar	turbinado sugar
turbinadosugar	granulated sugar	granulatedsugar	confectioners powdered sugar
confectionerspowdered sugar	confectioners powdered sugar	confectionerspowderedsugar	confectioners sugar
confectionerssugar	powdered sugar	powderedsugar	glaze & icing sugar
glaze and icing sugar	glaze icing sugar	glazeicingsugar	glazeicing sugar
glaze icingsugar	cane sugar	canesugar	cane juice
canejuice	cane syrup	Canesyrap	turbinado
golden syrup	goldeCSyrup	Treacle	sucanat
beet sugar	Beetsugar	sugar beet	sugarbeet
trusweet	tru sweet	Versatose	clintose
corCSweet	corn sweet	Sucrose	table sugar
tablesugar	corn syrup	corCSyrup	dri-sweet
dri sweet	Drisweet	corn glucose syrup	corn glucose syrup
corn glucosesyrup	Cornglucosesyrup	high fructose corn syrup	highfructosecorCSyrup
highfructosecorn syrup	highfructose corn syrup	high fructosecorCSyrup	high fructose corCSyrup
highfructose corCSyrup	high fructosecorn syrup	hi-fructose corn syrup	hifuctose corn syrup
hi fructose corCSyrup	hi fructosecorn syrup	agave nectar	agavenectar
agave syrup	Agavesyrup	agave sap	agavesap
agave juice	Agavejuice	honey	honi-bake
honi bake	Honibake	honi-flake	honi flake
honiflake	sweet’ n’ neat	sweetn neat	sweetn neat
sweet n neat	sweet n neat	molasses	dri-mol
dri mol	Drimol	maple	sorghum
malt	Maltose	malt sweetener	malt sweetener
malt syrup	Maltsyrup	sorghum syrup	sorghumsyrup
flo-malt	flo malt	flomalt	mizu-ame
mizu ame	Mizuame	kona-ame	kona ame
konaame	rice syrup	ricesyrup	fructose
fructose sweetener	Fructosesweetener	edible lactose	ediblelactose
invert sugar	Invertsugar	inverted sugar	invertedsugar
sugar invert	Sugarinvert	nulomoline	sucrovert
isoglucose	Trehalose	gomme	starch sweetener
starchsweetener	corn sweetener	corCSweetener	liquid sweetener

liquidsweetener	granular sweetener	granularsweetener	dried raisin sweetener
driedraisinCSweetener	driedraisin sweetener	dried raisinCSweetener	brown rice syrup
brownricesyrup	brownrice syrup	brown ricesyrup	maple syrup
maplesyrup	Isomaltulose	lactose	
If any of the above terms are found in an ingredient, flag UPC as containing an added sugar. "In addition to the list of ingredients as sweeteners, the SAS program does a search for 'sugar' as long as sugar is not found as 'sugar free', 'sugar-free', 'sugar and [some other ingredient] free', 'sugar & [some other ingredient] free' or 'no sugar'."			
2. Sugar Alcohols: Lower kcal/g compared to sucrose. As with the FDA, we exclude these from the added sugar measure.			
sorbitol	Glucitol	erythritol	xylitol
mannitol	Lactitol	maltitol	isomalt
glycerol	hydrogenated starch hydrolysate	hydrogenated starch hydrolysate	hydrogenated starch hydrolysates
arabitol	hydrogenated isomaltulose	polyglycitol	threitol
ribitol	Galactitol	fucitol	iditol
inositol	Volemitol	maltotritol	maltotetraitol
3. Juice concentrates: Please note, if both water and FJC appear in an ingredient list (at any point), that UPC was flagged as containing single-strength fruit juice, not FJC. Otherwise it is an added sugar.			
apple	Pear	grape	grapefruit
orange	Peach	plum	mango
apricot	Nectarine	prune	pineapple
pine apple	Blueberry	strawberry	raspberry
blackberry	Boysenberry	lingonberry	gooseberry
elderberry	Mulberry	currant	cherry
pomegranate	Cranberry	kiwi	melon
lychee	Mangosteen	coconut	acerola
tangerine	goji berry	passion fruit	passionfruit
watermelon	Raisin	prune	aronia
aronia berry	Chokeberry	banana	cantaloupe
honeydew	Carambola	fig	dewberry
date	Guanabana	soursop	guava
loganberry	Papaya	youngberry	blackcherry
bloodorange	Blackcurrant	mandarinorange	pinkgrapefruit
huckleberry	Marionberry	apple cider concentrate	clementine
concentrate (fruit) juice	concentrated (fruit) juice	conc. (fruit) juice	(fruit) juice concentrate
(fruit) juice conc	(fruit) juice conc.	(fruit) juice sweetener	(fruit) syrup

(fruit) juice syrup			
If any of these terms appear in an ingredient list, the UPC should be flagged for containing fruit juice concentrate EXCEPT in cases where the ingredient list also contains the ingredient "water" and/or the phrase "not from concentrate" (because ingredients are sometimes listed as "not from concentrate apple juice")			
4. Juice: Single-strength, or if both FJC and water appear in ingredient list. List of fruits the same as list for FJC. For all foods, adding fruit juice is measured as an added sugar but not for beverages.			
apple	Pear	grape	grapefruit
orange	Peach	plum	mango
apricot	Nectarine	prune	pineapple
pine apple	Blueberry	strawberry	raspberry
blackberry	Boysenberry	lingonberry	gooseberry
elderberry	Mulberry	currant	cherry
pomegranate	Cranberry	kiwi	melon
lychee	Mangosteen	coconut	acerola
tangerine	goji berry	passion fruit	passionfruit
watermelon	Raisin	prune	aronia
aronia berry	Chokeberry	banana	cantaloupe
honeydew	Carambola	fig	dewberry
date	Guanabana	soursop	guava
loganberry	Papaya	youngberry	blackcherry
bloodorange	Blackcurrant	mandarinorange	pinkgrapefruit
huckleberry	Marionberry	apple cider	clementine
(fruit) juice	(fruit) juices	(fruit) juice from concentrate	(fruit) juices from concentrate
(fruit) juice form concentrate	(fruit) juices form concentrate		
<ul style="list-style-type: none"> • Exclude ingredient if it meets any of the nine criteria for fruit juice concentrate (e.g., if an ingredient list contains "apple juice concentrate" the search term "apple juice" should not flag the UPC as containing "fruit juice" as the actual ingredient is "fruit juice concentrate") • Exclude ingredient from flagging if it contains the phrase "for color" <ul style="list-style-type: none"> ○ Example: "Water, apple juice from concentrate, blueberry juice (for color)" and "Water, apple juice from concentrate, blueberry juice added for color" should still be flagged for containing juice, but "Water, sugar, natural flavor, blueberry juice (for color)" and "Water, sugar, natural flavor, blueberry juice added for color" should not. • Exclude ingredient from flagging if it contains the word "powder", "solids", or "dry" <ul style="list-style-type: none"> ○ Example: "blueberry juice powder" "blueberry juice solids" "dry blueberry juice" 			

<ul style="list-style-type: none"> • Complete match not needed <ul style="list-style-type: none"> ○ Example: ("grape juice" should still be able to flag "white grape juice ") 			
5. High-intensity Sweeteners: Low-caloric sweeteners(LCS). Both synthetic (e.g., aspartame) and natural (e.g., stevia, lo han guo.) These are called low calorie sweeteners (LCS).			
aspartame	Neotame	equal	nutrasweet
nutra sweet	twiCSweet	twin sweet	iCStasweet
iCSta sweet	Natrataste	natra taste	saccharin
sweet'n low	Sweetnlow	sweetn low	sweet nlow
nectasweet	necta sweet	sucralose	splenda
altern	Kaltame	cyclamate	syclamate
sugartwin	sugar twin	acesulfame potassium	acesulfamepotassium
acesulfame k	acesulfame-k	acesulfamek	sunett
sweet one	Sweetone	stevia	rebiana
truvia	rebaudioside a	purevia	enliten
erylite stevia	reb a	reb-a	steviol glycoside
candy leaf	Candyleaf	sugar leaf	sugarleaf
sweetleaf	monk fruit extract	luo han guo	luohanguo
luohan guo	luo hanguo	luo han kuo	luohankuo
luohan kuo	luo hankuo	brazzein	cweet
pentadin	oubli	mabinlin	monellin
thaumatin	curculin	lumbah	monatin
osladin	cyclamic acid	alitame	neohesperidine dihydrochalcone
advantame	aspartame-acesulfame salt		
<ul style="list-style-type: none"> • If any of the above terms are found in an ingredient, flag UPC as containing a High InteCSity Sweetener. 			
6. Low-calorie sugar: Only includes two ingredients, allulose and tagatose. Expect to see allulose (90% less calories than sucrose) more in the coming years. Only a few foods use these and we excluded them from our analysis of sweeteners.			
tagatose	allulose		
<ul style="list-style-type: none"> • If any of the above terms are found in an ingredient, flag UPC as containing a low-calorie sugar. 			

Supplemental Table 3. Sugar-sweetened beverage Trends in sales for Regions (kcal/capita/day)

	2009	2010	2011	2012	2013	2014
World	41	42	43	43	44	44
Asia Pacific	15	16	16	17	18	19
Australasia	93	93	94	92	91	89
Eastern Europe	49	51	51	53	54	55
Latin America	103	104	105	108	107	108
North Africa and Middle East	45	41	41	43	45	46
North America	158	158	158	156	153	150
Western Europe	69	70	70	69	69	68
Sub-Saharan Africa	21	22	22	22	23	24

Supplemental Table 4. Sugar-sweetened beverage sales in 2014, (kcal/capita/day)

Country	2014 kca/cap/day	Country	2014 kca/cap/day
Chile	188	United Kingdom	68
Mexico	158	Hungary	65
USA	157	Colombia	59**
Argentina	135	Spain	57
Saudi Arabia	118	Romania	54
Germany	96	France	53
Netherlands	95	Thailand	52
Slovakia	93	Russia	51
Austria	93	Italy	49
Brazil	90	Philippines	48
Belgium	88	Bulgaria	43
Israel	88	Japan	41
Ireland	87	Switzerland	39
Canada	86	South Korea	37
Australia	82	Taiwan	36
Poland	82	Ukraine	35
United Arab Emirates	82	Singapore	35
Denmark	80	Greece	32
South Africa	77	Malaysia	30
Norway	75	China	26
Venezuela	73	Morocco	25
Finland	72	Egypt	23
Czech Republic	72	Hong Kong, China	23
Portugal	71	Vietnam	14
Peru	70	Indonesia	13
New Zealand	70	India	5
Turkey	69		
Sweden	68		

**See supplemental table 1b for an evaluation of these data which shows that several of these countries data are very low compared with nationally representative dietary intake surveys for Colombia, India, Morocco and Venezuela.

Supplemental Table 5. Sugar Sweetened Beverage Sales Trends for selected countries
(kcal/capita/day)

Country	2009	2010	2011	2012	2013	2014
Chile	157	163	168	174	180	188
United States	161	162	163	161	159	155
Mexico	154	151	153	155	157	152
United Kingdom	154	151	153	155	157	152
Brazil	77	82	82.87	87	85	90
Thailand	41	42	43	47	50	52
China	20	22	23	23	24	26

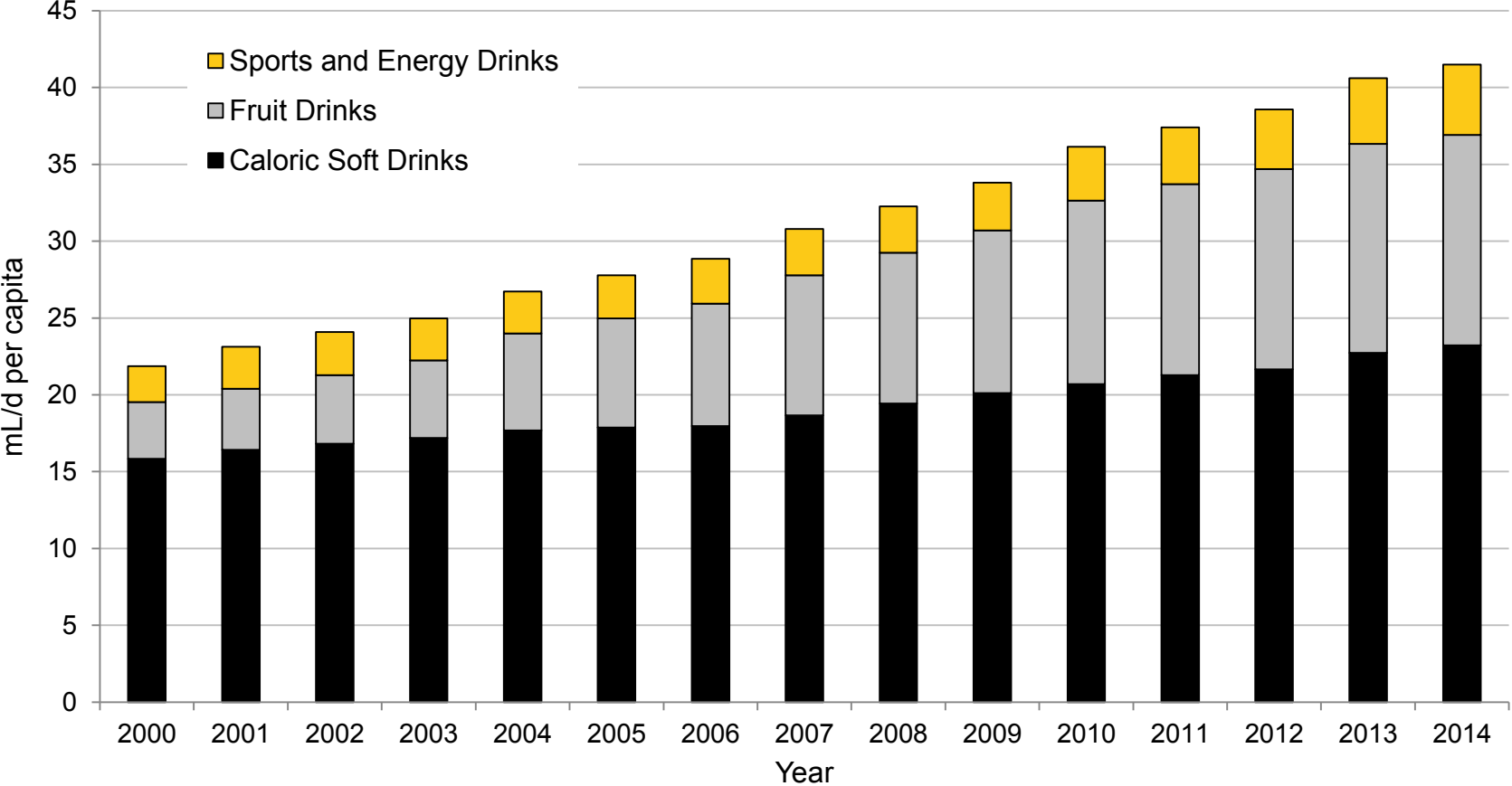
Supplemental Table 6. Low calorie (diet) sweetened beverage sales trends by region, 2000-2014
(ml/capita/day)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Asia Pacific	0	0	0	0	1	0	1	1	1	1	1	1	1	1	1
Eastern Europe	2	2	2	2	3	3	3	4	4	4	4	4	4	4	4
North Africa and Middle East	3	4	4	5	5	5	6	6	6	6	6	6	6	6	7
World	8	8	8	9	9	9	10	10	10	10	10	10	10	9	9
Latin America	11	12	12	12	13	15	16	18	19	19	20	20	20	20	20
Western Europe	20	21	22	24	25	26	28	30	31	32	33	34	34	35	35
Australasia	49	59	56	57	57	58	66	67	64	65	65	65	65	66	66
North America	94	95	97	101	108	107	105	99	97	96	94	90	87	81	76
Sub-Saharan Africa	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2

References for Supplement 1

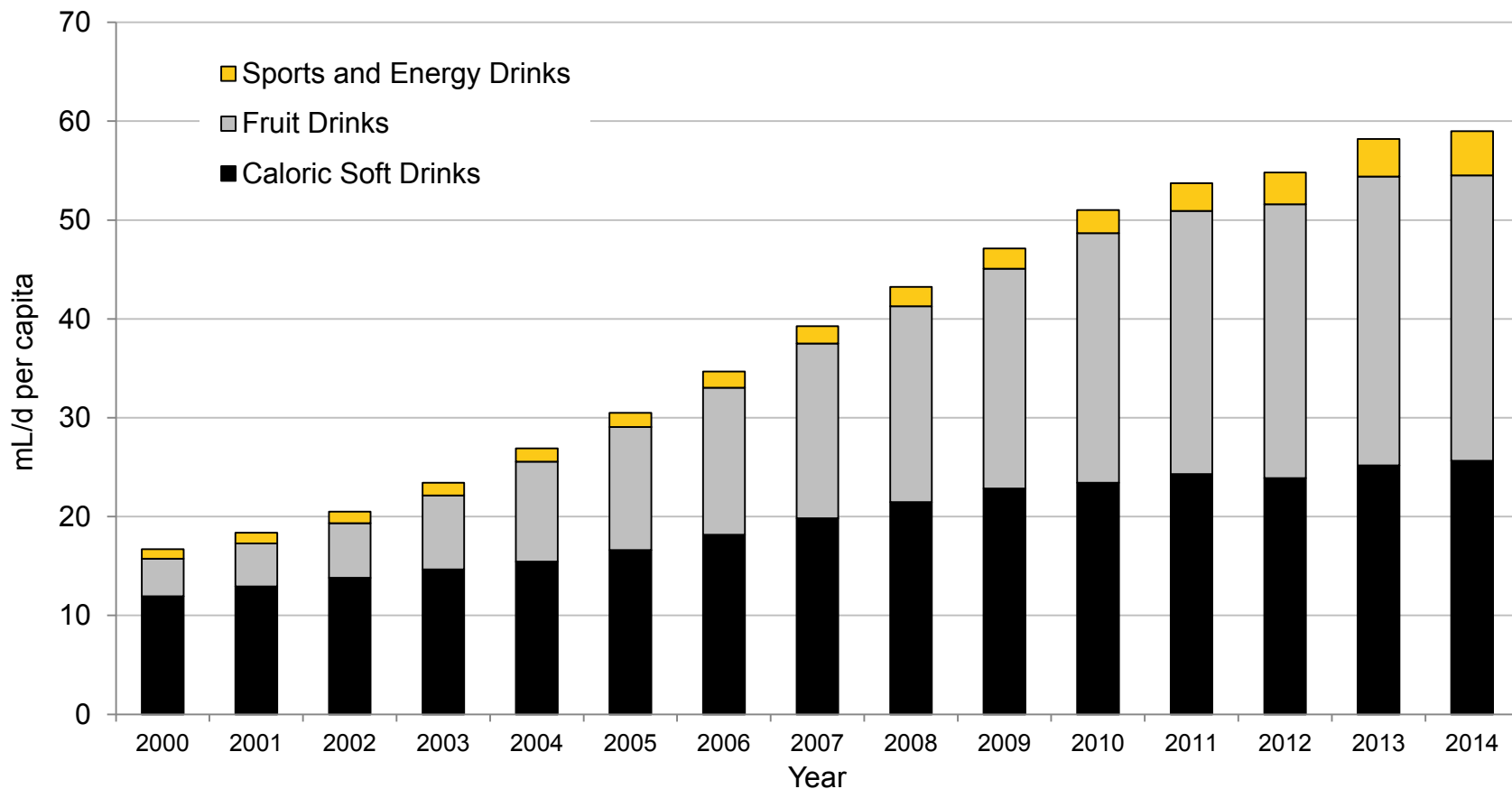
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Supplemental Figure 1. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Asia Pacific Region, 2000-2014



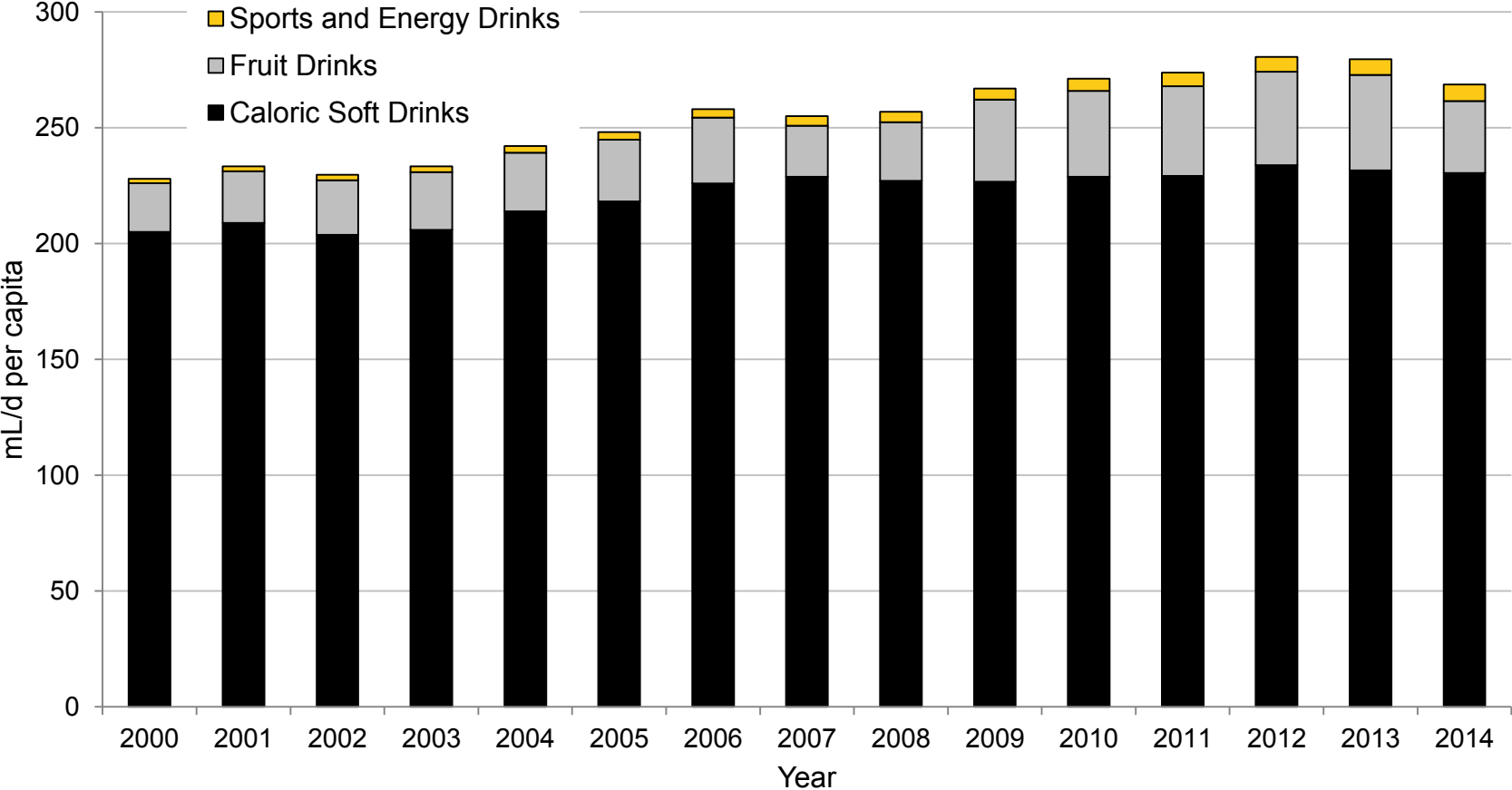
Source: Euromonitor Passport International

Supplemental Figure 2. Volume (mL) Trends in Sugar-Sweetened Beverage Sales per Capita per Day in China, 2000-2014



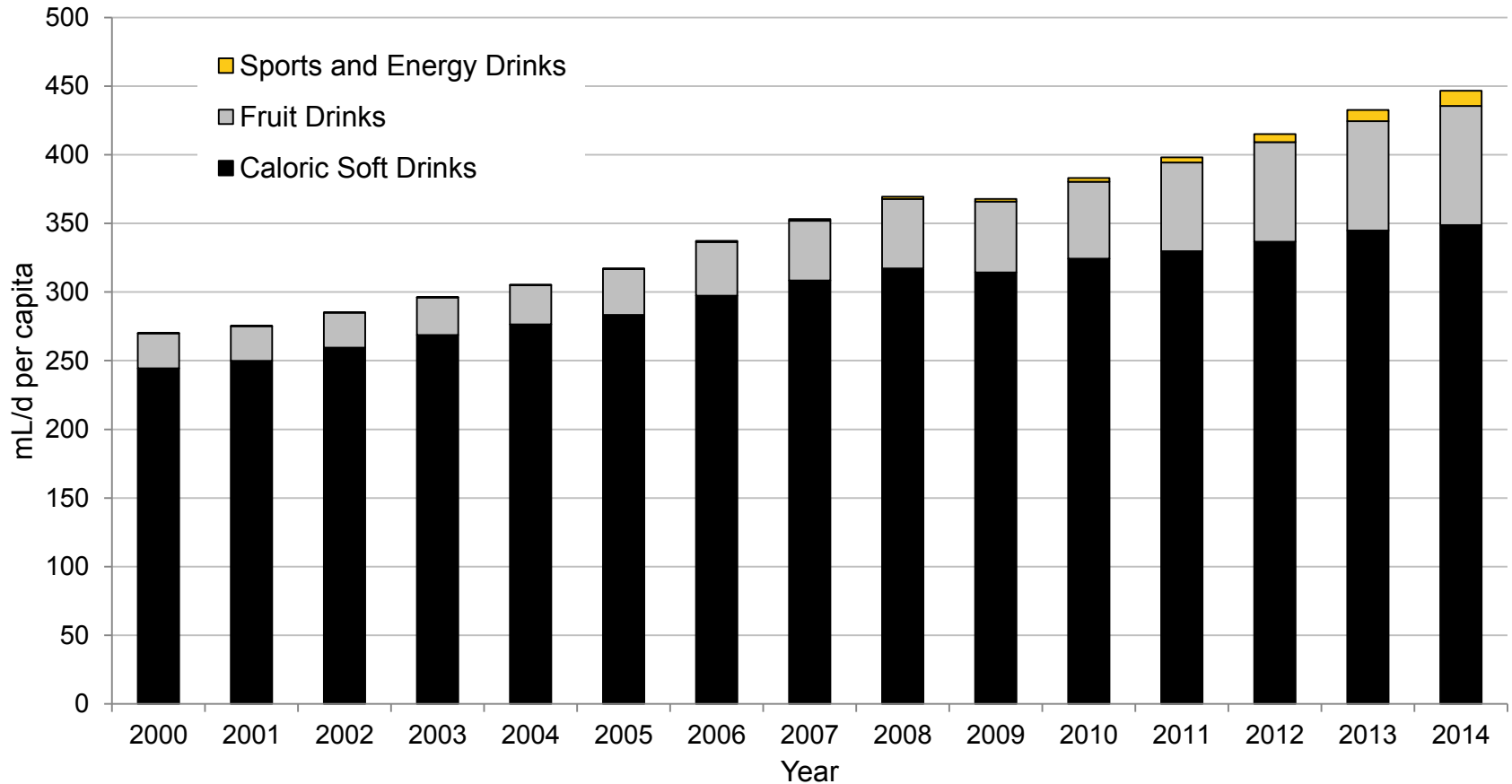
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 3. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Latin America Region, 2000-2014



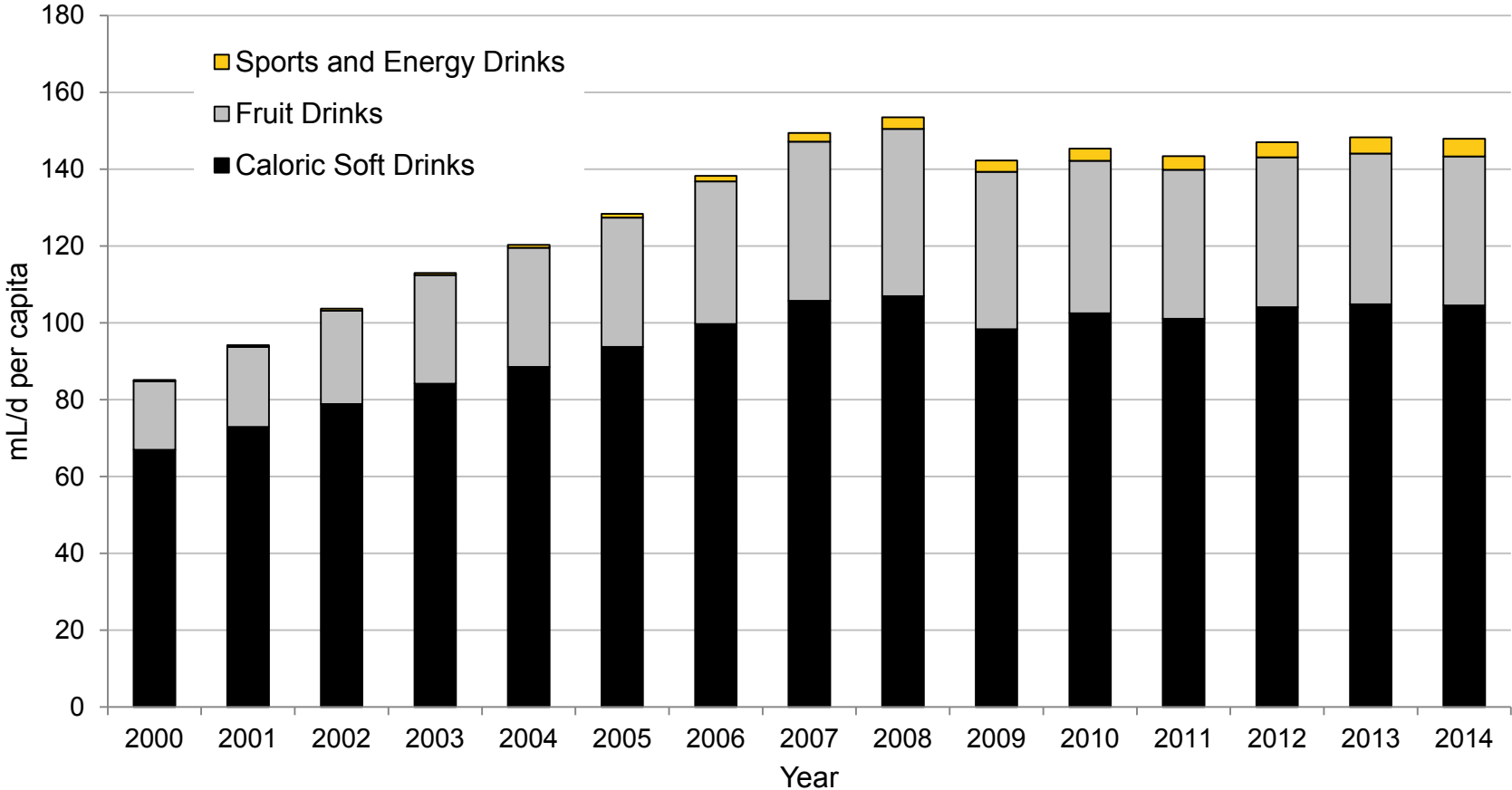
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 4. Volume (mL) Trends in Sugar-Sweetened Beverage Sales per Capita per Day in Chile, 2000-2014



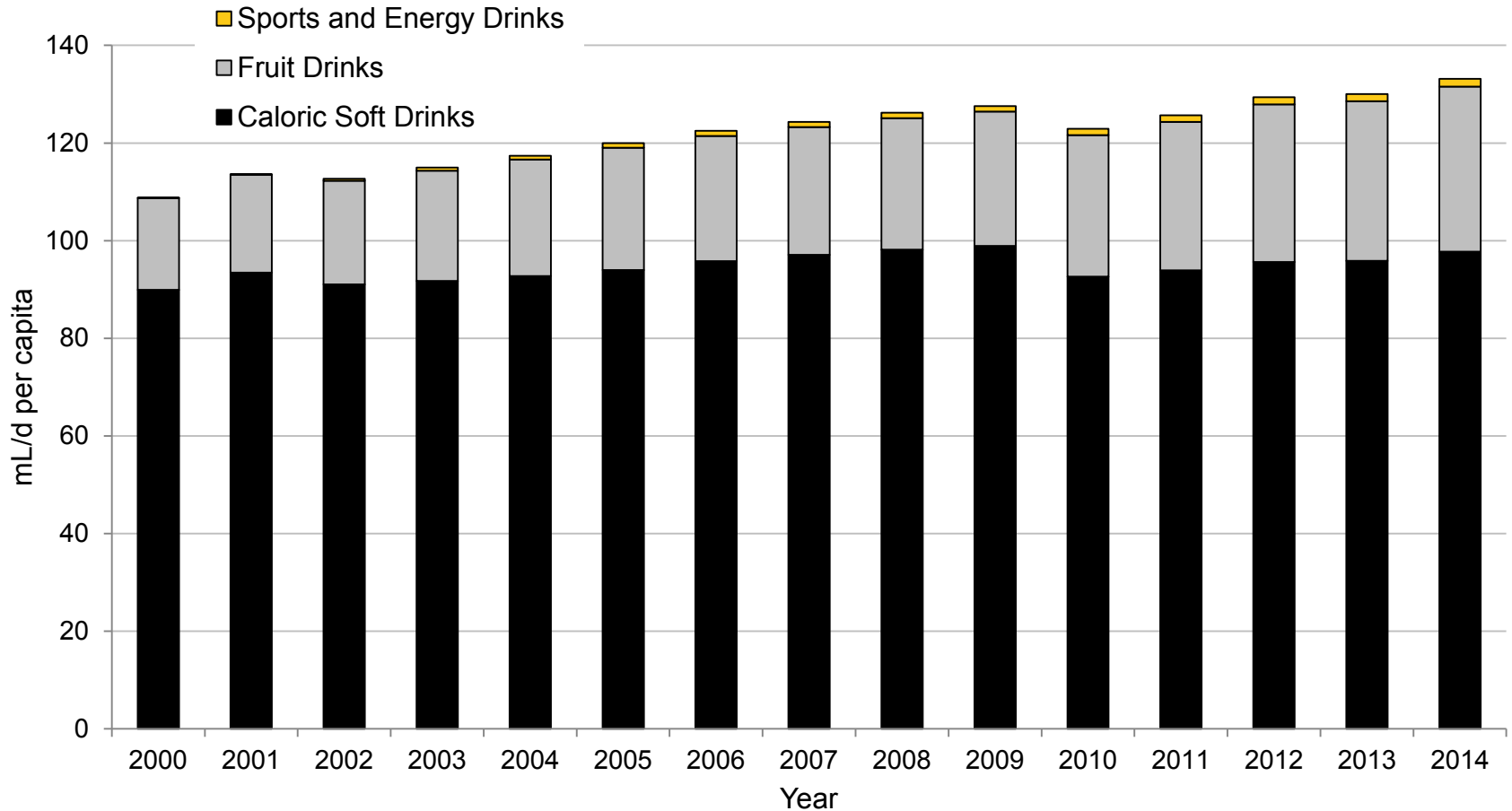
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 5. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Eastern Europe Region, 2000-2014



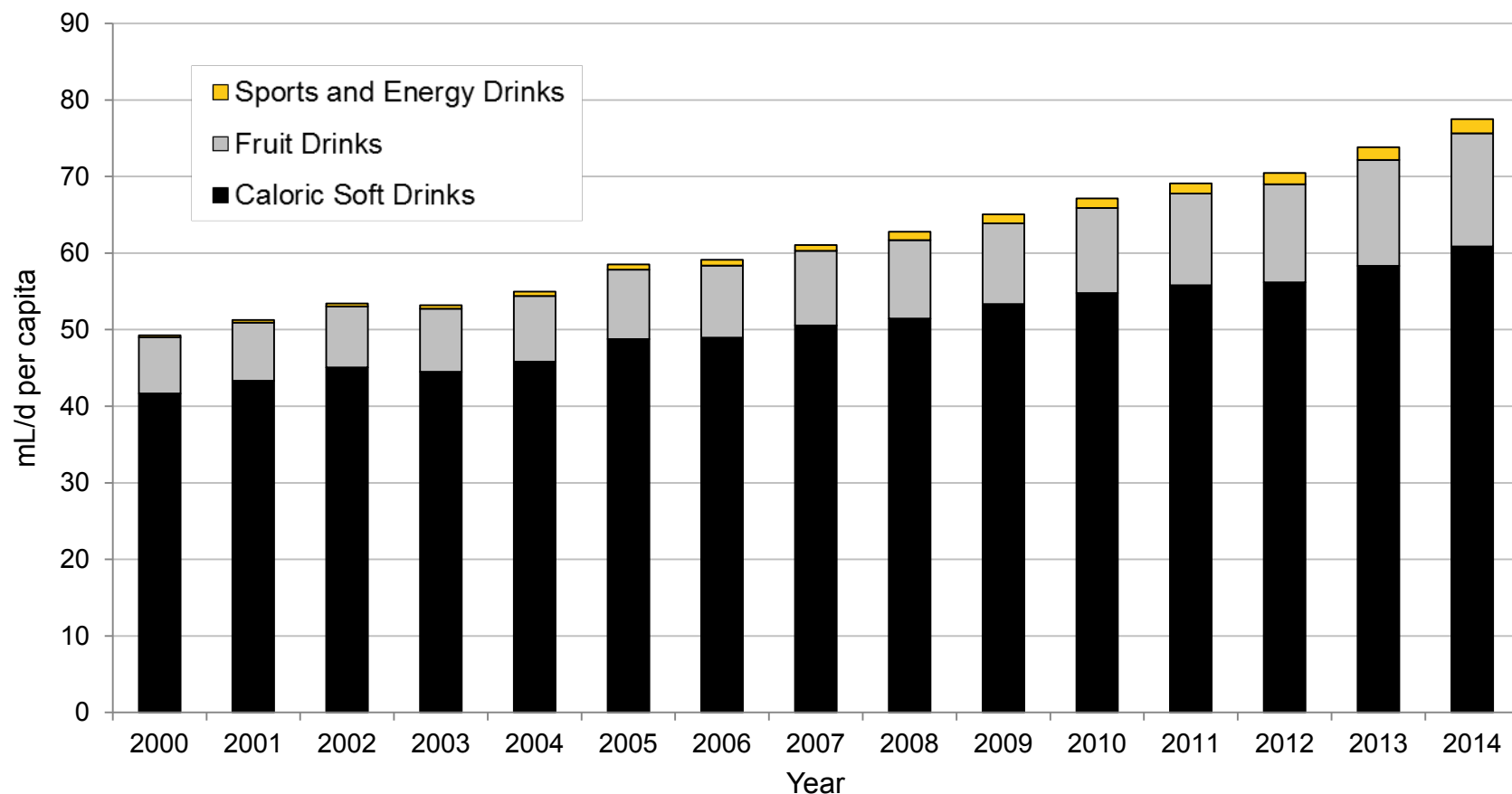
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 6. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Middle East and North Africa region, 2000-2014



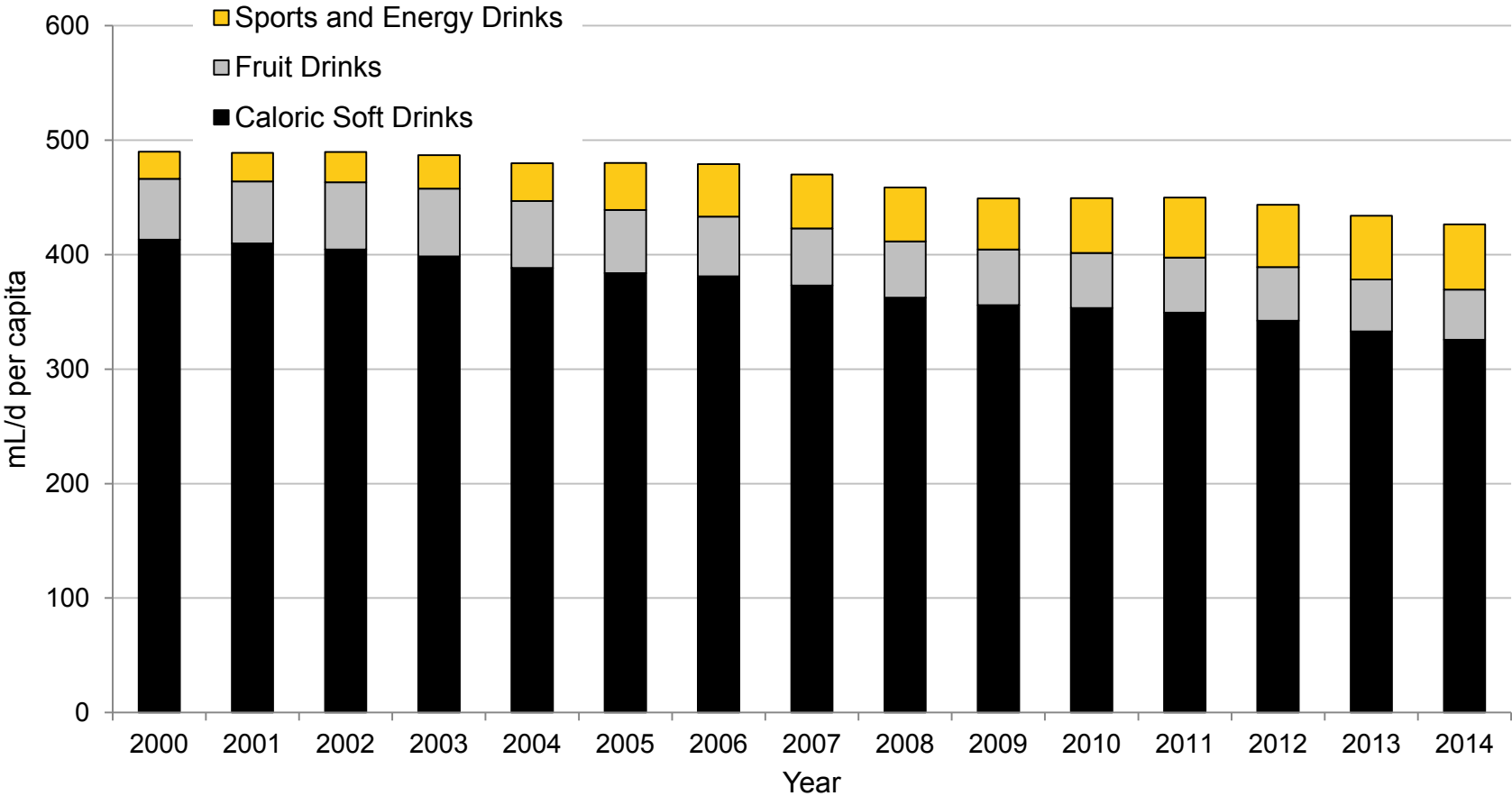
Source: Euromonitor Passport International with country-specific kcal data added .Only caloric beverages included Middle East and North African Countries included those for which data were available: Algeria, Egypt, Iran, Israel, Morocco, Saudi Arabia, Tunisia, and United Arab Emirates. Values were weighted to be representative using population statistics (and proportions) from 2013

Supplemental Figure 7. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Sub-Saharan Africa Region, 2000-2014



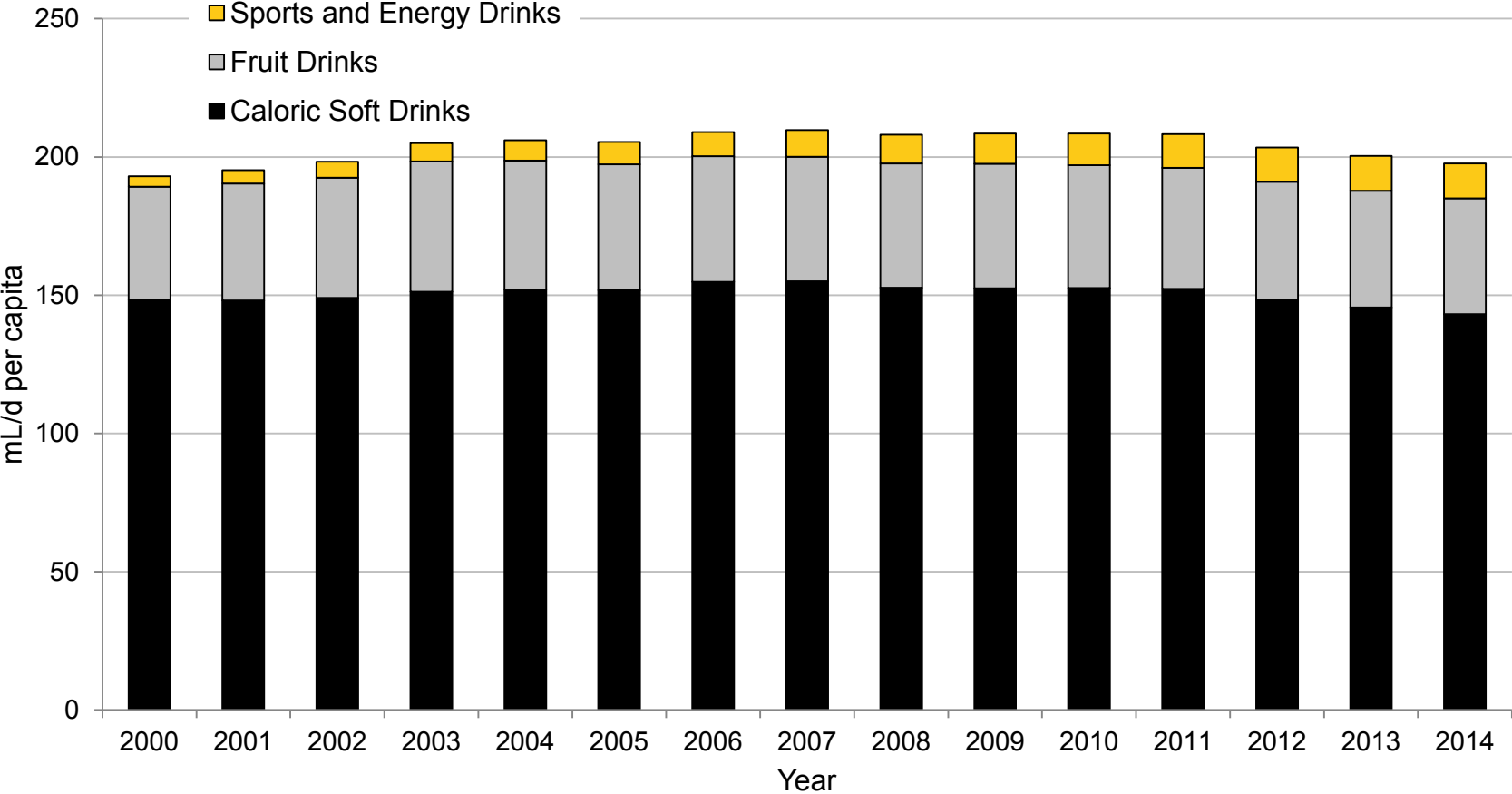
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included
 Sub-Saharan Africa Countries included those for which data were available: Cameroon, Kenya, Nigeria, and South Africa.
 Values were weighted to be representative using population statistics (and proportions) from 2013

Supplemental Figure 8. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in North America Region, 2000-2014



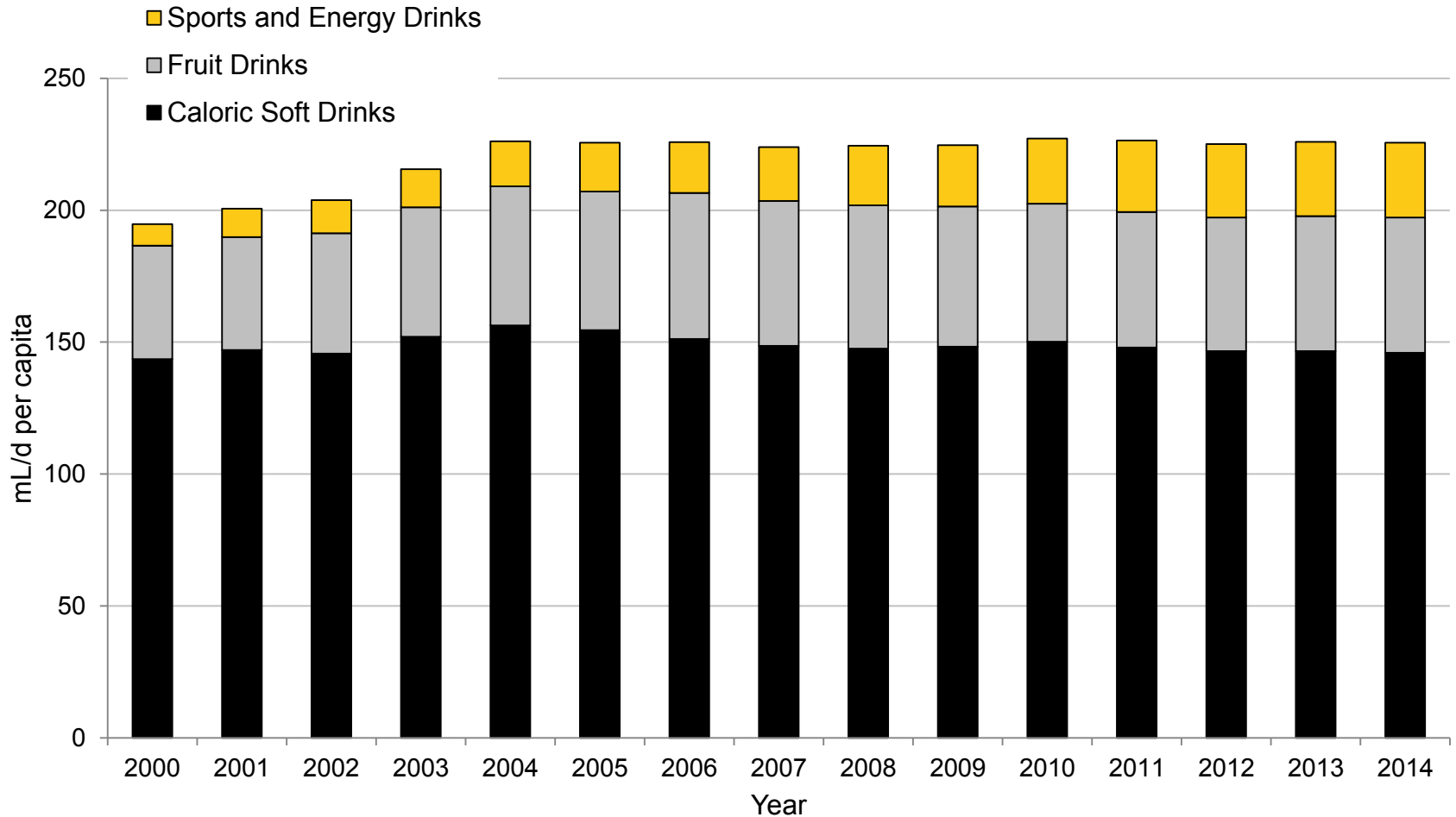
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 9. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Western Europe Region, 2000-2014



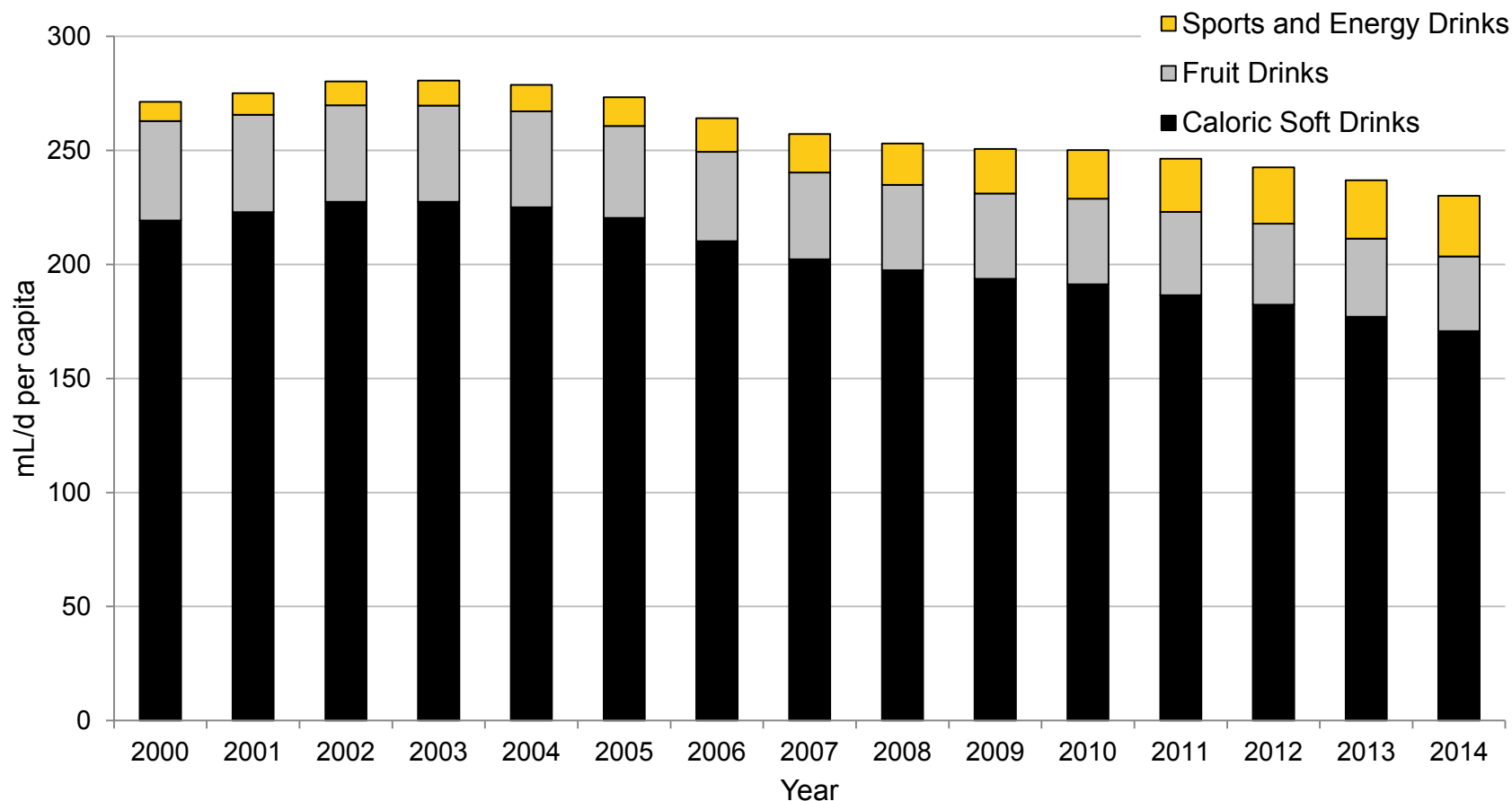
Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 10. Volume (mL) Trends in Sugar-Sweetened Beverage Sales per Capita per Day in the United Kingdom, 2000-2014



Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included

Supplemental Figure 11. Volume (mL) Trends in per Capita per Day Sales of Sugar-Sweetened Beverages in Australasia Region, 2000-2014



Source: Euromonitor Passport International with country-specific kcal data added . Only caloric beverages included