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| **Supplemental table 1. Foods and beverages categories available in Nielsen CPS by taxation status** | | |
| **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 |
| Sweetened cereals | Cookies, pre-packaged sweet bread and cakes, cereal bars |
| Ready-to-eat cereals | Pre-prepared, ready-to-eat cereals |
| Sweets and desserts | Ice cream, sorbets, popsicles, “dulce de leche” or “cajeta”, fruit preserves, jellies, jam, gelatin, flan, pudding |
| Untaxed | Salty snacks <275 kcal/100g | Crackers, flour chips, fried pork skin |
| Tortilla, breads & rolls, unsweetened | Tortillas, unsweetened breads and rolls, ready-to-eat cereals, pasta, corn, rice, oats |
| Untaxed sweets and snacks | Ice-cream, ice-pops, sorbets, sweeteners, syrups, jellies, toppings, chocolate milk modifiers, cookies with <275 kcal/100g |
| Dairy | Cheese, solid yogurt, cream, evaporated milk |
| Processed fruits & vegetables | Canned vegetables, tomato puree, frozen fruit |
| Other foods | Canned tuna , soups, fats, oils and animal products |
| **Beverages** | | |
| **Taxation status\*** | **Categorization** | **Products included** |
| Taxed | Sugar sweetened sodas | Sodas with added sugar |
| Non-carbonated sugar sweetened beverages | Sugar-sweetened beverages (others than soda) including industrialized flavored waters, tea, soy and non-dairy base beverages, atole and coffee. |
| 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 |
| Non-carbonated artificially sweetened beverages | Industrialized flavored water and tea without added sugar or with non-caloric sweeteners |
| 100% Juices | 100% fruit or vegetable juices |
| Water | Plain and sparkling water |
| Unsweetened milk and dairy | Plain milk and dairy (yogurt) |
| Beer | Beer |
| \*Mexican legislation taxes with 1 peso/liter all beverages with added sugar; and with an 8% tax all non-essential foods with ≥ 275kcal/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 ≥275kcal/100 g are classified as taxed, while salty snacks with <275kcal/100 g are classified as untaxed. | | |