

Economic modelling: reducing health harms of foods high in fat, sugar or salt

Final Report

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Economic modelling: reducing health harms of foods high in fat, sugar or salt

Final report

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Executive summary

- Having a poor diet and being overweight can have a negative impact on health and wellbeing. To address this public health concern, the Scottish Government published its 'A healthier future: Scotland's diet and healthy weight delivery plan' (SG, 2018), which included a number of actions focusing on children, the food environment, weight management services, leadership to promote healthy weight and diet, and reducing diet-related health inequalities. One of the commitments was to consult on plans to restrict the promotion and marketing of targeted foods high in fat, sugar and salt (HFSS) where they are sold to the public (SG, 2018). An analysis of responses was published in September 2019 (SG, 2019) and subsequently a range of work has been undertaken to inform consideration of legislation and impact assessments.
- The primary aim of the restrictions is to reduce the public health harm associated with the excessive consumption of calories, fat, sugar and salt. The Scottish Government is also looking to the policy to reduce diet-related health inequalities, including in relation to socioeconomic disadvantage.
- By restricting in-store promotion and marketing of discretionary foods, the policy seeks to remove triggers that encourage people to purchase them.
- The Scottish Government consulted on targeting confectionery, sweet biscuits, crisps, savoury snacks, cakes, pastries, puddings, soft drinks with added sugar and possibly ice-cream and dairy desserts. These categories were matched with Kantar categories using information provided by Kantar from their study for Public Health England.
- This project contributes to informing the restrictions policy by providing an ex-ante analysis of the impact of restricting all the in-premise price promotion of discretionary foods on sales. Note that this does not mean that retailers cannot change prices, rather, the analysis considers what might be the effect of no longer allowing the advertisement of promotions. The effects of only restricting multi-buy promotions were estimated separately and provided with the Excel files accompanying this report.
- Due to data availability, specific focus was on estimating the effect of promoting (i.e., advertising) the price/value offer, as opposed to the effect from lowering the price/value without advertising it. In addition, this project also estimated the impact of restricting the price promotion of discretionary food on total calories purchased, taking account of any effects of substituting different discretionary food items and other food and non-food items. The research also examined if there were any differences in impact between different types of households.
- Two complementary methods were performed to model the impact of restricting the advertising of promotions on the discretionary categories: (1) demand analysis and (2) economic choice experiment.
- Two sets of demand models were estimated: first, an inter-category demand model that considered the aggregated discretionary food categories as well as other food and drink categories (i.e., non-discretionary) and a non-food category. This allowed us to measure the substitution from the discretionary food categories to the other food categories. In this way, it was possible to model the potential knock-on effects of the policy measure (i.e., increases in energy, sugar, fat or salt) due to substitution or reallocation of money from discretionary to non-discretionary

categories. Second, intra-category demand models, which estimated the effect of the policy for sub-categories within each discretionary food categories. This allowed us to explore the substitution within each discretionary category.

- The data used for these analyses were from the Kantar Worldpanel for Scotland, a dataset where information about grocery purchases for consumption at home are collected from households, i.e., the analysis in this report excludes out of household consumption. According to the most recent information from Defra's Family Food 2017/18 (Defra, 2019), household consumption accounted for 1,737 kcal and out of home consumption 202 kcal.
- The demand analyses were carried out for five socioeconomic groups: (1) the entire sample; (2) by Scottish Index of Multiple Deprivation (SIMD) quintile; (3) by the rural-urban classification group (4) by household income ranges and (5) by life stage group².
- The economic choice experiment explored whether there was an effect from advertising a price discount that was over and above that of the impact of the price discount alone. The data were constructed to reflect four advertising options (i.e., treatments). In the first treatment, respondents were shown the full price of chocolates, biscuits and crisps (i.e., the prices were not discounted). In the second treatment, the prices of chocolates, biscuits and crisps were discounted by 50 per cent, but the price discount was not advertised. In the third treatment, the prices of chocolates, biscuits and crisps were discounted by 50 per cent and the price discount was advertised, but only in the case of lower sugar and fat alternatives of chocolates, biscuits, and crisps. In the fourth treatment, the prices of standard and lower sugar and fat alternatives chocolates, biscuits, and crisps were discounted by 50 per cent and the discounts for all were advertised. Respondents were randomly assigned to each one of the treatments (500 respondents per treatment). Z-tests were used to test the statistical significance of the difference in respondents' choices across treatments.
- The choice experiment focused on the advertising of the promotions and made no allowance for businesses not reducing prices as a response to the introduction of promotion restrictions. The experiment was conducted online with 2,000 primary grocery shopper panellists that were representative of the UK population in terms of gender, age, employment status, and across the UK nations. A respondent sample across the UK was chosen rather than one limited to Scotland only in order to ensure a representative sample in the short data collection period that was available.

Results

Demand analysis

The following specific research questions were addressed using demand analysis:

² The life stage categories classify households by the age of the head of the household and the presence of dependent children in the household. The 'pre-family' are from 16 years old to 34 years old without children (childless couples over the age of 35 years are automatically included in the empty nester); 'young family' same age but with children; 'middle family' are 35 years old to 44 years old with children; 'older family' are those older than 44 years old and with children and 45+ without children is the remaining group (i.e., other dependents, empty nesters and retired). The classification was provided with the dataset.

Question 1: Is there a promotion of value effect?

- The results indicate that there is a promotion of value effect amongst all discretionary food categories. Table 1 shows that if this promotion of value is eliminated, the results are decreases in the share of income that is allocated to discretionary foods, together with reductions in expenditure on those categories and on quantities purchased.

Table 1 – Simulated effect of eliminating the promotion of value
(Changes expressed in per capita per week)

Group	Category							
	Take home confectionery		Discretionary foods			Take home sugary drinks		
		Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts		Edible ices and ice cream	Total
All the sample								
Δ in share	-0.009	-0.006	-0.005	-0.005	-0.003	-0.007	-0.004	-
Δ in expenditure (£)	-0.254	-0.177	-0.131	-0.125	-0.083	-0.192	-0.102	-
Δ in quantity (Kg)	-0.080	-0.030	-0.017	-0.090	-0.015	-0.167	-0.029	0.428

Question 2: What is the net effect on energy and nutrients?

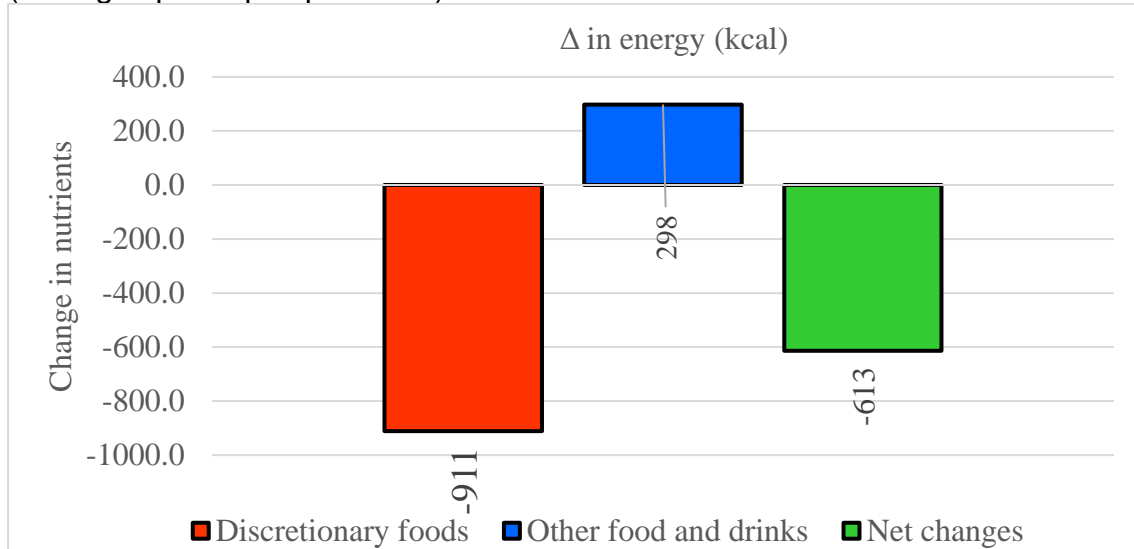
- Figures 1 and 2 present the result of a simulated restriction on the advertising of all promotions on discretionary food products. It was shown to have a net impact (i.e., taking into account any substitution effects) of reducing energy (Figure 1) by 613 kcal per capita per week (i.e., 87.6 kcal per capita per day or 4.4 per cent of a daily diet of 2,000 kcal).
- As shown in Figure 2, all the nutritional categories show similar results, i.e., a reduction, which indicates that the expected impact of a restriction on promotion of value is positive for health in terms of the purchase/consumption of food high in fat, sugar and salt. The reduction in harmful nutrients from discretionary foods is partly compensated by the increase in quantities from non-discretionary food and drinks (i.e., other food and drinks) but these are not enough to offset the reductions in discretionary products purchased.

Question 3: What is the substitution effect towards non-discretionary foods?

- Table 2 provides an estimation of the changes in purchases of non-discretionary food and drink categories, measured in terms of energy and nutrient categories. Almost all of the categories show increases in energy and nutrients except in the

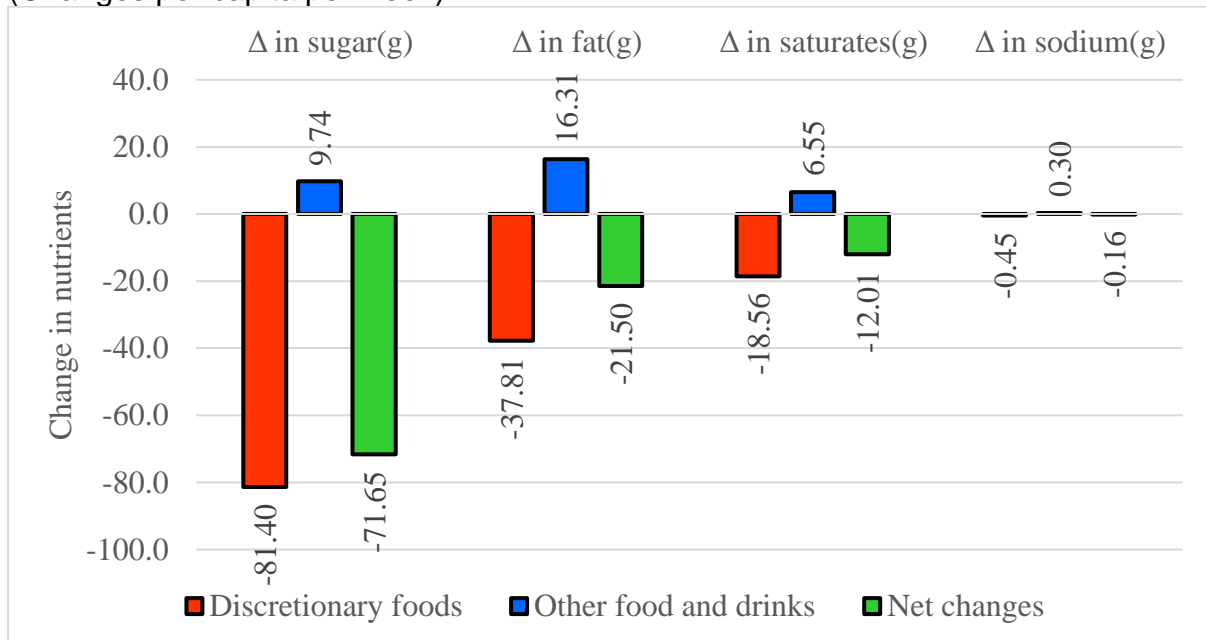
case of ready meals, which shows a slight decrease. The highest increases in terms of energy are produced by fats and eggs (96.8 kcal.), which also shows the highest increases in fats (10.4 g.) and saturates (4.2 g.). The highest increases in total sugar come from fruit (3.6 g.) and vegetables (3.0 g.).

Figure 1 – Simulated net change in energy (Changes per capita per week)



Source: Own elaboration based on Kantar Worldpanel data.
 Note: Estimates considering the entire sample.

Figure 2 – Simulated net change in nutrients (Changes per capita per week)



Source: Own elaboration based on Kantar Worldpanel data.
 Note: Estimates considering the entire sample.

Table 2 – Simulated changes in energy and nutrients for other food categories
(Changes are per capita per week)

	Changes in				
	Energy (kcal)	Sugar (g)	Fat (g)	Saturates (g)	Sodium (g)
Dairy products	27.4	0.81	1.93	1.23	0.040
Meat and fish	28.0	0.10	1.51	0.57	0.069
Fats and eggs	96.8	0.09	10.43	4.15	0.057
Fruit	24.4	3.60	0.80	0.15	0.006
Vegetables	37.4	2.59	0.75	0.15	0.030
Grains	38.4	0.94	0.66	0.19	0.037
Prepared ready foods	-6.5	-0.12	-0.31	-0.09	-0.014
Sugar and preserves	7.0	0.81	0.26	0.11	0.005
Condiments and sauces	4.4	0.30	0.21	0.05	0.062
Low calorie soft drinks and juices	1.9	0.22	0.05	0.04	0.002
Alcoholic beverages	38.7	0.40	0.01	0.01	0.002
Total	297.8	9.74	16.31	6.55	0.296

Source: Own elaboration based on Kantar Worldpanel data.

Note: Estimates considering the entire sample.

Question 4: What is the substitution effect within discretionary foods?

- As regards the results for intra-category analyses (i.e., the substitution of products within the discretionary categories), overall, all categories experienced a decrease in total number of kcal. The total decrease in energy in the take home confectionery (348.8 kcal) was much bigger than in the other categories (85.4 kcal for biscuits, 102.8 kcal for take home savouries, 125.8 kcal ambient cakes and pastries, 28.8 kcal. for total puddings and desserts, 44.8 kcal for regular soft drinks and 67.9 kcal. for edible ices and ice cream).
- There was an increase in some of the sub-categories. Thus, in the take home confectionery category, 'other confectionery' saw an increase in energy, as was also the case for crackers and crispbreads in the biscuits category, 'puddings, canned goods and frozen desserts' in the 'total puddings and desserts' category, 'mineral water' in the 'regular soft drinks' category and edible ices and 'premium ice-cream private label' and 'frozen confectionery' in the 'edible ices and ice cream' category.
- In terms of nutrients, the impact on sugar exceeded that of other nutrients by a considerable margin across the seven discretionary categories. The second largest impact was on fats and saturated fats, with almost no impact on salt. In the 'regular soft drinks' there was only an impact on sugar as this category has very low levels of fat, saturates and salt to start with. Overall, the impact on the different nutrients followed the pattern observed on energy.
- Table 3 summarises the decreases in energy and nutrients within the discretionary categories (i.e., across subcategories). The results show a wide range of decreases between subcategories, which reflect the variety of products within each

category. Moreover, the fact that they show reductions in most of the cases is indicative that the effect of promotions tends to fall within a particular category (i.e., the cross effects of promotions is relatively small).

Table 3 – Ranges over subcategory of changes in energy and nutrients
(Changes are per capita per week)

	Changes in				
	Energy (kcal)	Sugar (g)	Fat (g)	Saturates (g)	Sodium (g)
Discretionary products					
Take home confectionery	-14.4 to 190.1	-1.3 to 20.1	-0.7 to 10.1	-0.4 to 5.8	-0.002 to 0.042
Biscuits	-1.1 to 32.4	-0.1 to 2.8	-0.1 to 1.5	-0.03 to 0.9	-0.001 to 0.016
Take home savouries	-0.03 to 47.8	-0.02 to -0.30	-0.02 to 2.27	-0.02 to 0.26	-0.003 to 0.063
Cakes, pastries, and sugar morning goods	-2.2 to 50.4	-0.2 to 1.5	-0.1 to 1.1	-0.04 to 0.4	-0.001 to 0.06
Total puddings and desserts	-0.9 to 20.0	-0.1 to 1.9	-0.02 to 1.0	-0.01 to 0.6	-0.001 to 0.009
Take home sugary drinks	-4.1 to 27.9	-0.6 to 6.4	-0.009 to -0.04	-0.001 to 0.023	-0.003 to 0.014
Edible ices and ice creams	-4.1 to 28.0	-0.4 to 2.8	-0.5 to 1.5	-0.1 to 1.0	-0.001 to 0.006

Question 5: What is the substitution effect towards non-discretionary foods for different socioeconomic groups?

- Table 4 shows a summary of the results in terms of net changes in energy and nutrients by different socioeconomic classifications (i.e., SIMD³, rural-urban, income and life stage).
- Overall, the results indicate that there were decreases in energy and nutrients across different groups of the population, with no group appearing to be adversely affected in terms of showing increases in energy or increases in sugar, fat and saturates intake. The range of net reduction of energy goes from 340 kcal. (in remote rural areas) to 901 kcal. (in remote small towns). The decrease in sugar ranges from 39.7 g. (income above £60,000) to 97.6 g. (in remote small towns). These two groups also provide the limits for fats (5.9 g. to 33.3 g.) and saturated fats (3 g. to 18 g.). In the case of sodium there are four cases that show a slight increase (SIMD 1, accessible small towns, income between £50,000 to £59,999 and middle families); all the other groups show a decrease in sodium.

³ The Scottish Index of Multiple Deprivation identifies the level of multiple deprivation in small areas across all of Scotland in a consistent way. These areas can then be grouped into quintiles (fifths). Quintile 1 refers to the most deprived area, and quintile 5 refers to the fifth least deprived area.

Table 4 – Simulated net changes in energy and nutrients by socioeconomic groups
(Changes are per capita per week)

		Changes in				
		Energy (kcal)	Sugar (g)	Fat (g)	Saturates (g)	Sodium (g)
SIMD	SIMD 1	-532.2	-82.2	-15.4	-10.2	0.112
	SIMD 2	-642.0	-78.4	-23.2	-13.4	-0.154
	SIMD 3	-637.0	-72.4	-21.8	-11.9	-0.234
	SIMD 4	-580.5	-60.5	-23.5	-12.0	-0.142
	SIMD 5	-686.9	-71.5	-26.5	-14.2	-0.235
Rural/urban	Lg. Urb. Areas	-682.1	-77.9	-24.5	-14.1	-0.107
	Oth. Urb. Areas	-625.7	-72.8	-23.3	-12.7	-0.226
	Ac. Sm. Towns	-423.8	-61.2	-11.9	-7.3	0.149
	Rm. Sm. Towns	-901.0	-97.6	-33.3	-18.0	-0.140
	Ac. Rural	-722.2	-78.3	-25.8	-13.8	-0.255
	Rm. Rural	-340.0	-45.3	-6.6	-5.5	-0.024
Income	£0 - £29,999	-648.3	-76.5	-23.5	-13.6	-0.161
	£30,000 - £39,999	-768.1	-84.6	-28.1	-15.3	-0.261
	£40,000 - £49,999	-547.9	-60.2	-17.7	-8.2	-0.213
	£50,000 - £59,999	-596.7	-76.0	-19.4	-9.6	0.006
	£60,000 - over	-359.0	-39.7	-5.9	-3.0	-0.154
Lifestage	Pre-family	-587.9	-73.8	-21.0	-11.7	-0.003
	Young family	-490.1	-64.1	-15.5	-8.6	-0.100
	Middle family	-380.1	-55.3	-9.0	-6.4	0.104
	Older family	-457.6	-55.1	-16.6	-10.4	-0.106
	45+ no children	-695.4	-74.8	-25.9	-14.2	-0.241

Source: Own elaboration based on Kantar Worldpanel data.

Note: Estimates considering the entire sample.

Results from the economic choice experiment

- Restricting the advertising of promotions on chocolate, biscuits, and crisps with high content of fat, sugar, or salt did not significantly affect consumers' choices.
- Consumers were found to choose significantly more chocolate, biscuits, and crisps containing lower amounts of sugar, fat, and salt than standard products containing higher amounts of sugar, fat, and/or salt, independently of whether a restriction on the advertising of the promotion was imposed or not.

Overall conclusions

- The demand analyses results indicate that a policy to restrict all price promotions of discretionary foods would result in a net change of -613 kcal per capita per week (i.e., -87.6 kcal per capita per day or 4.4 per cent of a daily diet of 2,000 kcal) taking

account of substitution of different items within food category and between food categories.

- All the nutritional categories showed similar results (calories, sugar, fat, salt), which indicates that the impact of promotion restrictions could be positive in terms of the purchase/consumption of foods high in fat, sugar and salt. The reduction in nutrients was only partially compensated by the increase in quantities in non-discretionary food and drinks (i.e., other food and drinks).
- The results from the choice experiment showed that restricting the advertising of promotions for chocolates, biscuits, and crisps did not significantly affect respondents' choices. However, when comparing with the results from the demand analysis, it is important to consider that the choice experiment analysis focused on very specific products instead of products within a category, and neither was it possible to consider the entire range of food and drink choices available to consumers.
- The overall results are aggregated across all price promotions and could be viewed as an upper bound on the overall actual impacts that could follow from an introduction of promotion restrictions for discretionary foods, as they are dependent on the types of promotions included in the package of restrictions, as well as other factors, such as future changes in consumer purchasing decisions and retailer behaviour.

Economic modelling: reducing health harms of foods high in fat, sugar or salt

1. Introduction

1.1 Having a poor diet and being overweight can have a negative impact on health and wellbeing. To address this public health concern, the Scottish Government published its Diet and Healthy Weight Delivery Plan in July 2018 (SG, 2018). This included a number of actions focusing on children, the food environment, weight management services and leadership to promote healthy weight and diet.

1.2 The primary aim of the plan is to reduce the public health harm associated with the excessive consumption of calories, fat, sugar and salt, including the risks of developing type 2 diabetes, various types of cancer and other conditions such as cardiovascular disease.

1.3 These wider plans included a commitment to consult on proposals to restrict the promotion and marketing of foods high in fat, sugar or salt as evidence strongly suggests that promotions drive increased sales. The expectation is, that by restricting such promotions, less of these foods will be purchased. However, some of the expected health benefits may be offset if people purchase and consume other foods instead.

1.4 In October 2018, the Scottish Government launched a public consultation on 'Reducing Health Harms of Foods High in Fat, Sugar or Salt' to seek views on the proposals (SG, 2018). A report on the analysis of responses was published in September 2019 (SG, 2019).

1.5 The Programme for Government that was announced on the 3rd of September 2019 set out that the Scottish Government will bring forward a Bill on Restricting Foods Promotions for introduction in year five of the legislative programme. A range of work is being undertaken to inform considerations for this legislation and associated impact assessments.

1.6 This report describes work conducted within a research project that formed part of the aforementioned package of work. The overall aim of this project was to model the impact on population level calorie, fat, sugar and salt intake from restricting the advertising of all price promotions.

1.7 This research defines discretionary food categories as the following: take home confectionery, biscuits, take home savouries, cakes, pastries and higher fats and sugar morning goods, total puddings and desserts, take home drinks and edible ices and ice cream. These categories of discretionary foods are based on work done by Kantar Worldpanel for Public Health England on sugar and calorie reduction (Public Health England, 2015).

1.8 The project conducted an ex-ante analysis of the impact of restricting all the in-premise promotion and marketing of discretionary foods on sales. Specific focus was placed on estimating the effect of the promotion of the price/value offer, as opposed to the effect from the lower price/value alone. In addition, the project also estimated the impact of restricting the promotion of discretionary food on total calories purchased, after taking into account potential product switching and substitution for other food products.

1.9 More widely, the project intended to contribute to the evidence base on the potential impact of the proposed restrictions on diet-related health outcomes.

1.10 The specific aims of the research were:

- a. To provide evidence of the impact (indicating the likelihood of positive or negative impact) of restricting the in-store marketing/promotion of discretionary foods on consumer purchasing behaviour (in terms of volume, frequency and types of foods purchased). In particular, whether there are possible unintended consequences of the measure.
- b. To indicate whether there are individual factors that may affect consumer behaviours through substitution and/or complementary purchases, such as accessibility measured by the Scottish Index of Multiple Deprivation (SIMD), Rural/Urban, household income and household life stage).
- c. To estimate the reduction in the purchase of discretionary foods (and associated reductions in calories, total fat, saturated fat, sugar and salt) as a consequence of restricting promotions/marketing, the percentage increase in the purchase of other foods (and associated increases in calories, total fat, saturated fat, sugar and salt) and whether it may compensate the changes in nutrients originated by the reduction of discretionary foods.

2. Literature review

2.1 The literature on the effects of sales promotions is substantial; therefore, we focus on two specific topics: (1) the effect of sales promotions on consumer behaviour, with a particular focus on food and drink and (2) the implications of consumers' choices of healthier and less healthier foods.

2.2 Modelling studies have shown that price promotions have an impact on sales, with research indicating that they can increase food and drink sales by 12-43 per cent (e.g., Watt et al, 2019). Sales promotions have been found to have short-term effects (i.e., immediate effects) and long-term effects (i.e., cumulative effects) depending on whether the promotions are monetary or nonmonetary. The review conducted by Sinha and Verma (2017) revealed that both monetary and nonmonetary promotions are effective in different contexts. Monetary promotions (e.g., price discounts, coupons), were found to be the most effective type of promotions to increase sales in the short term (e.g., Alvarez and Casielles, 2005), whilst nonmonetary promotions (e.g., free samples) are more effective for obtaining long-term results (e.g., Yi and Yoo, 2011).

2.3 On the short-term effect of sales promotions on consumers' behaviour, Satini et al. (2016) performed a meta-analysis based on 221 studies. They found a positive correlation between monetary promotions and sales volume. Their findings consolidated the results from previous studies that showed that monetary promotions increase the sales of habitual or everyday consumer products for most households (e.g., Alvarez and Casielles, 2005) and encourage consumers to try new products (e.g., Oly Ndubisi and Tang Moi, 2005). Furthermore, most of the papers on short-term effects of sales promotions focused on single-unit price promotions such as "per cent off" and "£ off" (e.g., McKechnie et al., 2012; Mishra and Mishra, 2011). However, there is a growing literature showing that multi-unit price promotions (e.g., "X units for £Y") actually achieve greater sales than single-unit price promotions (e.g., Blattberg and Neslin, 1990). For instance, Akaichi et al. (2015) examined the effect of different distributions of price discounts on consumers' willingness to pay (WTP). They found that an increasing price discount in the number of units ("5 per cent on 1st unit, 10 per cent on 2nd unit" etc.) was the most effective type of price discount in increasing consumers' purchases. Recently, Drechsler et al. (2017) provided empirical evidence for the superiority of the "Y for £X" above "X+some extra quantity free" price promotions.

2.4 Regarding the long-term effect of sales promotions (both monetary and nonmonetary), Satini et al.'s (2016) meta-analysis confirmed results from previous studies that showed that sales promotions have a positive long-term effect on the perception of quality (e.g., Chandon et al., 2000), brand loyalty (e.g., Empen et al., 2015) and consumers' attitudes (e.g. Esteban-Bravo et al. ,2009).

2.5 Finally, it is noteworthy that there is considerable evidence that sales promotions have some unintended consequences. For instance, frequent use of price reductions was found to render consumers price sensitive and, hence, make it difficult for companies to increase their prices after a price promotion campaign has ended (e.g., Yoo et al., 2000). Chandon (1995) suggested that, in the long-term, the use of price promotions may result in the devaluation of the promoted brand in consumers' minds, especially after the end of the promotion. Scriven et al. (2017) looked at brand loyalty and found that most consumers bought brands on promotion at least some of the time, with as many as half of all brand buyers buying the brand solely when it is on promotion. Furthermore, price discounts are likely to reduce consumption enjoyment by diminishing consumers' attention during the purchase and consumption of the discounted product (e.g., Hsee and Tsai, 2008).

2.6 In summary, price promotions are likely to increase the sales of the food products being promoted and decrease consumers' attention when buying and consuming discounted food products. However, does this imply that the use of price promotions may contribute to poor dietary intake? Mishra and Mishra (2011) found that consumers prefer price discounts to bonus packs for guilt-inducing unhealthier foods, but preferred bonus packs to price discounts for healthier foods because it is easier to justify buying them in bulk. Backholer et al (2019) found that shoppers are more receptive to price promotions on unhealthier foods and beverages compared with price promotions for healthier products, with evidence that promotions lead to impulse purchases, stockpiling and overconsumption. This might be because of what Yan et al (2017) described as consumer behaviour that leads to less self-control over unhealthier products and the view of price promotions as a persuasive temptation

mechanism. This leads to price promotions having a stronger effect on vice than virtue choices of healthier food.

2.7 In the UK, the National Consumer Council reported that price promotions accounted for over half of all spending on alcohol and soft drinks and they were also extensively used on ready meals, confectionery, snacks, meat, sauces, and yoghurts (e.g., Yates, 2008). Dobson (2011) showed that in 2009 and 2010 the percentage of soft drinks bought under promotions was 48 per cent and 52 per cent of the total expenditure on the category. For confectionery, those percentages were 40 per cent and 45 per cent, respectively. On the positive side, they found that supermarkets also carried offers on healthier products.

2.8 Nakamura et al. (2015) found that after controlling for reference price, price discount rate, and brand-specific effects, the increase in sales associated with price promotions was larger in healthier than healthier food categories. They argued that since healthier products (e.g., confectionery products) were often less perishable than healthier products (e.g., fruits and vegetables), they were more stockpiled as a result of price promotions. In Scotland, Food Standards Scotland reported that in 2013/2014, 54 per cent of crisps and savoury snacks, confectionery and regular soft drinks were sold on promotions, whilst only 28 per cent and 30 per cent of the purchases of fruits and vegetables. (e.g., FSS, 2015). This information is not provided in the most recent report by the Food Standards Scotland (FSS, 2018).

2.9 More recently Watt et al. (2019) found that current evidence supports earlier findings that price promotions increase purchasing of healthier food. They concluded that the effect of policies removing or restricting the use of price promotions across the food sector needs to be evaluated for consumption and health effects.

2.10 The most recent systematic review, by Bennett et al. (2020), assessed the prevalence of healthier and healthier food and beverage price promotions, and their influence on shopper purchasing behaviour. They found that the “prevalence” studies showed that price promotions were more common for healthier foods and beverages and that a greater proportion of price-promoted purchases were for healthier compared with healthier products. They thus suggest that policies aimed at reducing the prevalence and/or influence of price promotions on healthier foods and beverages might shift consumer purchasing away from healthier products.

2.11 The evidence to date from analysis of the effect of price promotions on healthier and healthier products in the UK has focused on individual product categories rather than on the entire households’ food and drink basket. Therefore, there is limited knowledge of the effect that price promotions in one category may have on another one, which is an important omission as this may affect the impact of sales promotions on final households’ purchases. In addition, the evidence does not consider the effect of advertising the promotion as separate of the price or value reduction. This report therefore builds up the evidence base in this area by estimating the overall net effect of restricting the promotion of price within discretionary food categories, taking account of substitutions towards non-discretionary food products.

3. Methods

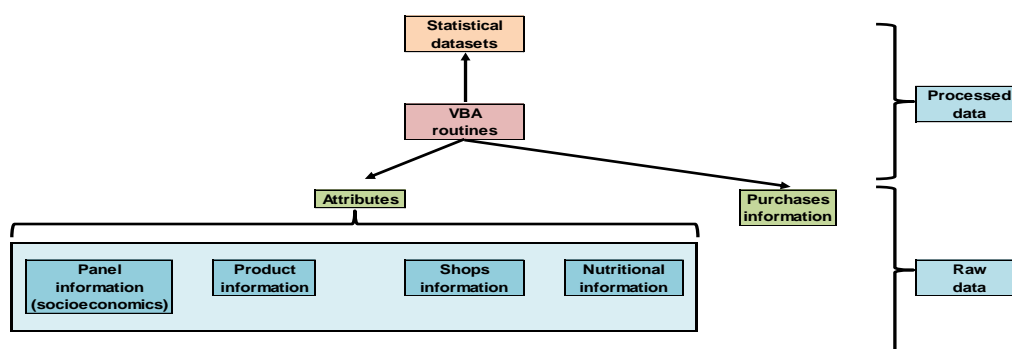
3.1 This section presents the data and methodology used for (1) for the demand analysis models and (2) the economic choice experiment analyses followed by the statistical methods performed.

3.1 Data

3.1.1 Promotions' contribution to sales and demand analysis models

3.2 Figure 3 presents the structure of the dataset used for the analysis of promotions' contribution to sales and the estimation of demand models. The data used for the analysis were from the Kantar Worldpanel dataset for Scotland from 2013 to 2018, which provide information about purchases at the level of products by households and whether they were made under a price promotion (e.g., x GBP pounds less). It also includes product nutrient data (i.e., back or side of packaging nutrition information). The panel does not provide any information on whether concurrent placement promotions are also be used at the same time as price promotions.

Figure 3 - Structure of the data



Note: The figure reads from bottom to top. Purchases information include whether the product was bought under promotion and the type of promotion (as well as price, quantity, shop and household). VBA stands for Visual Basic for Application, which is the programming language used to process the data. The statistical datasets are the resulting dataset that is used for the estimation of the demand analysis models.

3.3 To reduce the differences between purchases and consumption the data by household were aggregated on annual terms, and to eliminate differences in the number of individuals in households and the number of weeks that households were observed, the data were expressed as per capita (i.e., dividing the data by the total number of individuals in the household) weekly averages. Moreover, only households that were observed a minimum of 40 weeks in a year were included in the analysis. The total number of observations (i.e., households) for the analysis was 9,914, with several households being observed more than once.

3.4 For the **inter-category analysis**: nineteen categories were considered for the analysis; these were the aforementioned categories of discretionary foods plus dairy products, meat and fish, fats and eggs, fruit, vegetables, grains, prepared ready to eat foods, sugar and preserves, condiments and sauces, low calories soft drinks and juices, alcoholic beverages and a numeraire category including all other products (i.e.,

non-food). Detailed information about the components of each category is provided in the Excel files accompanying the data. Non-food products were included in order to be able to model households' total expenditure on groceries. This is needed because some of the savings made on the reduction of purchases of discretionary foods may go to non-food products.

3.5 For the **intra-category analyses**, food items were identified and regrouped into subgroups within the discretionary categories in order to derive a sufficient number of sub groups, categorised as follows: take home confectionery, biscuits, take home savouries, cakes, pastries and higher fats and sugar morning goods, total puddings and desserts, take home drinks, edible ices and ice cream. The market shares of the sub-categories (under full price and promotions) within these categories are presented in Tables A1 to A8 in the appendix. The classification of the aforementioned categories of discretionary foods were:

3.6 **Take home confectionery** - Chocolate confectionery private label, chocolate confectionery branded, egg, novelty and seasonal sweets, sugar confectionery private label, sugar confectionery branded and other confectionery.

3.7 **Biscuits** - Cereal and fruit bars, chocolate biscuit bars and children biscuits, everyday biscuits and treats, crackers and crispbreads, special treats and seasonal biscuits, healthier biscuits.

3.8 **Take home savouries** - Crisps private label, crisps branded, savoury snacks private label, savoury snacks branded, nuts, popcorn.

3.9 **Cakes, pastries and higher fats and sugar morning goods** - Cakes private label, cakes branded, pastries private label, pastries branded, morning goods private label, morning goods branded.

3.10 **Total puddings and desserts** - Ambient bakery products, canned goods and frozen confectionery, sweet home cooking, chilled convenience private label, chilled convenience branded, products with healthy claims.

3.11 **Take home drinks** - Mineral water, soft drinks, juices, other drinks, drinks with healthy claims.

3.12 **Edible ices and ice cream** - Premium ice creams private label, premium ice creams branded, lollies private label, lollies branded, other ice cream private label, other ice cream branded, frozen confectionery.

3.13 The available nutrients in the dataset were calories, proteins, carbohydrates, sugar, fats, saturates, fibre and sodium.

3.14 Households were classified in four different ways: by quintile of the SIMD (i.e., where the first quintile is the most deprived one), by Rural-Urban classification (i.e., large urban areas, other urban areas, accessible small towns, remote small towns, accessible rural towns and remote rural towns), by household income ranges⁴ (i.e., £0

⁴ These ranges are defined by Kantar Worldpanel.

- £29,999, £30,000 - £39,999, £40,000 - £49,999, £50,000 - £59,999, £60,000 - over) and by life stage groups (pre-family, young family, middle family, older family and 45+ without children)⁵. A separate analysis was run for each socioeconomic group.

3.1.2 Economic choice experiment

3.15 The data were collected in the UK through a national web-based choice experiment. A choice experiment is a quantitative research technique that involves asking individuals to state their preference for hypothetical alternative scenarios, products or services. Each alternative is described by several attributes. Individuals' responses are used to determine whether their preferences are significantly influenced by the attributes of the studied product or service. The responses are also used to determine the relative importance of the attributes.

3.16 To assess the effect of restricting advertising price discounts on consumers' choices of chocolates, biscuits and crisps, four options or "treatments" were considered. Each respondent was randomly assigned to one of four treatments (500 respondents per treatment). In the first treatment, respondents were shown the full price of chocolates, biscuits and crisps (i.e., the prices were not discounted). In the second treatment, the prices of chocolates, biscuits and crisps were discounted by 50 per cent, but the price discount was not advertised. In the third treatment, the prices of chocolates, biscuits and crisps were discounted by 50 per cent and the price discounts were not advertised in the case of chocolates, biscuits and crisps with high levels of sugar, fat, or salt. In the fourth treatment, the prices of standard (unhealthier) and non-standard (healthier) chocolates, biscuits, and crisps were discounted by 50 per cent and the discounts for all were advertised.

3.17 The final design of the choice experiment was developed and revised based on input from a pilot study of 100 respondents. Two thousand primary grocery shoppers in the UK completed the survey. The sampled respondents in each treatment were required to be representative of the UK population in terms of gender, age, employment status and nations of the UK (i.e., Scotland, England, Wales, and Northern Ireland). Only consumers of chocolates, biscuits, and crisps were eligible to take part in the study. All respondents gave their informed consent for inclusion before taking part in the study. The quality of the data was checked, and all ineligible observations (e.g respondents who did not fully complete the survey) were discarded and replaced by eligible ones from new respondents (i.e., leaving the final sample size equal to 2,000).

3.18 The survey for the choice experiment consisted of a choice task and a questionnaire. In the choice task, all respondents were successively shown nine choice sets (i.e., three choice sets for chocolates, three choice sets for biscuits, and three choice sets for crisps). Each choice set consists of three hypothetical alternatives

⁵ The life stage categories classify households by the age of the head of the household and the presence of dependent children in the household. The 'pre-family' are from 16 years old to 34 years old without children (childless couples over the age of 35 years are automatically included in the empty nester); 'young family' same age but with children; 'middle family' are 35 years old to 44 years old with children; 'older family' are those older than 44 years old and with children and 45+ without children is the remaining group (i.e., other dependents, empty nesters and retired). The classification was provided with the dataset.

of chocolates, biscuits, or crisps and an opt-out alternative. The three hypothetical alternatives are described in terms of three attributes (fat content, sugar content and price in the case of chocolates and biscuits; and fat content, salt content and price in the case of crisps). The attributes and attributes' levels that were used to describe the alternatives of chocolates, biscuits and crisps are displayed in Figure 4.

Figure 4 - Attributes and their levels for chocolates, biscuits and crisps

Chocolates				Biscuits				Crisps			
Characteristics	Characteristic's levels			Characteristics	Characteristic's levels			Characteristics	Characteristic's levels		
Fat content	FAT Low 3g	FAT Moderate 12g	FAT High 20g	Fat content	FAT Low 3g	FAT Moderate 12g	FAT High 20g	Fat content	FAT Low 3g	FAT Moderate 12g	FAT High 20g
Sugar content	SUGAR Low 5g	SUGAR Moderate 12g	SUGAR High 24g	Sugar content	SUGAR Low 5g	SUGAR Moderate 12g	SUGAR High 24g	Salt content	SALT Low 0.3g	SALT Moderate 0.8g	SALT High 1.7g
Price	£1.00	£1.90	£2.80	Price	£0.90	£1.80	£2.70	Price	£1.10	£1.90	£2.60

3.19 For each one of the three products, the levels of the three attributes were combined and the obtained combinations were arranged in choice sets (i.e., three hypothetical combinations/alternatives and an opt-out alternative).

3.20 The hypothetical alternatives were arranged in choice sets in a way that aims to result in data that generates parameter estimates that minimise estimated standard errors. In each choice set, respondents were asked to mark the alternative they prefer most. An example of a choice set used in treatments 1-4 is displayed in Figure 5. After finishing the choice task respondents were requested to complete a short questionnaire to collect information on individuals' attitudes, habits and socio-demographics.

Figure 5 - Example of how the same choice set looks in the four treatments

Treatment 1: Full price

Option	Option 1	Option 2	Option 3	Option 4
Fat content	High (20g)	Low (3g)	Low (3g)	None of these
Sugar content	Moderate (12g)	High (24g)	Low (5g)	None of these
Price	£1.00	£1.90	£2.80	None of these

Treatment 2: All the prices are discounted by 50%

Option	Option 1	Option 2	Option 3	Option 4
Fat content	High (20g)	Low (3g)	Low (3g)	None of these
Sugar content	Moderate (12g)	High (24g)	Low (5g)	None of these
Price	£0.50	£0.95	£1.40	None of these

Treatment 3: All the prices are discounted by 50% and the price discounts are advertised only in the case of healthier options.

Option	Option 1	Option 2	Option 3	Option 4
Fat content	High (20g)	Low (3g)	Low (3g)	None of these
Sugar content	Moderate (12g)	High (24g)	Low (5g)	None of these
Price	£0.50	£0.95	£1.40 Half price	None of these

Treatment 4: All the prices are discounted by 50% and the price discounts on all the options are advertised.

Option	Option 1	Option 2	Option 3	Option 4
Fat content	High (20g)	Low (3g)	Low (3g)	None of these
Sugar content	Moderate (12g)	High (24g)	Low (5g)	None of these
Price	£0.50 Half price	£0.95 Half price	£1.40 Half price	None of these

3.2 Methodological approach

3.21 The methodology to be used to address the research questions consisted of two methods: the demand analysis models (i.e., inter-category demand models, and intra-category demand models) and the economic choice experiments. These are briefly presented below.

3.2.1 Promotions' contribution to discretionary food sales

3.22 The analysis consisted of computing the importance (or share) of the total sales of each discretionary food category according to each type of promotion. This was done by aggregating the sales by product within each food category and type of promotion by year and calculating the shares.

3.23 Once the annual sales by discretionary food category by type of promotion were computed, the contribution to the sales growth on the expenditure category by each type of promotion and by full price sales were computed (a detailed description is presented in section 8.1 in the annex).

3.2.2 Demand models

Inter-category model

3.24 The questions being addressed in this analysis relate to the changes in the purchase of food and drink discretionary categories if the price promotions on these categories were no longer applied. In addition, the question of which foods act as substitutes for the discretionary foods and what the potential impact would be in calorific and nutritional terms from the restricted products is addressed.

3.25 The method used in this part of the work followed Dreze et al. (2004), who modified the share equations of Deaton and Muellbauer's Almost Ideal Demand System (AIDS) consumer demand model (Deaton and Muellbauer, 1980) by including indicators of promotions.

3.26 For the analysis, the expenditure, price, and promotion for each category were computed for each household. The model comprised the estimation of the shares (with respect to the total grocery expenditure) of consumers' budget spent on each food and non-food category with respect to prices, total expenditure on groceries in real terms and indicator of promotions. For each category the share equation consisted of the following effects:

$$\left(\begin{array}{c} \text{Category} \\ \text{share} \end{array} \right) = \left(\begin{array}{c} \text{Price} \\ \text{effect} \end{array} \right) + \left(\begin{array}{c} \text{Income} \\ \text{effect} \end{array} \right) + \left(\begin{array}{c} \text{Promotion} \\ \text{advertising} \\ \text{effect} \end{array} \right)$$

3.27 The simulation consisted of eliminating the promotions advertising effect and computing the category shares keeping the income and prices constant. Total expenditure per category was then calculated by multiplying the new shares by the total expenditure on groceries. Dividing the expenditure by the average price of the category provided the resulting quantities. To compute the energy and nutrients, the

quantities were multiplied by the energy and nutrient coefficients (a detail description is presented in section 8.2 in the annex).

Substitution towards non-discretionary food and drink products

3.28 The purpose of this analysis was to investigate the effects on purchases of other food and drink products that arise due to changes of purchased discretionary products following a promotion restriction. In this context the interest is whether there would be a potential reallocation of money to other food products with an impact on the purchase of nutrients.

3.29 This was investigated using the inter-category demand model results, which provided estimates of the change in quantities and nutrition of other products when the advertising of price promotions is restricted. The analysis assumed that the promotions of other food and drink products remained the same (i.e., their advertising is not restricted).

Intra-category models

3.30 The purpose of this part of the work was to analyse how sensitive the purchases of discretionary products would be to changes in prices and the advertising of promotions within their category. This follows the assumption that product substitution may occur within the product category (i.e., within the discretionary products) and this may bring changes in terms of nutrients.

3.31 In terms of methods, these were the same as those used for inter-category models but without disaggregating expenditure on other food and drink or non-food categories. Note that because of the different composition of the model, the results will not be the same as the inter-category results and focus should therefore be on purchasing changes within the discretionary groups.

3.2.3 Choice experiment

3.32 The effect of restricting advertising of price discounts is assessed comparing respondents' choices in: (a) treatment 2 (i.e., where the prices of all the products were discounted but the price discounts were not advertised) and in treatment 3 (i.e., where the price discounts were not advertised in the case of products with higher fat, sugar, or salt content), (b) treatment 2 and treatment 4 (i.e., where all the prices were discounted by 50 per cent and the price discounts were advertised for all the products), and (c) treatment 3 and treatment 4⁶.

⁶ Data from treatments 1 were used to test the robustness of the results from treatments 2, 3 and 4. They can also be used to assess (1) the effect of price discounts (comparing the results from treatment 1 and 2), and (2) the joint effect of discounting the prices and advertising the discounts (comparing the results from treatment 1 and 4), and (3) the joint effect of discounting the prices and restricting advertising price discounts in the case of products with higher level of sugar, fat, or salt (comparing treatments 1 and 3). For ease of presentation and to avoid confusion, only the results on the effect of restricting advertising price discounts on consumers' choices are presented and discussed (i.e., results from treatments 2, 3, and 4).

3.33 For ease of presentation and interpretation of the results, we classified respondents' choices in three categories depending on the products' content in terms of sugar, fat and salt. The approach used to classify respondents' choices is displayed in Figure 6 (for crisps) and Figure 7 (for chocolates and biscuits). For example, in the case of crisps, all chosen crisps with low/moderate fat content and low/moderate salt content were classified as “**healthier**” choices. All the chosen crisps that are higher in fat and salt were classified as “**unhealthier**” choices. Finally, all the chosen crisps that are either higher in fat and low/moderate in salt or higher in salt and low/moderate in fat were classified as “**mixed**” choices.

Figure 6 - Classification of crisps alternatives

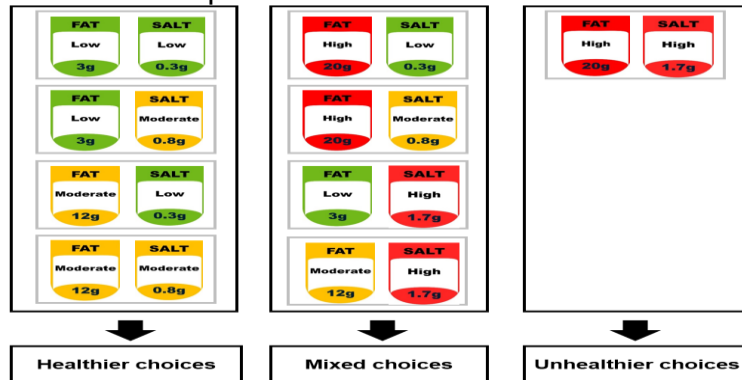


Figure 7 - Classification of chocolates and biscuits alternatives



3.34 Table 5 (chocolates), 6 (biscuits), and 7 (crisps) summarise the results of counting the number of choices as well as the total number of products' alternatives that were available to respondents to choose from. For example, in the case of chocolates (Table 5), respondents in treatment 2 saw 2127 healthier chocolates⁷. They chose 745 chocolates out of them, which represent 35 per cent of all the chocolates that were available to the 500 respondents (i.e., 35 per cent = $(745/2,127) \times 100$).

⁷ Remember that 500 respondents participated in each treatment. Each respondent was provided with three choice sets of three alternatives each. Therefore, the total number of observed alternatives in the data is 4,500 (i.e., 500 x 3 x 3). All the observed alternatives choices were classified as healthy, unhealthy or mixed. For example, in treatment 2 (Table 4), 2127 chocolates were classified as healthy, 2,248 chocolates as mixed, 125 chocolates as unhealthy. Not all 4,500 observed alternatives are different. Many of them are repeated across respondents and choice sets.

3.35 To compare respondents' choices across treatments, we used the "two-proportion z-test". We compared percentages instead of comparing the number of chosen products because the total number of observed products is not equal across treatments. The null hypothesis for the test is that the proportions of chosen products across treatments are the same. The proportions of chosen products are significantly different across treatments only if the p-value is equal or lower than 0.05. The results of the analysis are presented and commented in section 5.5.

Table 5 – Number of choices - Chocolates

		Treatment 2	Treatment 3	Treatment 4
Healthier choices	Number of products	2127	2110	2145
	Chosen products	745	762	759
	% of chosen products	35	36	35
Mixed choices	Number of products	2248	2262	2,240
	Chosen products	369	407	391
	% of chosen products	16	18	17
Unhealthier choices	Number of products	125	128	115
	Chosen products	22	20	22
	% of chosen products	18	16	19

Table 6 – Number of choices – Biscuits

		Treatment 2	Treatment 3	Treatment 4
Healthier choices	Number of products	2126	2113	2150
	Chosen products	743	752	806
	% of chosen products	35	36	37
Mixed choices	Number of products	2250	2256	2230
	Chosen products	358	382	365
	% of chosen products	16	17	16
Unhealthier choices	Number of products	124	131	120
	Chosen products	23	27	20
	% of chosen products	19	21	17

Table 7 – Number of choices - Crisps

		Treatment 2	Treatment 3	Treatment 4
Healthier choices	Total number of products	2127	2140	2103
	Chosen products	731	772	754
	% of chosen products	34	36	36
Mixed choices	Total number of products	2244	2238	2264
	Chosen products	361	364	383
	% of chosen products	16	16	17
Unhealthier choices	Total number of products	129	122	133
	Chosen products	12	20	20
	% of chosen products	9	16	15

4. Findings

4.1 This section presents the results from the estimations, starting from the inter-category model (which presents both the net nutritional estimates through inclusion of substitution effects across discretionary categories), followed by the intra-category models). The demand models present, first, the results considering the entire sample followed by four figures that break them down by the different household classifications (i.e., SIMD, rural-urban, income and life stage). It ends with the presentation of the choice experiment results. The econometric results and estimated elasticities for each model are reported in the accompanying Excel files.

4.1 Promotions' contribution to discretionary food sales

4.2 Table 8 to 14 present the information about the importance (share) of the sales under the different promotions on the total sales of discretionary foods for the period 2013 to 2018. They also measure the contribution of promotions to the sales of each category. Further details are provided in the accompanying Excel files.

4.3 All the categories, except for 'Edible ices and ice cream', show that an increasing proportion is being sold under no promotion (i.e., at full price). In the case of Edible ices and ice cream, the proportion sold under full price remained stable during the period.

4.4 Considering the promotions, temporary price reductions appears as the most important one but there are some differences by category. For 2018, the share of temporary price reduction ranges from 16.4 per cent (Table 11, Ambient cakes and pastries) to 35.2 per cent (Table 10, Take home savouries), although in most of the categories the proportion is above 30 per cent. Y for £X promotions are next in importance but appear much lower in share compared with temporary price reductions.

4.5 The contribution to growth analysis breakdowns the growth on each category by the contribution of full price and the different promotions. As shown in Tables 8-14 there is no consistent pattern across categories and over time (i.e., a type of promotion that always contributes positively to sales).

Table 8 - Take home confectionery - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	51.6	52.2	52.3	54.1	58.1	59.0
Temporary price reduction	36.9	37.1	38.0	36.2	33.2	32.9
Multibuy	0.9	1.0	0.4	0.6	0.3	0.3
Y for £X	9.8	9.1	8.8	8.6	8.1	7.7
Other promotions	0.7	0.5	0.5	0.5	0.3	0.2
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	1.9	8.8	-1.7	16.7	2.9
Full price	..	3.2	9.0	1.6	25.3	4.5
Temporary price reduction	..	2.4	11.6	-6.4	7.0	1.8
Multibuy	..	8.0	-56.9	38.3	-41.9	-3.8
Y for £X	..	-5.3	4.4	-3.5	9.8	-2.4
Other promotions	..	-20.9	6.7	-0.5	-31.1	-40.8
Contribution to growth (%)	..	1.9	8.8	-1.7	16.7	2.9
Full price	..	1.7	4.7	0.9	14.7	2.7
Temporary price reduction	..	0.9	4.4	-2.3	2.3	0.6
Multibuy	..	0.1	-0.2	0.2	-0.1	0.0
Y for £X	..	-0.5	0.4	-0.3	0.8	-0.2
Other promotions	..	-0.1	0.0	0.0	-0.1	-0.1

Table 9 - Biscuits - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	56.5	54.2	51.7	55.2	59.7	60.5
Temporary price reduction	35.7	35.2	36.3	37.1	35.3	34.0
Multibuy	1.4	0.5	0.4	0.1	0.2	0.9
Y for £X	5.4	9.2	10.8	6.7	4.0	4.2
Other promotions	1.0	1.0	0.8	0.9	0.8	0.5
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	-0.9	6.2	-6.2	15.3	-0.7
Full price	..	-5.0	1.3	0.1	24.8	0.5
Temporary price reduction	..	-2.5	9.6	-4.1	9.8	-4.4
Multibuy	..	-65.8	-6.5	-73.4	93.9	327.1
Y for £X	..	68.5	24.5	-41.3	-31.6	5.1
Other promotions	..	-1.8	-12.1	-0.6	4.4	-43.2
Contribution to growth (%)	..	-0.9	6.2	-6.2	15.3	-0.7
Full price	..	-2.7	0.7	0.1	14.8	0.3
Temporary price reduction	..	-0.9	3.5	-1.5	3.4	-1.5
Multibuy	..	-0.3	0.0	-0.1	0.2	2.8
Y for £X	..	6.3	2.6	-2.8	-1.3	0.2
Other promotions	..	0.0	-0.1	0.0	0.0	-0.2

Table 10 - Take home savouries - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	48.8	47.4	48.9	48.3	52.8	54.2
Temporary price reduction	29.1	31.0	35.5	38.6	35.9	35.2
Multibuy	3.7	3.6	0.9	0.4	0.2	0.0
Y for £X	17.4	17.1	14.3	11.9	10.3	9.9
Other promotions	1.0	0.9	0.4	0.8	0.9	0.6
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	1.7	9.6	-7.2	12.8	7.7
Full price	..	-1.1	13.0	-8.3	23.2	10.6
Temporary price reduction	..	8.4	25.4	1.0	4.8	5.7
Multibuy	..	-1.1	-73.0	-62.5	-44.9	-72.3
Y for £X	..	-0.2	-8.4	-22.8	-2.6	3.7
Other promotions	..	-12.9	-44.0	65.2	30.4	-27.1
Contribution to growth (%)	..	1.7	9.6	-7.2	12.8	7.7
Full price	..	-0.5	6.4	-4.0	12.3	5.7
Temporary price reduction	..	2.6	9.0	0.4	1.7	2.0
Multibuy	..	0.0	-0.6	-0.2	-0.1	0.0
Y for £X	..	0.0	-1.2	-2.7	-0.3	0.4
Other promotions	..	-0.1	-0.2	0.5	0.3	-0.2

Table 11 - Ambient cakes and pastries - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	71.6	71.6	71.0	73.2	75.2	77.1
Temporary price reduction	15.5	15.4	18.5	19.0	18.0	16.4
Multibuy	0.4	0.6	0.2	0.3	0.3	0.3
Y for £X	12.0	11.9	10.1	7.3	6.4	6.0
Other promotions	0.5	0.5	0.2	0.2	0.1	0.1
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	-1.1	11.8	-4.6	12.7	2.0
Full price	..	-1.1	10.8	-1.6	15.7	4.6
Temporary price reduction	..	-1.5	33.9	-1.7	6.4	-6.6
Multibuy	..	25.8	-51.1	-2.2	41.8	4.6
Y for £X	..	-1.6	-5.0	-30.7	-1.5	-4.0
Other promotions	..	-4.3	-47.2	-21.3	-18.0	-11.6
Contribution to growth (%)	..	-1.1	11.8	-4.6	12.7	2.0
Full price	..	-0.8	7.7	-1.2	11.8	3.5
Temporary price reduction	..	-0.2	6.3	-0.3	1.2	-1.1
Multibuy	..	0.1	-0.1	0.0	0.1	0.0
Y for £X	..	-0.2	-0.5	-2.3	-0.1	-0.2
Other promotions	..	0.0	-0.1	0.0	0.0	0.0

Table 12 - Total puddings and desserts - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	57.5	56.4	56.4	57.7	61.0	62.8
Temporary price reduction	21.2	22.7	24.3	25.3	22.4	24.6
Multibuy	2.3	1.1	0.6	0.9	1.8	1.4
Y for £X	15.2	15.8	14.2	11.0	9.3	8.5
Other promotions	3.7	4.0	4.5	5.1	5.5	2.6
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	2.8	11.2	-5.3	11.7	-3.2
Full price	..	0.7	11.2	-3.1	18.1	-0.4
Temporary price reduction	..	9.6	19.3	-1.5	-1.2	6.5
Multibuy	..	-49.2	-44.2	43.6	135.7	-24.5
Y for £X	..	7.0	0.1	-27.0	-5.8	-11.0
Other promotions	..	10.1	24.1	8.5	19.0	-53.2
Contribution to growth (%)	..	2.8	11.2	-5.3	11.7	-3.2
Full price	..	0.4	6.3	-1.8	11.0	-0.3
Temporary price reduction	..	2.2	4.7	-0.4	-0.3	1.6
Multibuy	..	-0.6	-0.3	0.4	2.5	-0.4
Y for £X	..	1.1	0.0	-3.0	-0.5	-0.9
Other promotions	..	0.4	1.1	0.4	1.0	-1.4

Table 13 - Regular soft drinks - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	46.8	46.5	45.6	47.6	53.3	57.6
Temporary price reduction	26.0	25.6	27.2	30.2	31.4	30.0
Multibuy	4.4	2.7	1.9	0.2	0.1	0.0
Y for £X	21.4	23.6	24.1	20.6	13.8	11.0
Other promotions	1.3	1.5	1.1	1.4	1.4	1.3
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	-0.4	5.6	-2.0	13.4	8.7
Full price	..	-1.0	3.5	2.3	27.0	17.6
Temporary price reduction	..	-1.9	12.3	8.6	18.1	3.9
Multibuy	..	-37.9	-26.1	-87.8	-70.3	-55.3
Y for £X	..	9.9	7.7	-16.3	-23.9	-13.5
Other promotions	..	13.4	-21.1	21.1	13.6	2.5
Contribution to growth (%)	..	-0.4	5.6	-2.0	13.4	8.7
Full price	..	-0.5	1.6	1.1	14.4	10.1
Temporary price reduction	..	-0.5	3.4	2.6	5.7	1.2
Multibuy	..	-1.0	-0.5	-0.2	0.0	0.0
Y for £X	..	2.3	1.9	-3.4	-3.3	-1.5
Other promotions	..	0.2	-0.2	0.3	0.2	0.0

Table 14 - Edible ices and ice cream - Analysis of promotions - All the retailers

	Years					
	2013	2014	2015	2016	2017	2018
Shares (%)	100.0	100.0	100.0	100.0	100.0	100.0
Full price	52.3	54.7	52.3	53.6	53.5	52.6
Temporary price reduction	33.2	29.9	33.0	36.0	35.4	33.8
Multibuy	0.1	0.4	0.1	0.1	0.0	0.1
Y for £X	13.6	14.2	12.7	8.4	9.5	12.3
Other promotions	0.8	0.8	1.9	1.9	1.5	1.2
Growth rate (%)	2013/12	2014/13	2015/14	2016/15	2017/16	2018/17
Purchases	..	5.4	7.4	-3.3	14.2	8.0
Full price	..	10.3	2.7	-1.1	14.2	6.2
Temporary price reduction	..	-5.1	18.4	5.5	12.5	3.1
Multibuy	..	703.8	-83.2	98.1	-74.1	89.7
Y for £X	..	9.4	-3.4	-35.9	29.2	38.5
Other promotions	..	8.0	155.6	-3.8	-11.9	-9.8
Contribution to growth (%)	..	5.4	7.4	-3.3	14.2	8.0
Full price	..	5.6	1.4	-0.6	7.6	3.3
Temporary price reduction	..	-1.5	6.1	2.0	4.4	1.0
Multibuy	..	2.9	-0.1	0.1	0.0	0.0
Y for £X	..	1.3	-0.4	-3.0	2.8	4.7
Other promotions	..	0.1	2.9	-0.1	-0.2	-0.1

4.2 Inter-category model

4.6 Table 15 presents the net change (i.e., the sum of changes in discretionary and non-discretionary foods) in energy, sugar, fat, saturates and sodium estimated to arise following a restriction of the promotion of value on discretionary foods. The results indicate a reduction in energy of 613 kcal per capita per week (i.e., 87.6 kcal per capita per day or 4.4 per cent of a daily diet of 2000 kcal).

4.7 As shown in Table 15 all the discretionary categories show similar results in terms of direction of change relating to energy and nutrients. The reduction in nutrients is partially compensated by the increase in quantities in non-discretionary food and drinks (i.e., other food and drinks) but not enough to offset the reductions achieved from the discretionary products. This indicates that the impact overall is positive in

terms of the purchase/consumption of discretionary foods considered to be high in fat, sugar and salt.

Table 15 – Net results of the simulation
(Changes are in per capita per week terms)

Group	Category									Total
	Discretionary foods					Other foods			and drinks	
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream	Total		
All the sample										
Δ in share	-0.009	-0.006	-0.005	-0.005	-0.003	-0.007	-0.004	-0.039	0.035	-0.003
Δ in expenditure (£)	-0.254	-0.177	-0.131	-0.125	-0.083	-0.192	-0.102	-1.064	0.973	-0.091
Δ in quantity (Kg)	-0.080	-0.030	-0.017	-0.090	-0.015	-0.167	-0.029	-0.428	0.193	-0.235
Δ in energy (kcal)	-372.856	141.201	-85.031	-168.164	-32.316	49.292	-62.224	911.083	297.841	613.242
Δ in protein(g)	-4.004	-1.955	-1.277	-4.107	-0.487	-0.207	-0.791	-12.828	8.270	-4.558
Δ in carbohydrate(g)	-51.578	-19.395	-8.744	-26.444	-4.373	11.578	-7.388	129.501	19.881	109.620
Δ in sugar(g)	-42.533	-9.082	-0.722	-8.816	-3.102	10.941	-6.204	-81.399	9.745	-71.654
Δ in fat(g)	-16.886	-5.985	-4.856	-5.382	-1.399	-0.068	-3.230	-37.806	16.309	-21.497
Δ in saturates(g)	-9.879	-2.998	-0.555	-2.073	-0.816	-0.030	-2.205	-18.555	6.548	-12.007
Δ in fibre(g)	-1.278	-1.099	-0.700	-1.542	-0.139	-0.111	-0.169	-5.038	2.616	-2.422
Δ in sodium(g)	-0.080	-0.080	-0.100	-0.146	-0.014	-0.015	-0.017	-0.452	0.296	-0.157

4.8 Figures 8 to 15 show the results in terms of net changes in energy and nutrients by different socioeconomic classifications (i.e., SIMD, rural-urban, income and life stage).

4.9 The simulations show that all the groups display a reduction in energy and nutrients. The range of net reduction of energy goes from 340 kcal (in remote rural areas) to 901 kcal (in remote small towns). The decrease in sugar ranges from 39.7 g. (income above £60,000) to 97.6 g. (in remote small towns). These two groups also provide the limits for fats (5.9 g. to 33.3 g.) and saturated fats (3 g. to 18 g.). In the case of sodium there are four cases that show a slight increase (SIMD 1, accessible small towns, income between £50,000 to £59,999 and middle families); all the other groups show a decrease in sodium.

Figure 8 – Simulated net change in energy by SIMD quintile
(Changes per capita per week)

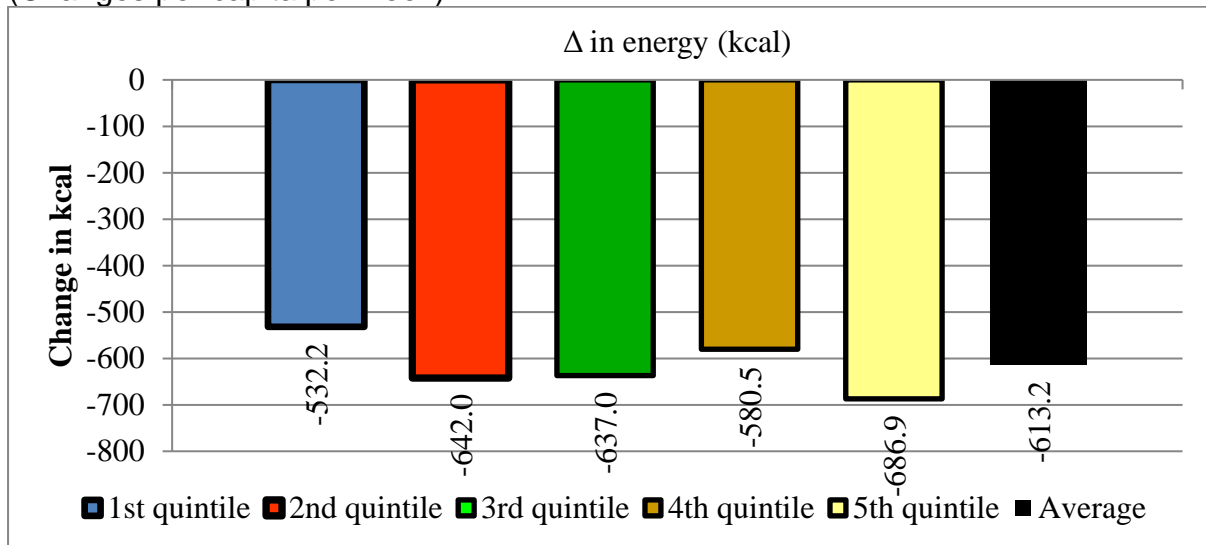


Figure 9 - Simulated net in nutrients by SIMD quintile
(Changes per capita per week)

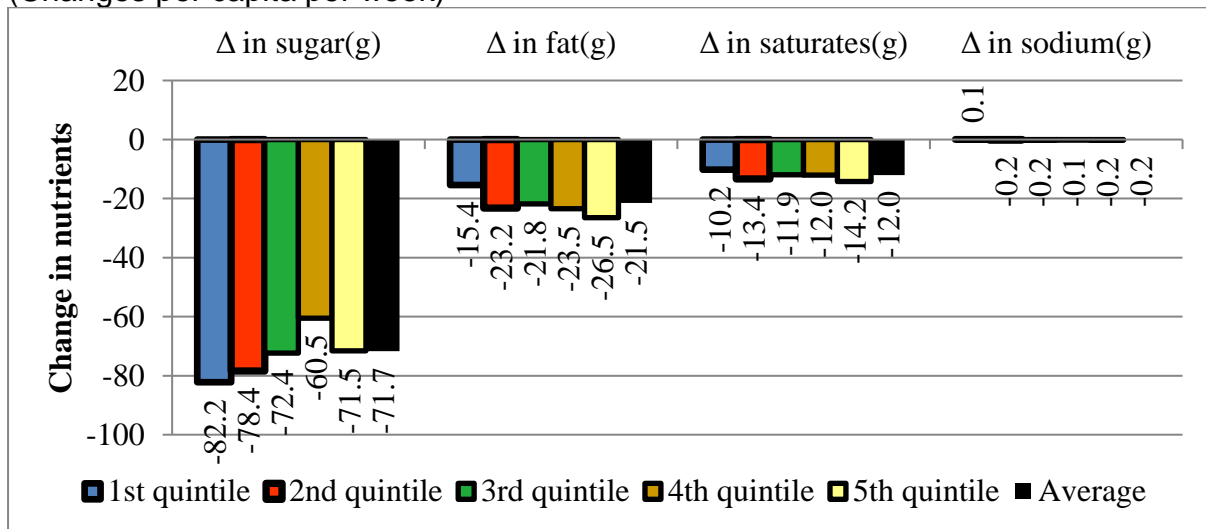


Figure 10 - Simulated net in energy by urban-rural group
(Changes per capita per week)

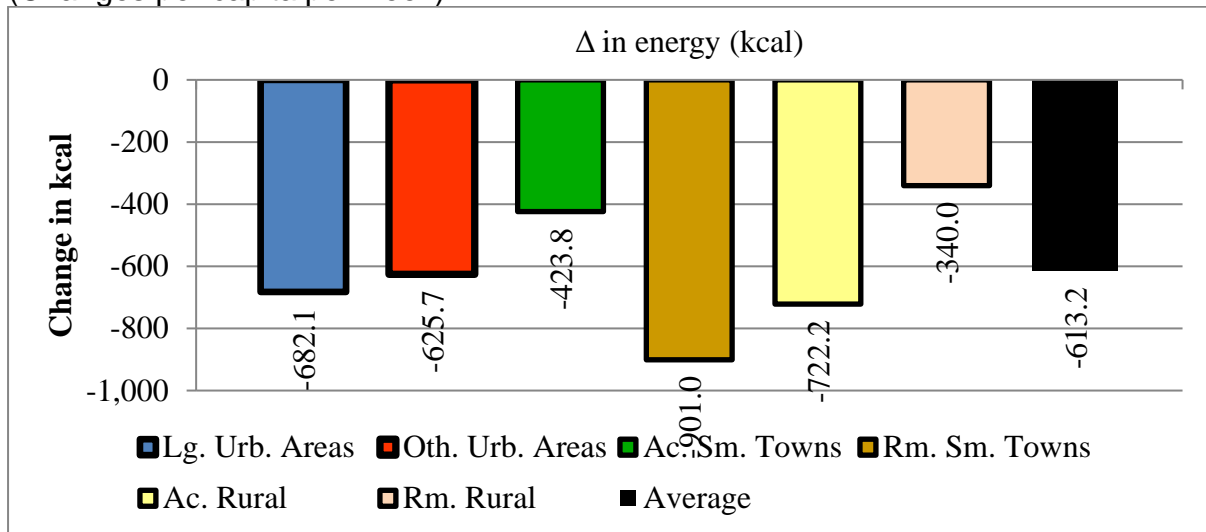


Figure 11 - Simulated net in nutrients by urban-rural group
(Changes per capita per week)

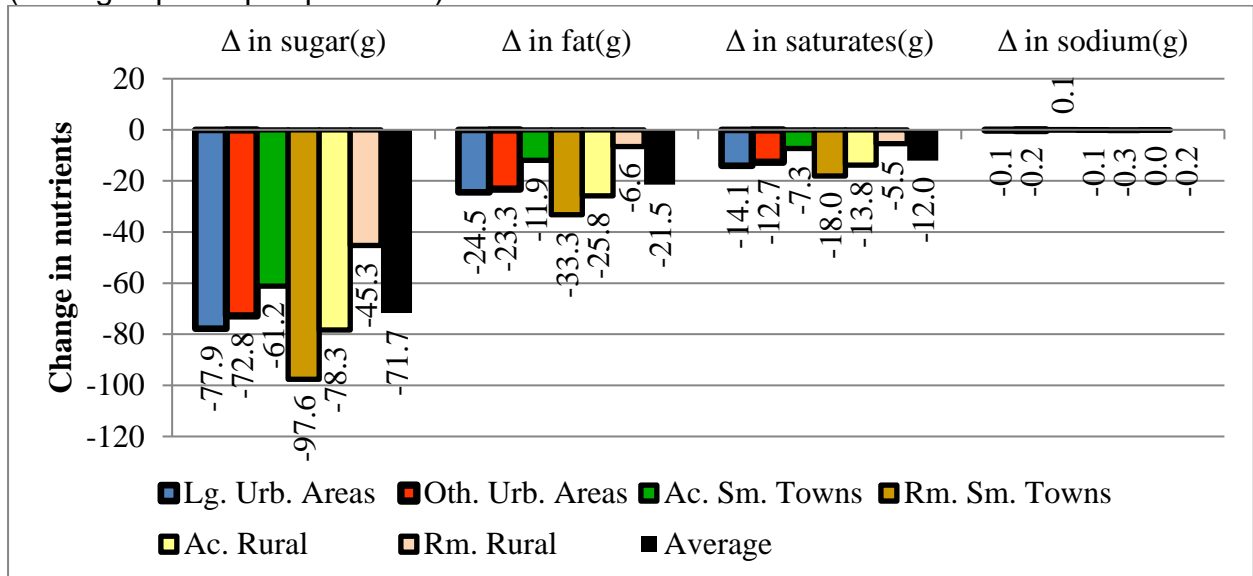


Figure 12 - Simulated net in energy by income group
(Changes per capita per week)

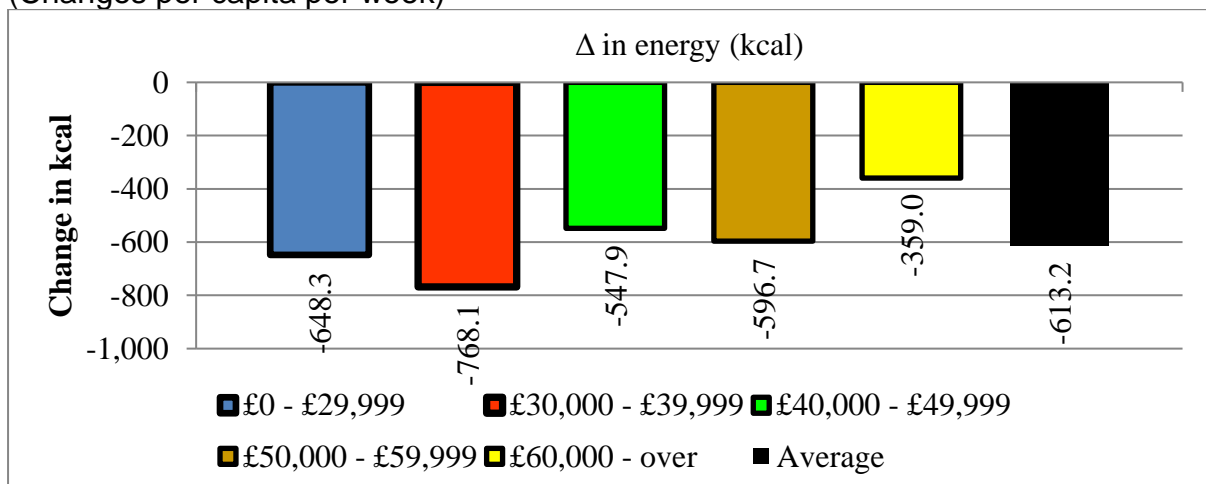


Figure 13 - Simulated net in nutrients by income group
(Changes per capita per week)

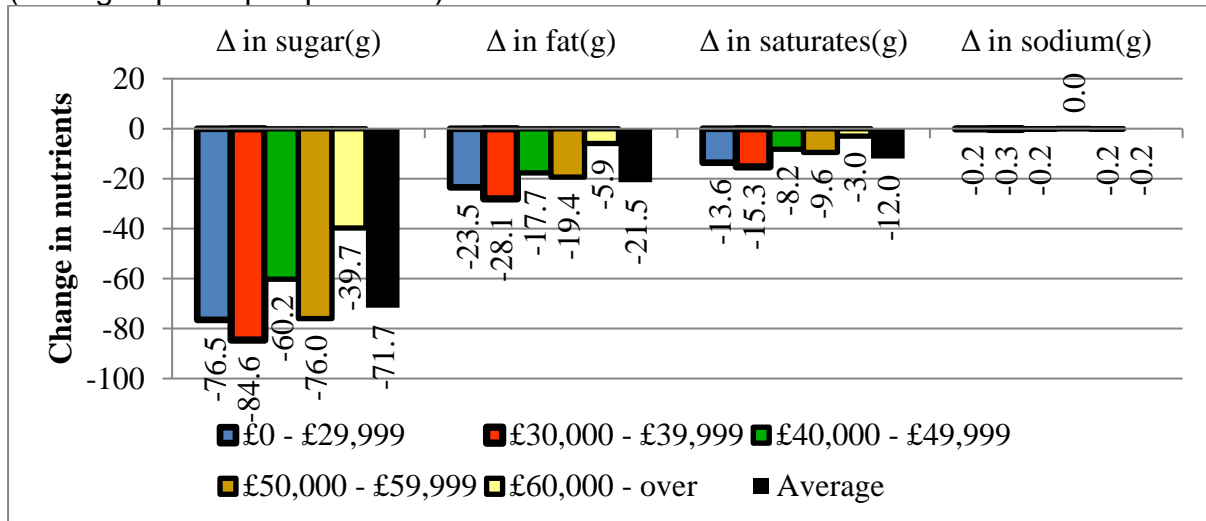


Figure 14 - Simulated net in energy by life stage group
(Changes per capita per week)

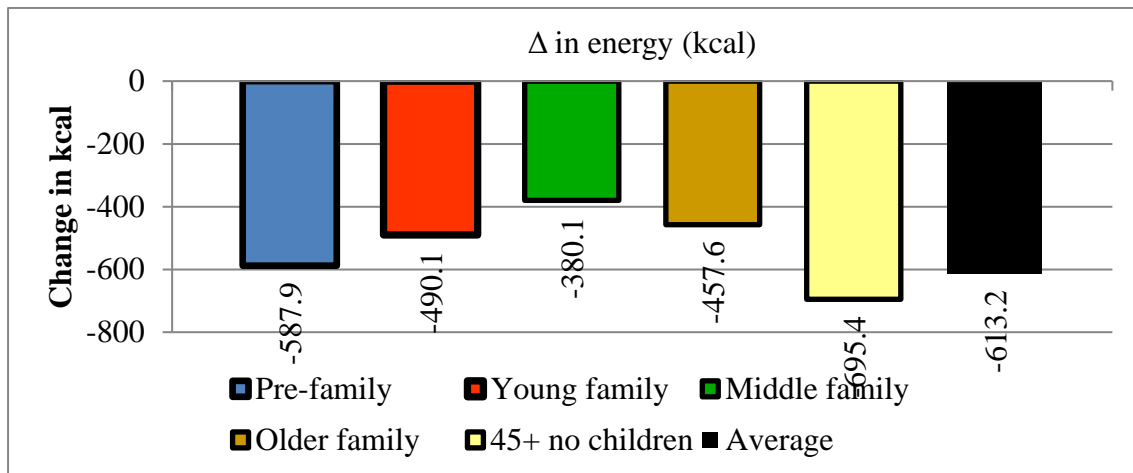
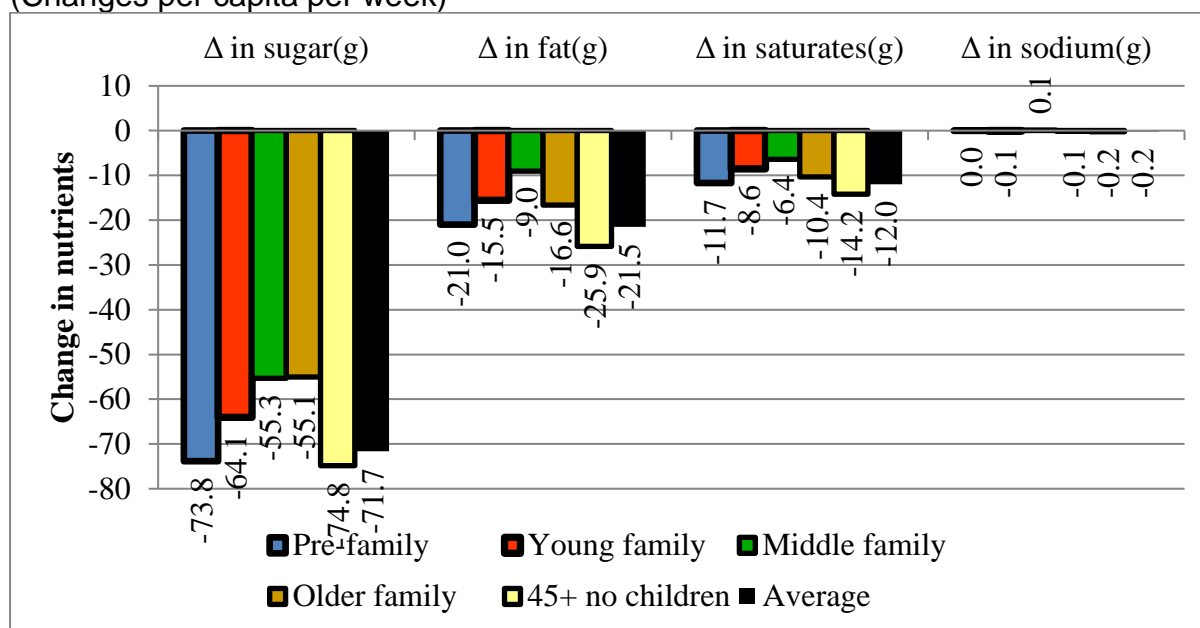


Figure 15 - Simulated net in nutrients by life stage group
(Changes per capita per week)



4.3 Substitution towards non-discretionary food and drink

4.10 Table 16 provides the simulation of the substitution from discretionary food towards non-discretionary food and drink. This is measured in terms of energy and nutrients from the purchases of other food and drink categories.

4.11 Almost all the categories show increases in energy and nutrients except in the case of ready meals, which shows a slight decrease. However, note that this result changes by the different analysed groups (these results can be seen in the Appendix).

4.12 The highest increases in terms of energy are produced by fats and eggs (96.8 kcal.), which also shows the highest increases in fats (10.4 g.) and saturates (4.2 g.). The highest increases in total sugar come from fruit (3.6 g.) and vegetables (3.0 g.). Nevertheless, despite this increase the net effect is an overall reduction in sugar intake from the combined substitution effect within discretionary foods and substitution effect towards non-discretionary foods.

4.13 Table 16 and Figures 16 to 23 show the distribution of the other foods and drinks by the different classifications. From all the groups, fats and eggs is the one with the highest energy, fats and saturates. The category with the highest sugar contribution is fruit.

Table 16 - Results for other food and drinks
(Changes are in per capita per week terms)

Group	Other food and drinks											
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	Total
All the sample												
Δ in share	0.002	0.004	0.002	0.004	0.006	0.002	-0.001	0.000	0.001	0.001	0.013	0.035
Δ in expenditure (£)	0.060	0.123	0.056	0.112	0.158	0.041	-0.021	0.012	0.036	0.026	0.371	0.973
Δ in quantity (Kg)	0.016	0.015	0.020	0.029	0.062	0.014	-0.004	0.002	0.003	0.003	0.033	0.193
Δ in energy (kcal)	27.351	27.962	96.797	24.449	37.368	38.426	-6.500	7.020	4.398	1.881	38.690	297.841
Δ in protein(g)	1.524	3.100	0.637	0.434	1.443	1.162	-0.307	0.094	0.086	0.063	0.035	8.270
Δ in carbohydrate(g)	0.951	0.482	0.133	3.915	5.929	6.705	-0.602	1.061	0.502	0.307	0.498	19.881
Δ in sugar(g)	0.810	0.099	0.091	3.600	2.589	0.943	-0.116	0.807	0.302	0.219	0.401	9.745
Δ in fat(g)	1.925	1.512	10.434	0.796	0.753	0.665	-0.308	0.262	0.212	0.045	0.012	16.309
Δ in saturates(g)	1.227	0.569	4.153	0.147	0.151	0.193	-0.088	0.108	0.047	0.035	0.005	6.548
Δ in fibre(g)	0.026	0.058	0.016	0.498	1.321	0.597	-0.060	0.033	0.052	0.074	0.000	2.616
Δ in sodium(g)	0.040	0.069	0.057	0.006	0.030	0.037	-0.014	0.005	0.062	0.002	0.002	0.296

Figure 16 – Simulated change in energy in other food products by SIMD quintile
(Changes per capita per week)

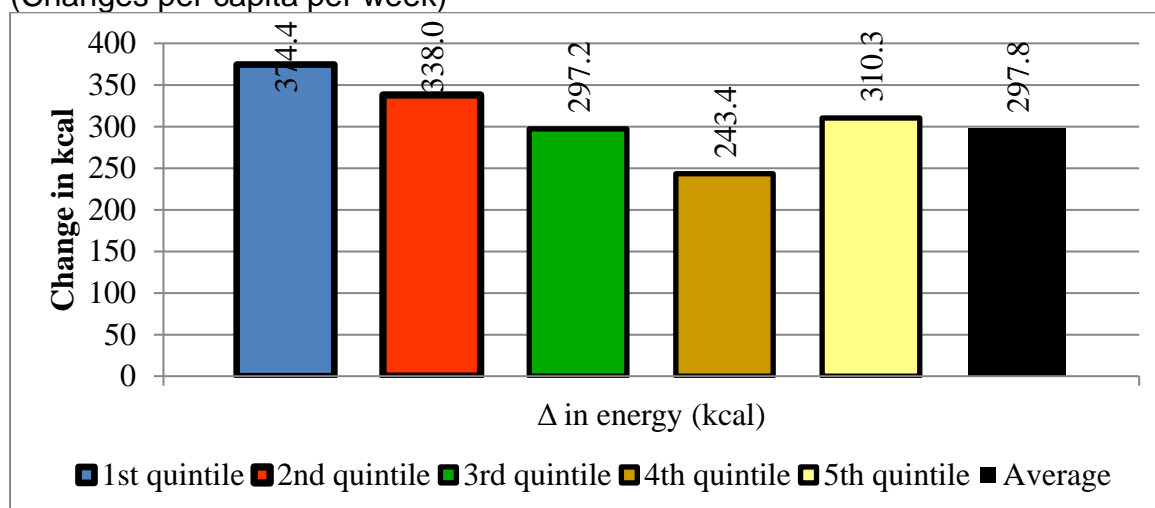


Figure 17 - Simulated change in nutrients in other food products by SIMD quintile
(Changes per capita per week)

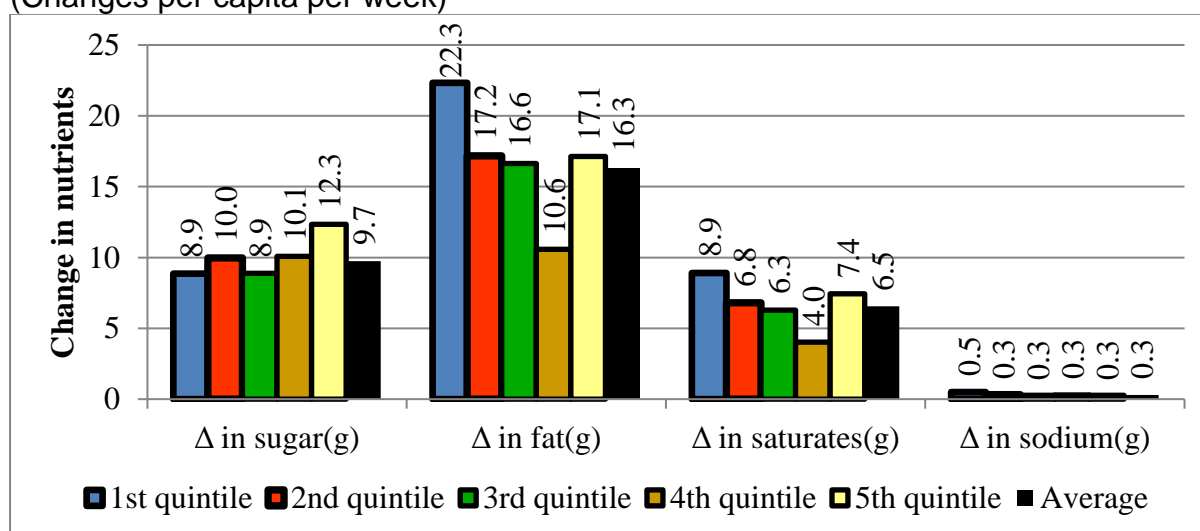


Figure 18 - Simulated change in energy in other food products by urban-rural group (Changes per capita per week)

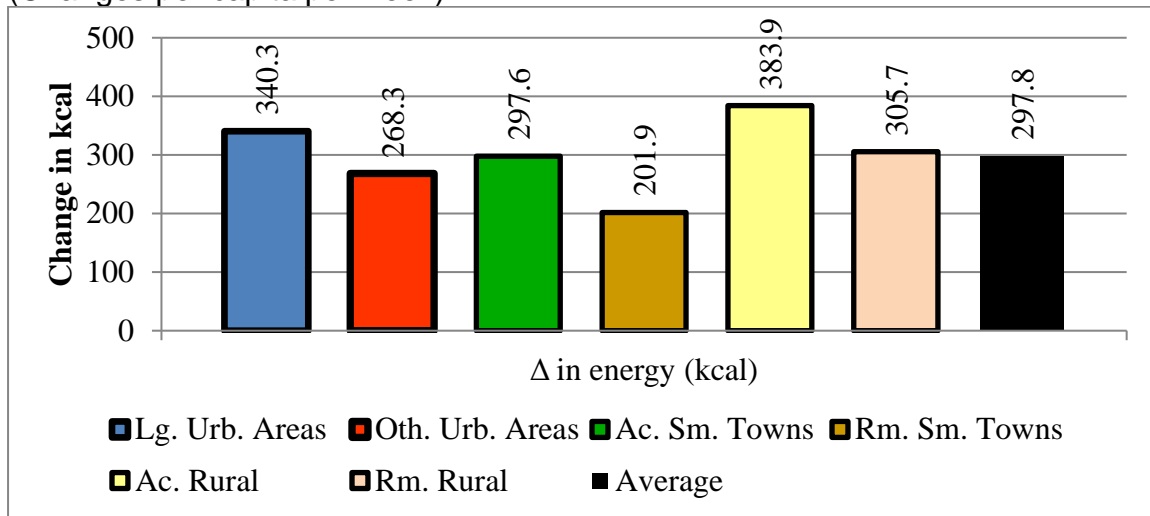


Figure 19 - Simulated change in nutrients in other food products by urban-rural groups (Changes per capita per week)

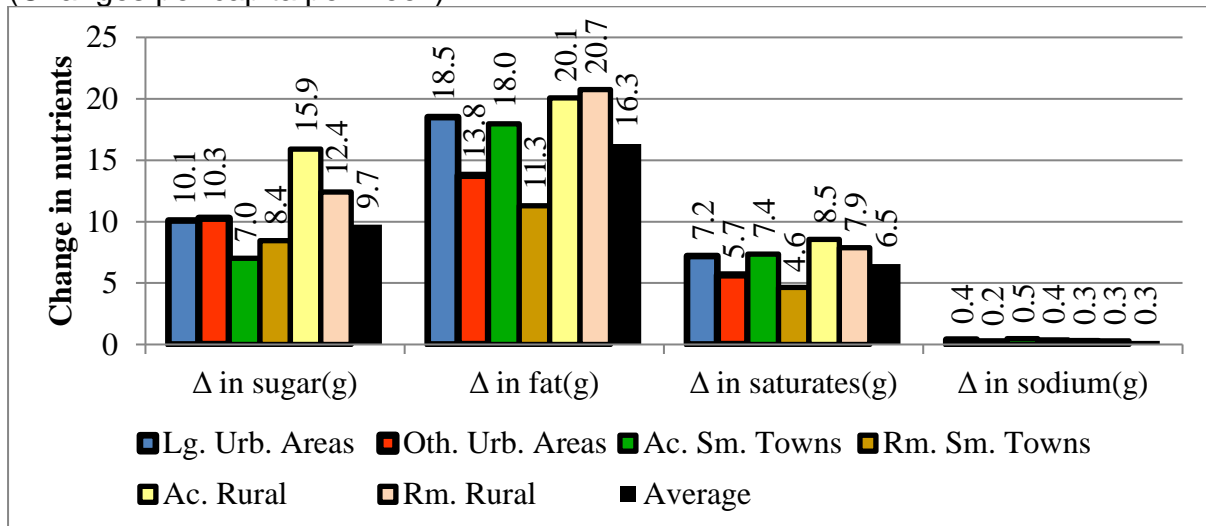


Figure 20 - Simulated change in energy in other food products by income group (Changes per capita per week)

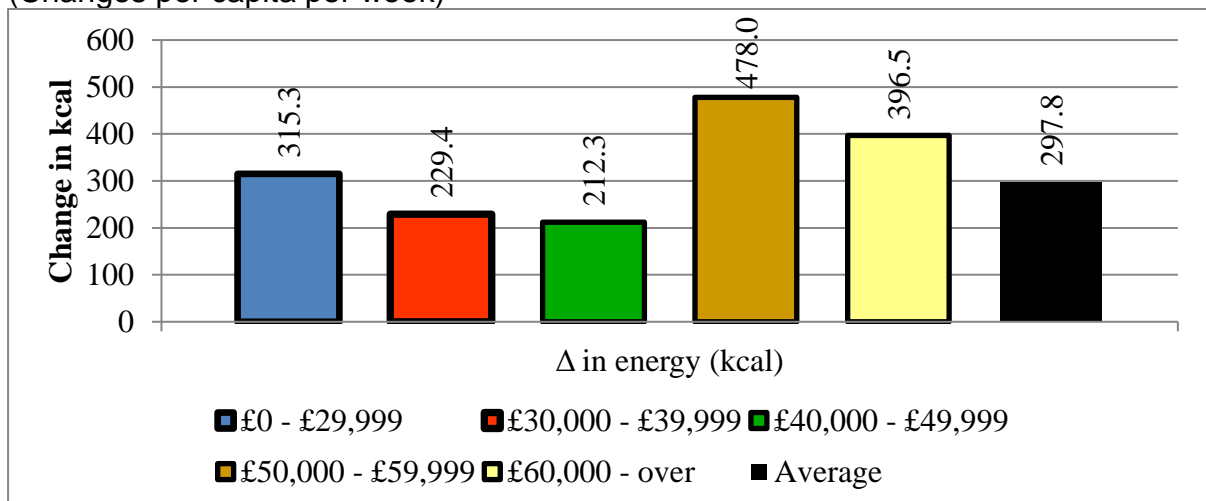


Figure 21 - Simulated change in nutrients in other food products by income group (Changes per capita per week)

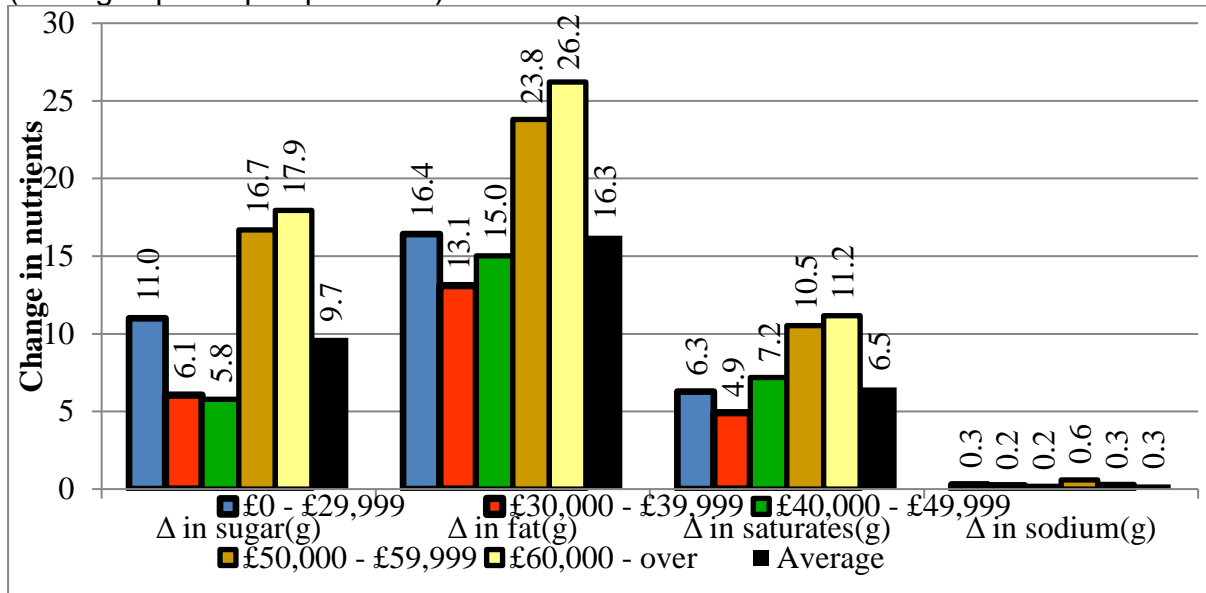


Figure 22 - Simulated change in energy in other food products by life stage group (Changes per capita per week)

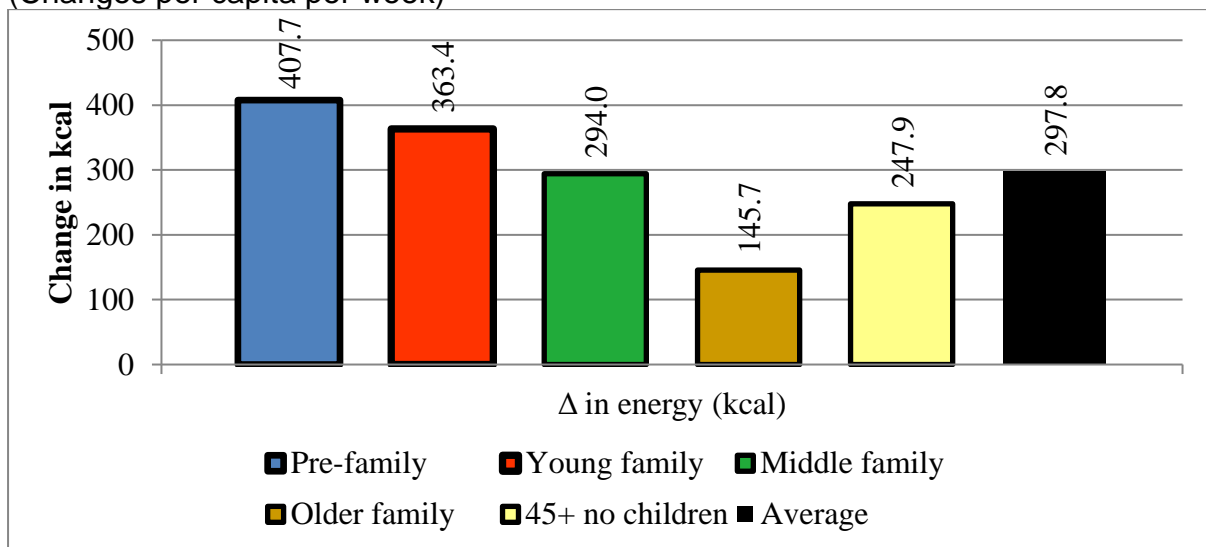
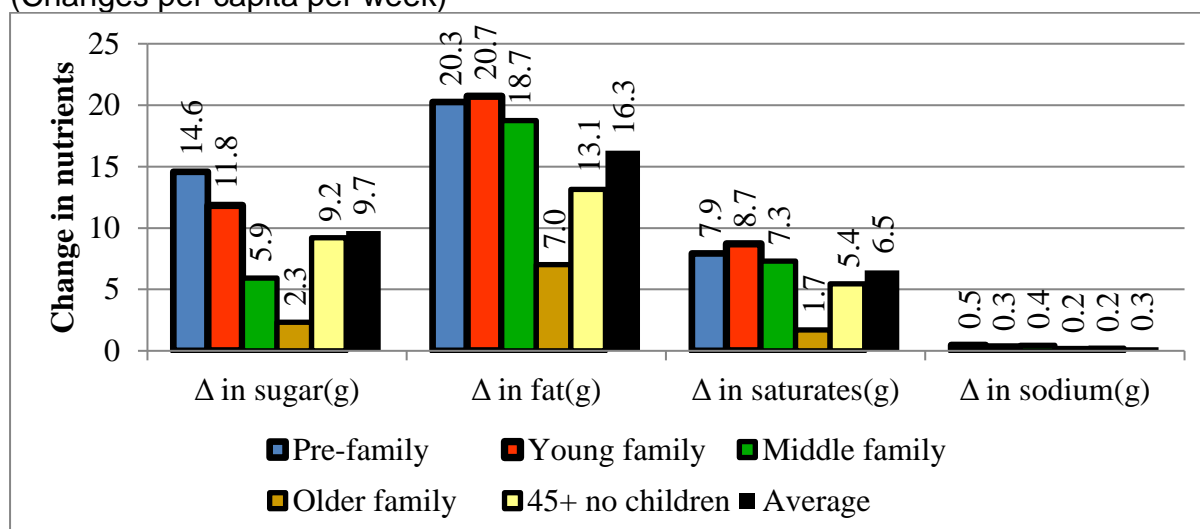


Figure 23 - Simulated change in nutrients in other food products by life stage group (Changes per capita per week)



4.4 Intra-category models

4.14 The purpose of the intra-category models is to provide further more detailed information regarding potential impact of a promotion restriction within each discretionary category.

4.4.1 Take home confectionery

4.15 Table 17 and Figures 24 to 31 present the results for the take home confectionery category. The simulation shows that the advertising of promotions has a positive impact; therefore, its elimination would decrease all quantities purchased. Also, note that despite their potential substitution, the effect of own promotions is the most important one. However, the exception is 'other confectionery', which shows a modest increase in quantity, in energy and nutrients. Nevertheless, the full effect is a decrease in energy and nutrients.

4.16 Within the category, the most important effect comes from branded chocolate confectionery, which achieve a decrease of 190.1 kcal per capita per week, i.e., about 50 per cent of the decrease within the category. It is followed by branded sugar confectionery with -85.4 kcal. Note that branded chocolate confectionery also shows the highest decrease in all the nutrients.

4.17 The results (Table 17) as regards nutrients are not linear as the 'egg novelty and seasonal sweets' shows decreases in both fat and saturates that are higher than branded sugar confectionery, whilst the latter shows a higher decrease in total sugar.

Table 17 - Results of the simulation - take home confectionery
(Changes are in per capita per week terms)

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
All the sample							
Δ in share	0.000	-0.006	0.000	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.009	-0.161	-0.013	-0.014	-0.027	0.007	-0.217
Δ in quantity (Kg)	-0.003	-0.037	-0.007	-0.016	-0.023	0.002	-0.084
Δ in energy (kcal)	-14.403	-190.083	-37.052	-62.109	-85.422	4.230	384.838
Δ in protein(g)	-0.171	-2.191	-0.448	-0.385	-0.659	0.024	-3.830
Δ in carbohydrate(g)	-1.520	-22.201	-4.203	-13.515	-18.680	1.283	-58.836
Δ in sugar(g)	-1.348	-20.120	-3.944	-10.108	-14.504	0.180	-49.843
Δ in fat(g)	-0.829	-10.095	-2.033	-0.745	-0.892	0.067	-14.527
Δ in saturates(g)	-0.478	-5.873	-1.215	-0.423	-0.551	0.041	-8.500
Δ in fibre(g)	-0.089	-0.711	-0.116	-0.068	-0.100	0.018	-1.066
Δ in sodium(g)	-0.002	-0.042	-0.007	-0.016	-0.020	0.001	-0.086

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
All the sample							
Δ in share	0.000	-0.006	0.000	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.009	-0.161	-0.013	-0.014	-0.027	0.007	-0.217
Δ in quantity (Kg)	-0.003	-0.037	-0.007	-0.016	-0.023	0.002	-0.084
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Δ in protein(g)	-0.171	-2.191	-0.448	-0.385	-0.659	0.024	-3.830
Δ in carbohydrate(g)	-1.520	-22.201	-4.203	-13.515	-18.680	1.283	-58.836
Δ in sugar(g)	-1.348	-20.120	-3.944	-10.108	-14.504	0.180	-49.843
Δ in fat(g)	-0.829	-10.095	-2.033	-0.745	-0.892	0.067	-14.527
Δ in saturates(g)	-0.478	-5.873	-1.215	-0.423	-0.551	0.041	-8.500
Δ in fibre(g)	-0.089	-0.711	-0.116	-0.068	-0.100	0.018	-1.066
Δ in sodium(g)	-0.002	-0.042	-0.007	-0.016	-0.020	0.001	-0.086

Group	Category						Total
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery		Other confectionery	
	Private label	Branded		Private label	Branded		
All the sample							
Δ in share	0.000	-0.006	0.000	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.009	-0.161	-0.013	-0.014	-0.027	0.007	-0.217
Δ in quantity (Kg)	-0.003	-0.037	-0.007	-0.016	-0.023	0.002	-0.084
Δ in energy (kcal)	-14.403	-190.083	-37.052	-62.109	-85.422	4.230	384.838
Δ in protein(g)	-0.171	-2.191	-0.448	-0.385	-0.659	0.024	-3.830
Δ in carbohydrate(g)	-1.520	-22.201	-4.203	-13.515	-18.680	1.283	-58.836
Δ in sugar(g)	-1.348	-20.120	-3.944	-10.108	-14.504	0.180	-49.843
Δ in fat(g)	-0.829	-10.095	-2.033	-0.745	-0.892	0.067	-14.527
Δ in saturates(g)	-0.478	-5.873	-1.215	-0.423	-0.551	0.041	-8.500
Δ in fibre(g)	-0.089	-0.711	-0.116	-0.068	-0.100	0.018	-1.066
Δ in sodium(g)	-0.002	-0.042	-0.007	-0.016	-0.020	0.001	-0.086

4.18 Figures 24 and 25 show the changes in energy and nutrients by SIMD quintile. All the quintiles show a decrease in both energy and nutrients. Figures 26 and 27 indicates that the change in energy and nutrients is expected to be relatively similar in all areas.

Figure 24 - Take home confectionery – simulated change in energy by SIMD quintile (Changes per capita per week)

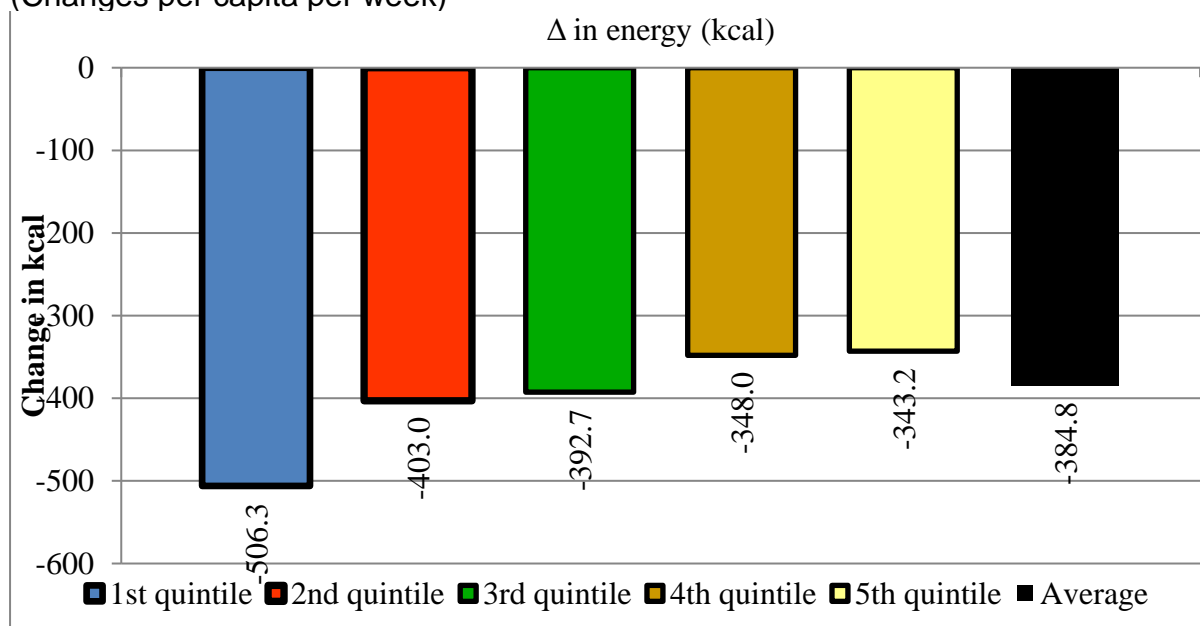


Figure 25 - Take home confectionery – simulated change in nutrients by SIMD quintile (Changes per capita per week)

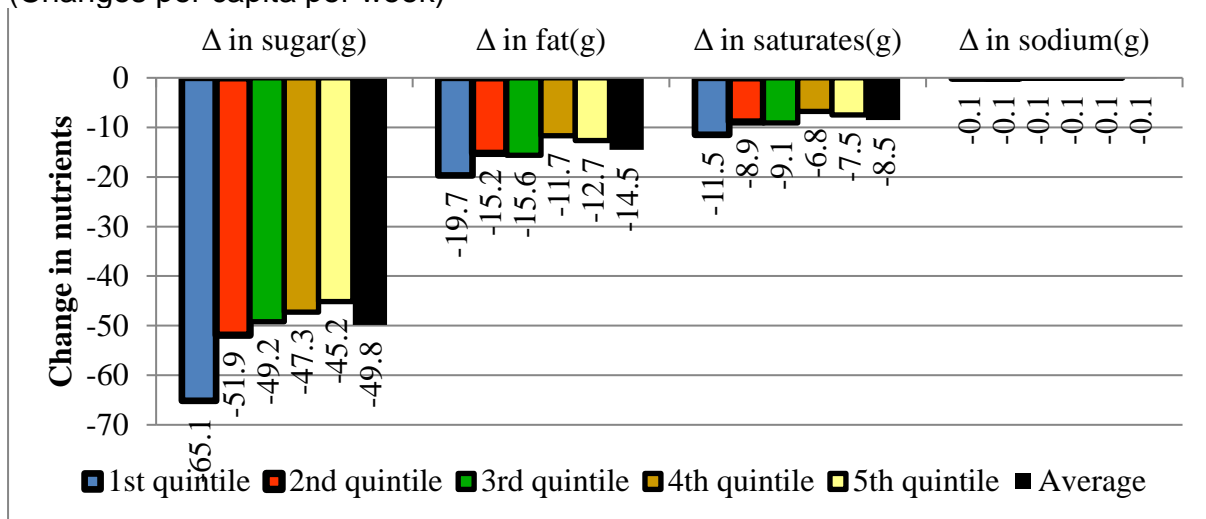


Figure 26 - Take home confectionery - simulated change in energy by urban-rural group (Changes per capita per week)

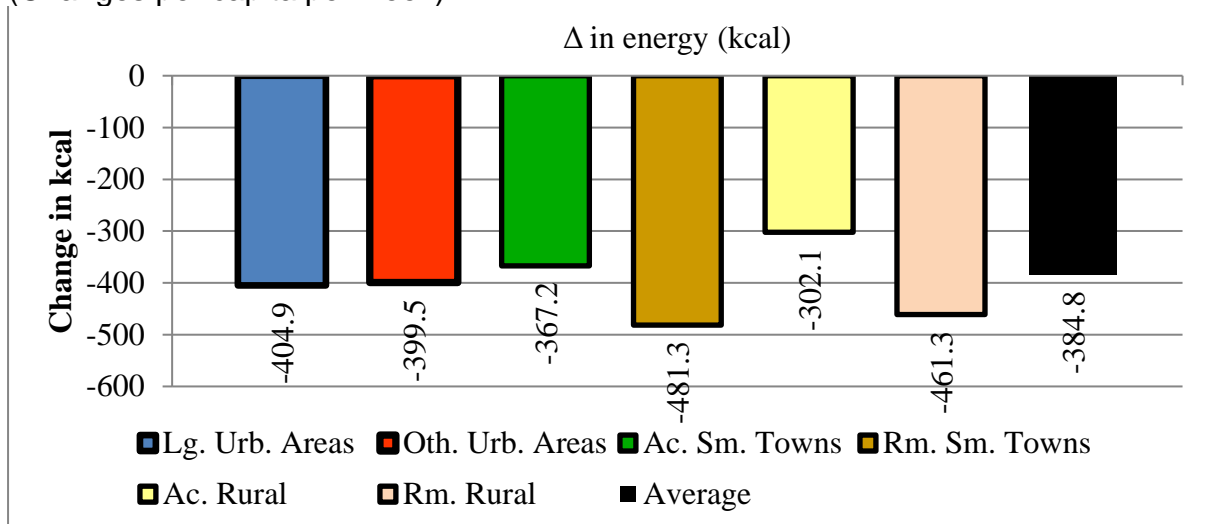
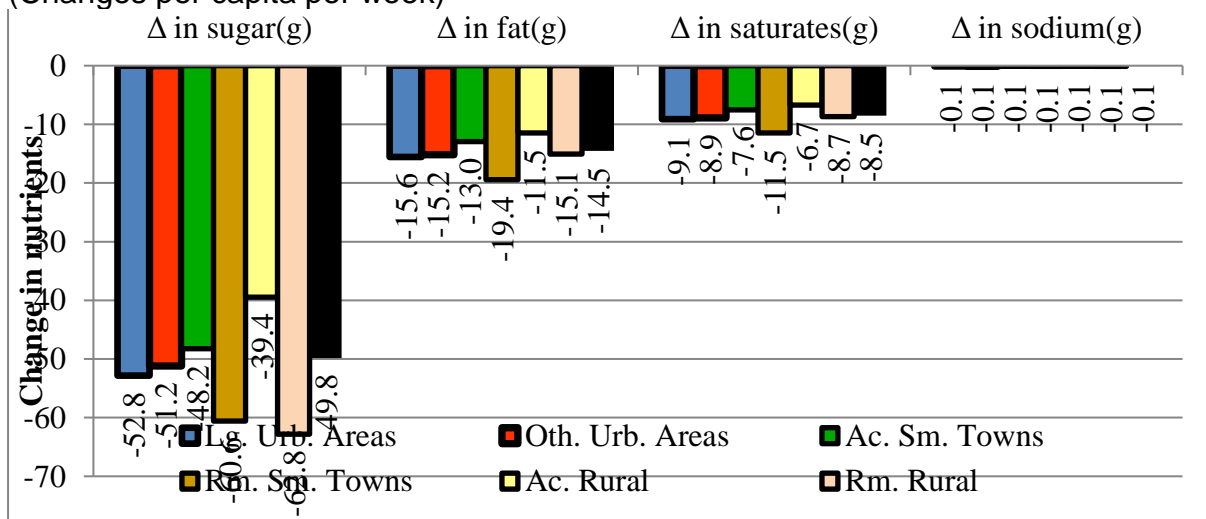


Figure 27 - Take home confectionery - simulated change in nutrients by urban-rural group (Changes per capita per week)



4.19 The results by income (Figures 28 and 29) match the results by SIMD, i.e., all groups show a decrease in energy and nutrient.

Figure 28 - Take home confectionery - simulated change in energy by income group (Changes per capita per week)

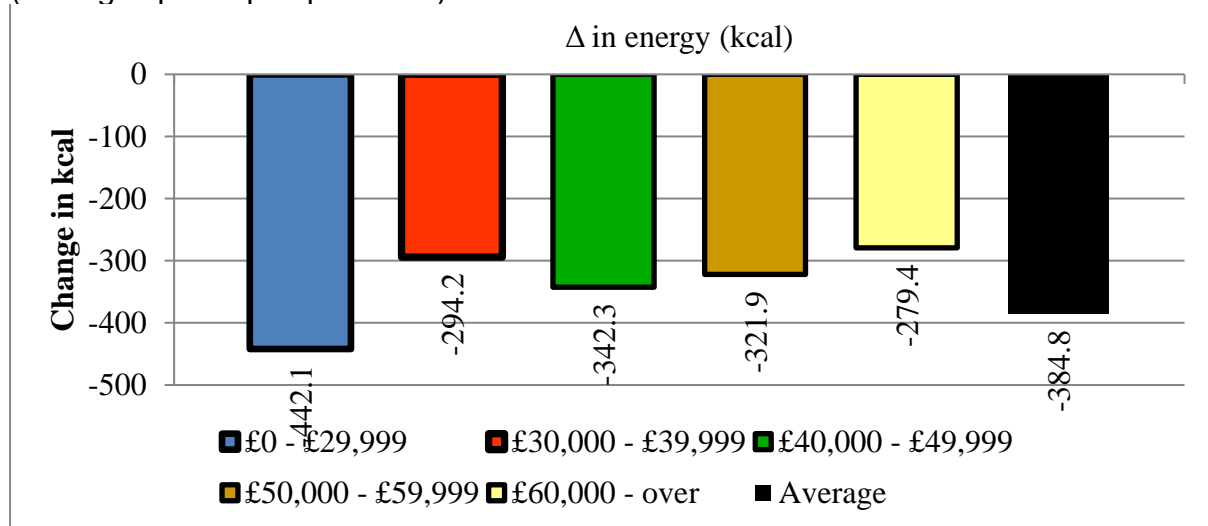
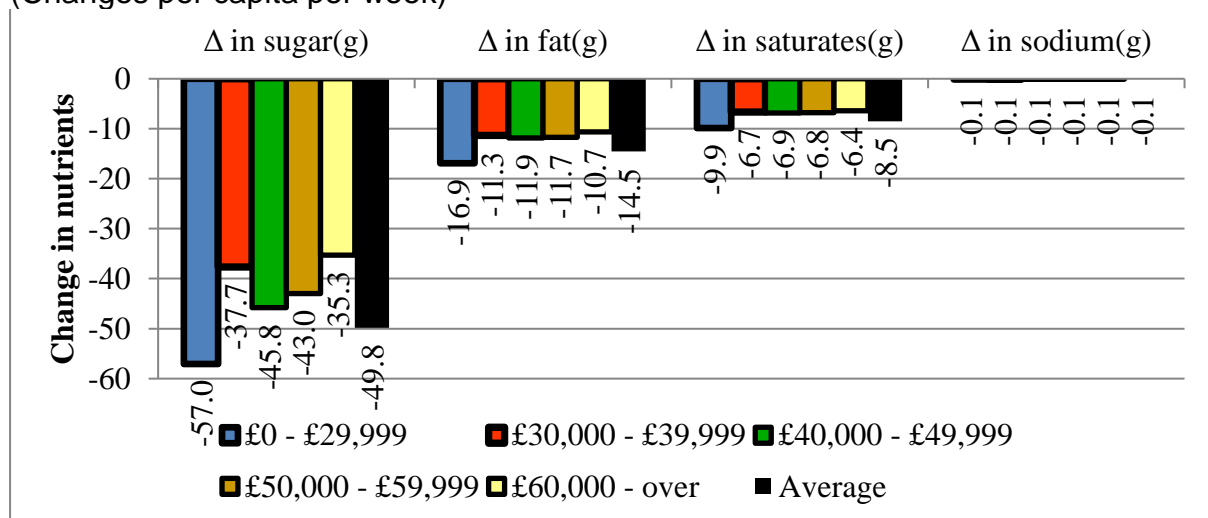


Figure 29 - Take home confectionery - simulated change in nutrients by income group (Changes per capita per week)



4.20 As regards the impact of the policy by household's life stage (Figures 30 and 31), the results show that all the groups show a decrease in energy and nutrients.

Figure 30 - Take home confectionery - simulated change in energy by life stage group (Changes per capita per week)

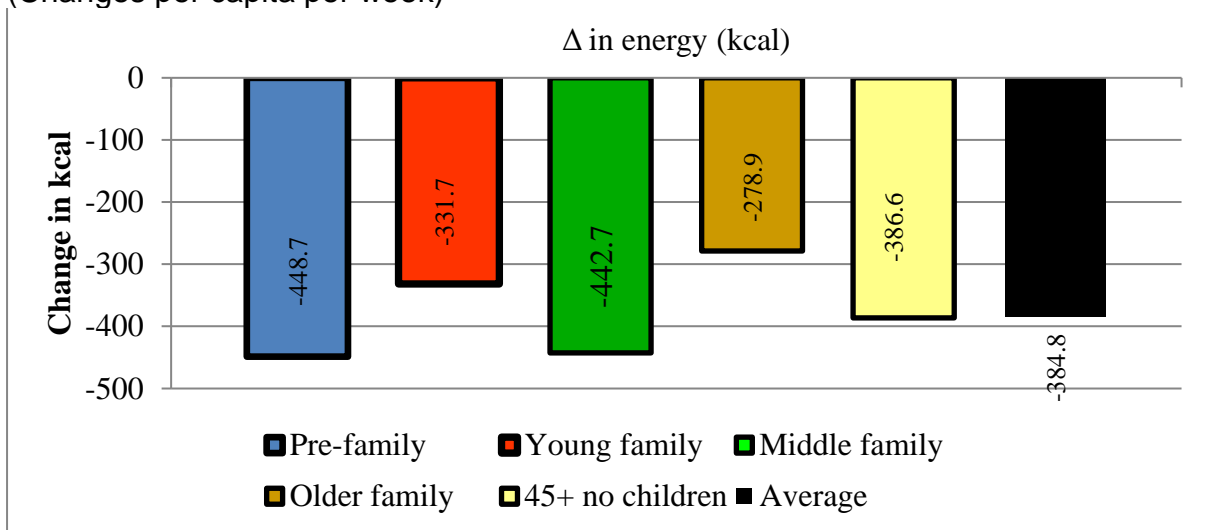
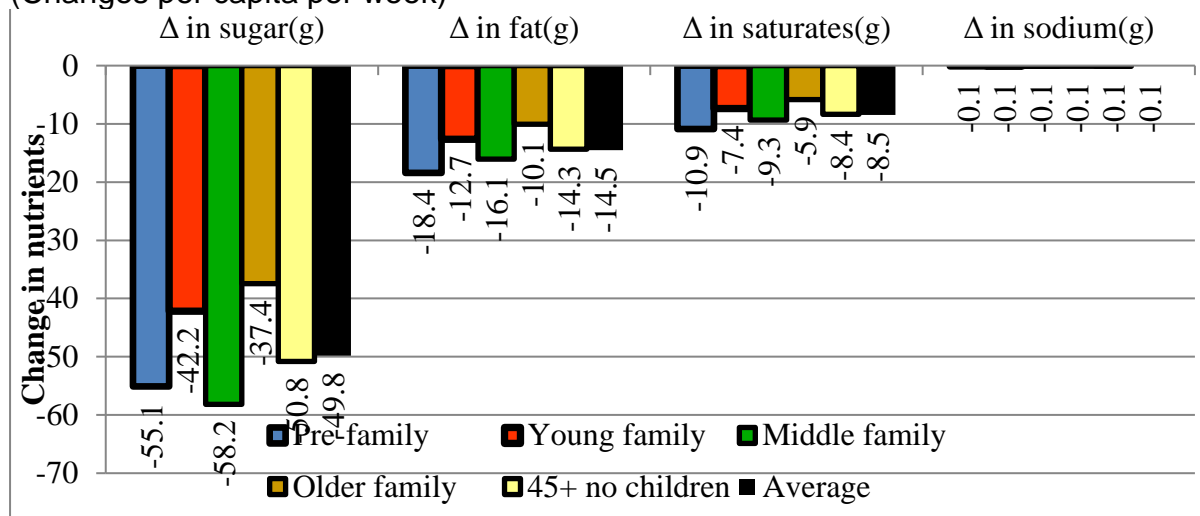


Figure 31 - Take home confectionery - simulated change in nutrients by life stage group

(Changes per capita per week)



4.4.2 Biscuits

4.21 Table 18 and Figures 32 to 39 present the results for energy and nutrients for the biscuit category. They show that the advertising of promotions has a positive impact on almost all the categories; therefore, their elimination decreases their quantities. However, the exception is 'crackers and crispbreads', where the substitution effect shows a modest increase in quantity, and in energy and nutrients. As in the case of take-home confectionery, the full effect is a decrease in energy and nutrients.

4.22 Within the sub-categories, 'chocolate biscuit bars and children biscuits' and 'everyday biscuits and treats' accumulate most of the impact, with a reduction of approximately 60 kcal per capita per week out of the 86 kcal per capita per week (70 per cent).

4.23 The results as regards 'healthier biscuits' indicate a complementary effect (i.e., healthier biscuits are purchased at the same time as less healthier biscuits) between different types of biscuits.

Table 18 - Results of the simulation - biscuits
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
All the sample							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.029	-0.037	-0.021	0.001	-0.002	-0.017	-0.105
Δ in quantity (Kg)	-0.003	-0.007	-0.006	0.000	0.000	-0.003	-0.018
Δ in energy (kcal)	-13.457	-32.391	-27.030	0.412	-1.120	-11.956	85.542
Δ in protein(g)	-0.231	-0.369	-0.333	0.009	-0.013	-0.171	-1.108
Δ in carbohydrate(g)	-1.964	-4.259	-3.729	0.063	-0.138	-1.836	11.864
Δ in sugar(g)	-0.952	-2.747	-1.804	0.005	-0.073	-0.789	-6.359
Δ in fat(g)	-0.468	-1.514	-1.166	0.013	-0.056	-0.420	-3.612
Δ in saturates(g)	-0.184	-0.891	-0.582	0.005	-0.030	-0.138	-1.820
Δ in fibre(g)	-0.268	-0.150	-0.155	0.005	-0.005	-0.123	-0.695
Δ in sodium(g)	-0.006	-0.012	-0.016	0.000	-0.001	-0.007	-0.041

4.24 Figures 32 and 33 shows that the decrease in energy by SIMD quintile is very similar by quintile ranging from 77.9 (1st quintile) to 94 (2nd quintile) kcal per capita per week. This is similar for all the nutrients.

4.25 In comparison with the results by SIMD, the ones by rural-urban (Figures 35 and 36) show far more variability, with remote areas (urban and rural) and accessible rural showing the highest decrease in energy. Nevertheless, all the results show the expected effect of the elimination of the advertising of promotions.

Figure 32 - Biscuits - simulated change in energy by SIMD quintile (Changes per capita per week)

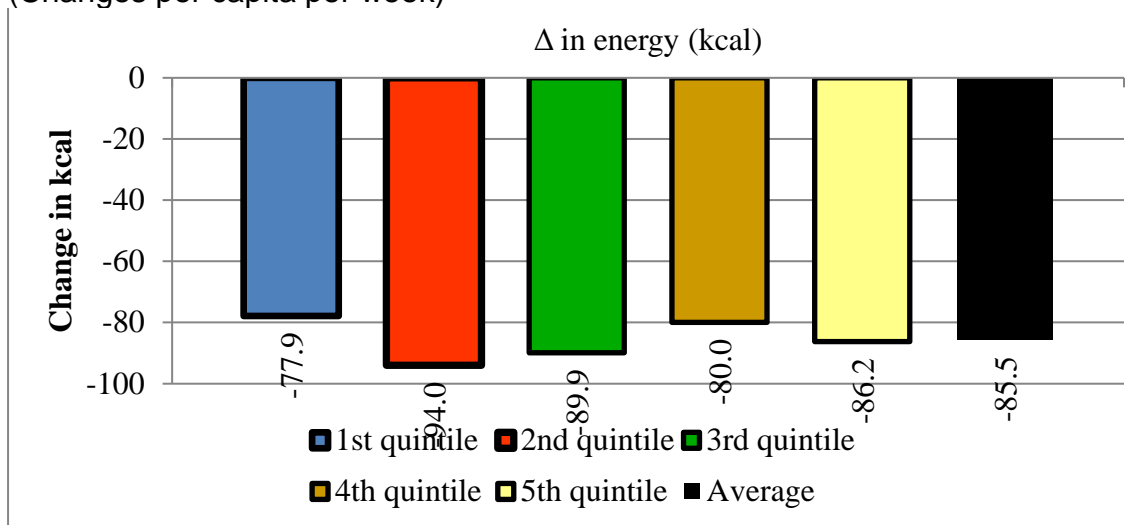


Figure 33 - Biscuits - simulated change in nutrients by SIMD quintile (Changes per capita per week)

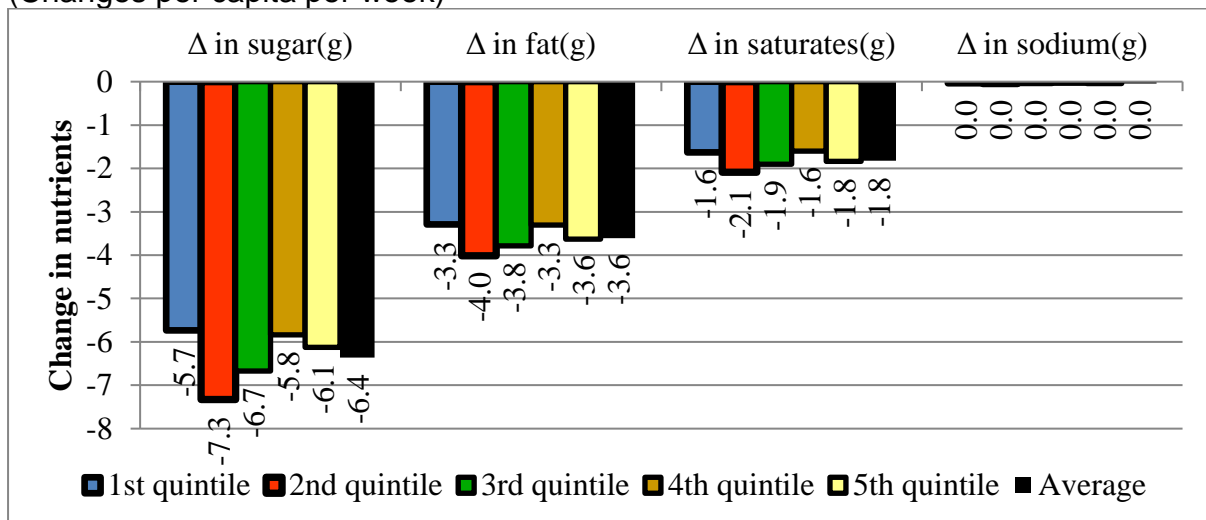


Figure 34 - Biscuits - simulated change in energy by urban-rural group (Changes per capita per week)

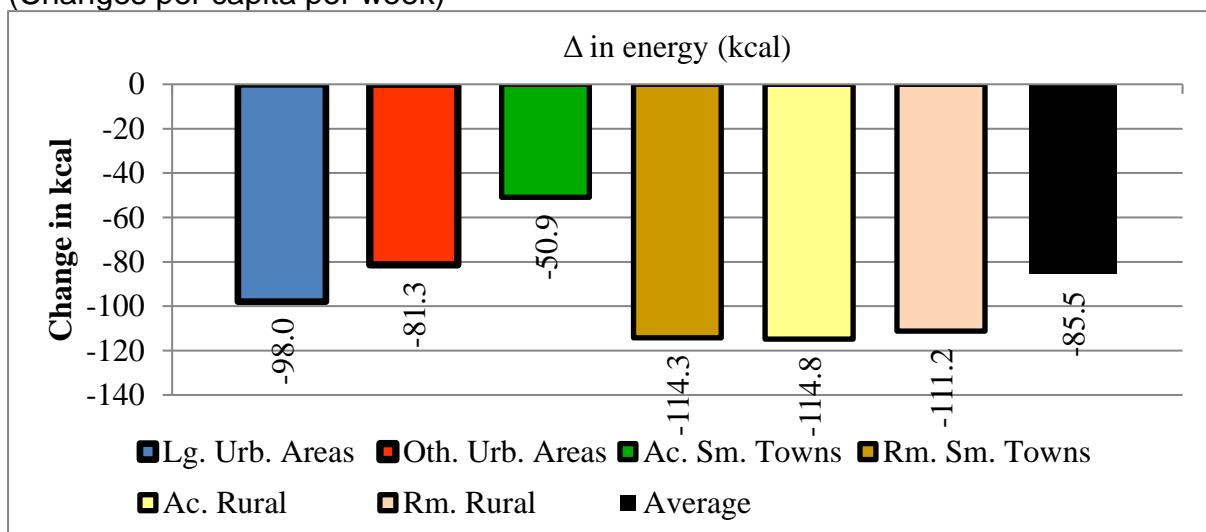
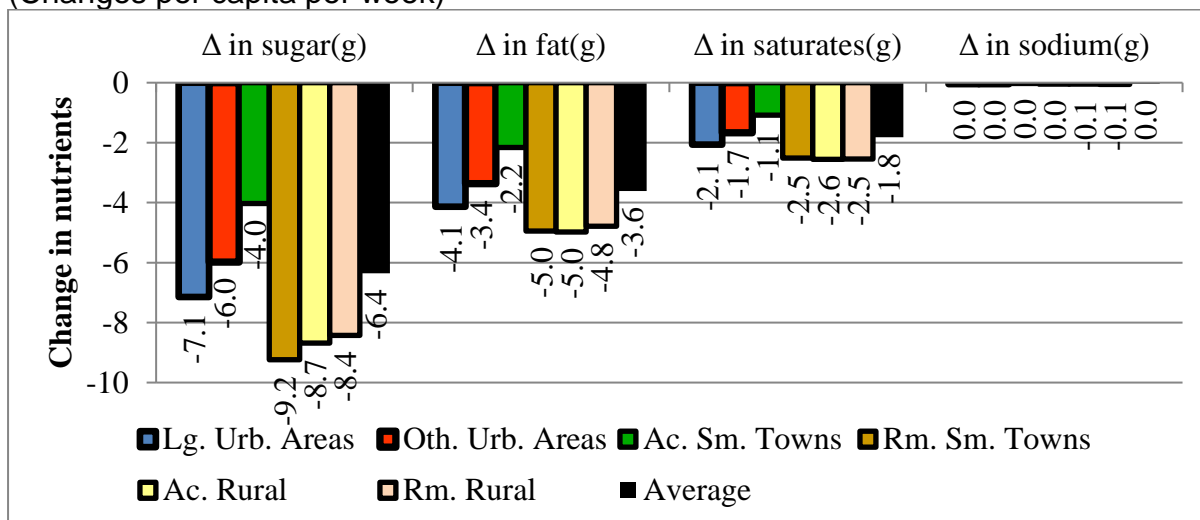


Figure 35 - Biscuits - simulated change in nutrients by urban-rural group
(Changes per capita per week)



4.26 Figures 36 and 37 show the results by income ranges for energy and nutrients, and indicate a reduction in energy in all the groups. The changes in nutrients by group mimic the changes in energy.

4.27 As regards the results by life stage groups (Figures 38 and 39), the expected impact is to decrease the purchase of energy. As in the case of income ranges, the changes in nutrients by group mimic the changes in energy.

Figure 36 - Biscuits - simulated change in energy by income group
(Changes per capita per week)

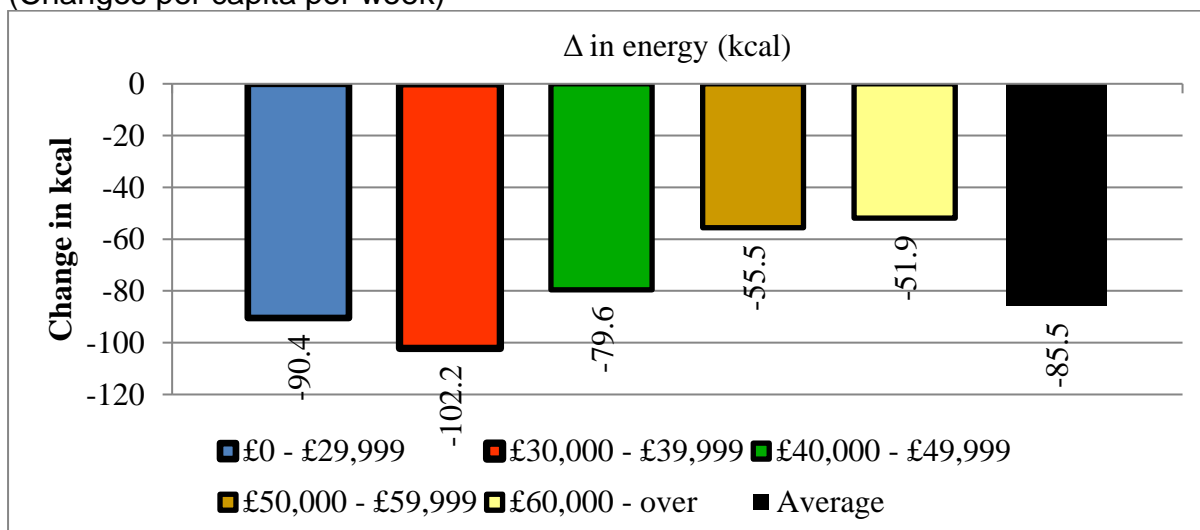


Figure 37 - Biscuits - simulated change in nutrient by income group
(Changes per capita per week)

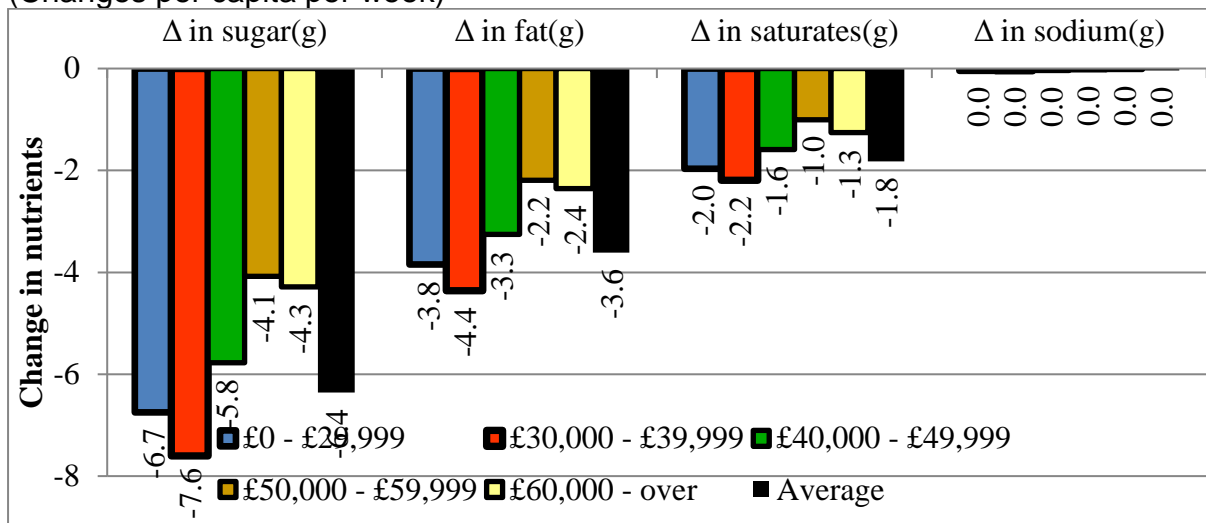


Figure 38 - Biscuits - simulated change in energy by life stage group
(Changes per capita per week)

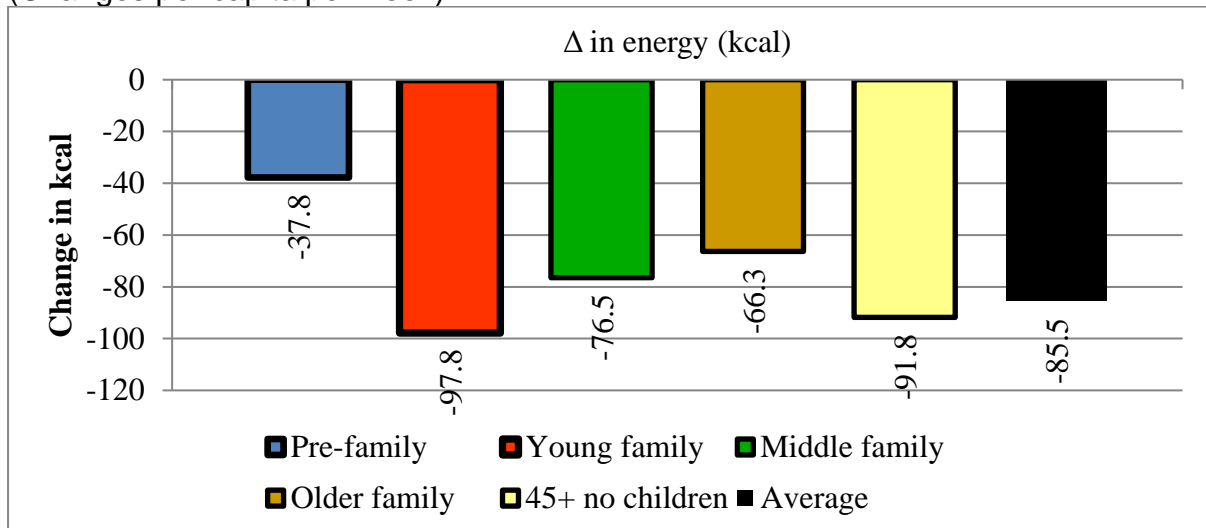
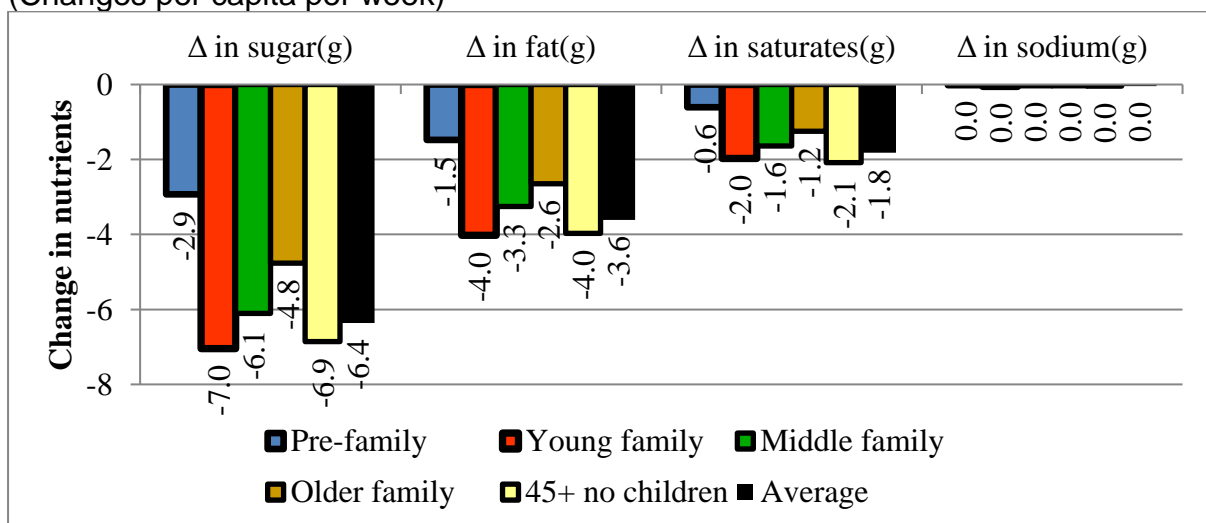


Figure 39 - Biscuits - simulated change in nutrients by life stage group
(Changes per capita per week)



4.4.3 Take home savouries

4.28 Table 19 and Figures 40 to 47 present the results by take home savouries. Overall, the category shows a reduction of energy and there was no substitution effect within the category (i.e., all the sub-categories decreased their purchases). Branded crisps and branded savoury snacks represented most of the changes in the category (78 per cent of the total reduction of energy on the category). This is also reflected on the reduction of macronutrients.

Table 19 - Results of the simulation - take home savouries
(Changes are in per capita per week terms)

Group	Category						Total
	Crisps		Savoury snacks		Nuts	Popcorn	
	Private label	Branded	Private label	Branded			
All the sample							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.009	-0.073	-0.004	-0.074	0.000	-0.006	-0.166
Δ in quantity (Kg)	-0.001	-0.009	-0.001	-0.008	0.000	-0.001	-0.020
Δ in energy (kcal)	-6.921	-47.850	-2.589	-42.008	-0.029	-3.353	102.750
Δ in protein(g)	-0.081	-0.586	-0.032	-0.486	-0.001	-0.046	-1.232
Δ in carbohydrate(g)	-0.733	-5.124	-0.310	-4.812	-0.001	-0.463	-11.444
Δ in sugar(g)	-0.035	-0.240	-0.020	-0.296	0.000	-0.163	-0.754
Δ in fat(g)	-0.395	-2.691	-0.132	-2.269	-0.002	-0.135	-5.624
Δ in saturates(g)	-0.043	-0.263	-0.013	-0.247	0.000	-0.024	-0.590
Δ in fibre(g)	-0.055	-0.392	-0.017	-0.279	0.000	-0.057	-0.800
Δ in sodium(g)	-0.007	-0.051	-0.004	-0.063	0.000	-0.003	-0.127

4.29 Figure 40 shows that the decrease in energy by SIMD quintile is very similar by quintile ranging from 93 (4th quintile) to 115 (5th quintile) kcal per capita per week. This reduction is similar for all the nutrients (Figure 41).

4.30 In terms of the urban and rural categories (Figures 42 and 43), the results show a decrease in all the groups in terms of energy reduction. The pattern of reduction is similar for all the nutrients.

Figure 40 - Take home savouries – simulated change in energy by SIMD quintile (Changes per capita per week)

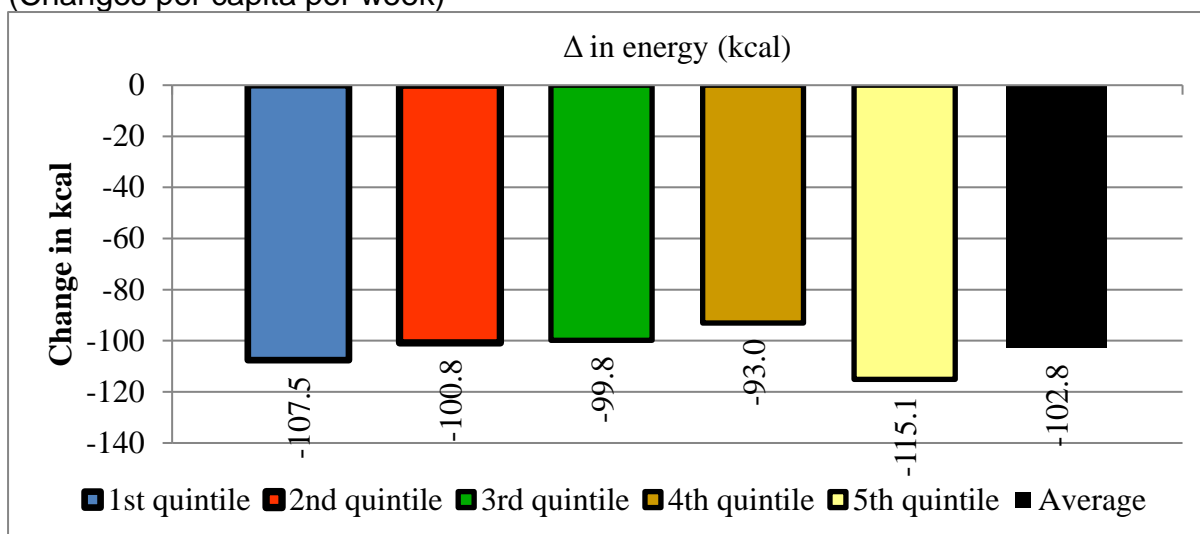


Figure 41 - Take home savouries - simulated change in nutrients by SIMD quintile (Changes per capita per week)

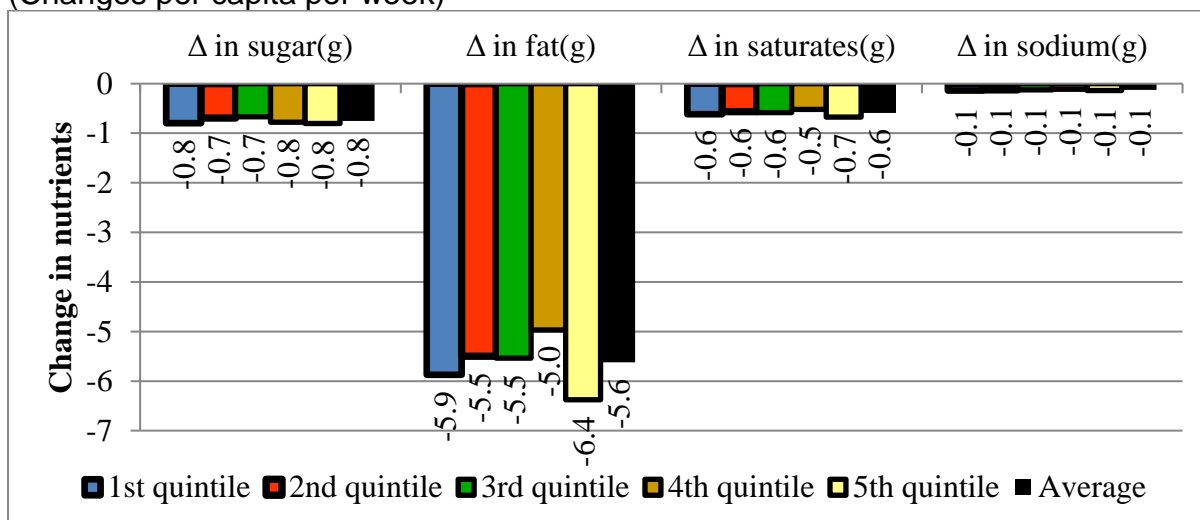


Figure 42 - Take home savouries - simulated change in energy by urban-rural group (Changes per capita per week)

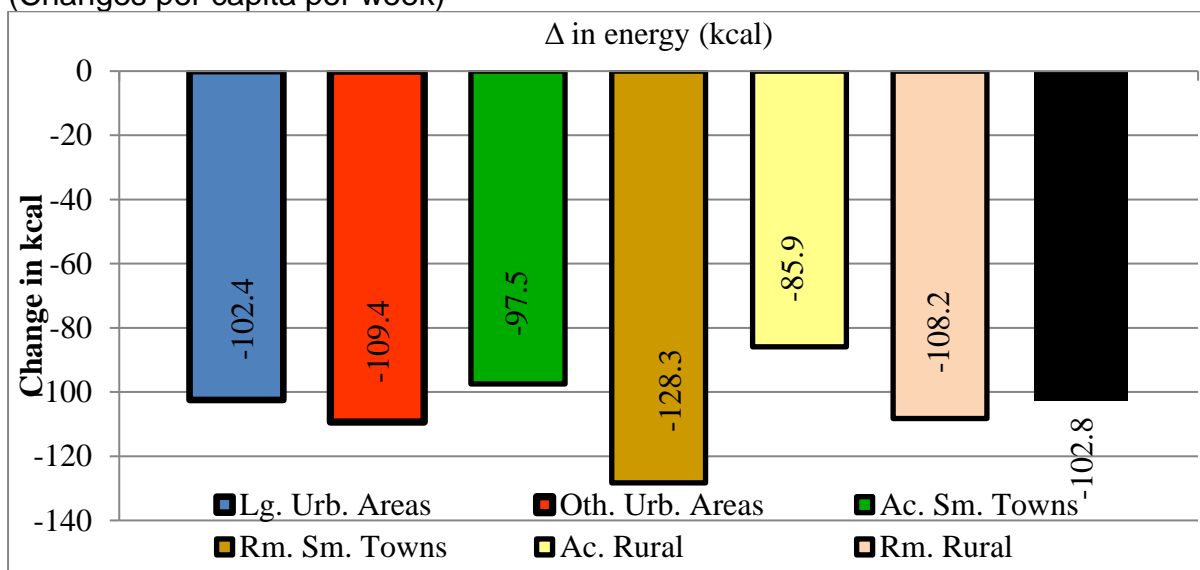
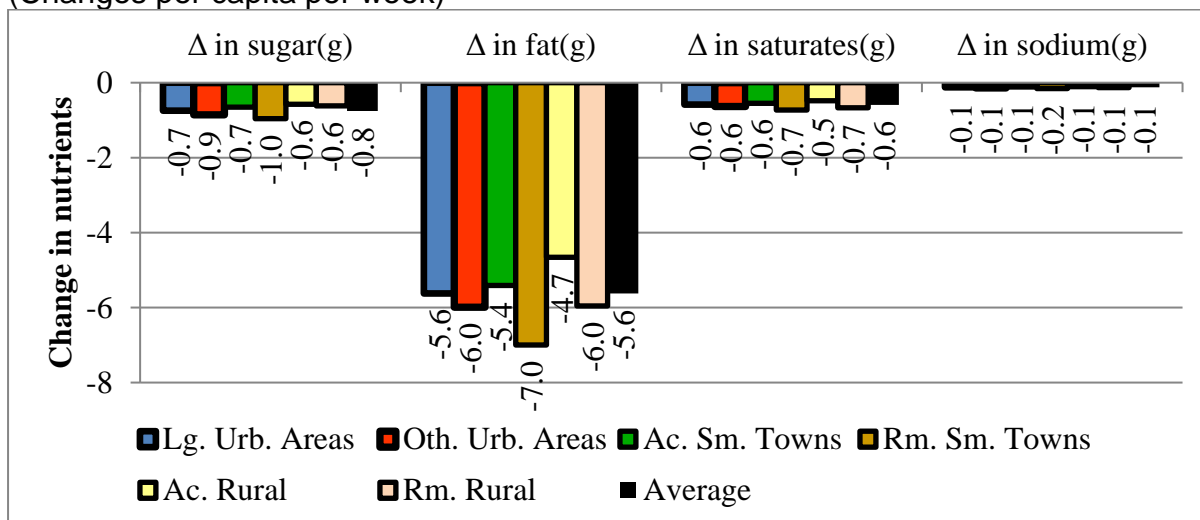


Figure 43 - Take home savouries - simulated change in nutrients by urban-rural group (Changes per capita per week)



4.31 The results by income (Figures 44) show that all the groups would be expected to have a reduction on the purchases of take home savouries measured in terms of energy. The distribution of the reduction of macro nutrients shows the same distribution as energy (Figure 45).

4.32 The life stage results (Figures 46 and 47) indicates that all the groups are expected to show reductions on energy and nutrition.

Figure 44 - Take home savouries - simulated change in energy by income group (Changes per capita per week)

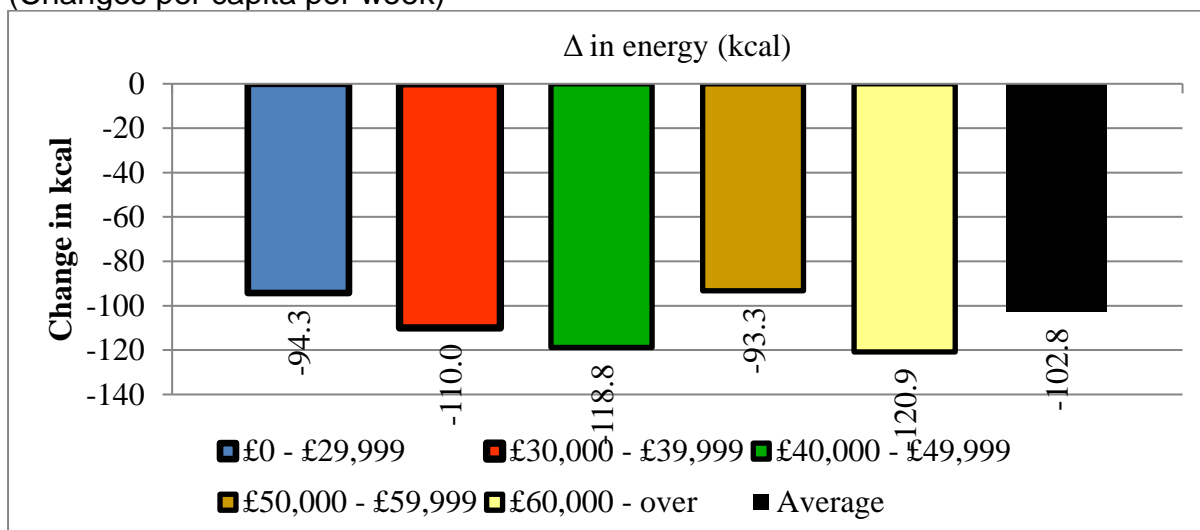


Figure 45 - Take home savouries - simulated change in nutrients by income group (Changes per capita per week)

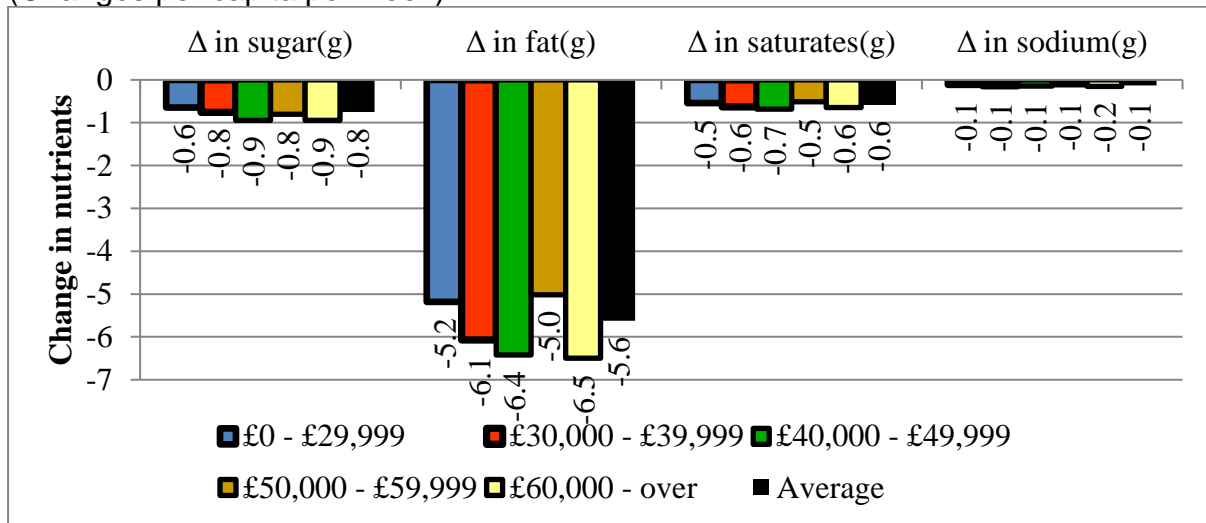


Figure 46 - Take home savouries - simulated change in energy by life stage group (Changes per capita per week)

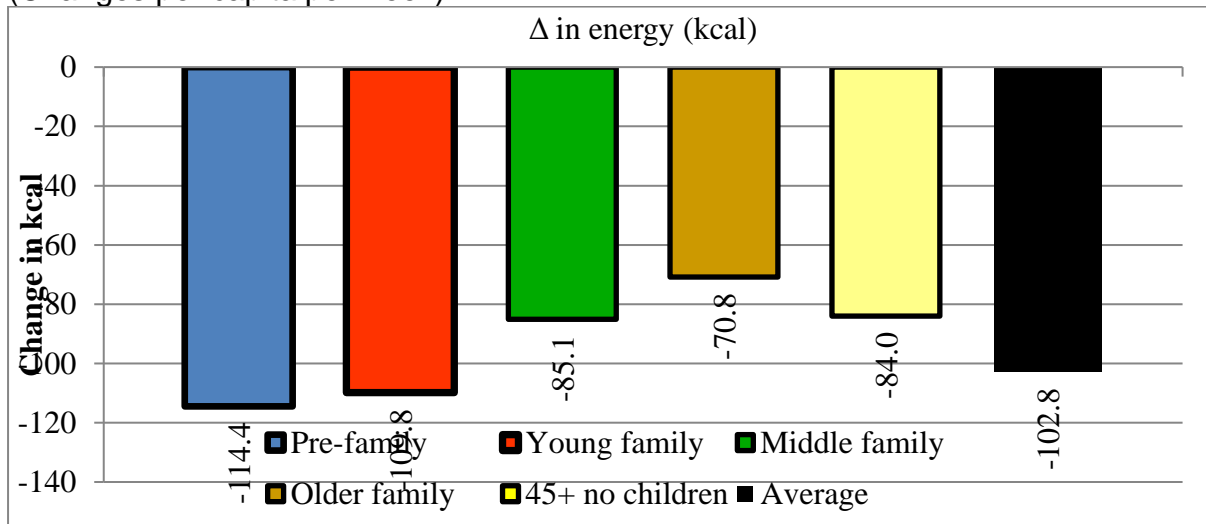
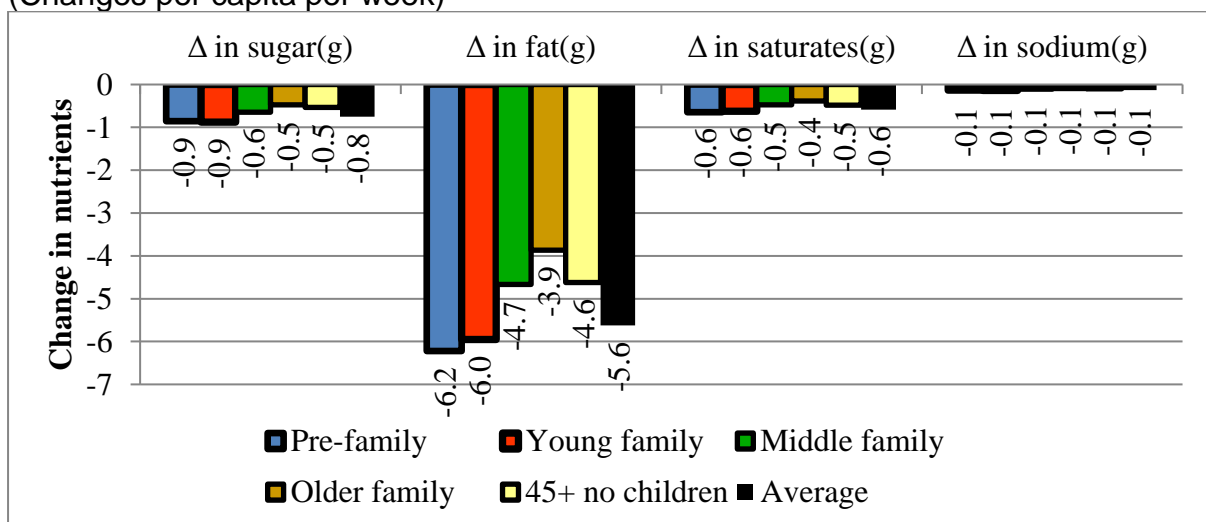


Figure 47 - Take home savouries - simulated change in nutrients by life stage group (Changes per capita per week)



4.4.4 Ambient cakes and pastries

4.33 Table 20 and Figures 48 to 55 present the results for ambient cakes and pastries. Overall, there is an estimated reduction of 126 kcal per capita per week. Morning goods represented most of the changes in the category (66 per cent of the total reduction of energy). This is also reflected in the nutrient effects, where reductions in carbohydrates are largest within the morning goods category, relative to cakes and pastries. Similar to the previous category of take-home savouries, there was no substitution effect within the category (i.e., purchases of cakes and pastries were also estimated to decrease).

Table 20 - Results of the simulation - ambient cakes and pastries
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
All the sample							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.002	-0.010	-0.007	-0.014	-0.023	-0.027	-0.084
Δ in quantity (Kg)	-0.001	-0.006	-0.006	-0.011	-0.027	-0.019	-0.070
							-
Δ in energy (kcal)	-2.223	-10.026	-12.730	-17.247	-50.393	-33.126	125.745
Δ in protein(g)	-0.026	-0.108	-0.151	-0.215	-1.836	-1.009	-3.345
Δ in carbohydrate(g)	-0.319	-1.421	-1.818	-2.513	-8.472	-5.585	-20.128
Δ in sugar(g)	-0.203	-0.910	-1.014	-1.460	-1.349	-0.753	-5.689
Δ in fat(g)	-0.103	-0.445	-0.553	-0.695	-1.148	-0.703	-3.647
Δ in saturates(g)	-0.041	-0.192	-0.223	-0.294	-0.426	-0.217	-1.393
Δ in fibre(g)	-0.011	-0.046	-0.070	-0.155	-0.582	-0.431	-1.295
Δ in sodium(g)	-0.001	-0.004	-0.005	-0.010	-0.058	-0.045	-0.123

4.34 Figures 48 and 49 show a decrease in energy and nutrients in all the SIMD quintile ranging from a high of 173 (3rd quintile), 133 (4th quintile) and 121 (5th quintile) kcal per capita per week.

4.35 Figure 50 indicates that all the groups are expected to show a reduction on energy. The pattern of reduction is similar for all the nutrients (Figure 51).

Figure 48 - Ambient cakes and pastries – simulated change in energy by SIMD quintile (Changes per capita per week)

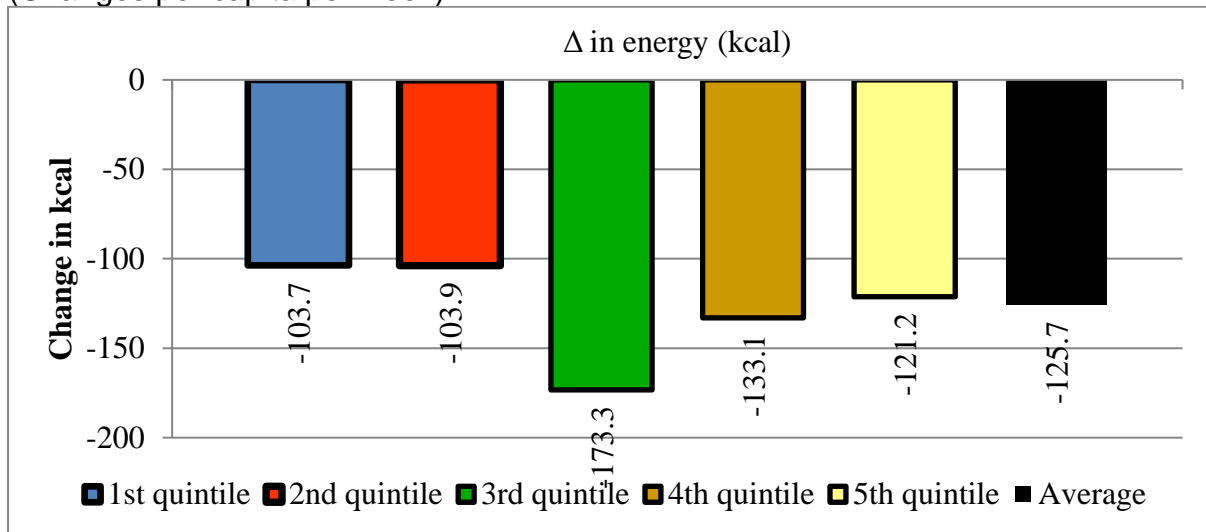


Figure 49 - Ambient cakes and pastries - simulated change in nutrients by SIMD quintile (Changes per capita per week)

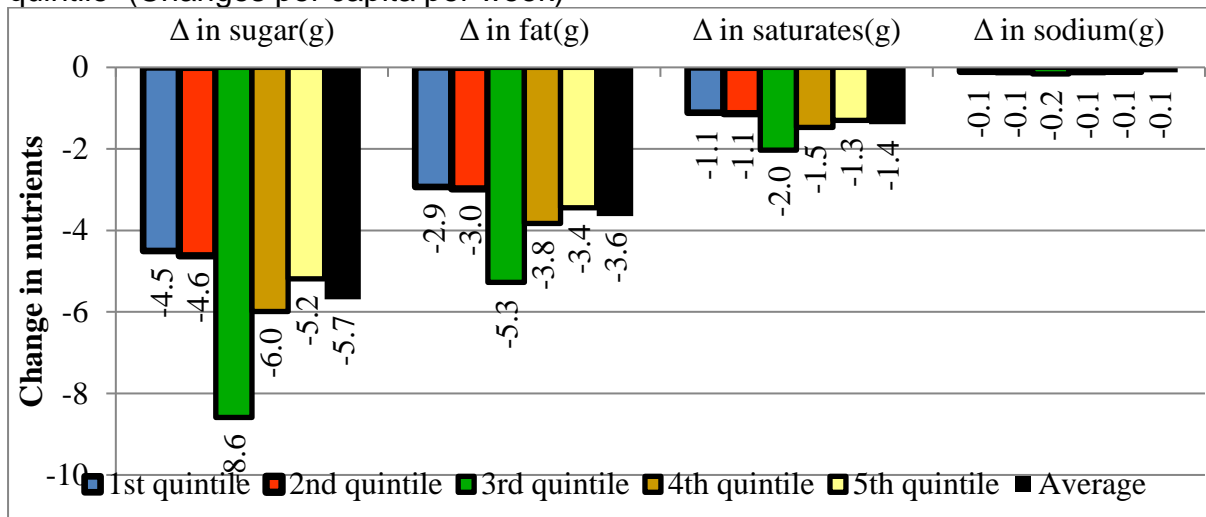


Figure 50 - Ambient cakes and pastries - simulated change in energy by urban-rural group (Changes per capita per week)

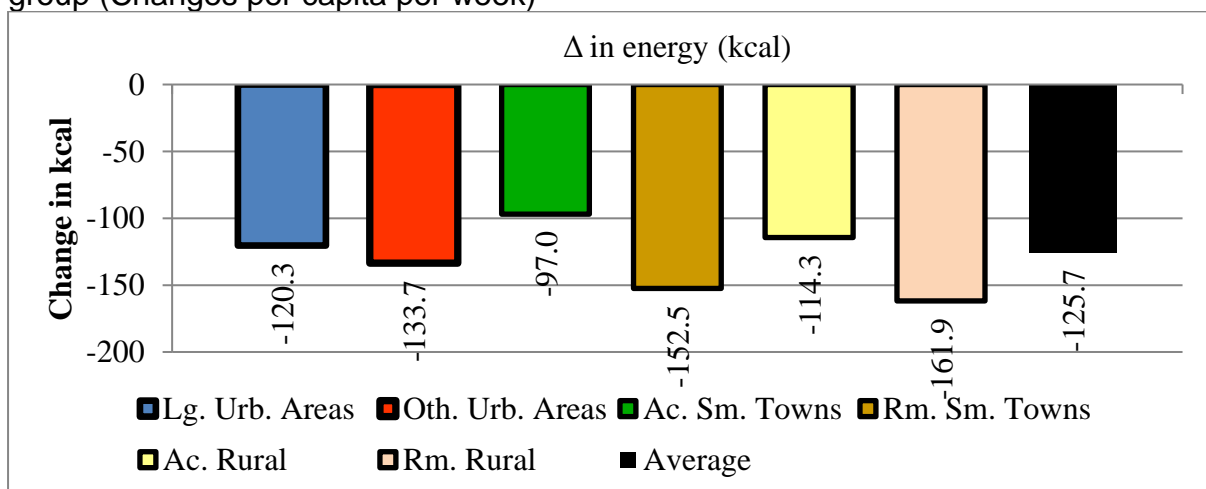
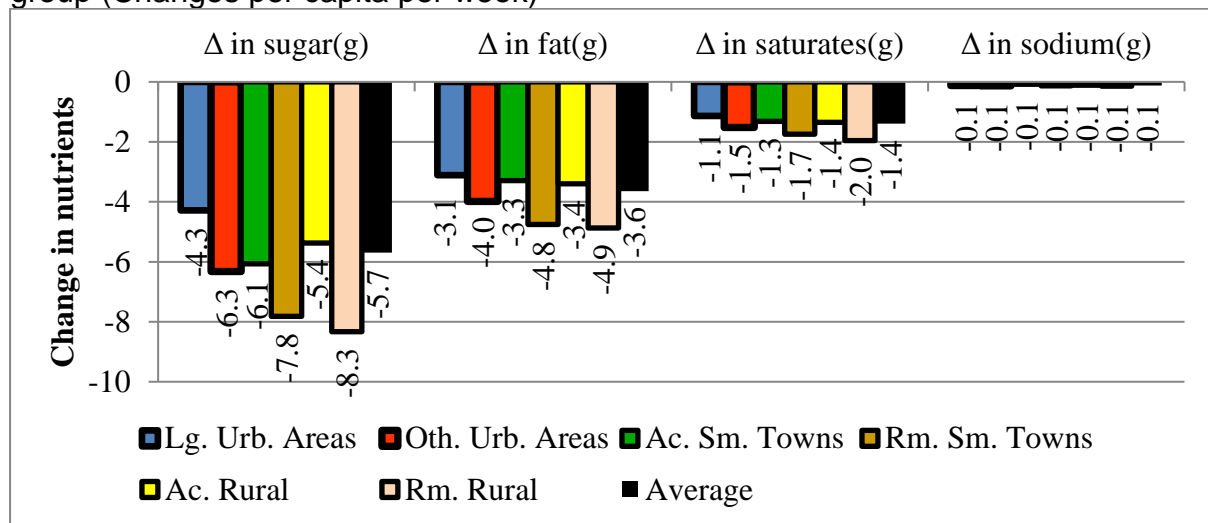


Figure 51 - Ambient cakes and pastries-simulated change in nutrients by urban-rural group (Changes per capita per week)



4.36 The results by income (Figures 52 and 53) as in the previous cases show a decrease in energy and nutrients. When looking at the effect by household life stage (Figures 54 and 55) it can be seen that all the groups show a decrease in energy and nutrients.

Figure 52 - Ambient cakes and pastries - simulated change in energy by income group (Changes per capita per week)

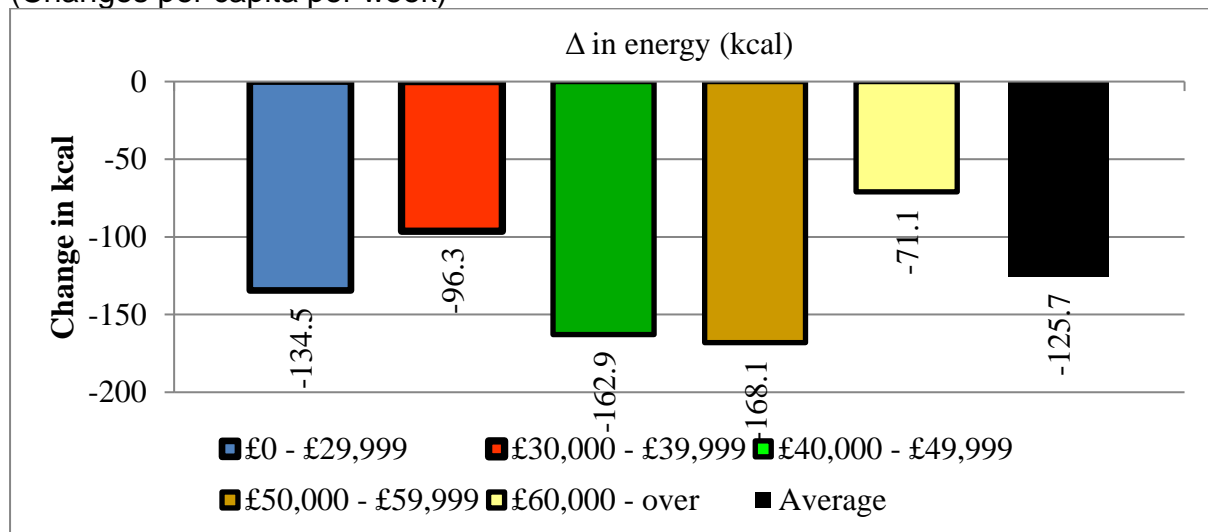


Figure 53 - Ambient cakes and pastries - simulated change in nutrients by income group (Changes per capita per week)

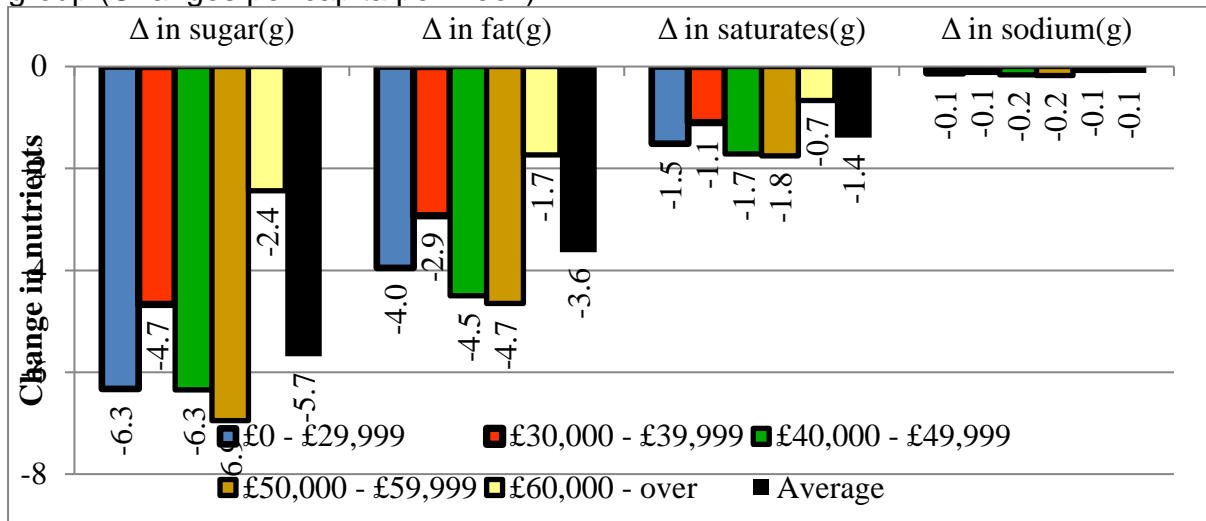


Figure 54 - Ambient cakes and pastries - simulated change in energy by life stage group (Changes per capita per week)

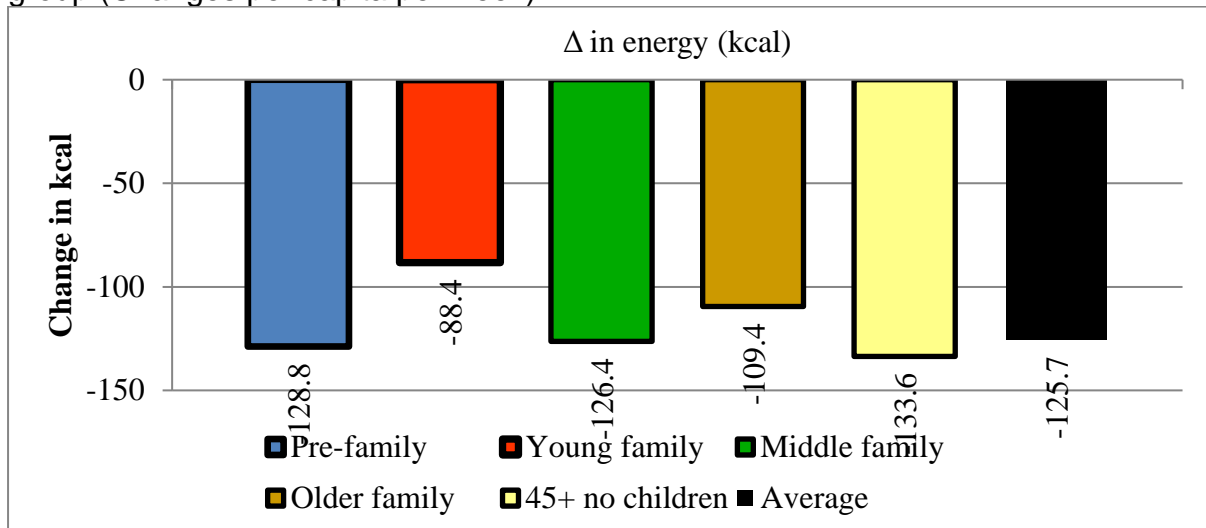
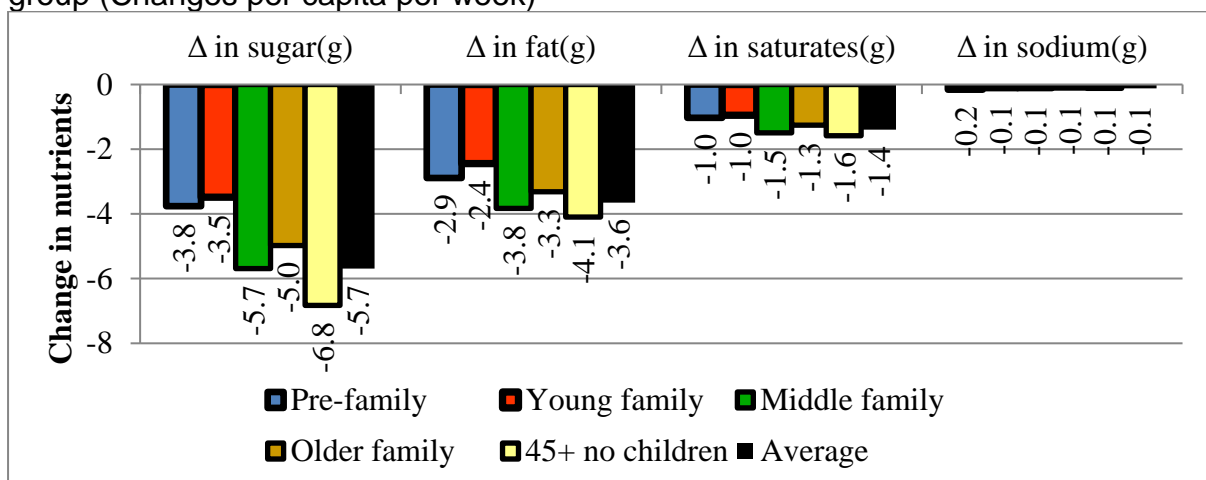


Figure 55 - Ambient cakes and pastries - simulated change in nutrients by life stage group (Changes per capita per week)



4.4.5 Total puddings and desserts

4.37 Table 21 and Figures 56 to 63 present the results for puddings and desserts. Overall, there is an estimated reduction of 29 kcal per capita per week, which is the smallest reduction across all the 7 sub-categories.

There was evidence of some substitution within the category, with purchases of puddings, canned goods and frozen desserts increasing. Branded chilled convenience foods represented most of the changes in the category (69 per cent of the total energy reduction). This is also reflected in the nutrient effects, where reductions in carbohydrates, sugar and fat being were largest within this sub-category.

Table 21 - Results of the simulation - total puddings and desserts
(Changes are in per capita per week terms)

Group	Category					Total
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience		Products with healthy claims	
Private label			Branded			
All the sample						
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.008	-0.015	-0.016	-0.051	-0.010	-0.083
Δ in quantity (Kg)	0.002	-0.004	-0.003	-0.010	-0.001	-0.015
						-
Δ in energy (kcal)	5.485	-6.860	-6.504	-19.973	-0.926	28.778
Δ in protein(g)	0.081	-0.089	-0.087	-0.370	-0.031	-0.497
Δ in carbohydrate(g)	0.749	-1.279	-0.780	-2.454	-0.154	-3.917
Δ in sugar(g)	0.438	-0.878	-0.563	-1.917	-0.106	-3.027
Δ in fat(g)	0.226	-0.150	-0.331	-0.958	-0.020	-1.231
Δ in saturates(g)	0.111	-0.075	-0.201	-0.570	-0.012	-0.748
Δ in fibre(g)	0.032	-0.017	-0.030	-0.078	-0.008	-0.100
Δ in sodium(g)	0.002	-0.003	-0.003	-0.009	-0.001	-0.014

4.38 Figure 56 shows that all the SIMD quintiles presented a decrease in energy, ranging from 17 (1st quintile) to 42 kcal (3rd quintile). This reduction was also shown for nutrients (Figure 57).

4.39 Figure 58 indicates that all the rural-urban groups showed a decrease in energy. The pattern of reduction was similar for all the nutrients (Figure 59).

Figure 56 - Total puddings and desserts – simulated change in energy by SIMD quintile (Changes per capita per week)

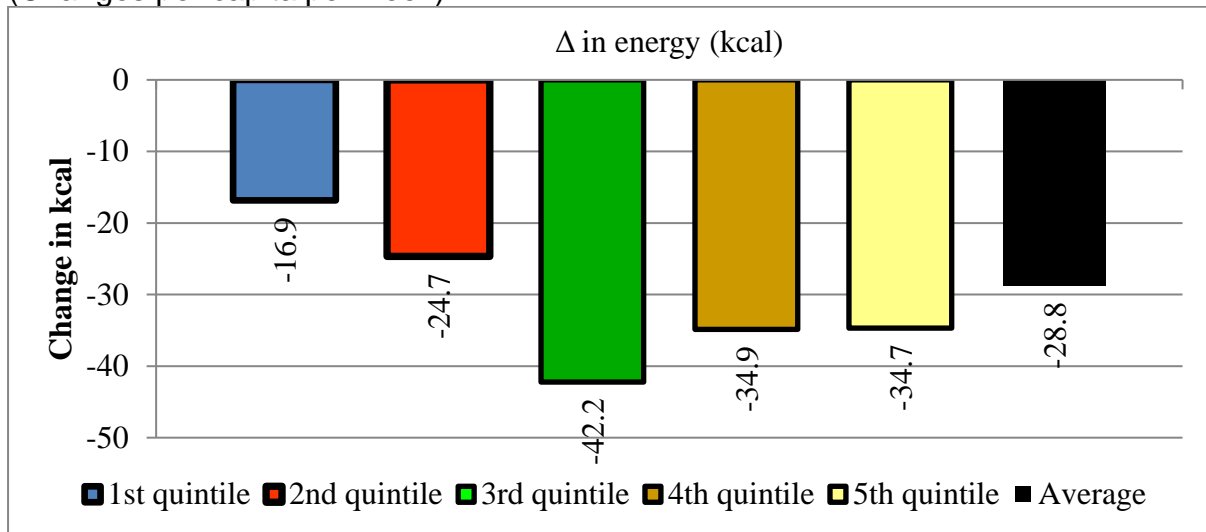


Figure 57 - Total puddings and desserts - simulated change in nutrients by SIMD quintile (Changes per capita per week)

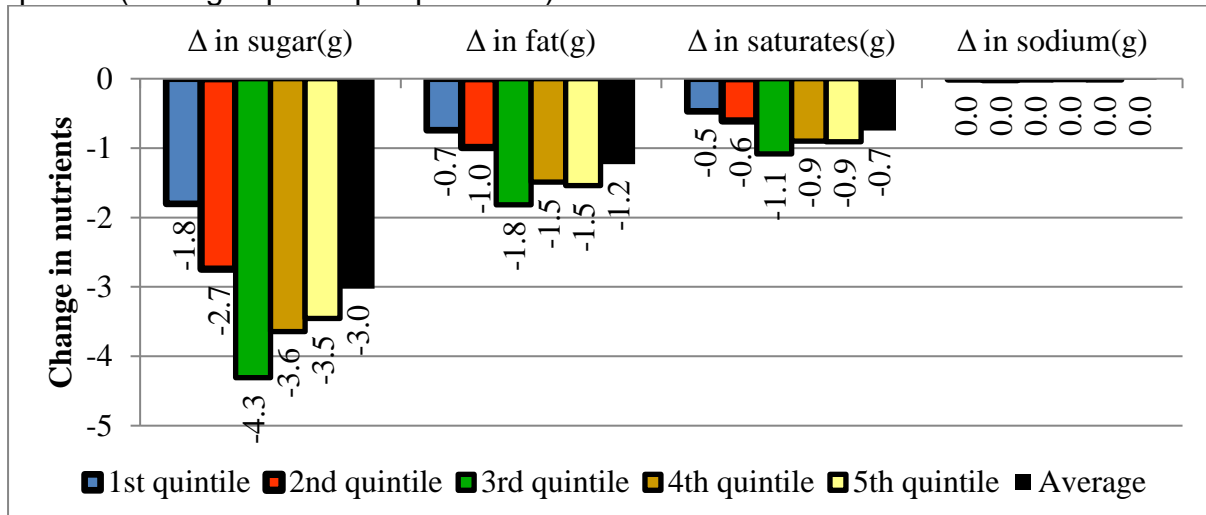


Figure 58 - Total puddings and desserts - simulated change in energy by urban-rural group (Changes per capita per week)

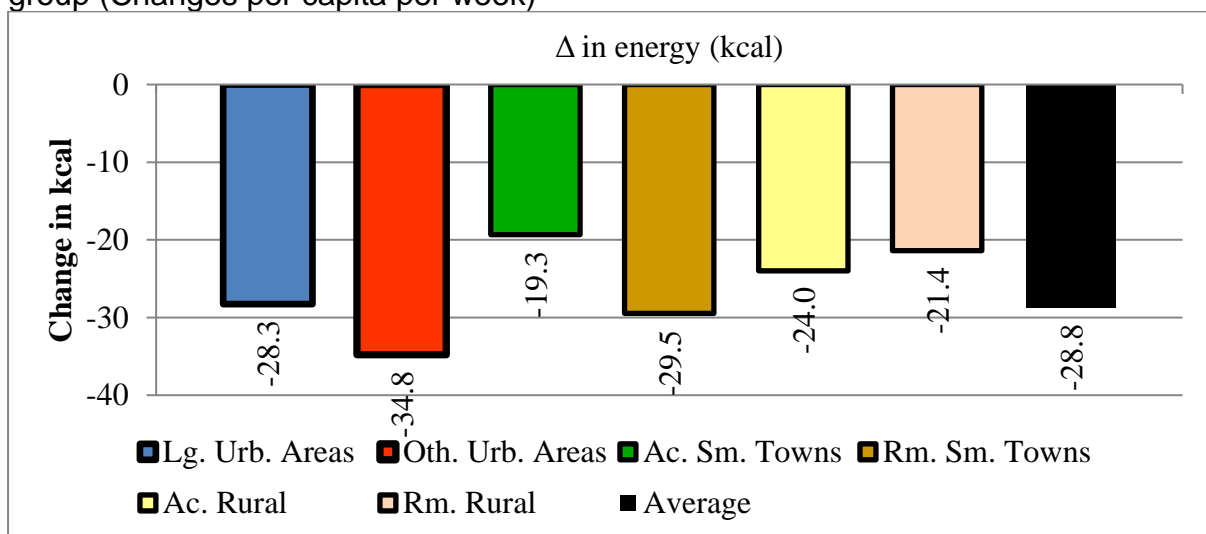
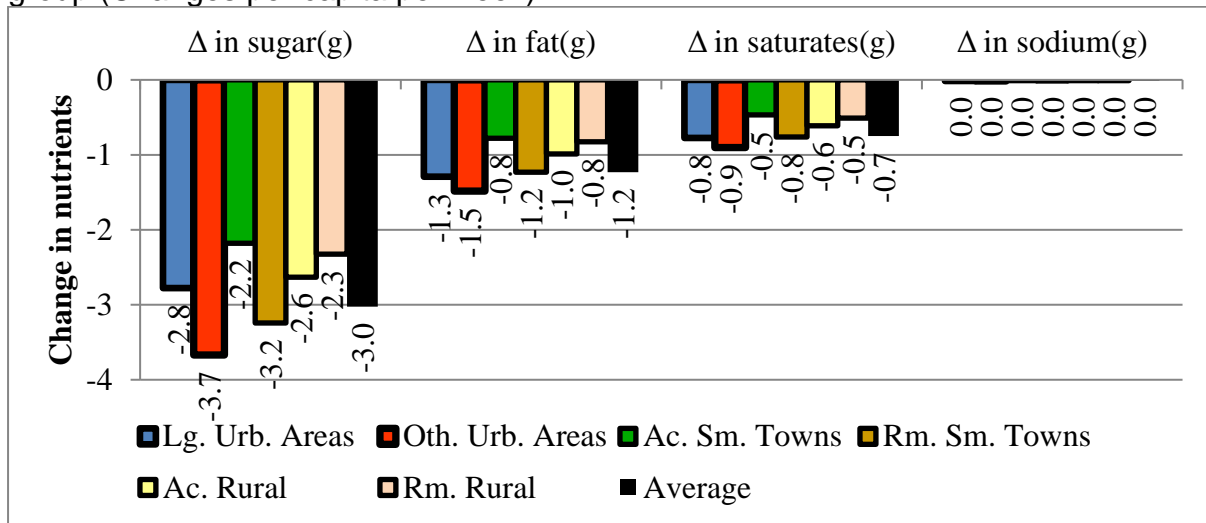


Figure 59 - Total puddings and desserts - simulated change in nutrients by urban-rural group (Changes per capita per week)



4.40 Figure 60 shows that all the income groups presented a decrease in energy. The distribution of the reduction of macro nutrients showed a similar distribution as energy (Figure 61).

4.41 Figure 62 looks at the results by life stage and the results are very similar for all life stages, with energy decreases ranging from 24 to 33 kcal per capita per week. This pattern is similar for all macronutrients (Figure 63).

Figure 60 - Total puddings and desserts - simulated change in energy by income group (Changes per capita per week)

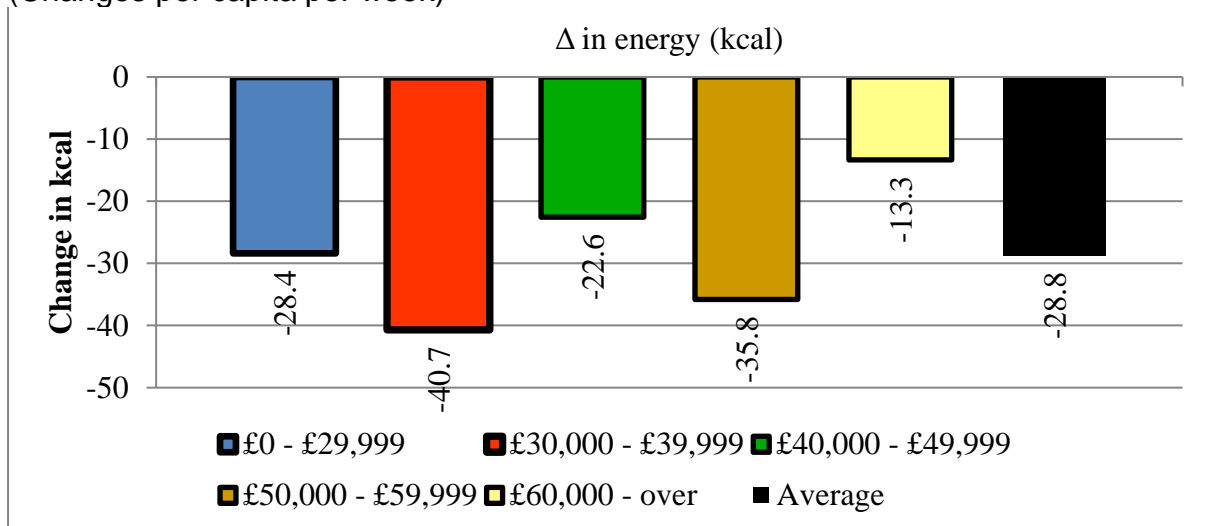


Figure 61 - Total puddings and desserts - simulated change in nutrients by income group (Changes per capita per week)

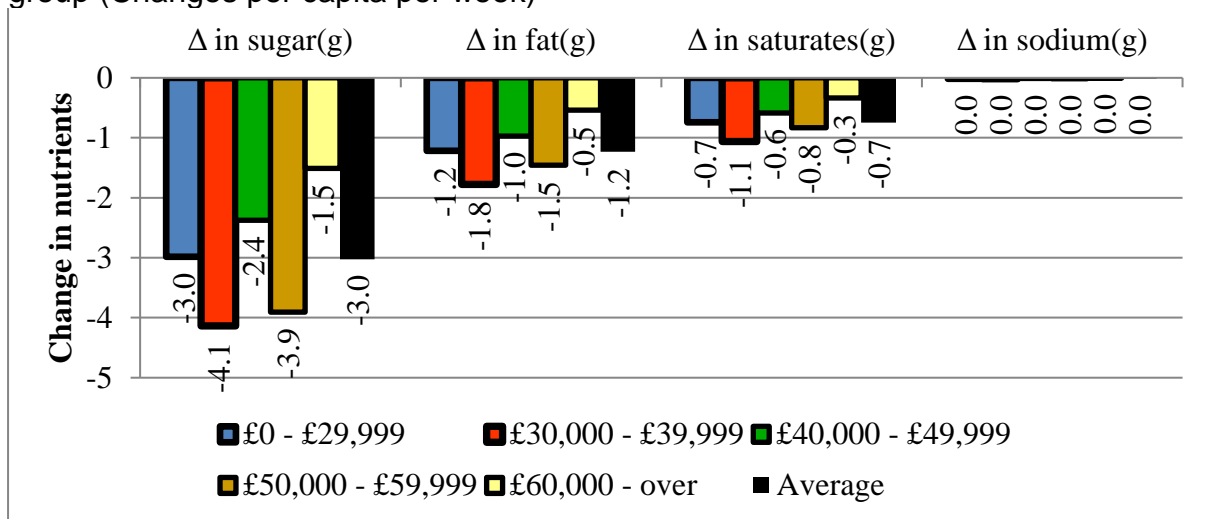


Figure 62 - Total puddings and desserts - simulated change in energy by life stage group (Changes per capita per week)

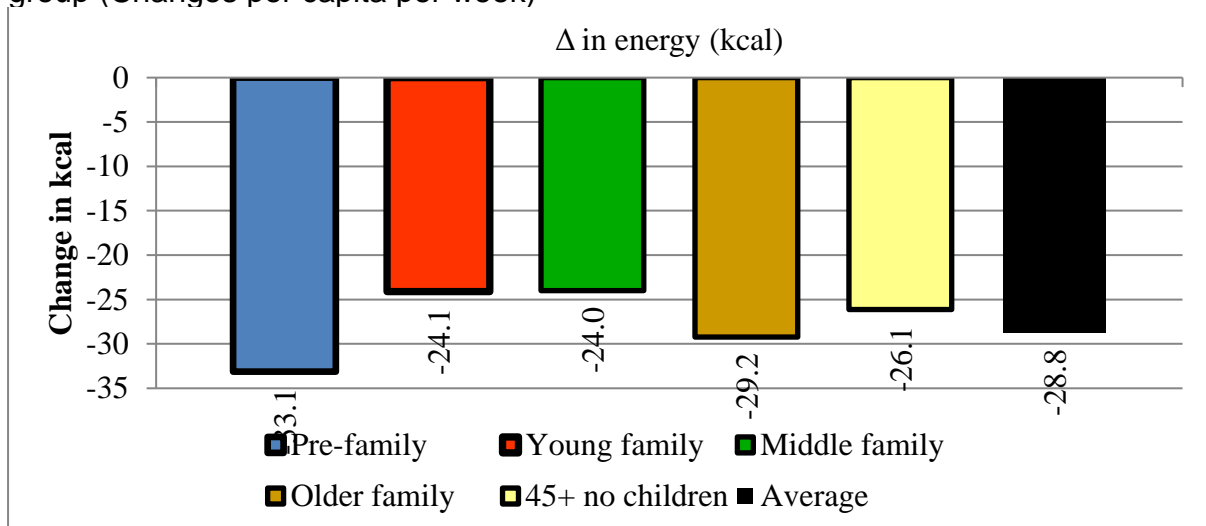
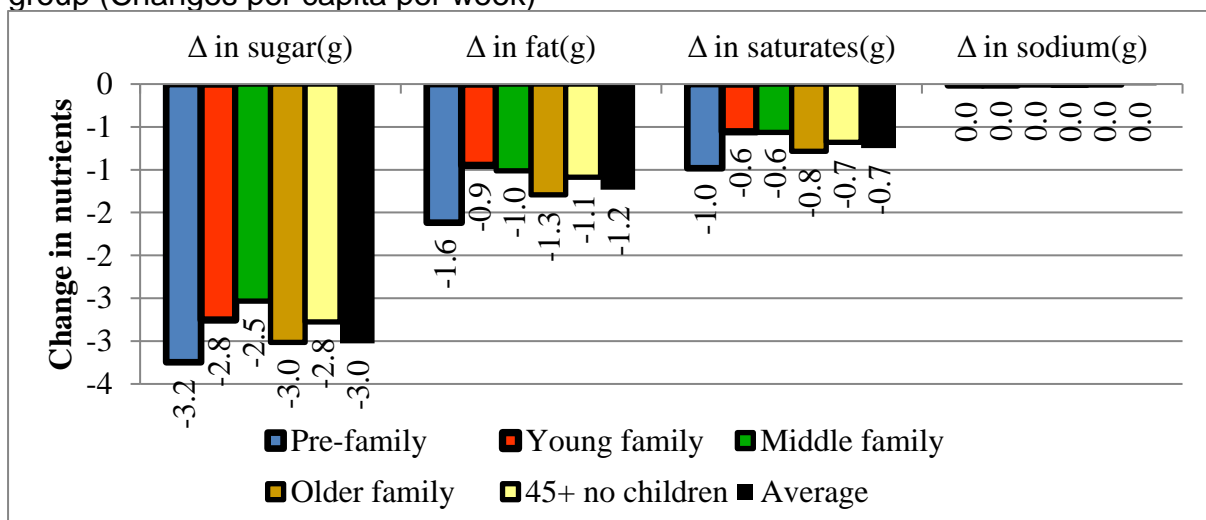


Figure 63 - Total puddings and desserts - simulated change in nutrients by life stage group (Changes per capita per week)



4.4.6 Regular soft drinks

4.42 Table 22 and Figures 64 to 71 present the results for the soft drinks category. Overall, the category shows a reduction of energy from the policy for all sub-categories with the exception of a very small increase for mineral water. This reduction was mainly achieved through a decrease in sugar levels as the other macronutrients have very low levels in this category. Soft drinks specifically contributed over 60 per cent (-27.9 kcal per week per capita) to the total decrease in energy levels.

Table 22 - Results of the simulation - regular soft drinks
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
All the sample						
Δ in share	0.000	-0.004	-0.001	-0.001	-0.006	-0.011
Δ in expenditure (£)	0.013	-0.115	-0.019	-0.025	-0.163	-0.308
Δ in quantity (Lt)	0.024	-0.082	-0.020	-0.016	-0.127	-0.222
Δ in energy (kcal)	0.684	-27.909	-7.454	-5.978	-4.126	-44.782
Δ in protein(g)	0.021	-0.006	-0.070	-0.103	-0.028	-0.186
Δ in carbohydrate(g)	0.104	-6.805	-1.676	-1.237	-0.626	-10.241
Δ in sugar(g)	0.097	-6.428	-1.632	-1.133	-0.555	-9.652
Δ in fat(g)	0.012	-0.002	-0.008	-0.041	-0.009	-0.049
Δ in saturates(g)	0.002	-0.001	-0.001	-0.023	-0.006	-0.029
Δ in fibre(g)	0.004	-0.018	-0.042	-0.043	-0.025	-0.123
Δ in sodium(g)	0.000	-0.004	-0.007	-0.003	-0.014	-0.028

4.43 Figure 64 points out that all the SIMD quintiles show a decrease in energy, ranging from 35.6 (5th quintile) to 62.8 Kcal (3rd quintile). This applies to levels of sugar as well (Figure 65). Figures 67 and 68 show that all the areas show a decrease in terms of energy and sugar.

4.44 In terms of income, as shown in Figure 68 the situation is similar to SIMD, with little variation in the range energy levels decrease (33.9 to 48.8 kcal per capita per week). This is also reflected for sugar (Figure 69).

Figure 64 - Regular soft drinks – simulated change in energy by SIMD quintile (Changes per capita per week)

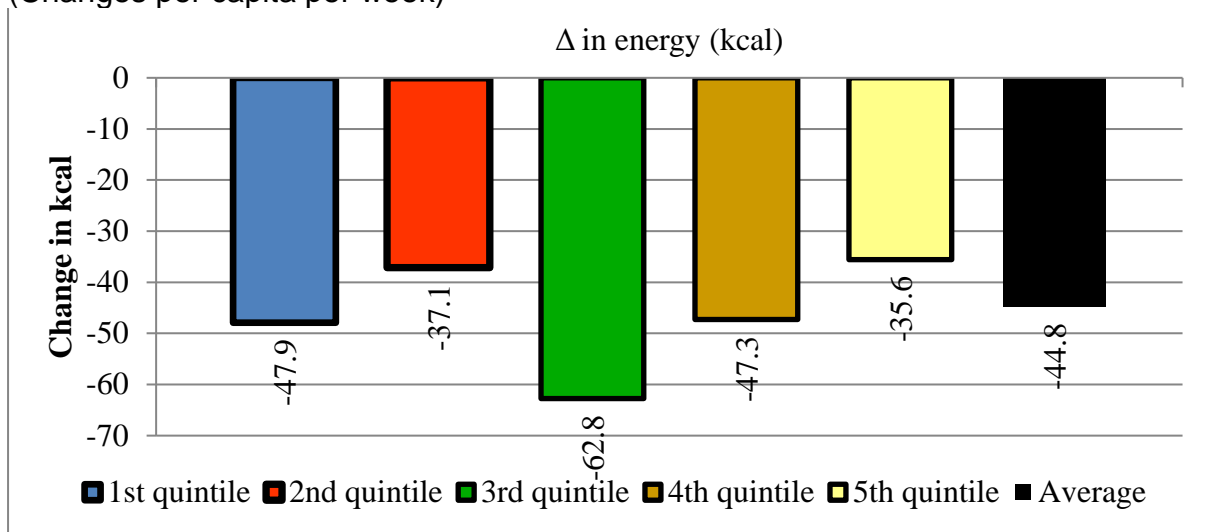


Figure 65 - Regular soft drinks - simulated change in nutrients by SIMD quintile (Changes per capita per week)

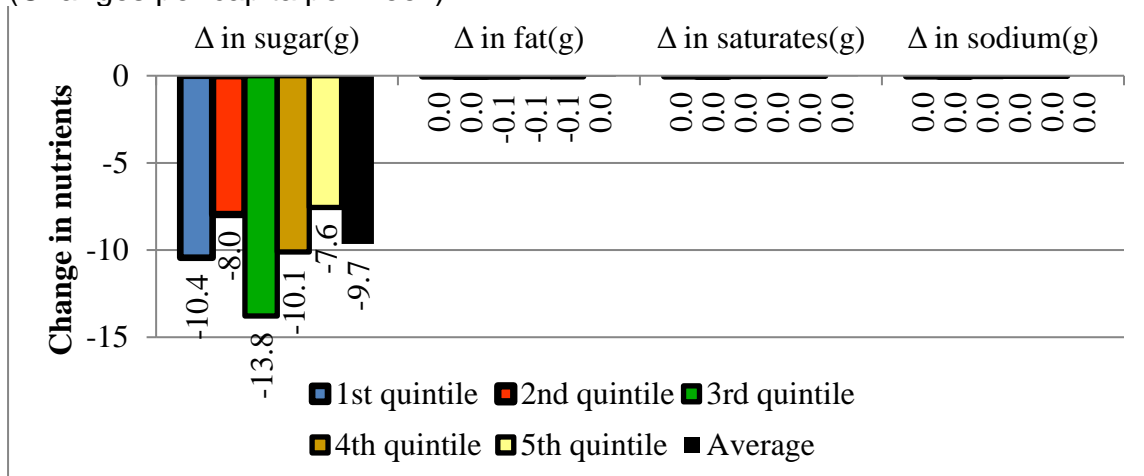


Figure 66 - Regular soft drinks - simulated change in energy by urban-rural group (Changes per capita per week)

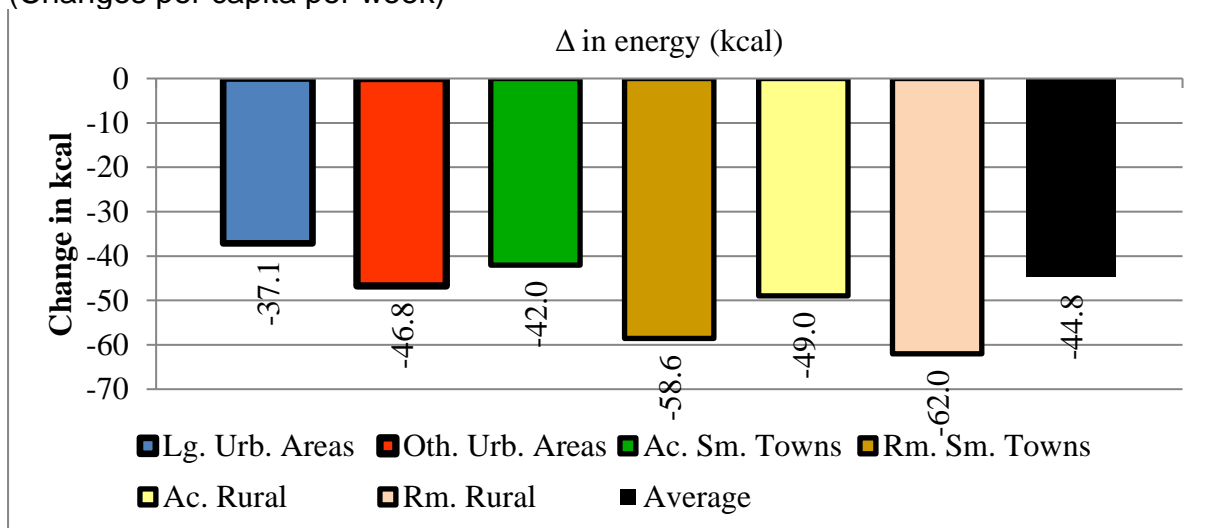
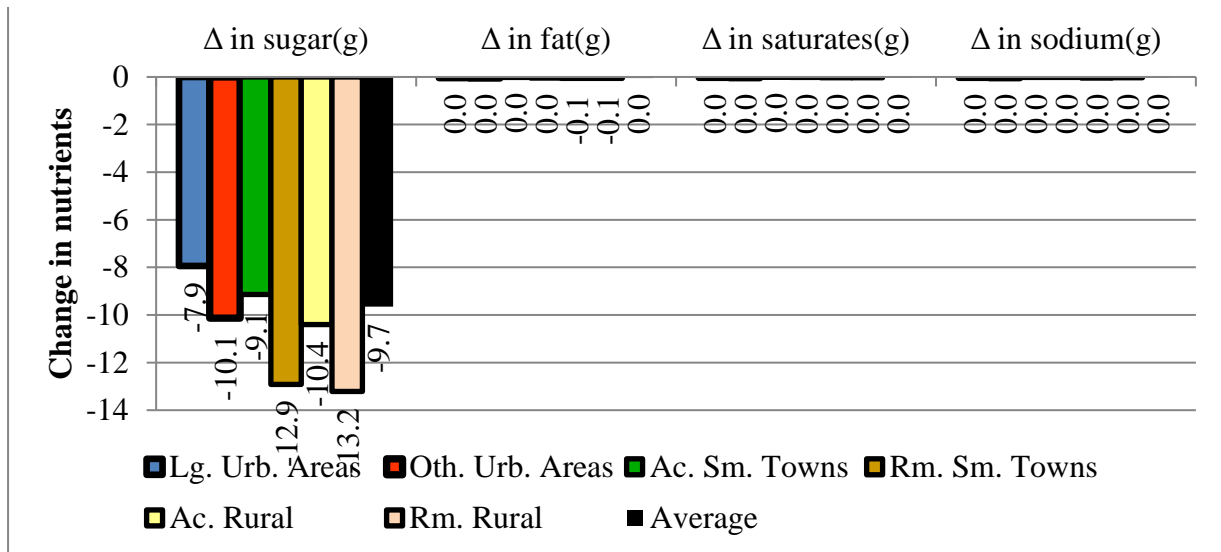


Figure 67 - Regular soft drinks - simulated change in nutrients by urban-rural group (Changes per capita per week)



4.45 The results by life stage (Figures 70 and 71) show that all the groups experience a reduction in the levels of energy and nutrients.

Figure 68 - Regular soft drinks - simulated change in energy by income group (Changes per capita per week)

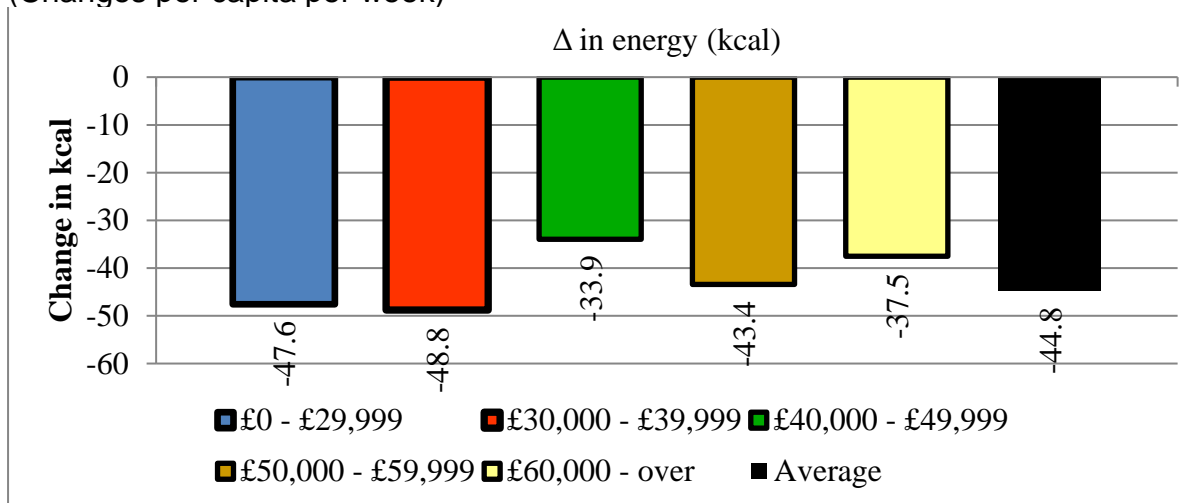


Figure 69 - Regular soft drinks - simulated change in nutrients by income group (Changes per capita per week)

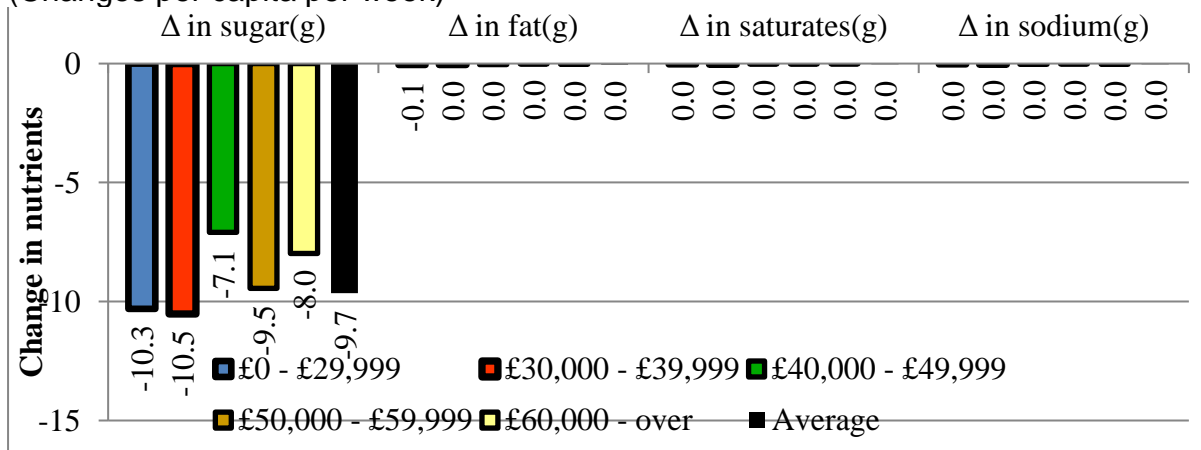


Figure 70 - Regular soft drinks - simulated change in energy by life stage group (Changes per capita per week)

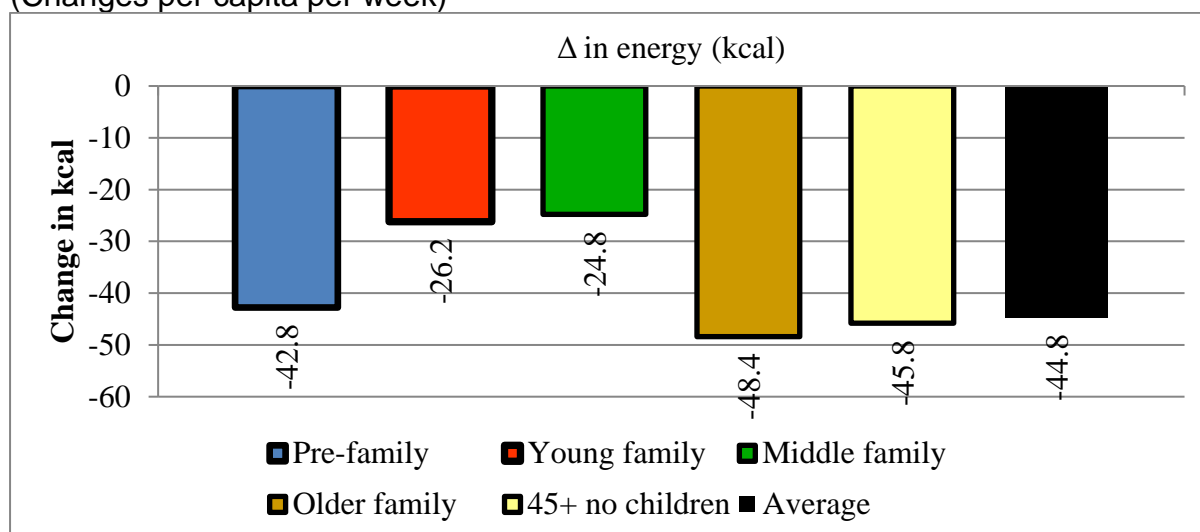
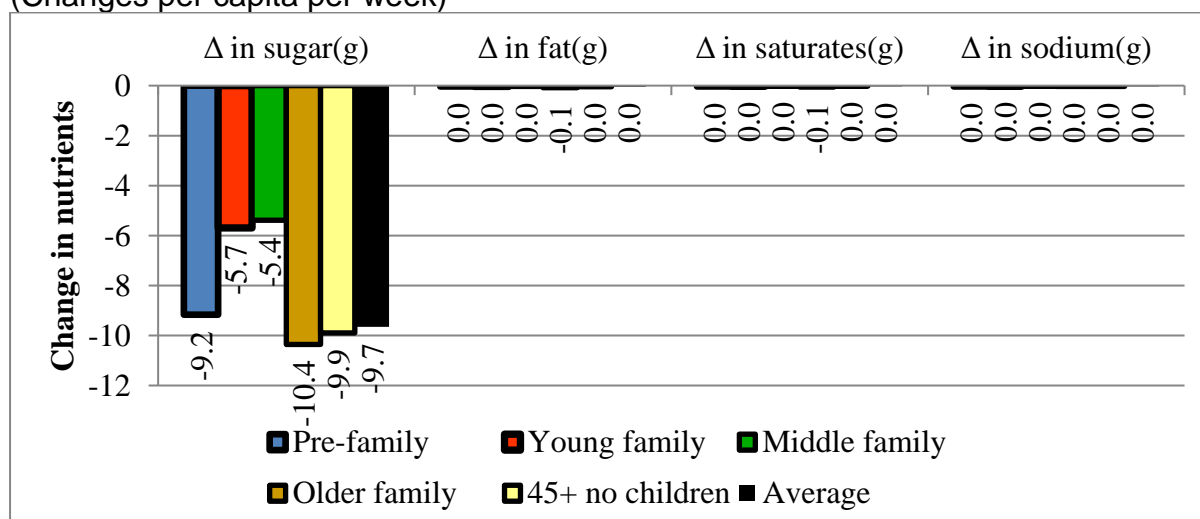


Figure 71 - Regular soft drinks - simulated change in nutrients by life stage group (Changes per capita per week)



4.4.7 Edible ices and ice cream

4.46 Table 23 and Figures 72 to 79 present the results for edible ices and ice cream. They show an expected reduction in energy levels in most sub-categories with the exceptions of premium ice-cream private label and frozen confectionery, which experienced modest increases. The overall effect, nevertheless, is a decrease in the total level of energy, with Lollies the biggest contributor to that decrease with 40 per cent of the total (-28.0 kcal per capita per week). This is similar for all the macronutrients.

Table 23 - Results of the simulation - edible ices and ice cream
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen confect.	
	Private label	Branded	Private label	Branded	Private label	Branded		
All the sample								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.004
Δ in expenditure (£)	0.001	-0.026	-0.017	-0.061	-0.005	-0.017	0.002	-0.123
Δ in quantity (Kg)	0.000	-0.008	-0.005	-0.012	-0.002	-0.005	0.000	-0.031
Δ in energy (kcal)	0.670	-16.197	11.910	-27.958	-4.048	-9.700	1.201	67.942
Δ in protein(g)	0.010	-0.253	-0.130	-0.301	-0.050	-0.132	0.018	-0.839
Δ in carbohydrate(g)	0.085	-1.829	-1.393	-3.190	-0.539	-1.195	0.149	-7.912
Δ in sugar(g)	0.071	-1.553	-1.251	-2.828	-0.399	-0.919	0.100	-6.779
Δ in fat(g)	0.032	-0.869	-0.641	-1.515	-0.186	-0.481	0.059	-3.599
Δ in saturates(g)	0.022	-0.549	-0.435	-1.036	-0.141	-0.338	0.030	-2.448
Δ in fibre(g)	0.002	-0.038	-0.043	-0.051	-0.014	-0.037	0.006	-0.176
Δ in sodium(g)	0.000	-0.006	-0.003	-0.006	-0.001	-0.003	0.000	-0.017

4.47 The results by SIMD quintile (Figure 72) show a decrease in energy in all of them. This is similar for all nutrients (Figure 73). Figures 74 and 75 show that all the groups present decrease in energy and sugar. Figure 76 shows the results by income group, with similar levels of energy decreases for most groups. This situation is reflected for macro nutrient levels (Figure 77). There is a decrease in the levels of energy for all the groups regardless of their life stage (Figure 78). The situation is the same regarding nutrients (Figure 79).

Figure 72 - Edible ices and ice cream – simulated change in energy by SIMD quintile (Changes per capita per week)

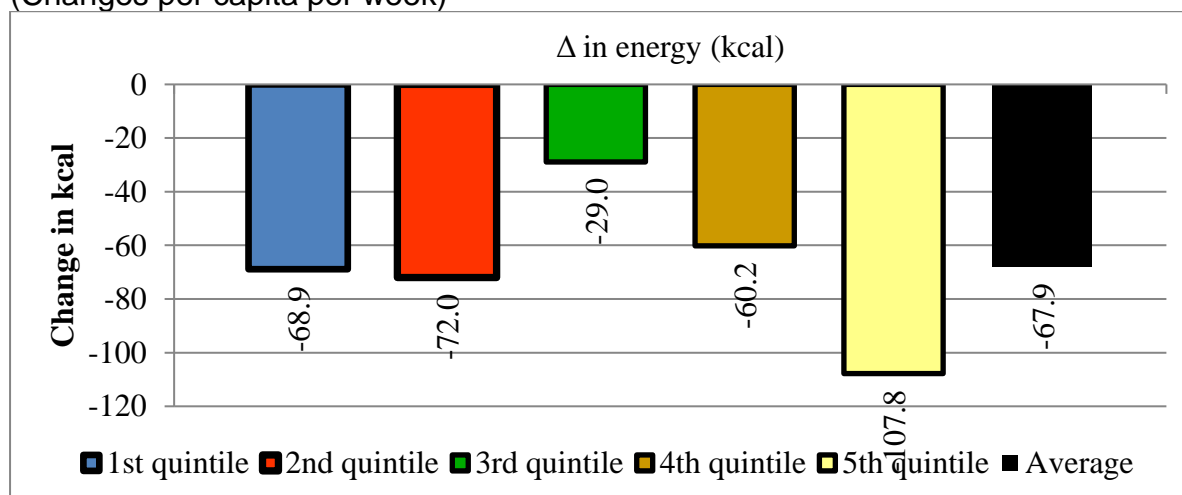


Figure 73 - Edible ices and ice cream - simulated change in nutrients by SIMD quintile (Changes per capita per week)

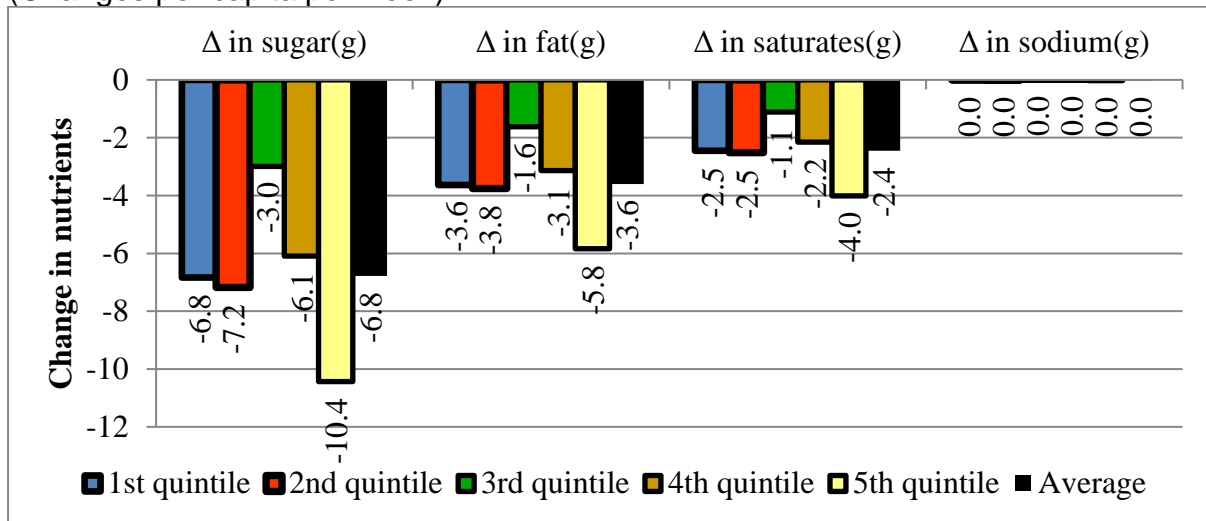


Figure 74 - Edible ices and ice cream - simulated change in energy by urban-rural group (Changes per capita per week)

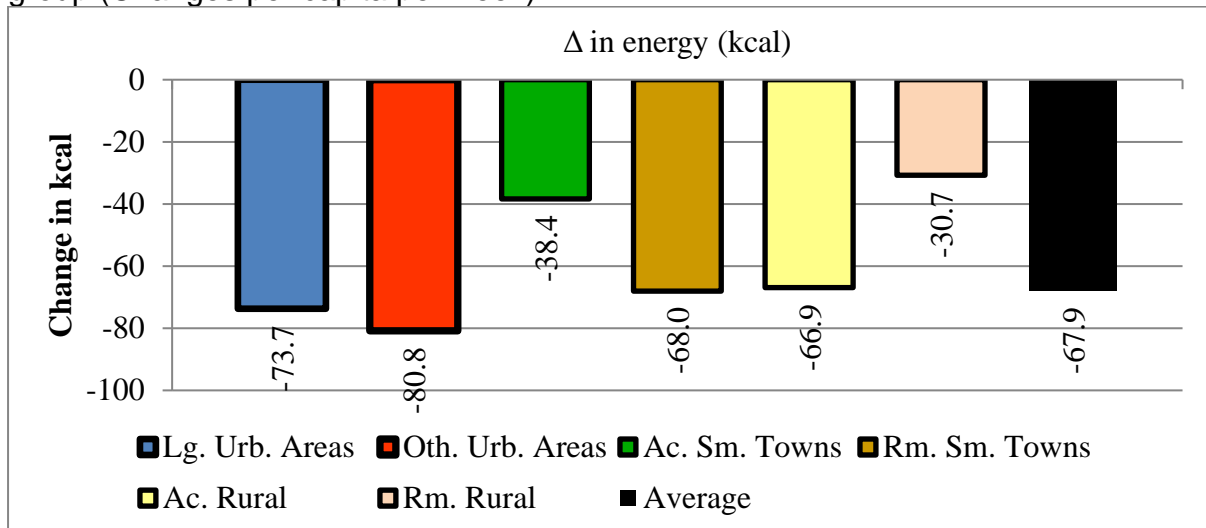


Figure 75 - Edible ices and ice cream - simulated change in nutrients by urban-rural group (Changes per capita per week)

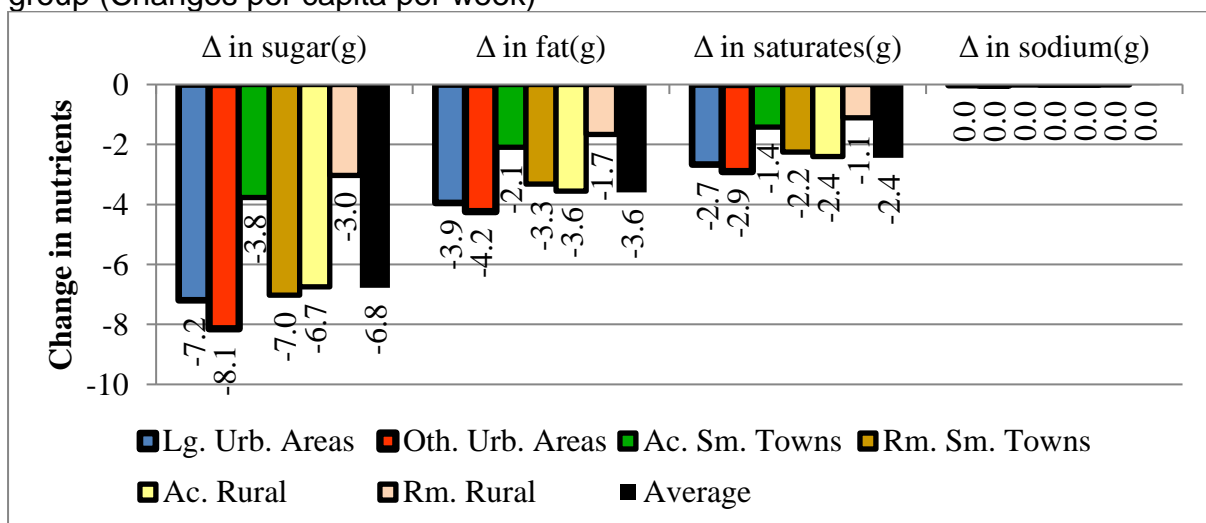


Figure 76 - Edible ices and ice cream - simulated change in energy by income group (Changes per capita per week)

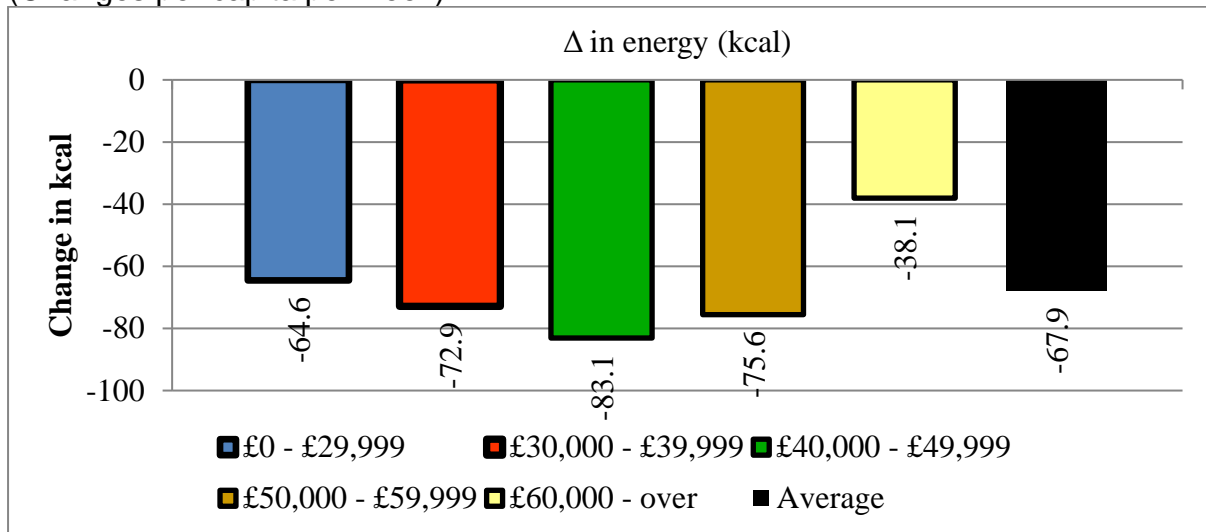


Figure 77 - Edible ices and ice cream - simulated change in nutrients by income group (Changes per capita per week)

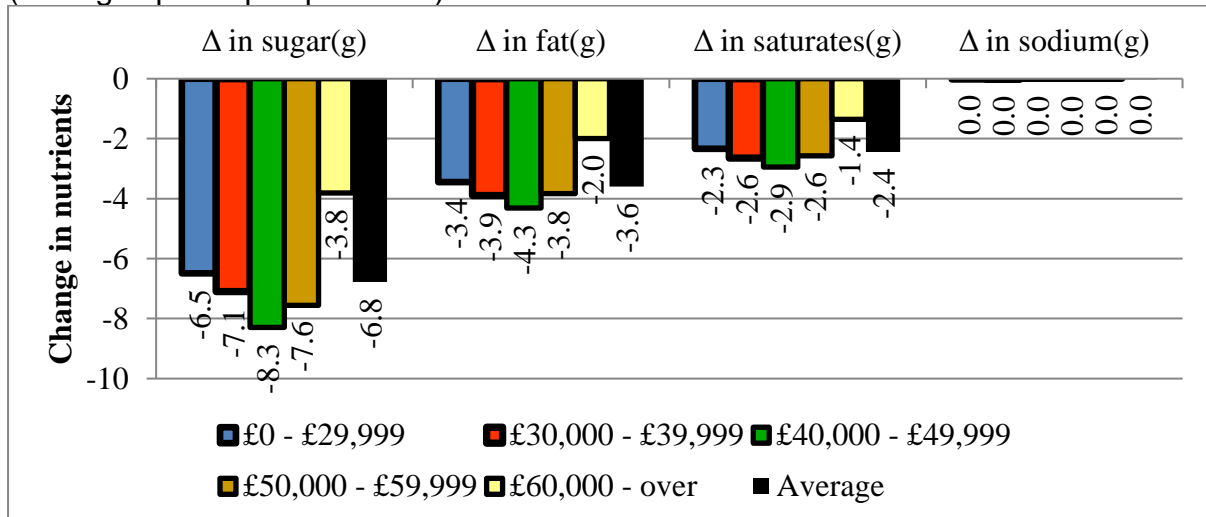


Figure 78 - Edible ices and ice cream - simulated change in energy by life stage group (Changes per capita per week)

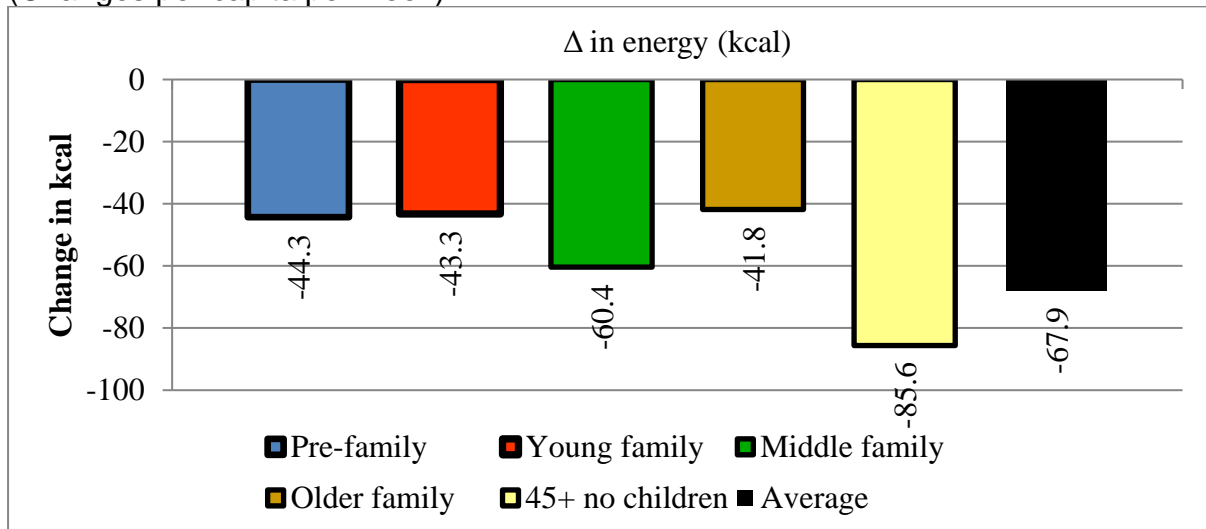
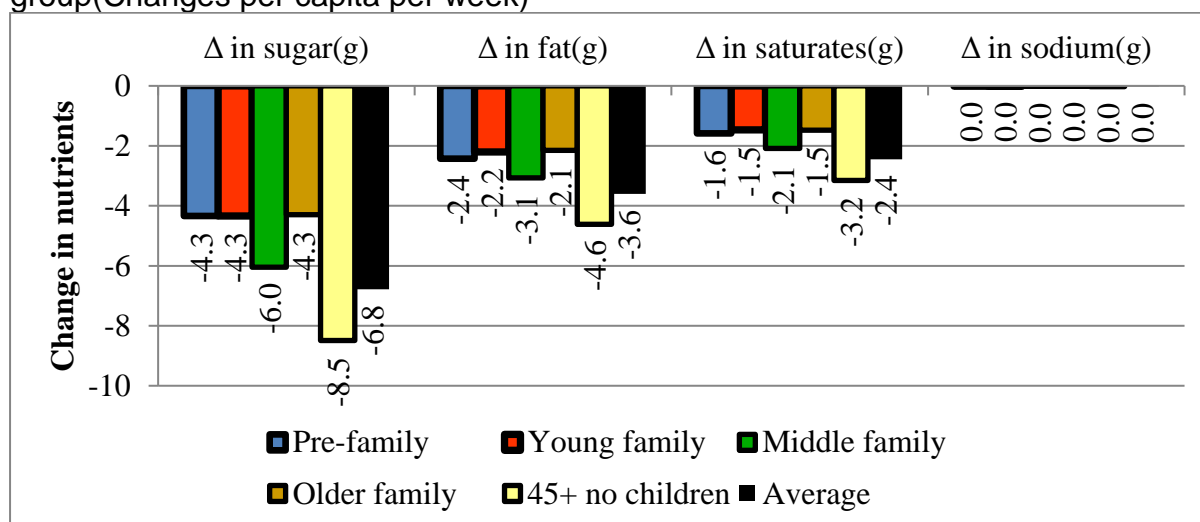


Figure 79 - Edible ices and ice cream - simulated change in nutrients by life stage group(Changes per capita per week)



4.5 Choice experiment

4.48 Figures 80-82 present the percentages of chosen chocolates, biscuits, and crisps, respectively. The p-values from the two proportion z-test are shown in Table 24. In the three figures, the percentages of chosen products in treatment 3 (i.e., where the promotions are advertised only if the product has low or moderate content of sugar, fat, and salt) are compared to the percentages in the two baseline treatments (i.e., treatments 2, where the promotions are not advertised, and treatment 4, where the promotions are advertised for all the products).

4.5.1. Effect of restricting the promotion of price discounts on chocolate

4.49 In the case of chocolates, the results displayed in Figure 80 show that restricting the promotion of price discounts (treatment 3) had virtually no influence on respondents' choices: there was a 1% increase in respondents' choices of chocolates classified as healthier or "mixed". For unhealthier chocolates, there was a reduction of between 2%-3% compared to respondents' choices in the baseline treatments (treatments 2 and 4). The results in Table 24 suggest that the effect of restricting the promotion of the price discounts is not statistically significant. It is noteworthy, that in all the three treatments, respondents chose significantly more healthier chocolates than mixed or unhealthier chocolates.

Figure 80 - Percentages of chosen chocolates



4.5.2. Effect of restricting the promotion of price discounts on biscuits

4.50 The results displayed in Figure 81 and Table 24 indicate that restricting the promotion of price discounts did not significantly alter respondents' choices of biscuits. The results also show that participants in all the treatments chose significantly more healthier biscuits (66 per cent of all chosen biscuits) than biscuits with a high content of sugar or/and fat (mixed and unhealthier biscuits).

Figure 81 - Percentages of chosen biscuits



4.5.3. Effect of restricting the promotion of price discounts on crisps

4.51 In line with the results on chocolates and biscuits, respondents' choices of crisps (Figure 82) were found to vary very little across treatments. The largest difference observed, occurring between treatments 2 and 3 (7%) in the case of unhealthier crisps, is statistically insignificant (see Table 24).

Figure 82 - Percentages of chosen crisps

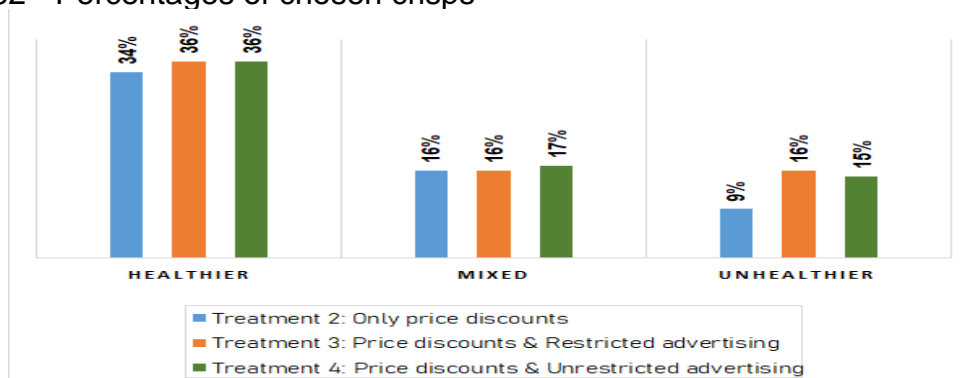


Table 24 - Results of the two proportions z-test (p-values)

Products	Choices	Treatment 2	Treatment 2	Treatment 3
Chocolates	Healthier	0.46	0.80	0.62
	Mixed	0.16	0.35	0.63
	Unhealthier	0.67	0.76	0.47
Biscuits	Healthier	0.66	0.08	0.20
	Mixed	0.35	0.68	0.61
	Unhealthier	0.68	0.70	0.42
Crisps	Healthier	0.24	0.31	0.88
	Mixed	0.87	0.45	0.56
	Unhealthier	0.09	0.16	0.77

Note: The difference in the number of choices between two treatments is statistically significant if the p-value is equal or lower than 0.05.

4.52 Overall the results show that restricting the advertising of promotions on chocolates, biscuits, and crisps with standard (higher) content of fat, sugar, or salt did not significantly affect respondents' choices. This indicates that the selected panellists were insensitive to changes in the marketing of products.

4.53 The data collected in this study cannot be used to investigate the reasons behind the lack of sensitivity of respondents' choices to changes in how promotions are advertised. Further research work is needed to understand why respondents' choices were not altered when the promotion of price discounts is restricted to chocolates, biscuits, and crisps with lower sugar, fat and salt content. It is possible to suggest that factors such as the importance of nutrition in consumers' food decisions, the role of consumers' purchasing habits (i.e., repetitive/variety-seeking/impulsive purchasing habits), the role that food attributes, other than nutrition, such as taste and brand play in determining consumers' choices, and the degree of respondents' familiarity with the products considered in the study (e.g., chocolates versus energy bars) should be considered in future studies that aim at determining the factors that drive consumers' response to restriction of advertising of food promotions.

4.54 When comparing with the results from the demand analysis, it is important to consider that the choice experiment analysis, due to budget limitations, focused on a very specific product instead of products within a category or the entire food and drink choices.

5. Conclusions

5.1 The purpose of this project was to provide an ex-ante analysis of the impact of restricting in-premise all price promotions of discretionary foods on sales. In addition, this project also estimated the impact of restricting the promotion of discretionary food on total calories purchased, after accounting for potential product switching within discretionary food categories and between different food categories.

5.2 In broad terms, two complementary methods were performed to estimate the impact of restricting price promotions and advertising of price promotions on discretionary food categories purchasing: (1) demand analysis using Kantar Worldpanel data and (2) economic choice experiment. As regards the demand analysis, two sets of demands were estimated: first, an inter-category demand model that considered the discretionary food categories as well as other food categories (i.e., non-discretionary) and a non-food category. Second, intra- category demand models, which estimated the effect of the policy for sub-categories within the discretionary food categories. This allowed us to measure the substitution from the discretionary food categories to the other food categories.

5.3 Analyses were conducted to see if there were any differences by Scottish Index of Multiple Deprivation (SIMD); rural-urban classification, household income and life stage.

5.4 The analyses estimated that a policy to restrict all price promotions of discretionary foods would result in a net change of - 613 kcal per capita per week (i.e., -87.6 kcal per capita per day or 4.4 per cent of a daily diet of 2000 kcal) taking account of substitution of different items within food category and between food categories.

5.5 All the nutritional categories showed similar results (calories, sugar, fat, salt), which indicates that restricting promotion of value on discretionary foods is likely to be positive in terms of the purchase/consumption of foods high in fat, sugar and salt. It should be noted that the reduction in nutrients was only partially compensated by the increase in quantities in non-discretionary food and drinks (i.e., other food and drinks).

5.6 With regard to energy and nutrients from the purchases of other food and drink categories, almost all the categories show increases in energy and nutrients except in the case of ready meals, which shows a slight decrease. The highest increases in terms of energy are produced by fats and eggs (96.8 kcal.), which also shows the highest increases in fats (10.4 g.) and saturates (4.2 g.). The highest increases in total sugar come from fruit (3.6 g.) and vegetables (3.0 g.). However, this substitution effect was not enough to offset the gains in terms of overall reduction, particularly energy, fat and sugar intake reduction.

5.7 As regards the results for intra-category analyses, overall, all categories experienced a decrease in total number of kcal. The total decrease in energy in the take home confectionery (348.8 kcal.) was much bigger than in the other categories (85.4 kcal for biscuits, 102.8 kcal for take home savouries, 125.8 kcal ambient cakes and pastries, 28.8 kcal. for total puddings and desserts, 44.8 kcal. for regular soft drinks and 67.9 for edible ices and ice cream).

5.8 As regards the nutrients, sugar was by far where the impact was most heavily felt across the seven discretionary categories, followed by fats and saturated fats and there was almost no impact on salt. In the 'regular soft drinks' category there was only an impact on sugar as this category has very low levels of fat, saturates and salt to start with. Overall, the impact on the different nutrients followed the pattern observed on energy.

5.9 The analysis showed that there was an increase in some of the sub-categories comprising each discretionary food category. Thus, in the take home confectionery category, 'other confectionery' saw an increase in energy, as was the case for crackers and crispbreads in the biscuits category, 'puddings, canned goods and frozen desserts' in the 'total puddings and desserts' category, 'mineral water' in the 'regular soft drinks' category and edible ices and 'premium ice-cream private label' and 'frozen confectionery' in the 'edible ices and ice cream' category. Nevertheless, given the small size of these changes, they did not effect the net decreases in calories, sugars and fats.

5.10 The results from the choice experiment showed that restricting the promotion of price discounts to chocolates, biscuits, and crisps with low/moderate content of fat, sugar, and salt did not significantly affect respondents' choices. However, when comparing with the results from the demand analysis, it is important to consider that the choice experiment analysis focuses on a very specific product instead of products within a category or the entire food and drink choices.

5.11 The overall results indicate that restricting the advertising of all price promotions (i.e., temporary price reduction, Y for £X, Multi-buy and other promotions) has the potential to reduce the number of calories, sugar, saturated fats and sodium (even when considering the substitution effects) for most food groups. However, it should be noted that the results are aggregated across all price promotions. Overall, the modelled impacts may be best viewed as an upper bound on the actual impacts and will depend on what types of promotions for discretionary foods are restricted, as well as other factors, such as future changes in consumer purchasing decisions and retailer behaviour.

6. References

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7. Appendices

7.1 Promotions' contribution to discretionary food products sales

7.1 The total expenditure (E) for discretionary category i for year t was estimated as:

$$E_{it} = \sum_{k=1}^5 \left(\sum_{j=1}^{n_k} \omega_{k,j,i,t} \cdot E_{k,j,i,t} \right) \quad (1)$$

$$E_{it} = E_{1it} + E_{2it} + E_{3it} + E_{4it} + E_{5it} \quad (2)$$

7.2 Where the indices k=1,2,3,4 and 5 indicate full price, temporary price reduction, multi-buy, Y for £X and other promotions. $\omega_{k,j,i,t}$ is the weight assigned to the purchase and E is the expenditure, j index represents the product and n_1, n_2, n_3, n_4 and n_5 are the number of products belonging to category i, purchased under full price and each promotion type.

7.3 The above computation allowed us to compute the growth rate on the purchases (or sales) by discretionary food categories during the period 2013 to 2018 and also the importance (i.e., share) of each promotion in the total category sales.

7.4 The next step was to compute the contribution to the annual sales growth (\hat{E}_{it}) on the expenditure category by full price sales and each type of promotion. This is presented in (3):

$$\hat{E}_{it} = \left(\frac{E_{1it-1}}{E_{it-1}} \right) \hat{E}_{1it} + \left(\frac{E_{2it-1}}{E_{it-1}} \right) \hat{E}_{2it} + \left(\frac{E_{3it-1}}{E_{it-1}} \right) \hat{E}_{3it} + \left(\frac{E_{4it-1}}{E_{it-1}} \right) \hat{E}_{4it} + \left(\frac{E_{5it-1}}{E_{it-1}} \right) \hat{E}_{5it} \quad (3)$$

7.5 Where the symbol '^' indicates growth rate.

8.2 Demand models

Inter-category model

7.6 The addressed questions were how sensitive the purchase of food and drink discretionary categories are to the banning of advertising their price promotions. In addition, which foods act as substitutes for the discretionary foods and what the impact is in calorific and nutritional terms from the restricted products.

7.7 The method follows Dreze et al. (2004), who modified the share equations of Deaton and Muellbauer's Almost Ideal Demand System (AIDS) consumer demand model (Deaton and Muellbauer, 1980) including indicators of promotions.

7.8 For the analysis, the expenditure, price, and promotion for each category were computed for each household. Category prices and promotions were computed as weighted-averages of the individual products purchased by the households (h). These were computed as follows:

Category Expenditure $Y_{gt}^{(h)}$

$$Y_{gt}^{(h)} = \sum_{s=1}^s p_{st} \cdot q_{st}^{(h)} \quad (1)$$

Category Price $P_{gt}^{(h)}$

$$P_{gt}^{(h)} = \sum_{s=1}^s p_{st} \cdot w_s^{(h)} \quad (2)$$

Category Promotion $Pm_{gt}^{(h)}$

$$Pm_{gt}^{(h)} = \sum_{s=1}^s pm_{st} \cdot w_s^{(h)} \quad (3)$$

Where:

$Pm_{gt}^{(h)} = 1$ if product s was on promotion at time t ; 0 otherwise.

p_{st} = price of product s during time t .

$q_{st}^{(h)}$ = quantity of product s bought by household h at time t .

s = number of individual products in category g .

t = time period from 1...T

7.9 The weights associated with product s , $w_s^{(h)}$, will be calculated as follow:

$$W_s^{(h)} = \frac{\sum_{t=1}^T p_{st} q_{st}^{(h)}}{\sum_{t=1}^T \sum_{k=1}^s p_{kt} q_{kt}^{(h)}} \quad (4)$$

7.10 The model comprised the estimation of the shares of consumers' budget spent on category g in time t (w_{gt}) given by (5):

$$w_{gt}^{(h)} = \alpha_g + \sum_{j=1}^n \beta_{gj} \ln P_{jt}^{(h)} + \theta_g \ln \left(\frac{X_t^{(h)}}{\bar{P}_t^{(h)}} \right) + \sum_{j=1}^n \delta_{gj} Pm_{jt}^{(h)} + \varepsilon_{gt}^{(h)} \quad (5)$$

7.11 where $w_{gt}^{(h)}$ is the expenditure share allocated to category g by household h , $P_{jt}^{(h)}$ are the prices encountered by household h for each of the n categories ($j=1..n$), $X_t^{(h)}$ is the expenditure of household h and $\bar{P}_t^{(h)}$ is a price index. The fact that the information is calculated at the level of the household partially reduced the quality problems brought by aggregation.

7.12 The price index $\bar{P}_t^{(h)}$ was approximated by the Stone price index (i.e. $\ln \sum_{g=1}^n w_{gt}^{(h)} \ln P_{gt}$), making the budget share equation to be linear in the parameters. The system (5) was estimated by iterative seemingly unrelated regressions and imposing constraints related to adding up, homogeneity and symmetry (6)⁸:

⁸ The models were estimated as cross sections; a preliminary version was estimated using fixed effects (i.e., as a panel data model); however, due to the similarities in the results, this paper uses the cross section to increase the number of observations as in the panel dataset those households with only one observation are eliminated from estimation.

$$\sum_{g=1}^n \alpha_g = 1; \sum_{g=1}^n \beta_{gj} = 0; \sum_{g=1}^n \theta_g = 0; \sum_{g=1}^n \delta_{gj} = 0 \quad (6)$$

7.13 For the analysis, the expenditure, prices, and promotions variables for each category were computed. As mentioned, the model comprises the estimation of the shares of households' budget spent on category g in time t ($w_{gt}^{(h)}$), given by:

$$w_{gt}^{(h)} = \alpha_g + \underbrace{\sum_{j=1}^n \beta_{gj} \ln P_{jt}^{(h)}}_{\text{Price effect}} + \underbrace{\theta_g \ln \left(\frac{X_t^{(h)}}{\bar{P}_t^{(h)}} \right)}_{\text{Income effect}} + \underbrace{\sum_{j=1}^n \delta_{gj} Pm_{jt}^{(h)}}_{\text{Promotions presence effect}} + \underbrace{\varepsilon_{gt}^{(h)}}_{\text{Residuals}}$$

7.14 The procedure estimates the change in the households' budget shares on category g in time t ($w_{gt}^{(h)}$) when the advertising of promotions have been set equal to zero (i.e., $Pm_{jt}^{(h)} = 0$). Since the income and the prices are kept constant, for any group, the nutritional changes for nutrient i , for food category g , due to the measures were evaluated at the means of the variables using the following formula (7):

$$\Delta N_{ig} = \left[\frac{(- \sum_{j=1}^D \delta_{gj} \cdot \bar{P}m_j) \cdot \bar{X}}{\bar{P}_g} \right] \cdot \aleph_{ig} \quad (7)$$

7.15 Where D is the number of discretionary categories, $\bar{P}m_j$ is the average promotion for food category j , \bar{X} is the average expenditure for the group, \bar{P}_g is the average price of category g and \aleph_{ig} is nutrient i coefficient (e.g., saturates per 100 grams) of category g . Note that promotions for products that are not discretionary are still in place.

Substitution towards non-discretionary food and drink

7.16 The purpose of this analysis is to investigate the effects on purchases of other food and drink products that happen due to changes of purchased of discretionary products following promotion restriction. In this context, the interest is whether there would be a potential reallocation of money to other food products with an impact on the purchase of nutrients.

7.17 This was investigated using the inter-category demand model results, which provided estimates of the change in quantities and nutrition of other products when the advertising of price promotions is banned. The analysis assumed that the promotions of other food and drink products remained the same (i.e., their advertising is not banned).

Intra-category models

7.18 The purpose of this part of the work was to analyse how sensitive the purchases of discretionary products are to changes in prices and the advertising of promotions

within their category. This follows the assumption that product substitution may occur within the product category (i.e., within the discretionary products) and this may bring changes in terms of nutrients.

7.19 In terms of methods, these were the same as those used for inter-category models but considering the new groups and without disaggregating the expenditure on other food and drink or non-food categories. Note that because of the different composition of the model, the results will not be the same as the inter-category results and the focus is on purchasing changes within the discretionary groups.

8.3 Choice experiment

7.20 In the choice experiment, the effect of restricting the promotion of price discounts is assessed by comparing the changes across treatments of the number of chosen units of the three considered discretionary products as well as consumers' WTP. For each product, nine alternatives were considered in the choice experiment (for example chocolate with low fat and low sugar, low fat and moderate sugar, moderate fat and low sugar, moderate fat and moderate sugar, high fat and low sugar, high fat and moderate sugar, low fat and high sugar, moderate fat and high sugar, high fat and high sugar).

7.21 To ease the presentation the nine alternatives of each discretionary product they were grouped in two categories: healthy (e.g., chocolate with low fat and low sugar, low fat and moderate sugar, moderate fat and low sugar, and moderate fat and moderate sugar) and less healthy (e.g., chocolate with high fat and low sugar, high fat and moderate sugar, low fat and high sugar, moderate fat and high sugar, high fat and high sugar).

7.22 The analyses consisted of descriptive analysis and econometric analysis. In the descriptive analysis, the number of chosen units of the healthy and less healthy alternatives of chocolate, biscuits, and crisps in each treatment was computed. Consumers' attitudes and their purchasing habits were also explored.

7.23 The econometric analysis was used to estimate consumers' WTP for the alternatives of discretionary products considered in the choice experiment. Due to the nature of choice analysis, the estimated WTP is the price premium that consumers are willing to pay for the alternative of interest (i.e., alternative with low fat and low sugar, low fat and moderate sugar, moderate fat and low sugar, moderate fat and moderate sugar, high fat and low sugar, high fat and moderate sugar, low fat and high sugar, moderate fat and high sugar, high fat and high sugar) relative to the alternative that is high in fat and high in sugar/salt.

7.24 Consumers' WTP for the categories healthy/less healthy was computed as the mean of consumers' WTP for the alternatives classified in that category. For example, consumers' WTP for healthy biscuits is calculated as the sum of their WTP for the healthier biscuit alternatives (i.e., low fat and low sugar, low fat and moderate sugar, moderate fat and low sugar, and moderate fat and moderate sugar) divided by four. Consumers' WTP for less healthy biscuits is calculated as the sum of their WTP for the less healthy biscuit alternatives (i.e., high fat and low sugar, high fat and moderate sugar, low fat and high sugar, and moderate fat and high sugar) divided by four.

7.25 To estimate consumers' preferences and WTP for the different alternatives of the food products considered in this study, the random parameter logit model (RPL) was used.

7.26 Train (1998) proposed the RPL to allow individuals' preferences to be heterogeneous and the assumption of the Independence of Irrelevant Alternatives to be relaxed, which limited previous choice models (e.g., conditional logit). In the RPL, at least some of the parameters are specified as random. In other words, each individual is considered to have a unique set of preferences, reflected in the individual parameters β_i . In the RPL, the conditional choice probability that individual i choose an alternative j at a choice occasion t is specified as in (8):

$$P(j|X_{it}, \beta) = \prod_{t=1}^T \left[\frac{\exp(\beta_i' X_{ijt})}{\sum_{k=1}^J \exp(\beta_i' X_{ikt})} \right] \quad (8)$$

7.27 where β denotes the $K \times 1$ vector of unknown utility parameters that are associated with the product attributes X_{ijt} . All the parameters associated with the non-price attributes (e.g., brand, nutrition) were assumed random and normally distributed. The parameter associated with price attribute was specified as random and log normally distributed to avoid obtaining unrealistic positive values for the price parameter.

7.28 The unconditional choice probability (9) is the expected value of the logit probability (i.e., expression (8)) integrated over all possible values of β and weighted by the density of β (i.e., $f(\beta|\Omega)$)

$$P(j|X_{it}, \Omega) = \int_{\beta} P(j|X_{it}, \beta) f(\beta|\Omega) d\beta \quad (9)$$

7.29 Since the unconditional choice probability does not have a closed form solution, it is therefore approximated through simulation methods. In particular, R draws of β_{ir} were taken from the distribution $f(\beta|\Omega)$. For each draw, the choice probability was calculated. Then the resulting probabilities from the R draws were averaged. The simulated log-likelihood (SLL) for all respondents is given by (10):

$$SLL = \sum_{i=1}^I \sum_{t=1}^T \ln \left(\frac{1}{R} \sum_{r=1}^R \frac{\exp(\beta_{ir}' X_{ijt})}{\sum_{k=1}^J \exp(\beta_{ir}' X_{ikt})} \right) \quad (10)$$

7.30 In addition to the estimation of respondents' choice probabilities and preferences (i.e., marginal utilities), the results from the estimation of the RPL were used to compute respondents' willingness to pay for all the alternatives of the three discretionary foods as well as their healthier counterparts. Respondents' willingness to pay (11) was expressed as the negative ratio of the non-price attribute coefficient to the price coefficient:

$$WTP_{\text{non-price attribute}} = - \frac{\beta_{\text{non price attribute}}}{\beta_{\text{price}}} \quad (11)$$

7.31 The effect of banning advertising price promotions was then assessed by comparing the changes in respondents' choices and WTP. In particular, the effect of the price discount was assessed comparing the results obtained in treatment 1 and 2. The effect of advertising only the price discount on the healthy products was investigated comparing the results in treatment 2 and 3. Finally, the effect of advertising the price discount on both healthy and less healthy alternatives was analysed comparing the result in treatment 2 and 4.

7.4 Market shares by category

Table A1 – Sales at full price and promotion by discretionary foods

	Years					
	2013	2014	2015	2016	2017	2018
Take home confectionery						
Full price	51.6	52.2	52.3	54.1	58.1	59.0
Temporary price reduction	36.9	37.1	38.0	36.2	33.2	32.9
Multibuy	0.9	1.0	0.4	0.6	0.3	0.3
Y for £X	9.8	9.1	8.8	8.6	8.1	7.7
Other promotions	0.7	0.5	0.5	0.5	0.3	0.2
Biscuits						
Full price	56.5	54.2	51.7	55.2	59.7	60.5
Temporary price reduction	35.7	35.2	36.3	37.1	35.3	34.0
Multibuy	1.4	0.5	0.4	0.1	0.2	0.9
Y for £X	5.4	9.2	10.8	6.7	4.0	4.2
Other promotions	1.0	1.0	0.8	0.9	0.8	0.5
Take home savouries						
Full price	48.8	47.4	48.9	48.3	52.8	54.2
Temporary price reduction	29.1	31.0	35.5	38.6	35.9	35.2
Multibuy	3.7	3.6	0.9	0.4	0.2	0.0
Y for £X	17.4	17.1	14.3	11.9	10.3	9.9
Other promotions	1.0	0.9	0.4	0.8	0.9	0.6
Ambient cakes and pastries						
Full price	71.6	71.6	71.0	73.2	75.2	77.1
Temporary price reduction	15.5	15.4	18.5	19.0	18.0	16.4
Multibuy	0.4	0.6	0.2	0.3	0.3	0.3
Y for £X	12.0	11.9	10.1	7.3	6.4	6.0
Other promotions	0.5	0.5	0.2	0.2	0.1	0.1
Total puddings and desserts						
Full price	57.5	56.4	56.4	57.7	61.0	62.8
Temporary price reduction	21.2	22.7	24.3	25.3	22.4	24.6
Multibuy	2.3	1.1	0.6	0.9	1.8	1.4
Y for £X	15.2	15.8	14.2	11.0	9.3	8.5
Other promotions	3.7	4.0	4.5	5.1	5.5	2.6
Regular soft drinks						
Full price	46.8	46.5	45.6	47.6	53.3	57.6
Temporary price reduction	26.0	25.6	27.2	30.2	31.4	30.0
Multibuy	4.4	2.7	1.9	0.2	0.1	0.0
Y for £X	21.4	23.6	24.1	20.6	13.8	11.0
Other promotions	1.3	1.5	1.1	1.4	1.4	1.3
Edible ices and ice cream						
Full price	52.3	54.7	52.3	53.6	53.5	52.6
Temporary price reduction	33.2	29.9	33.0	36.0	35.4	33.8
Multibuy	0.1	0.4	0.1	0.1	0.0	0.1
Y for £X	13.6	14.2	12.7	8.4	9.5	12.3
Other promotions	0.8	0.8	1.9	1.9	1.5	1.2

Source: Own elaboration based on Kantar Worldpanel data.

Table A2 - Market shares – All categories

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0
Take home confectionery	6.40	6.10	5.60	5.24	4.86	4.57
Full price	3.30	3.19	2.93	2.84	2.82	2.70
Under promotions	3.10	2.91	2.67	2.41	2.04	1.87
Biscuits	4.59	4.25	3.81	3.40	3.12	2.83
Full price	2.59	2.30	1.97	1.88	1.86	1.71
Under promotions	2.00	1.95	1.84	1.52	1.26	1.12
Take home savouries	3.80	3.62	3.35	2.96	2.65	2.61
Full price	1.86	1.72	1.64	1.43	1.40	1.42
Under promotions	1.95	1.90	1.71	1.53	1.25	1.20
Cakes, pastries, and sugar morning goods	6.14	5.68	5.36	4.87	4.36	4.07
Full price	4.39	4.07	3.80	3.56	3.28	3.13
Under promotions	1.74	1.61	1.56	1.30	1.08	0.93
Total puddings and desserts	1.92	1.84	1.73	1.56	1.38	1.22
Full price	1.10	1.04	0.97	0.90	0.84	0.77
Under promotions	0.81	0.80	0.75	0.66	0.54	0.46
Take home sugary drinks	4.11	3.81	3.25	2.97	2.68	2.50
Full price	2.17	2.01	1.69	1.59	1.58	1.56
Under promotions	1.93	1.80	1.55	1.38	1.11	0.95
Edible ices and ice creams	1.52	1.50	1.36	1.25	1.13	1.12
Full price	0.79	0.82	0.71	0.67	0.61	0.59
Under promotions	0.72	0.68	0.65	0.58	0.53	0.53
Dairy products	9.07	8.99	9.26	9.09	8.76	8.54
Full price	6.10	5.77	5.94	6.25	6.13	6.08
Under promotions	2.97	3.22	3.33	2.83	2.63	2.46
Meat and fish	12.07	12.52	12.75	13.50	14.63	14.91
Full price	8.15	8.49	8.59	9.11	10.32	10.61
Under promotions	3.92	4.03	4.17	4.39	4.31	4.30
Fats and eggs	3.48	3.44	3.26	3.05	2.93	2.87
Full price	2.18	2.03	1.87	1.79	1.96	1.93
Under promotions	1.30	1.42	1.39	1.26	0.98	0.94
Fruit	4.27	4.38	4.88	5.81	6.52	6.42
Full price	3.25	3.27	3.54	4.18	4.50	4.44
Under promotions	1.02	1.10	1.34	1.63	2.02	1.97
Vegetables	6.00	5.71	5.85	5.89	6.14	6.06
Full price	4.68	4.06	4.35	4.31	4.67	4.70
Under promotions	1.32	1.64	1.49	1.58	1.47	1.36
Grains	5.54	5.78	5.57	5.31	5.13	4.94
Full price	3.87	3.91	3.73	3.67	3.74	3.64
Under promotions	1.67	1.87	1.84	1.63	1.39	1.30
Prepared ready to eat foods	7.73	8.64	9.90	10.87	11.80	12.39
Full price	4.30	4.84	5.56	6.38	7.27	7.76
Under promotions	3.43	3.80	4.34	4.48	4.54	4.63
Sugar and preserves	1.54	1.50	1.44	1.46	1.52	1.49

Full price	1.21	1.12	1.03	1.10	1.15	1.14
Under promotions	0.33	0.38	0.41	0.36	0.37	0.35
Condiments and sauces	2.13	2.18	2.21	2.13	2.07	2.06
Full price	1.31	1.33	1.37	1.37	1.35	1.38
Under promotions	0.82	0.85	0.84	0.76	0.71	0.68
Low calorie, soft drinks and juices	5.55	5.33	5.35	5.22	5.19	5.32
Full price	2.34	2.25	2.28	2.37	2.58	2.86
Under promotions	3.21	3.08	3.07	2.85	2.61	2.46
Alcoholic beverages	14.15	14.75	15.08	15.43	15.11	16.08
Full price	8.24	8.54	8.50	8.96	9.47	11.60
Under promotions	5.91	6.21	6.58	6.47	5.64	4.48

Table A3 - Market shares - Take home confectionery

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0
Take home confectionery	6.40	6.10	5.60	5.24	4.86	4.57
Full price	3.30	3.19	2.93	2.84	2.82	2.70
Under promotions	3.10	2.91	2.67	2.41	2.04	1.87
Biscuits	4.59	4.25	3.81	3.40	3.12	2.83
Full price	2.59	2.30	1.97	1.88	1.86	1.71
Under promotions	2.00	1.95	1.84	1.52	1.26	1.12
Take home savouries	3.80	3.62	3.35	2.96	2.65	2.61
Full price	1.86	1.72	1.64	1.43	1.40	1.42
Under promotions	1.95	1.90	1.71	1.53	1.25	1.20
Cakes, pastries, and sugar morning goods	6.14	5.68	5.36	4.87	4.36	4.07
Full price	4.39	4.07	3.80	3.56	3.28	3.13
Under promotions	1.74	1.61	1.56	1.30	1.08	0.93
Total puddings and desserts	1.92	1.84	1.73	1.56	1.38	1.22
Full price	1.10	1.04	0.97	0.90	0.84	0.77
Under promotions	0.81	0.80	0.75	0.66	0.54	0.46
Take home sugary drinks	4.11	3.81	3.25	2.97	2.68	2.50
Full price	2.17	2.01	1.69	1.59	1.58	1.56
Under promotions	1.93	1.80	1.55	1.38	1.11	0.95
Edible ices and ice creams	1.52	1.50	1.36	1.25	1.13	1.12
Full price	0.79	0.82	0.71	0.67	0.61	0.59
Under promotions	0.72	0.68	0.65	0.58	0.53	0.53
Dairy products	9.07	8.99	9.26	9.09	8.76	8.54
Full price	6.10	5.77	5.94	6.25	6.13	6.08
Under promotions	2.97	3.22	3.33	2.83	2.63	2.46
Meat and fish	12.07	12.52	12.75	13.50	14.63	14.91
Full price	8.15	8.49	8.59	9.11	10.32	10.61
Under promotions	3.92	4.03	4.17	4.39	4.31	4.30
Fats and eggs	3.48	3.44	3.26	3.05	2.93	2.87
Full price	2.18	2.03	1.87	1.79	1.96	1.93
Under promotions	1.30	1.42	1.39	1.26	0.98	0.94
Fruit	4.27	4.38	4.88	5.81	6.52	6.42
Full price	3.25	3.27	3.54	4.18	4.50	4.44
Under promotions	1.02	1.10	1.34	1.63	2.02	1.97
Vegetables	6.00	5.71	5.85	5.89	6.14	6.06
Full price	4.68	4.06	4.35	4.31	4.67	4.70
Under promotions	1.32	1.64	1.49	1.58	1.47	1.36
Grains	5.54	5.78	5.57	5.31	5.13	4.94
Full price	3.87	3.91	3.73	3.67	3.74	3.64
Under promotions	1.67	1.87	1.84	1.63	1.39	1.30
Prepared ready to eat foods	7.73	8.64	9.90	10.87	11.80	12.39
Full price	4.30	4.84	5.56	6.38	7.27	7.76
Under promotions	3.43	3.80	4.34	4.48	4.54	4.63
Sugar and preserves	1.54	1.50	1.44	1.46	1.52	1.49

Full price	1.21	1.12	1.03	1.10	1.15	1.14
Under promotions	0.33	0.38	0.41	0.36	0.37	0.35
Condiments and sauces	2.13	2.18	2.21	2.13	2.07	2.06
Full price	1.31	1.33	1.37	1.37	1.35	1.38
Under promotions	0.82	0.85	0.84	0.76	0.71	0.68
Low calorie, soft drinks and juices	5.55	5.33	5.35	5.22	5.19	5.32
Full price	2.34	2.25	2.28	2.37	2.58	2.86
Under promotions	3.21	3.08	3.07	2.85	2.61	2.46
Alcoholic beverages	14.15	14.75	15.08	15.43	15.11	16.08
Full price	8.24	8.54	8.50	8.96	9.47	11.60
Under promotions	5.91	6.21	6.58	6.47	5.64	4.48

Table A4 - Market shares – Biscuits

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.00	100.00	100.00	100.00	100.00	100.00
Cereal and fruit bars	10.72	10.75	11.46	10.42	10.25	11.42
Full price	4.91	4.63	5.03	4.73	5.01	6.00
Under promotions	5.81	6.12	6.43	5.69	5.23	5.43
Chocolate biscuit bars and children biscuits	25.08	23.69	23.46	22.93	22.66	22.12
Full price	11.90	10.96	10.24	10.95	12.81	13.18
Under promotions	13.18	12.73	13.22	11.99	9.85	8.95
Everyday biscuits and treats	28.22	28.94	29.00	29.14	29.32	29.13
Full price	18.30	17.46	16.40	17.99	19.15	18.97
Under promotions	9.93	11.48	12.60	11.16	10.18	10.15
Crackers and crispbreads	14.08	14.71	14.53	14.43	13.94	13.39
Full price	10.42	10.53	10.25	10.35	10.35	10.16
Under promotions	3.66	4.18	4.28	4.09	3.59	3.24
Special treats and seasonal biscuits	13.32	13.81	14.36	15.83	16.30	16.40
Full price	6.78	6.80	6.71	8.11	8.34	7.83
Under promotions	6.53	7.01	7.65	7.72	7.96	8.57
Healthier biscuits	8.59	8.10	7.19	7.24	7.53	7.53
Full price	4.18	3.82	3.08	3.06	4.04	4.32
Under promotions	4.40	4.28	4.12	4.18	3.49	3.21

Table A5 - Market shares – Take home savouries

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.00	100.00	100.00	100.00	100.00	100.00
Crisps	49.33	48.20	46.55	44.96	44.16	43.10
Private label	9.08	9.30	9.87	9.98	10.50	9.90
Full price	5.90	6.59	7.00	6.75	7.27	7.24
Under promotions	3.18	2.71	2.86	3.23	3.23	2.66
Branded	40.25	38.90	36.68	34.97	33.66	33.20
Full price	15.82	14.40	13.64	12.25	13.13	13.84
Under promotions	24.43	24.50	23.04	22.72	20.54	19.36
Savoury snacks	39.31	39.79	40.07	41.12	41.62	42.84
Private label	8.17	7.88	8.13	8.64	8.91	9.42
Full price	6.50	6.40	7.03	7.24	7.78	8.27
Under promotions	1.67	1.48	1.11	1.39	1.12	1.15
Branded	31.13	31.91	31.93	32.48	32.72	33.43
Full price	12.12	10.99	11.36	12.16	14.01	13.93
Under promotions	19.01	20.92	20.57	20.32	18.70	19.49
Nuts	8.62	8.79	9.42	9.32	9.71	9.83
Full price	6.48	6.77	7.25	7.09	7.68	7.73
Under promotions	2.14	2.02	2.17	2.23	2.04	2.09
Popcorn	2.74	3.22	3.97	4.60	4.50	4.23
Full price	1.97	2.29	2.62	2.83	2.92	3.22
Under promotions	0.77	0.93	1.35	1.77	1.58	1.01

Table A6 - Market shares – Cakes, pastries and higher fats and sugar morning goods

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.00	100.00	100.00	100.00	100.00	100.00
Cakes	21.21	22.00	22.37	22.40	22.86	23.36
Private label	12.88	13.23	13.77	14.18	14.74	14.72
Full price	9.82	9.97	10.40	10.56	11.44	11.12
Under promotions	3.05	3.26	3.37	3.62	3.29	3.59
Branded	8.33	8.77	8.60	8.23	8.12	8.65
Full price	4.73	5.20	4.95	4.92	4.98	5.50
Under promotions	3.61	3.58	3.65	3.31	3.14	3.14
Pastries	19.41	18.33	18.28	18.37	18.55	18.82
Private label	13.59	12.89	12.95	13.43	12.83	12.43
Full price	9.90	9.67	9.57	10.10	9.69	9.94
Under promotions	3.69	3.22	3.38	3.33	3.13	2.49
Branded	5.81	5.43	5.33	4.94	5.73	6.39
Full price	3.29	3.15	2.86	2.63	2.92	3.48
Under promotions	2.52	2.28	2.47	2.31	2.81	2.91
Morning goods	59.38	59.67	59.36	59.23	58.59	57.81
Private label	39.97	38.87	39.13	39.06	38.33	37.58
Full price	30.44	29.83	30.27	30.99	32.11	32.34
Under promotions	9.54	9.04	8.85	8.07	6.22	5.24
Branded	19.41	20.81	20.23	20.16	20.26	20.23
Full price	13.41	13.79	12.91	14.01	14.02	14.67
Under promotions	5.99	7.01	7.32	6.16	6.24	5.56

Table A7 - Market shares – Total puddings and desserts

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0
Ambient bakery products, canned goods and frozen confect.	11.18	10.60	10.79	9.25	8.99	8.56
Full price	7.21	6.56	6.88	6.08	6.24	5.75
Under promotions	3.97	4.04	3.92	3.17	2.75	2.81
Sweet home cooking	22.25	21.99	20.81	20.90	20.69	20.23
Full price	13.13	12.97	12.39	13.34	14.25	14.23
Under promotions	9.12	9.03	8.42	7.56	6.44	6.00
Chilled convenience	58.15	59.19	61.12	63.15	64.02	64.08
Private label	36.36	37.23	38.45	40.15	42.95	42.24
Full price	24.56	25.38	25.19	26.49	27.44	28.40
Under promotions	11.80	11.85	13.26	13.66	15.51	13.83
Branded	21.78	21.96	22.67	23.00	21.07	21.85
Full price	7.51	6.81	7.76	7.58	8.50	9.26
Under promotions	14.28	15.15	14.91	15.42	12.57	12.59
Products with healthy claims	8.43	8.22	7.28	6.70	6.30	7.13
Full price	5.08	4.64	4.16	4.21	4.59	5.14
Under promotions	3.35	3.57	3.12	2.49	1.71	2.00

Table A8 - Market shares – Take home drinks

	2013	2014	2015	2016	2017	2018
Total (%)	100.00	100.00	100.00	100.00	100.00	100.00
Mineral water	7.61	8.91	9.02	9.44	9.06	8.41
Full price	5.16	6.09	5.95	6.23	6.35	5.92
Under promotions	2.46	2.82	3.06	3.21	2.72	2.49
Soft drinks	34.52	33.47	32.33	32.43	33.09	31.71
Full price	15.77	15.24	14.93	15.35	17.39	17.59
Under promotions	18.75	18.24	17.40	17.08	15.70	14.12
Juices	8.73	8.20	7.65	6.48	6.19	5.45
Full price	6.00	5.42	4.63	4.00	4.60	4.72
Under promotions	2.73	2.78	3.02	2.49	1.58	0.73
Other drinks	7.04	7.07	6.15	5.71	5.81	5.19
Full price	3.71	3.64	3.27	3.30	3.45	3.34
Under promotions	3.33	3.43	2.89	2.41	2.36	1.85
Drinks with healthy claims	42.10	42.35	44.85	45.94	45.85	49.24
Full price	16.21	16.15	16.84	18.73	21.51	26.06
Under promotions	25.89	26.20	28.01	27.21	24.34	23.18

Table A9 - Market shares – Edible ices and ice cream

	Years					
	2013	2014	2015	2016	2017	2018
Total (%)	100.00	100.00	100.00	100.00	100.00	100.00
Premium ice creams	32.32	31.21	33.07	33.84	33.40	32.09
Private label	7.65	8.13	8.55	8.54	8.81	8.31
Full price	4.04	4.80	5.90	5.70	6.21	5.82
Under promotions	3.61	3.33	2.64	2.84	2.59	2.49
Branded	24.67	23.09	24.52	25.30	24.59	23.79
Full price	10.00	9.91	9.43	9.48	10.28	9.21
Under promotions	14.67	13.17	15.10	15.82	14.31	14.58
Lollies	31.95	33.44	33.37	35.36	38.63	39.80
Private label	10.68	10.81	10.25	10.83	12.04	12.93
Full price	8.09	8.58	8.05	9.72	10.66	11.19
Under promotions	2.59	2.23	2.20	1.11	1.39	1.75
Branded	21.27	22.63	23.12	24.53	26.59	26.87
Full price	6.06	7.72	6.23	7.19	6.54	6.90
Under promotions	15.21	14.91	16.89	17.34	20.05	19.97
Other ice cream	30.06	29.63	27.90	25.85	24.03	24.98
Private label	15.11	16.39	15.04	14.10	12.83	13.41
Full price	13.32	14.03	13.05	12.21	11.18	11.75
Under promotions	1.79	2.37	1.99	1.90	1.65	1.66
Branded	14.95	13.24	12.85	11.75	11.20	11.57
Full price	6.67	5.80	5.62	5.54	5.42	5.43
Under promotions	8.28	7.44	7.23	6.21	5.79	6.14
Frozen confectionary	5.68	5.71	5.66	4.95	3.94	3.12
Full price	4.15	3.90	4.07	3.71	3.24	2.35
Under promotions	1.53	1.81	1.60	1.23	0.70	0.78

7.5 Tables with detailed results

7.5.1 Complete sample (net results)

Table A10 - Policy simulation - by SIMD

(Changes are in per capita per week terms)

Group	Category									
	Discretionary foods								Other foods and drinks	Total
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream	Total		
SIMD 1										
Δ in share	-0.011	-0.006	-0.005	-0.001	-0.003	-0.010	-0.003	-0.039	0.038	-0.002
Δ in expenditure (£)	-0.281	-0.158	-0.135	-0.035	-0.072	-0.251	-0.086	-1.019	0.971	-0.047
Δ in quantity (Kg)	-0.105	-0.029	-0.017	-0.027	-0.014	-0.233	-0.025	-0.451	0.205	-0.246
Δ in energy (kcal)	-484.278	134.022	-89.496	-49.712	-29.672	66.280	-53.114	906.574	374.420	532.154
Δ in protein(g)	-5.133	-1.833	-1.278	-1.234	-0.453	-0.339	-0.659	-10.929	13.969	3.040
Δ in carbohydrate(g)	-68.967	-18.422	-9.356	-7.801	-3.992	15.506	-6.324	130.368	23.007	107.361
Δ in sugar(g)	-56.409	-8.689	-0.770	-2.612	-2.864	14.474	-5.276	-91.094	8.854	-82.241
Δ in fat(g)	-21.205	-5.698	-5.081	-1.604	-1.286	-0.116	-2.750	-37.741	22.318	-15.423
Δ in saturates(g)	-12.347	-2.847	-0.577	-0.624	-0.762	-0.056	-1.885	-19.098	8.897	-10.201
Δ in fibre(g)	-1.528	-0.984	-0.705	-0.450	-0.119	-0.154	-0.142	-4.082	2.481	-1.601
Δ in sodium(g)	-0.107	-0.074	-0.108	-0.043	-0.013	-0.021	-0.013	-0.379	0.491	0.112
SIMD 2										
Δ in share	-0.010	-0.008	-0.004	-0.005	-0.003	-0.006	-0.004	-0.039	0.042	0.002
Δ in expenditure (£)	-0.270	-0.219	-0.113	-0.127	-0.082	-0.171	-0.107	-1.088	1.152	0.064
Δ in quantity (Kg)	-0.088	-0.038	-0.014	-0.094	-0.015	-0.156	-0.031	-0.437	0.232	-0.205
Δ in energy (kcal)	-412.075	177.817	-74.068	-176.716	-30.322	44.852	-64.202	980.051	338.030	642.021
Δ in protein(g)	-4.314	-2.456	-1.109	-4.467	-0.463	-0.196	-0.808	-13.814	7.940	-5.875
Δ in carbohydrate(g)	-57.653	-24.469	-7.549	-27.845	-4.255	10.475	-7.741	139.987	23.160	116.827
Δ in sugar(g)	-47.419	-11.676	-0.601	-9.230	-3.066	-9.921	-6.450	-88.363	9.977	-78.386
Δ in fat(g)	-18.425	-7.501	-4.262	-5.616	-1.239	-0.072	-3.283	-40.399	17.181	-23.218
Δ in saturates(g)	-10.812	-3.800	-0.487	-2.113	-0.721	-0.028	-2.234	-20.195	6.798	-13.397
Δ in fibre(g)	-1.426	-1.431	-0.603	-1.608	-0.133	-0.108	-0.187	-5.495	3.211	-2.284
Δ in sodium(g)	-0.090	-0.098	-0.086	-0.157	-0.013	-0.014	-0.017	-0.476	0.322	-0.154
SIMD 3										
Δ in share	-0.008	-0.006	-0.005	-0.006	-0.004	-0.008	-0.003	-0.040	0.036	-0.005
Δ in expenditure (£)	-0.214	-0.178	-0.148	-0.159	-0.103	-0.219	-0.095	-1.114	0.987	-0.128
Δ in quantity (Kg)	-0.068	-0.030	-0.019	-0.115	-0.019	-0.190	-0.028	-0.470	0.185	-0.285
Δ in energy (kcal)	-324.424	142.497	-96.067	-215.381	-40.646	56.498	-58.696	934.209	297.199	637.010
Δ in protein(g)	-3.524	-1.940	-1.487	-4.909	-0.623	-0.214	-0.757	-13.455	5.094	-8.361
Δ in carbohydrate(g)	-44.089	-19.545	-9.798	-33.594	-5.494	13.316	-6.993	132.829	19.287	113.542

Δ in sugar(g)	-36.938	-9.214	-0.788	-11.752	-3.857	12.778	-5.908	-81.235	8.878	-72.357
Δ in fat(g)	-14.928	-6.082	-5.501	-7.019	-1.768	-0.065	-3.036	-38.399	16.630	-21.770
Δ in saturates(g)	-8.704	-3.067	-0.632	-2.705	-1.029	-0.025	-2.064	-18.226	6.283	-11.943
Δ in fibre(g)	-1.096	-1.071	-0.789	-1.894	-0.169	-0.139	-0.156	-5.314	2.633	-2.681
Δ in sodium(g)	-0.069	-0.080	-0.114	-0.182	-0.017	-0.019	-0.017	-0.499	0.264	-0.234

Table A11 - Policy simulation - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category								Other foods and drinks	Total
	Take home confectionery	Biscuits	Take home savouries	Discretionary foods Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream	Total		
SIMD 4										
Δ in share	-0.009	-0.006	-0.005	-0.005	-0.002	-0.006	-0.002	-0.035	0.033	-0.001
Δ in expenditure (£)	-0.236	-0.152	-0.144	-0.138	-0.061	-0.163	-0.066	-0.960	0.921	-0.039
Δ in quantity (Kg)	-0.070	-0.025	-0.018	-0.097	-0.011	-0.135	-0.019	-0.376	0.178	-0.198
Δ in energy (kcal)	-326.295	-118.485	-90.861	-182.334	-23.645	-41.766	-40.569	-823.955	243.447	-580.507
Δ in protein(g)	-3.525	-1.644	-1.380	-4.510	-0.354	-0.148	-0.518	-12.079	9.598	-2.481
Δ in carbohydrate(g)	-45.123	-16.283	-9.306	-28.686	-3.158	-9.869	-4.837	-117.262	22.558	-94.704
Δ in sugar(g)	-37.065	-7.579	-0.859	-9.548	-2.236	-9.206	-4.075	-70.567	10.074	-60.492
Δ in fat(g)	-14.769	-5.018	-5.201	-5.854	-1.042	-0.045	-2.097	-34.026	10.573	-23.453
Δ in saturates(g)	-8.622	-2.492	-0.604	-2.271	-0.611	-0.020	-1.425	-16.045	4.026	-12.019
Δ in fibre(g)	-1.139	-0.943	-0.758	-1.700	-0.103	-0.083	-0.110	-4.835	3.117	-1.718
Δ in sodium(g)	-0.071	-0.068	-0.106	-0.156	-0.010	-0.012	-0.011	-0.434	0.292	-0.142
SIMD 5										
Δ in share	-0.010	-0.007	-0.006	-0.005	-0.004	-0.005	-0.006	-0.043	0.034	-0.009
Δ in expenditure (£)	-0.299	-0.188	-0.176	-0.134	-0.119	-0.146	-0.174	-1.234	0.983	-0.251
Δ in quantity (Kg)	-0.082	-0.031	-0.022	-0.089	-0.020	-0.119	-0.049	-0.413	0.206	-0.207
Δ in energy (kcal)	-387.232	-143.807	-111.205	-165.886	-46.013	-36.011	-107.040	-997.193	310.283	-686.909
Δ in protein(g)	-4.283	-2.056	-1.686	-4.059	-0.666	-0.153	-1.376	-14.279	8.453	-5.826
Δ in carbohydrate(g)	-52.021	-19.721	-11.503	-26.252	-6.122	-8.472	-12.328	-136.419	20.714	-115.705
Δ in sugar(g)	-42.897	-8.926	-0.894	-8.395	-4.291	-8.054	-10.416	-83.873	12.335	-71.538
Δ in fat(g)	-18.193	-6.072	-6.297	-5.213	-2.049	-0.047	-5.716	-43.587	17.128	-26.460
Δ in saturates(g)	-10.721	-3.012	-0.702	-2.029	-1.184	-0.023	-3.937	-21.608	7.436	-14.173
Δ in fibre(g)	-1.419	-1.145	-0.964	-1.581	-0.208	-0.069	-0.273	-5.659	2.713	-2.946
Δ in sodium(g)	-0.080	-0.085	-0.130	-0.147	-0.019	-0.008	-0.029	-0.497	0.263	-0.235

Table A12 - Policy simulation - by rural urban
(Changes are in per capita per week terms)

Group	Category									Total
	Discretionary foods							Other foods and drinks		
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream			
Lg. Urb. Areas										
Δ in share	-0.010	-0.009	-0.005	-0.006	-0.003	-0.007	-0.005	-0.043	0.043	0.000
Δ in expenditure (£)	-0.275	-0.231	-0.135	-0.150	-0.083	-0.176	-0.125	-1.175	1.170	-0.005
Δ in quantity (Kg)	-0.085	-0.039	-0.017	-0.107	-0.015	-0.150	-0.035	-0.449	0.218	-0.231
Δ in energy (kcal)	-398.688	-182.969	-86.452	-200.438	-32.230	-44.510	-77.104	-1022.390	340.328	-682.062
Δ in protein(g)	-4.286	-2.544	-1.307	-4.940	-0.482	-0.212	-0.976	-14.747	11.173	-3.574
Δ in carbohydrate(g)	-54.794	-25.029	-8.827	-31.468	-4.264	-10.434	-9.021	-143.837	22.984	-120.853
Δ in sugar(g)	-44.930	-11.686	-0.702	-10.104	-3.012	-9.982	-7.543	-87.959	10.097	-77.862
Δ in fat(g)	-18.290	-7.799	-4.958	-6.357	-1.445	-0.074	-4.066	-42.990	18.520	-24.470
Δ in saturates(g)	-10.717	-3.896	-0.559	-2.439	-0.833	-0.036	-2.763	-21.243	7.190	-14.053
Δ in fibre(g)	-1.369	-1.419	-0.720	-1.889	-0.142	-0.094	-0.213	-5.846	2.976	-2.869
Δ in sodium(g)	-0.085	-0.102	-0.100	-0.177	-0.014	-0.011	-0.021	-0.510	0.403	-0.107
Oth. Urb. Areas										
Δ in share	-0.009	-0.006	-0.005	-0.004	-0.004	-0.008	-0.004	-0.039	0.035	-0.003
Δ in expenditure (£)	-0.252	-0.161	-0.128	-0.106	-0.098	-0.216	-0.105	-1.067	0.976	-0.091
Δ in quantity (Kg)	-0.081	-0.028	-0.016	-0.075	-0.018	-0.197	-0.031	-0.446	0.200	-0.246
Δ in energy (kcal)	-379.735	-129.499	-84.549	-140.533	-38.621	-57.250	-63.818	-894.005	268.323	-625.682
Δ in protein(g)	-4.103	-1.786	-1.254	-3.379	-0.578	-0.243	-0.812	-12.155	5.817	-6.338
Δ in carbohydrate(g)	-52.594	-17.836	-8.763	-22.027	-5.231	-13.437	-7.606	-127.494	18.324	-109.170
Δ in sugar(g)	-43.464	-8.494	-0.735	-7.540	-3.738	-12.722	-6.422	-83.115	10.271	-72.845
Δ in fat(g)	-17.131	-5.472	-4.806	-4.588	-1.666	-0.074	-3.295	-37.033	13.771	-23.262
Δ in saturates(g)	-10.018	-2.748	-0.549	-1.755	-0.982	-0.033	-2.258	-18.342	5.665	-12.677
Δ in fibre(g)	-1.280	-1.008	-0.690	-1.261	-0.162	-0.142	-0.169	-4.712	2.706	-2.006
Δ in sodium(g)	-0.082	-0.073	-0.101	-0.120	-0.017	-0.021	-0.017	-0.430	0.204	-0.226
Ac. Sm. Towns										
Δ in share	-0.009	-0.006	-0.005	-0.002	-0.002	-0.009	-0.003	-0.035	0.027	-0.008
Δ in expenditure (£)	-0.215	-0.147	-0.129	-0.047	-0.055	-0.216	-0.083	-0.892	0.679	-0.213
Δ in quantity (Kg)	-0.070	-0.026	-0.016	-0.035	-0.011	-0.181	-0.025	-0.364	0.171	-0.193
Δ in energy (kcal)	-325.244	-119.344	-83.795	-64.923	-23.095	-52.620	-52.335	-721.356	297.603	-423.753
Δ in protein(g)	-3.437	-1.670	-1.184	-1.707	-0.350	-0.128	-0.669	-9.144	13.170	4.026
Δ in carbohydrate(g)	-45.974	-16.331	-8.806	-10.340	-3.167	-12.501	-6.214	-103.333	21.796	-81.537
Δ in sugar(g)	-37.581	-7.522	-0.690	-3.469	-2.222	-11.560	-5.164	-68.209	7.013	-61.196
Δ in fat(g)	-14.340	-5.082	-4.735	-2.003	-0.983	-0.040	-2.713	-29.896	17.955	-11.941
Δ in saturates(g)	-8.362	-2.549	-0.526	-0.770	-0.562	-0.015	-1.872	-14.656	7.367	-7.290
Δ in fibre(g)	-1.112	-0.921	-0.671	-0.624	-0.099	-0.106	-0.144	-3.677	2.971	-0.706
Δ in sodium(g)	-0.069	-0.069	-0.101	-0.057	-0.011	-0.015	-0.013	-0.334	0.483	0.149

Table A13 - Policy simulation - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category									Total
	Discretionary foods							Other foods and drinks	Total	
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream			
Rm. Sm. Towns										
Δ in share	-0.012	-0.005	-0.004	-0.005	-0.003	-0.007	-0.004	-0.041	0.043	0.002
Δ in expenditure (£)	-0.349	-0.135	-0.114	-0.156	-0.097	-0.199	-0.108	-1.158	1.216	0.058
Δ in quantity (Kg)	-0.117	-0.024	-0.014	-0.119	-0.020	-0.181	-0.033	-0.507	0.205	-0.301
Δ in energy (kcal)	-544.813	-111.856	-72.223	-221.149	-33.948	-55.898	-62.999	-1102.885	201.904	-900.981
Δ in protein(g)	-5.675	-1.488	-1.058	-5.293	-0.594	-0.223	-0.765	-15.096	9.502	-5.594
Δ in carbohydrate(g)	-76.504	-15.294	-7.324	-34.820	-5.000	-13.098	-7.971	-160.011	6.974	-153.036
Δ in sugar(g)	-63.910	-7.389	-0.549	-11.693	-3.703	-12.348	-6.464	-106.057	8.442	-97.615
Δ in fat(g)	-24.183	-4.822	-4.185	-6.959	-1.255	-0.094	-3.061	-44.560	11.291	-33.269
Δ in saturates(g)	-14.318	-2.500	-0.478	-2.552	-0.740	-0.025	-2.078	-22.690	4.646	-18.043
Δ in fibre(g)	-1.776	-0.722	-0.566	-1.950	-0.135	-0.096	-0.209	-5.453	1.783	-3.671
Δ in sodium(g)	-0.123	-0.060	-0.086	-0.196	-0.015	-0.011	-0.017	-0.507	0.368	-0.140
Ac. Rural										
Δ in share	-0.011	-0.008	-0.006	-0.006	-0.003	-0.006	-0.004	-0.045	0.040	-0.005
Δ in expenditure (£)	-0.320	-0.231	-0.156	-0.183	-0.096	-0.168	-0.118	-1.272	1.135	-0.137
Δ in quantity (Kg)	-0.092	-0.039	-0.019	-0.131	-0.017	-0.133	-0.034	-0.466	0.249	-0.217
Δ in energy (kcal)	-431.785	-179.528	-98.684	-249.656	-35.411	-40.027	-71.014	-1106.105	383.945	-722.160
Δ in protein(g)	-4.556	-2.515	-1.574	-6.052	-0.513	-0.165	-0.894	-16.269	8.258	-8.011
Δ in carbohydrate(g)	-60.177	-24.705	-10.055	-39.258	-4.791	-9.430	-8.446	-156.862	30.974	-125.887
Δ in sugar(g)	-49.408	-11.240	-0.985	-13.155	-3.407	-8.823	-7.152	-94.170	15.893	-78.278
Δ in fat(g)	-19.404	-7.537	-5.631	-8.057	-1.535	-0.051	-3.686	-45.901	20.062	-25.839
Δ in saturates(g)	-11.380	-3.658	-0.658	-3.237	-0.908	-0.023	-2.517	-22.381	8.542	-13.839
Δ in fibre(g)	-1.513	-1.572	-0.862	-2.267	-0.165	-0.094	-0.188	-6.662	3.737	-2.925
Δ in sodium(g)	-0.094	-0.102	-0.113	-0.219	-0.015	-0.018	-0.019	-0.579	0.324	-0.255
Rm. Rural										
Δ in share	-0.006	-0.004	-0.004	-0.003	-0.002	-0.005	-0.003	-0.026	0.025	0.000
Δ in expenditure (£)	-0.182	-0.108	-0.109	-0.074	-0.058	-0.149	-0.074	-0.754	0.742	-0.012
Δ in quantity (Kg)	-0.057	-0.019	-0.014	-0.054	-0.011	-0.129	-0.024	-0.308	0.196	-0.112
Δ in energy (kcal)	-270.189	-89.955	-69.708	-102.299	-24.052	-39.291	-50.235	-645.728	305.723	-340.006
Δ in protein(g)	-2.993	-1.250	-1.100	-2.430	-0.365	-0.149	-0.672	-8.959	11.037	2.078
Δ in carbohydrate(g)	-36.019	-12.449	-7.021	-16.231	-3.315	-9.214	-5.908	-90.158	18.980	-71.177
Δ in sugar(g)	-30.516	-5.560	-0.549	-5.325	-2.221	-8.501	-5.013	-57.685	12.404	-45.281
Δ in fat(g)	-12.637	-3.775	-4.031	-3.168	-1.019	-0.052	-2.630	-27.311	20.741	-6.570
Δ in saturates(g)	-7.294	-1.927	-0.490	-1.258	-0.592	-0.018	-1.772	-13.349	7.882	-5.467
Δ in fibre(g)	-1.028	-0.671	-0.562	-0.921	-0.095	-0.075	-0.128	-3.480	2.918	-0.562
Δ in sodium(g)	-0.057	-0.055	-0.082	-0.088	-0.010	-0.009	-0.014	-0.315	0.292	-0.024

Table A14 - Policy simulation - by income
(Changes are in per capita per week terms)

Group	Category									Total
	Discretionary foods							Other foods and drinks	Total	
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream			
£0 - £29,999										
Δ in share	-0.009	-0.006	-0.004	-0.004	-0.003	-0.007	-0.004	-0.038	0.036	-0.002
Δ in expenditure (£)	-0.265	-0.174	-0.118	-0.128	-0.096	-0.191	-0.106	-1.077	1.032	-0.046
Δ in quantity (Kg)	-0.087	-0.031	-0.015	-0.098	-0.019	-0.168	-0.032	-0.449	0.202	-0.248
Δ in energy (kcal)	-404.984	-145.911	-77.204	-180.854	-38.131	-49.115	-67.378	-963.578	315.251	-648.326
Δ in protein(g)	-4.304	-1.989	-1.152	-4.425	-0.583	-0.240	-0.848	-13.541	8.134	-5.406
Δ in carbohydrate(g)	-56.425	-20.039	-7.907	-28.375	-5.154	-11.497	-8.041	-137.438	23.373	-114.065
Δ in sugar(g)	-46.285	-9.479	-0.639	-9.818	-3.649	-10.890	-6.726	-87.485	10.992	-76.492
Δ in fat(g)	-18.230	-6.204	-4.429	-5.860	-1.649	-0.082	-3.481	-39.936	16.412	-23.524
Δ in saturates(g)	-10.650	-3.136	-0.508	-2.255	-0.963	-0.036	-2.385	-19.934	6.286	-13.648
Δ in fibre(g)	-1.372	-1.102	-0.627	-1.625	-0.165	-0.123	-0.187	-5.201	2.957	-2.244
Δ in sodium(g)	-0.089	-0.081	-0.090	-0.154	-0.016	-0.017	-0.018	-0.465	0.304	-0.161
£30,000 - £39,999										
Δ in share	-0.010	-0.009	-0.006	-0.005	-0.002	-0.010	-0.004	-0.045	0.039	-0.007
Δ in expenditure (£)	-0.273	-0.242	-0.145	-0.122	-0.063	-0.254	-0.097	-1.195	1.018	-0.178
Δ in quantity (Kg)	-0.085	-0.041	-0.018	-0.085	-0.011	-0.221	-0.028	-0.490	0.169	-0.321
Δ in energy (kcal)	-401.354	-189.467	-93.778	-161.393	-24.417	-68.411	-58.661	-997.482	229.394	-768.088
Δ in protein(g)	-4.345	-2.625	-1.388	-3.789	-0.363	-0.204	-0.766	-13.481	6.373	-7.107
Δ in carbohydrate(g)	-54.870	-25.904	-9.713	-25.243	-3.337	-16.231	-6.805	-142.102	8.459	-133.643
Δ in sugar(g)	-45.925	-12.143	-0.756	-8.499	-2.372	-15.157	-5.763	-90.615	6.056	-84.559
Δ in fat(g)	-18.313	-8.087	-5.333	-5.243	-1.044	-0.068	-3.106	-41.194	13.100	-28.094
Δ in saturates(g)	-10.773	-4.056	-0.594	-2.027	-0.609	-0.030	-2.119	-20.208	4.927	-15.281
Δ in fibre(g)	-1.373	-1.509	-0.779	-1.471	-0.105	-0.122	-0.148	-5.507	1.586	-3.920
Δ in sodium(g)	-0.084	-0.108	-0.112	-0.138	-0.010	-0.015	-0.016	-0.483	0.222	-0.261
£40,000 - £49,999										
Δ in share	-0.008	-0.006	-0.007	-0.003	-0.003	-0.006	-0.005	-0.037	0.028	-0.009
Δ in expenditure (£)	-0.222	-0.148	-0.185	-0.070	-0.070	-0.154	-0.128	-0.976	0.743	-0.233
Δ in quantity (Kg)	-0.066	-0.024	-0.023	-0.044	-0.012	-0.128	-0.034	-0.331	0.157	-0.174
Δ in energy (kcal)	-311.351	-110.500	-116.979	-83.642	-26.003	-39.205	-72.529	-760.210	212.307	-547.903
Δ in protein(g)	-3.380	-1.602	-1.809	-2.183	-0.385	-0.129	-0.912	-10.400	6.134	-4.266
Δ in carbohydrate(g)	-42.861	-15.365	-12.059	-13.365	-3.569	-9.171	-8.628	-105.017	3.765	-101.253
Δ in sugar(g)	-35.741	-6.910	-1.043	-3.814	-2.530	-8.649	-7.295	-65.982	5.778	-60.204
Δ in fat(g)	-14.128	-4.547	-6.633	-2.528	-1.104	-0.038	-3.766	-32.744	15.023	-17.720
Δ in saturates(g)	-8.230	-2.205	-0.774	-0.976	-0.643	-0.016	-2.570	-15.413	7.182	-8.232
Δ in fibre(g)	-1.063	-0.963	-0.996	-0.813	-0.113	-0.074	-0.184	-4.206	1.068	-3.138
Δ in sodium(g)	-0.065	-0.066	-0.139	-0.078	-0.011	-0.009	-0.019	-0.387	0.174	-0.213

Table A15 - Policy simulation - by income (cont.)
(Changes are in per capita per week terms)

Group	Category									Total
	Discretionary foods							Other foods and drinks	Total	
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream			
£50,000 - £59,999										
Δ in share	-0.012	-0.007	-0.008	-0.008	-0.002	-0.010	-0.004	-0.051	0.043	-0.008
Δ in expenditure (£)	-0.296	-0.184	-0.198	-0.208	-0.061	-0.267	-0.094	-1.308	1.093	-0.215
Δ in quantity (Kg)	-0.089	-0.029	-0.024	-0.135	-0.010	-0.231	-0.025	-0.544	0.281	-0.263
Δ in energy (kcal)	-417.866	-135.630	-124.342	-254.091	-22.931	-66.865	-52.972	-1074.697	478.036	-596.661
Δ in protein(g)	-4.535	-1.898	-1.848	-6.124	-0.339	-0.214	-0.669	-15.627	15.179	-0.449
Δ in carbohydrate(g)	-57.761	-18.755	-13.095	-40.031	-3.060	-15.905	-6.366	-154.974	48.308	-106.666
Δ in sugar(g)	-47.726	-8.660	-1.253	-12.360	-2.225	-15.084	-5.371	-92.678	16.684	-75.994
Δ in fat(g)	-18.855	-5.699	-6.963	-7.835	-1.020	-0.058	-2.716	-43.146	23.796	-19.351
Δ in saturates(g)	-11.024	-2.829	-0.785	-2.999	-0.591	-0.022	-1.820	-20.070	10.519	-9.550
Δ in fibre(g)	-1.422	-1.035	-1.045	-2.346	-0.096	-0.111	-0.157	-6.211	5.500	-0.710
Δ in sodium(g)	-0.091	-0.079	-0.148	-0.235	-0.010	-0.015	-0.015	-0.593	0.599	0.006
£60,000 - over										
Δ in share	-0.009	-0.005	-0.007	-0.006	-0.003	-0.006	-0.002	-0.037	0.040	0.003
Δ in expenditure (£)	-0.221	-0.123	-0.192	-0.168	-0.075	-0.145	-0.043	-0.967	1.036	0.070
Δ in quantity (Kg)	-0.056	-0.018	-0.023	-0.107	-0.012	-0.115	-0.012	-0.343	0.249	-0.093
Δ in energy (kcal)	-264.238	-85.255	-117.609	-201.419	-28.967	-33.448	-24.528	-755.466	396.502	-358.963
Δ in protein(g)	-3.063	-1.279	-1.878	-4.665	-0.402	-0.091	-0.329	-11.706	8.578	-3.128
Δ in carbohydrate(g)	-34.690	-11.505	-11.900	-31.718	-3.820	-7.926	-2.889	-104.447	27.984	-76.464
Δ in sugar(g)	-28.549	-5.236	-1.095	-10.110	-2.675	-7.542	-2.427	-57.633	17.937	-39.696
Δ in fat(g)	-12.694	-3.657	-6.750	-6.383	-1.315	-0.023	-1.281	-32.102	26.208	-5.894
Δ in saturates(g)	-7.506	-1.760	-0.765	-2.473	-0.768	-0.006	-0.857	-14.135	11.156	-2.979
Δ in fibre(g)	-1.063	-0.701	-0.991	-2.054	-0.122	-0.066	-0.066	-5.062	3.919	-1.143
Δ in sodium(g)	-0.052	-0.049	-0.141	-0.177	-0.012	-0.011	-0.007	-0.450	0.297	-0.154

Table A16 - Policy simulation - by life stage
(Changes are in per capita per week terms)

Group	Category								Other foods and drinks	Total
	Discretionary foods							Total		
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream			
Pre-family										
Δ in share	-0.011	-0.006	-0.007	-0.004	-0.002	-0.009	-0.003	-0.043	0.046	0.003
Δ in expenditure (£)	-0.304	-0.175	-0.195	-0.122	-0.067	-0.261	-0.087	-1.211	1.308	0.098
Δ in quantity (Kg)	-0.097	-0.028	-0.024	-0.086	-0.011	-0.215	-0.022	-0.482	0.252	-0.231
Δ in energy (kcal)	-443.897	-128.472	-119.928	-160.636	-25.155	-69.288	-48.163	-995.538	407.662	-587.876
Δ in protein(g)	-4.974	-1.869	-1.838	-3.778	-0.373	-0.257	-0.622	-13.711	16.299	2.588
Δ in carbohydrate(g)	-61.355	-17.588	-12.604	-25.366	-3.348	-16.312	-5.690	-142.263	31.908	-110.355
Δ in sugar(g)	-48.884	-8.150	-1.083	-7.705	-2.426	-15.404	-4.750	-88.402	14.567	-73.835
Δ in fat(g)	-20.405	-5.421	-6.708	-4.959	-1.120	-0.091	-2.513	-41.217	20.253	-20.964
Δ in saturates(g)	-11.998	-2.610	-0.750	-1.894	-0.653	-0.038	-1.686	-19.630	7.926	-11.705
Δ in fibre(g)	-1.519	-1.084	-1.034	-1.671	-0.108	-0.113	-0.125	-5.654	3.400	-2.254
Δ in sodium(g)	-0.090	-0.075	-0.145	-0.145	-0.010	-0.014	-0.013	-0.493	0.489	-0.003
Young family										
Δ in share	-0.015	-0.009	-0.009	-0.006	-0.003	-0.007	-0.003	-0.051	0.048	-0.003
Δ in expenditure (£)	-0.267	-0.158	-0.166	-0.101	-0.048	-0.118	-0.055	-0.914	0.868	-0.047
Δ in quantity (Kg)	-0.089	-0.026	-0.022	-0.061	-0.010	-0.101	-0.016	-0.324	0.218	-0.107
Δ in energy (kcal)	-423.320	-119.690	-109.971	-115.954	-20.153	-32.967	-31.416	-853.472	363.371	-490.100
Δ in protein(g)	-4.665	-1.653	-1.463	-2.687	-0.314	-0.134	-0.393	-11.309	10.350	-0.959
Δ in carbohydrate(g)	-58.030	-16.812	-11.967	-18.148	-2.825	-7.766	-3.865	-119.414	27.445	-91.968
Δ in sugar(g)	-48.815	-7.894	-0.947	-5.534	-2.101	-7.440	-3.177	-75.909	11.846	-64.063
Δ in fat(g)	-19.183	-4.914	-6.079	-3.638	-0.834	-0.049	-1.572	-36.270	20.733	-15.538
Δ in saturates(g)	-11.214	-2.397	-0.666	-1.417	-0.482	-0.020	-1.067	-17.263	8.709	-8.554
Δ in fibre(g)	-1.408	-0.933	-0.852	-1.072	-0.075	-0.063	-0.091	-4.494	3.248	-1.245
Δ in sodium(g)	-0.088	-0.067	-0.138	-0.110	-0.009	-0.007	-0.008	-0.427	0.327	-0.100
Middle family										
Δ in share	-0.008	-0.005	-0.004	-0.006	-0.003	-0.006	-0.004	-0.037	0.029	-0.009
Δ in expenditure (£)	-0.165	-0.106	-0.089	-0.113	-0.060	-0.126	-0.082	-0.741	0.569	-0.172
Δ in quantity (Kg)	-0.062	-0.017	-0.012	-0.071	-0.011	-0.115	-0.023	-0.311	0.148	-0.163
Δ in energy (kcal)	-293.937	-81.000	-58.991	-133.918	-26.087	-32.359	-47.745	-674.037	293.982	-380.055
Δ in protein(g)	-3.218	-1.134	-0.836	-3.191	-0.394	-0.135	-0.611	-9.519	13.837	4.318
Δ in carbohydrate(g)	-40.492	-11.233	-6.263	-21.060	-3.490	-7.639	-5.809	-95.984	20.791	-75.193
Δ in sugar(g)	-34.144	-5.487	-0.531	-6.428	-2.533	-7.257	-4.837	-61.217	5.922	-55.295
Δ in fat(g)	-13.277	-3.381	-3.306	-4.214	-1.151	-0.042	-2.411	-27.783	18.740	-9.043
Δ in saturates(g)	-7.731	-1.667	-0.366	-1.633	-0.643	-0.018	-1.654	-13.714	7.311	-6.402
Δ in fibre(g)	-0.948	-0.637	-0.482	-1.233	-0.112	-0.071	-0.135	-3.618	2.514	-1.104
Δ in sodium(g)	-0.063	-0.044	-0.072	-0.126	-0.011	-0.007	-0.013	-0.337	0.441	0.104

Table A17 - Policy simulation - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category								Other foods and drinks	Total
	Discretionary foods							Total		
	Take home confectionery	Biscuits	Take home savouries	Cakes pastries and sugar morning goods	Total puddings and desserts	Take home sugary drinks	Edible ices and ice cream			
Older family										
Δ in share	-0.006	-0.006	-0.002	-0.005	-0.005	-0.009	-0.005	-0.039	0.032	-0.007
Δ in expenditure (£)	-0.116	-0.126	-0.045	-0.095	-0.104	-0.187	-0.101	-0.774	0.635	-0.139
Δ in quantity (Kg)	-0.043	-0.021	-0.006	-0.063	-0.020	-0.173	-0.028	-0.354	0.094	-0.260
Δ in energy (kcal)	-199.729	-99.703	-30.720	-120.390	-41.595	-51.055	-60.175	-603.368	145.723	-457.645
Δ in protein(g)	-2.191	-1.364	-0.452	-2.815	-0.663	-0.205	-0.749	-8.439	4.821	-3.619
Δ in carbohydrate(g)	-27.663	-13.895	-3.200	-18.812	-5.585	-12.103	-7.345	-88.604	6.890	-81.714
Δ in sugar(g)	-22.909	-6.647	-0.271	-5.934	-3.988	-11.488	-6.148	-57.384	2.326	-55.058
Δ in fat(g)	-9.018	-4.143	-1.742	-3.830	-1.790	-0.076	-3.042	-23.640	7.027	-16.613
Δ in saturates(g)	-5.238	-2.051	-0.193	-1.449	-1.031	-0.037	-2.084	-12.083	1.709	-10.375
Δ in fibre(g)	-0.634	-0.776	-0.253	-1.140	-0.170	-0.098	-0.156	-3.227	1.178	-2.049
Δ in sodium(g)	-0.044	-0.055	-0.038	-0.108	-0.019	-0.011	-0.015	-0.288	0.182	-0.106
45+ no children										
Δ in share	-0.008	-0.006	-0.003	-0.004	-0.003	-0.006	-0.004	-0.035	0.031	-0.004
Δ in expenditure (£)	-0.258	-0.193	-0.100	-0.137	-0.100	-0.190	-0.120	-1.098	0.977	-0.122
Δ in quantity (Kg)	-0.076	-0.034	-0.012	-0.107	-0.018	-0.164	-0.037	-0.450	0.180	-0.270
Δ in energy (kcal)	-356.788	-160.459	-64.560	-198.665	-38.124	-46.595	-78.070	-943.262	247.887	-695.375
Δ in protein(g)	-3.753	-2.199	-1.009	-4.976	-0.570	-0.208	-0.993	-13.708	5.322	-8.386
Δ in carbohydrate(g)	-49.464	-21.895	-6.424	-31.266	-5.164	-10.896	-9.152	-134.262	15.786	-118.476
Δ in sugar(g)	-40.795	-10.177	-0.524	-10.967	-3.608	-10.243	-7.737	-84.051	9.206	-74.845
Δ in fat(g)	-16.115	-6.878	-3.763	-6.446	-1.646	-0.065	-4.104	-39.017	13.147	-25.870
Δ in saturates(g)	-9.435	-3.502	-0.442	-2.486	-0.969	-0.028	-2.809	-19.670	5.442	-14.228
Δ in fibre(g)	-1.253	-1.225	-0.533	-1.761	-0.167	-0.123	-0.212	-5.274	2.360	-2.915
Δ in sodium(g)	-0.078	-0.091	-0.073	-0.166	-0.016	-0.019	-0.021	-0.464	0.223	-0.241

7.5.2 Other food and drinks

Table A18 - Policy simulation - other food and drinks - by SIMD
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
SIMD 1												
Δ in share	0.004	0.008	0.002	0.003	0.004	0.002	0.006	0.001	0.001	0.000	0.008	0.038
Δ in expenditure (£)	0.095	0.200	0.059	0.070	0.099	0.041	0.161	0.014	0.027	-0.011	0.217	0.971
Δ in quantity (Kg)	0.026	0.026	0.023	0.019	0.042	0.014	0.030	0.003	0.002	-0.002	0.022	0.205
Δ in energy (kcal)	45.589	49.146	108.898	16.839	25.076	38.284	54.997	8.714	2.932	-0.885	24.830	374.420
Δ in protein(g)	2.551	5.516	0.736	0.298	0.940	1.170	2.570	0.126	0.063	-0.026	0.025	13.969
Δ in carbohydrate(g)	1.603	0.872	0.152	2.569	4.125	6.698	5.127	1.301	0.346	-0.150	0.364	23.007
Δ in sugar(g)	1.339	0.174	0.105	2.370	1.750	0.864	0.919	0.954	0.200	-0.103	0.281	8.854
Δ in fat(g)	3.194	2.618	11.729	0.600	0.456	0.651	2.615	0.333	0.134	-0.021	0.008	22.318
Δ in saturates(g)	2.035	0.995	4.573	0.109	0.091	0.196	0.743	0.138	0.032	-0.017	0.003	8.897
Δ in fibre(g)	0.042	0.101	0.020	0.326	0.893	0.568	0.482	0.042	0.037	-0.028	0.000	2.481
Δ in sodium(g)	0.069	0.125	0.064	0.003	0.020	0.040	0.120	0.006	0.043	-0.001	0.001	0.491
SIMD 2												
Δ in share	0.002	0.002	0.002	0.003	0.008	0.002	0.000	0.000	0.001	0.002	0.019	0.042
Δ in expenditure (£)	0.062	0.053	0.062	0.083	0.219	0.046	0.014	0.007	0.032	0.044	0.530	1.152
Δ in quantity (Kg)	0.017	0.007	0.023	0.022	0.089	0.015	0.002	0.001	0.003	0.006	0.047	0.232
Δ in energy (kcal)	28.590	12.359	107.670	17.788	53.416	42.492	4.443	3.832	4.482	3.251	59.707	338.030
Δ in protein(g)	1.623	1.359	0.742	0.311	2.136	1.275	0.206	0.048	0.088	0.105	0.046	7.940
Δ in carbohydrate(g)	1.008	0.216	0.146	2.972	8.571	7.450	0.415	0.598	0.534	0.523	0.727	23.160
Δ in sugar(g)	0.853	0.044	0.102	2.747	3.373	1.073	0.077	0.447	0.309	0.376	0.576	9.977
Δ in fat(g)	1.993	0.672	11.598	0.532	1.001	0.729	0.212	0.136	0.207	0.083	0.017	17.181
Δ in saturates(g)	1.271	0.254	4.505	0.102	0.205	0.220	0.061	0.058	0.049	0.064	0.008	6.798
Δ in fibre(g)	0.028	0.025	0.018	0.369	1.910	0.634	0.040	0.017	0.053	0.117	0.000	3.211
Δ in sodium(g)	0.044	0.030	0.065	0.004	0.043	0.042	0.010	0.004	0.075	0.003	0.003	0.322
SIMD 3												
Δ in share	0.001	0.002	0.003	0.005	0.005	0.002	-0.002	0.000	0.002	0.001	0.019	0.036
Δ in expenditure (£)	0.015	0.045	0.071	0.133	0.132	0.055	-0.057	-0.013	0.058	0.034	0.513	0.987
Δ in quantity (Kg)	0.004	0.006	0.026	0.035	0.054	0.019	-0.010	-0.002	0.005	0.004	0.045	0.185
Δ in energy (kcal)	6.923	10.474	126.355	32.021	33.371	52.046	-18.337	-6.813	7.582	2.363	51.213	297.199
Δ in protein(g)	0.384	1.153	0.789	0.591	1.264	1.577	-0.851	-0.092	0.149	0.081	0.049	5.094
Δ in carbohydrate(g)	0.233	0.187	0.191	4.963	5.415	9.085	-1.720	-1.023	0.894	0.385	0.677	19.287
Δ in sugar(g)	0.203	0.037	0.131	4.504	2.464	1.285	-0.326	-0.795	0.543	0.272	0.560	8.878
Δ in fat(g)	0.491	0.568	13.635	1.117	0.624	0.892	-0.867	-0.257	0.354	0.056	0.016	16.630
Δ in saturates(g)	0.312	0.214	5.382	0.211	0.126	0.251	-0.242	-0.103	0.080	0.044	0.007	6.283
Δ in fibre(g)	0.006	0.021	0.021	0.632	1.141	0.819	-0.166	-0.032	0.089	0.100	0.000	2.633
Δ in sodium(g)	0.010	0.026	0.075	0.007	0.027	0.050	-0.040	-0.004	0.109	0.002	0.003	0.264

Table A19 - Policy simulation - other food and drinks - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
SIMD 4												
Δ in share	0.001	0.009	0.001	0.003	0.007	0.002	-0.003	0.001	0.002	0.003	0.008	0.033
Δ in expenditure (£)	0.020	0.239	0.027	0.083	0.197	0.063	-0.095	0.023	0.047	0.092	0.224	0.921
Δ in quantity (Kg)	0.005	0.029	0.009	0.020	0.074	0.020	-0.016	0.004	0.004	0.012	0.016	0.178
Δ in energy (kcal)	8.777	53.615	44.710	17.186	45.439	57.259	-28.201	13.852	5.583	6.851	18.376	243.447
Δ in protein(g)	0.476	5.853	0.290	0.299	1.769	1.718	-1.353	0.187	0.106	0.235	0.018	9.598
Δ in carbohydrate(g)	0.317	0.940	0.061	2.774	7.003	9.978	-2.589	2.082	0.624	1.104	0.262	22.558
Δ in sugar(g)	0.264	0.194	0.040	2.542	3.134	1.433	-0.517	1.586	0.387	0.800	0.212	10.074
Δ in fat(g)	0.618	2.934	4.821	0.553	1.009	1.006	-1.336	0.517	0.277	0.168	0.006	10.573
Δ in saturates(g)	0.395	1.107	1.939	0.100	0.198	0.283	-0.390	0.209	0.059	0.124	0.003	4.026
Δ in fibre(g)	0.009	0.118	0.008	0.351	1.613	0.891	-0.272	0.065	0.067	0.268	0.000	3.117
Δ in sodium(g)	0.013	0.132	0.026	0.005	0.039	0.055	-0.062	0.008	0.069	0.007	0.001	0.292
SIMD 5												
Δ in share	0.004	0.005	0.002	0.007	0.006	0.002	-0.004	0.000	0.001	0.000	0.011	0.034
Δ in expenditure (£)	0.113	0.129	0.059	0.208	0.162	0.047	-0.117	0.013	0.041	0.006	0.321	0.983
Δ in quantity (Kg)	0.029	0.014	0.020	0.051	0.057	0.015	-0.019	0.002	0.003	0.001	0.032	0.206
Δ in energy (kcal)	50.094	26.650	95.752	41.863	33.539	42.499	-32.191	7.256	4.942	0.464	39.416	310.283
Δ in protein(g)	2.817	3.018	0.615	0.745	1.293	1.293	-1.561	0.095	0.089	0.017	0.032	8.453
Δ in carbohydrate(g)	1.676	0.415	0.122	6.798	5.168	7.363	-2.933	1.087	0.521	0.076	0.421	20.714
Δ in sugar(g)	1.468	0.090	0.085	6.295	2.384	1.050	-0.613	0.849	0.323	0.055	0.348	12.335
Δ in fat(g)	3.546	1.431	10.323	1.309	0.745	0.746	-1.529	0.275	0.260	0.010	0.011	17.128
Δ in saturates(g)	2.262	0.528	4.304	0.237	0.149	0.213	-0.441	0.117	0.054	0.008	0.005	7.436
Δ in fibre(g)	0.047	0.055	0.015	0.885	1.200	0.706	-0.307	0.034	0.057	0.023	0.000	2.713
Δ in sodium(g)	0.073	0.065	0.053	0.010	0.026	0.038	-0.070	0.006	0.059	0.000	0.002	0.263

Table A20 - Policy simulation - other food and drinks - by rural urban
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
Lg. Urb. Areas												
Δ in share	0.002	0.007	0.002	0.004	0.005	0.002	0.002	0.000	0.002	0.003	0.013	0.043
Δ in expenditure (£)	0.056	0.182	0.060	0.116	0.142	0.053	0.065	0.008	0.045	0.083	0.359	1.170
Δ in quantity (Kg)	0.015	0.022	0.021	0.030	0.053	0.017	0.011	0.001	0.004	0.011	0.034	0.218
Δ in energy (kcal)	25.722	40.556	99.495	24.551	31.433	46.095	19.365	4.741	5.496	5.748	37.127	340.328
Δ in protein(g)	1.477	4.546	0.720	0.440	1.223	1.413	0.945	0.068	0.109	0.190	0.041	11.173
Δ in carbohydrate(g)	0.833	0.679	0.131	3.929	4.830	8.003	1.756	0.695	0.604	0.982	0.541	22.984
Δ in sugar(g)	0.723	0.142	0.088	3.619	2.150	1.065	0.334	0.527	0.355	0.693	0.401	10.097
Δ in fat(g)	1.818	2.179	10.700	0.794	0.700	0.809	0.922	0.185	0.274	0.129	0.011	18.520
Δ in saturates(g)	1.158	0.817	4.183	0.154	0.142	0.231	0.263	0.075	0.059	0.103	0.005	7.190
Δ in fibre(g)	0.024	0.085	0.017	0.510	1.133	0.720	0.181	0.023	0.070	0.214	0.000	2.976
Δ in sodium(g)	0.039	0.102	0.057	0.006	0.026	0.045	0.042	0.004	0.075	0.005	0.002	0.403
Oth. Urb. Areas												
Δ in share	0.002	0.002	0.002	0.005	0.008	0.001	-0.004	0.000	0.001	0.000	0.017	0.035
Δ in expenditure (£)	0.059	0.069	0.054	0.139	0.208	0.033	-0.109	0.004	0.036	0.004	0.481	0.976
Δ in quantity (Kg)	0.016	0.009	0.019	0.037	0.083	0.011	-0.019	0.001	0.003	0.001	0.040	0.200
Δ in energy (kcal)	27.381	15.835	92.481	30.344	50.553	31.045	-35.196	2.117	4.511	0.294	48.959	268.323
Δ in protein(g)	1.517	1.766	0.608	0.526	1.949	0.928	-1.643	0.027	0.088	0.010	0.041	5.817
Δ in carbohydrate(g)	1.009	0.275	0.130	4.989	8.275	5.441	-3.308	0.321	0.533	0.047	0.611	18.324
Δ in sugar(g)	0.833	0.056	0.091	4.600	3.436	0.791	-0.633	0.241	0.319	0.033	0.504	10.271
Δ in fat(g)	1.906	0.851	9.968	0.940	0.922	0.532	-1.658	0.079	0.210	0.007	0.014	13.771
Δ in saturates(g)	1.214	0.321	4.001	0.175	0.184	0.159	-0.482	0.034	0.048	0.006	0.006	5.665
Δ in fibre(g)	0.026	0.033	0.015	0.624	1.780	0.471	-0.320	0.010	0.054	0.013	0.000	2.706
Δ in sodium(g)	0.040	0.039	0.054	0.007	0.041	0.030	-0.077	0.002	0.066	0.000	0.003	0.204
Ac. Sm. Towns												
Δ in share	0.003	0.012	0.002	0.000	0.007	0.003	-0.005	0.000	0.004	0.003	-0.003	0.027
Δ in expenditure (£)	0.077	0.311	0.054	-0.006	0.178	0.083	-0.121	0.006	0.090	0.079	-0.073	0.679
Δ in quantity (Kg)	0.020	0.038	0.020	-0.001	0.073	0.028	-0.021	0.001	0.008	0.010	-0.006	0.171
Δ in energy (kcal)	34.727	71.684	97.065	-1.326	43.239	77.856	-38.772	3.788	11.330	5.640	-7.628	297.603
Δ in protein(g)	1.952	7.858	0.622	-0.023	1.693	2.402	-1.763	0.048	0.216	0.171	-0.005	13.170
Δ in carbohydrate(g)	1.173	1.206	0.141	-0.198	6.860	13.530	-3.618	0.600	1.260	0.925	-0.084	21.796
Δ in sugar(g)	1.014	0.245	0.089	-0.183	2.868	1.856	-0.693	0.462	0.758	0.669	-0.071	7.013
Δ in fat(g)	2.456	3.928	10.471	-0.049	0.842	1.342	-1.857	0.132	0.567	0.126	-0.002	17.955
Δ in saturates(g)	1.567	1.491	4.008	-0.009	0.170	0.376	-0.514	0.054	0.126	0.097	-0.001	7.367
Δ in fibre(g)	0.028	0.134	0.018	-0.025	1.564	1.230	-0.365	0.017	0.134	0.237	0.000	2.971
Δ in sodium(g)	0.052	0.179	0.059	0.000	0.038	0.076	-0.084	0.002	0.154	0.006	0.000	0.483

Table A21 - Policy simulation - other food and drinks - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
Rm. Sm. Towns												
Δ in share	0.004	0.005	0.000	0.004	0.005	-0.004	0.008	0.000	0.001	0.005	0.013	0.043
Δ in expenditure (£)	0.102	0.146	0.009	0.122	0.154	-0.101	0.237	-0.003	0.026	0.142	0.382	1.216
Δ in quantity (Kg)	0.026	0.019	0.003	0.031	0.066	-0.034	0.042	-0.001	0.003	0.018	0.031	0.205
Δ in energy (kcal)	47.236	35.495	15.611	27.106	42.299	-92.801	80.112	-2.306	3.370	10.068	35.712	201.904
Δ in protein(g)	2.505	3.676	0.109	0.476	1.702	-2.834	3.484	-0.035	0.069	0.319	0.032	9.502
Δ in carbohydrate(g)	1.598	0.713	0.021	4.359	6.508	-15.989	7.739	-0.326	0.432	1.489	0.432	6.974
Δ in sugar(g)	1.337	0.140	0.014	4.007	2.677	-2.493	1.240	-0.246	0.280	1.131	0.356	8.442
Δ in fat(g)	3.399	1.993	1.680	0.868	0.880	-1.662	3.799	-0.096	0.142	0.278	0.008	11.291
Δ in saturates(g)	2.178	0.760	0.605	0.139	0.171	-0.471	1.057	-0.035	0.036	0.202	0.004	4.646
Δ in fibre(g)	0.050	0.078	0.003	0.547	1.515	-1.488	0.706	-0.011	0.036	0.347	0.000	1.783
Δ in sodium(g)	0.071	0.088	0.009	0.004	0.038	-0.092	0.195	-0.001	0.045	0.008	0.002	0.368
Ac. Rural												
Δ in share	0.004	0.001	0.002	0.007	0.007	0.003	-0.002	0.001	0.002	0.001	0.014	0.040
Δ in expenditure (£)	0.114	0.025	0.068	0.197	0.210	0.073	-0.066	0.030	0.055	0.020	0.408	1.135
Δ in quantity (Kg)	0.030	0.003	0.023	0.048	0.079	0.025	-0.011	0.005	0.005	0.002	0.039	0.249
Δ in energy (kcal)	49.793	5.641	115.944	40.377	48.760	70.348	-19.558	18.052	6.637	1.648	46.303	383.945
Δ in protein(g)	2.737	0.630	0.703	0.724	1.815	2.109	-0.925	0.244	0.121	0.058	0.042	8.258
Δ in carbohydrate(g)	1.749	0.092	0.155	6.548	7.655	12.288	-1.798	2.700	0.706	0.262	0.618	30.974
Δ in sugar(g)	1.543	0.020	0.101	6.014	3.628	1.750	-0.393	2.093	0.435	0.188	0.513	15.893
Δ in fat(g)	3.512	0.306	12.523	1.292	1.054	1.224	-0.934	0.677	0.348	0.042	0.018	20.062
Δ in saturates(g)	2.240	0.114	5.264	0.244	0.208	0.352	-0.265	0.273	0.073	0.031	0.008	8.542
Δ in fibre(g)	0.048	0.012	0.017	0.838	1.666	1.121	-0.186	0.083	0.074	0.063	0.000	3.737
Δ in sodium(g)	0.072	0.014	0.066	0.010	0.038	0.065	-0.043	0.013	0.086	0.002	0.003	0.324
Rm. Rural												
Δ in share	0.001	0.009	0.002	0.007	0.007	0.000	0.000	0.001	0.000	-0.001	-0.001	0.025
Δ in expenditure (£)	0.019	0.275	0.069	0.198	0.212	0.001	0.006	0.016	-0.005	-0.027	-0.024	0.742
Δ in quantity (Kg)	0.005	0.034	0.023	0.050	0.085	0.000	0.001	0.002	0.000	-0.003	-0.002	0.196
Δ in energy (kcal)	9.098	63.772	123.795	49.705	53.242	1.148	1.936	8.205	-0.611	-1.884	-2.683	305.723
Δ in protein(g)	0.480	6.790	0.628	0.946	2.048	0.034	0.092	0.091	-0.012	-0.058	-0.002	11.037
Δ in carbohydrate(g)	0.317	1.189	0.178	7.488	8.469	0.202	0.177	1.379	-0.074	-0.313	-0.031	18.980
Δ in sugar(g)	0.278	0.247	0.137	6.723	4.173	0.028	0.034	1.084	-0.045	-0.228	-0.027	12.404
Δ in fat(g)	0.651	3.541	13.412	1.811	1.034	0.019	0.093	0.251	-0.028	-0.043	-0.001	20.741
Δ in saturates(g)	0.416	1.341	5.516	0.302	0.209	0.005	0.026	0.108	-0.007	-0.034	0.000	7.882
Δ in fibre(g)	0.009	0.132	0.019	0.944	1.811	0.018	0.018	0.036	-0.006	-0.062	0.000	2.918
Δ in sodium(g)	0.013	0.157	0.074	0.010	0.040	0.001	0.004	0.005	-0.009	-0.002	0.000	0.292

Table A22 - Policy simulation - other food and drinks - by income
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
£0 - £29,999												
Δ in share	0.001	0.004	0.002	0.005	0.005	0.002	0.000	0.000	0.001	0.002	0.014	0.036
Δ in expenditure (£)	0.029	0.117	0.058	0.131	0.145	0.051	-0.008	0.013	0.033	0.053	0.409	1.032
Δ in quantity (Kg)	0.008	0.015	0.021	0.036	0.060	0.018	-0.002	0.002	0.003	0.007	0.034	0.202
Δ in energy (kcal)	13.493	27.801	101.447	31.566	36.261	49.647	-2.713	7.926	4.002	4.152	41.669	315.251
Δ in protein(g)	0.748	3.029	0.677	0.560	1.389	1.508	-0.127	0.105	0.080	0.132	0.033	8.134
Δ in carbohydrate(g)	0.477	0.505	0.146	5.007	5.938	8.669	-0.251	1.215	0.482	0.683	0.502	23.373
Δ in sugar(g)	0.405	0.101	0.100	4.589	2.537	1.205	-0.047	0.920	0.287	0.479	0.415	10.992
Δ in fat(g)	0.948	1.515	10.929	1.053	0.659	0.853	-0.130	0.289	0.182	0.101	0.012	16.412
Δ in saturates(g)	0.605	0.572	4.320	0.193	0.134	0.251	-0.037	0.120	0.043	0.080	0.005	6.286
Δ in fibre(g)	0.012	0.060	0.017	0.616	1.277	0.763	-0.024	0.036	0.047	0.153	0.000	2.957
Δ in sodium(g)	0.020	0.069	0.061	0.006	0.028	0.050	-0.006	0.006	0.063	0.004	0.002	0.304
£30,000 - £39,999												
Δ in share	-0.001	0.007	0.002	0.002	0.007	-0.001	-0.001	0.001	0.002	-0.001	0.021	0.039
Δ in expenditure (£)	-0.018	0.197	0.054	0.058	0.184	-0.013	-0.038	0.017	0.041	-0.023	0.560	1.018
Δ in quantity (Kg)	-0.005	0.024	0.019	0.015	0.070	-0.004	-0.007	0.003	0.004	-0.003	0.054	0.169
Δ in energy (kcal)	-8.236	44.079	95.260	11.117	42.499	-12.231	-11.852	9.813	5.407	-1.726	55.263	229.394
Δ in protein(g)	-0.454	4.985	0.616	0.198	1.706	-0.370	-0.558	0.137	0.106	-0.061	0.068	6.373
Δ in carbohydrate(g)	-0.278	0.712	0.133	1.849	6.640	-2.131	-1.112	1.451	0.586	-0.276	0.885	8.459
Δ in sugar(g)	-0.238	0.142	0.095	1.713	2.947	-0.292	-0.222	1.103	0.341	-0.202	0.670	6.056
Δ in fat(g)	-0.586	2.362	10.268	0.334	0.862	-0.213	-0.556	0.375	0.276	-0.042	0.019	13.100
Δ in saturates(g)	-0.374	0.893	4.209	0.060	0.165	-0.059	-0.163	0.158	0.061	-0.032	0.009	4.927
Δ in fibre(g)	-0.008	0.087	0.015	0.242	1.511	-0.195	-0.112	0.049	0.064	-0.069	0.000	1.586
Δ in sodium(g)	-0.012	0.105	0.053	0.003	0.037	-0.012	-0.027	0.007	0.065	-0.002	0.004	0.222
£40,000 - £49,999												
Δ in share	0.007	0.002	0.002	0.004	0.006	-0.001	-0.004	-0.001	0.001	-0.001	0.013	0.028
Δ in expenditure (£)	0.185	0.065	0.052	0.095	0.161	-0.027	-0.103	-0.021	0.018	-0.014	0.331	0.743
Δ in quantity (Kg)	0.046	0.008	0.017	0.022	0.059	-0.009	-0.017	-0.003	0.002	-0.002	0.033	0.157
Δ in energy (kcal)	80.293	13.925	86.389	18.244	36.539	-23.667	-29.934	-10.462	2.178	-0.879	39.680	212.307
Δ in protein(g)	4.581	1.575	0.500	0.320	1.379	-0.714	-1.422	-0.133	0.041	-0.032	0.040	6.134
Δ in carbohydrate(g)	2.730	0.217	0.102	2.985	5.589	-4.111	-2.800	-1.584	0.228	-0.138	0.547	3.765
Δ in sugar(g)	2.323	0.046	0.067	2.757	2.522	-0.592	-0.567	-1.237	0.138	-0.102	0.421	5.778
Δ in fat(g)	5.618	0.751	9.355	0.569	0.839	-0.423	-1.403	-0.389	0.116	-0.022	0.013	15.023
Δ in saturates(g)	3.574	0.281	3.726	0.106	0.169	-0.124	-0.404	-0.160	0.023	-0.016	0.006	7.182
Δ in fibre(g)	0.083	0.028	0.014	0.385	1.266	-0.362	-0.285	-0.048	0.026	-0.038	0.000	1.068
Δ in sodium(g)	0.122	0.034	0.049	0.004	0.031	-0.022	-0.065	-0.006	0.027	-0.001	0.002	0.174

Table A23 - Policy simulation - other food and drinks - by income (cont.)
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
£50,000 - £59,999												
Δ in share	0.009	0.002	0.002	0.005	0.011	0.009	-0.002	0.000	0.005	0.000	0.001	0.043
Δ in expenditure (£)	0.231	0.052	0.062	0.135	0.283	0.228	-0.056	0.012	0.121	-0.005	0.027	1.093
Δ in quantity (Kg)	0.057	0.006	0.021	0.031	0.098	0.063	-0.009	0.002	0.010	-0.001	0.003	0.281
Δ in energy (kcal)	102.254	11.157	100.527	23.851	59.038	172.987	-16.204	6.698	14.777	-0.281	3.232	478.036
Δ in protein(g)	5.775	1.245	0.667	0.384	2.418	5.126	-0.781	0.091	0.262	-0.009	0.003	15.179
Δ in carbohydrate(g)	3.527	0.197	0.129	4.165	8.703	30.425	-1.490	1.007	1.654	-0.047	0.038	48.308
Δ in sugar(g)	2.974	0.043	0.087	3.856	3.744	4.431	-0.292	0.766	1.080	-0.035	0.031	16.684
Δ in fat(g)	7.173	0.598	10.832	0.625	1.407	2.935	-0.766	0.254	0.743	-0.006	0.001	23.796
Δ in saturates(g)	4.563	0.226	4.425	0.140	0.284	0.846	-0.217	0.104	0.154	-0.005	0.000	10.519
Δ in fibre(g)	0.103	0.024	0.017	0.519	2.130	2.673	-0.156	0.032	0.171	-0.011	0.000	5.500
Δ in sodium(g)	0.152	0.028	0.060	0.008	0.054	0.165	-0.034	0.004	0.162	0.000	0.000	0.599
£60,000 - over												
Δ in share	0.009	-0.002	0.004	0.014	0.007	0.002	-0.005	0.001	0.002	0.003	0.005	0.040
Δ in expenditure (£)	0.244	-0.057	0.093	0.357	0.173	0.059	-0.121	0.026	0.045	0.090	0.126	1.036
Δ in quantity (Kg)	0.059	-0.006	0.031	0.080	0.056	0.018	-0.018	0.003	0.004	0.011	0.012	0.249
Δ in energy (kcal)	101.460	-11.107	144.915	72.089	33.089	52.228	-30.943	11.259	5.463	5.257	12.792	396.502
Δ in protein(g)	5.724	-1.307	1.054	1.381	1.226	1.549	-1.545	0.159	0.101	0.220	0.014	8.578
Δ in carbohydrate(g)	3.402	-0.154	0.167	10.345	4.738	9.089	-2.789	1.589	0.569	0.857	0.169	27.984
Δ in sugar(g)	2.963	-0.040	0.111	9.459	2.317	1.409	-0.612	1.215	0.357	0.621	0.136	17.937
Δ in fat(g)	7.173	-0.582	15.593	2.772	0.925	0.912	-1.456	0.471	0.284	0.113	0.003	26.208
Δ in saturates(g)	4.564	-0.213	5.992	0.489	0.182	0.248	-0.429	0.190	0.052	0.080	0.002	11.156
Δ in fibre(g)	0.102	-0.021	0.021	1.566	1.210	0.872	-0.307	0.057	0.073	0.346	0.000	3.919
Δ in sodium(g)	0.147	-0.027	0.072	0.028	0.025	0.043	-0.068	0.007	0.064	0.005	0.001	0.297

Table A24 - Policy simulation - other food and drinks - by life stage
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
Pre-family												
Δ in share	0.005	0.008	0.001	0.007	0.003	0.002	0.007	0.001	0.000	0.001	0.010	0.046
Δ in expenditure (£)	0.139	0.213	0.037	0.205	0.081	0.070	0.210	0.033	0.001	0.030	0.289	1.308
Δ in quantity (Kg)	0.037	0.026	0.014	0.051	0.028	0.022	0.035	0.005	0.000	0.004	0.029	0.252
Δ in energy (kcal)	62.677	46.318	60.820	44.797	17.558	58.572	62.652	20.021	0.142	2.015	32.090	407.662
Δ in protein(g)	3.663	5.437	0.492	0.804	0.717	1.794	2.947	0.336	0.003	0.065	0.040	16.299
Δ in carbohydrate(g)	2.114	0.800	0.075	6.539	2.615	10.122	5.930	2.731	0.015	0.339	0.629	31.908
Δ in sugar(g)	1.806	0.178	0.049	6.004	1.266	1.379	1.114	2.041	0.008	0.250	0.471	14.567
Δ in fat(g)	4.363	2.363	6.522	1.716	0.402	1.048	2.911	0.857	0.007	0.044	0.019	20.253
Δ in saturates(g)	2.774	0.877	2.387	0.309	0.078	0.304	0.839	0.313	0.002	0.035	0.009	7.926
Δ in fibre(g)	0.066	0.099	0.010	0.896	0.623	0.919	0.613	0.109	0.002	0.065	0.000	3.400
Δ in sodium(g)	0.097	0.114	0.033	0.016	0.017	0.056	0.139	0.012	0.002	0.002	0.002	0.489
Young family												
Δ in share	0.007	0.006	0.004	0.006	0.010	0.005	-0.006	0.001	0.002	0.001	0.013	0.048
Δ in expenditure (£)	0.129	0.108	0.066	0.100	0.186	0.094	-0.109	0.022	0.028	0.010	0.234	0.868
Δ in quantity (Kg)	0.033	0.014	0.026	0.025	0.075	0.032	-0.020	0.003	0.003	0.002	0.025	0.218
Δ in energy (kcal)	59.257	27.067	122.552	21.134	46.133	88.491	-40.791	10.293	4.152	0.691	24.392	363.371
Δ in protein(g)	3.334	3.001	0.860	0.354	1.786	2.542	-1.817	0.149	0.079	0.022	0.039	10.350
Δ in carbohydrate(g)	2.155	0.432	0.183	3.429	7.048	15.713	-3.983	1.471	0.453	0.108	0.438	27.445
Δ in sugar(g)	1.772	0.095	0.121	3.131	3.212	2.370	-0.636	1.114	0.274	0.085	0.308	11.846
Δ in fat(g)	4.111	1.478	13.198	0.677	1.038	1.474	-1.896	0.417	0.211	0.017	0.009	20.733
Δ in saturates(g)	2.616	0.556	5.076	0.123	0.210	0.441	-0.527	0.155	0.042	0.012	0.004	8.709
Δ in fibre(g)	0.065	0.052	0.021	0.435	1.642	1.268	-0.359	0.051	0.052	0.021	0.000	3.248
Δ in sodium(g)	0.089	0.066	0.070	0.005	0.039	0.082	-0.079	0.006	0.047	0.001	0.002	0.327
Middle family												
Δ in share	0.002	0.013	0.002	0.001	0.007	0.002	0.009	0.000	0.001	0.001	-0.009	0.029
Δ in expenditure (£)	0.049	0.251	0.046	0.012	0.133	0.045	0.176	0.009	0.011	0.013	-0.175	0.569
Δ in quantity (Kg)	0.013	0.032	0.018	0.003	0.051	0.015	0.031	0.001	0.001	0.002	-0.019	0.148
Δ in energy (kcal)	22.865	61.010	85.214	2.285	31.307	41.556	60.962	3.802	1.674	0.876	-17.569	293.982
Δ in protein(g)	1.277	6.626	0.573	0.038	1.259	1.179	2.798	0.049	0.030	0.028	-0.021	13.837
Δ in carbohydrate(g)	0.824	1.136	0.114	0.391	4.765	7.350	5.738	0.544	0.178	0.147	-0.396	20.791
Δ in sugar(g)	0.684	0.242	0.075	0.363	2.052	1.168	1.028	0.420	0.112	0.112	-0.331	5.922
Δ in fat(g)	1.594	3.326	9.197	0.065	0.688	0.717	2.897	0.157	0.088	0.018	-0.008	18.740
Δ in saturates(g)	1.018	1.245	3.761	0.014	0.137	0.217	0.828	0.062	0.019	0.014	-0.004	7.311
Δ in fibre(g)	0.023	0.135	0.015	0.048	1.095	0.586	0.540	0.018	0.020	0.034	0.000	2.514
Δ in sodium(g)	0.034	0.152	0.052	0.001	0.028	0.039	0.119	0.002	0.017	0.001	-0.001	0.441

Table A25 - Policy simulation - other food and drinks - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Other food and drinks											Total
	Dairy products	Meat and fish	Fats and eggs	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	
Older family												
Δ in share	-0.005	0.011	0.002	0.000	0.004	0.001	0.000	0.001	0.001	0.003	0.015	0.032
Δ in expenditure (£)	-0.101	0.216	0.033	0.007	0.071	0.013	-0.008	0.012	0.027	0.062	0.305	0.635
Δ in quantity (Kg)	-0.028	0.029	0.012	0.002	0.031	0.004	-0.001	0.002	0.003	0.009	0.033	0.094
Δ in energy (kcal)	-50.138	54.015	60.975	1.566	18.609	11.392	-2.750	6.047	3.832	4.638	37.535	145.723
Δ in protein(g)	-2.860	6.016	0.333	0.029	0.766	0.332	-0.127	0.080	0.070	0.148	0.035	4.821
Δ in carbohydrate(g)	-1.750	0.982	0.081	0.241	2.908	2.001	-0.259	0.905	0.448	0.779	0.554	6.890
Δ in sugar(g)	-1.447	0.192	0.053	0.222	1.111	0.303	-0.045	0.682	0.287	0.535	0.431	2.326
Δ in fat(g)	-3.490	2.886	6.609	0.055	0.364	0.198	-0.130	0.229	0.183	0.108	0.014	7.027
Δ in saturates(g)	-2.232	1.099	2.509	0.010	0.074	0.061	-0.036	0.093	0.037	0.086	0.007	1.709
Δ in fibre(g)	-0.044	0.109	0.011	0.031	0.669	0.162	-0.024	0.026	0.044	0.193	0.000	1.178
Δ in sodium(g)	-0.078	0.138	0.037	0.000	0.018	0.011	-0.006	0.004	0.051	0.004	0.002	0.182
45+ no children												
Δ in share	0.002	0.002	0.002	0.004	0.005	0.001	-0.003	0.000	0.002	0.001	0.015	0.031
Δ in expenditure (£)	0.055	0.067	0.052	0.127	0.167	0.023	-0.081	0.002	0.051	0.038	0.476	0.977
Δ in quantity (Kg)	0.015	0.008	0.018	0.033	0.066	0.008	-0.014	0.000	0.004	0.004	0.037	0.180
Δ in energy (kcal)	24.752	14.846	86.438	28.119	39.401	22.338	-23.897	1.194	5.710	2.854	46.133	247.887
Δ in protein(g)	1.354	1.631	0.551	0.505	1.480	0.690	-1.150	0.015	0.113	0.097	0.036	5.322
Δ in carbohydrate(g)	0.854	0.254	0.121	4.566	6.433	3.881	-2.169	0.188	0.683	0.462	0.514	15.786
Δ in sugar(g)	0.738	0.051	0.084	4.198	2.757	0.525	-0.446	0.143	0.407	0.324	0.425	9.206
Δ in fat(g)	1.758	0.811	9.320	0.888	0.744	0.386	-1.145	0.042	0.261	0.071	0.011	13.147
Δ in saturates(g)	1.121	0.306	3.785	0.163	0.150	0.109	-0.331	0.018	0.061	0.055	0.005	5.442
Δ in fibre(g)	0.022	0.031	0.014	0.573	1.390	0.361	-0.223	0.005	0.067	0.119	0.000	2.360
Δ in sodium(g)	0.036	0.036	0.051	0.006	0.029	0.022	-0.055	0.001	0.092	0.003	0.002	0.223

7.5.3 Take home confectionery

Table A26 - Policy simulation - take home confectionery
(Changes are in per capita per week terms)

Group	Category						Total
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery		Other confectionery	
	Private label	Branded		Private label	Branded		
All the sample							
Δ in share	0.000	-0.006	0.000	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.009	-0.161	-0.013	-0.014	-0.027	0.007	-0.217
Δ in quantity (Kg)	-0.003	-0.037	-0.007	-0.016	-0.023	0.002	-0.084
Δ in energy (kcal)	-14.403	-190.083	-37.052	-62.109	-85.422	4.230	-384.838
Δ in protein(g)	-0.171	-2.191	-0.448	-0.385	-0.659	0.024	-3.830
Δ in carbohydrate(g)	-1.520	-22.201	-4.203	-13.515	-18.680	1.283	-58.836
Δ in sugar(g)	-1.348	-20.120	-3.944	-10.108	-14.504	0.180	-49.843
Δ in fat(g)	-0.829	-10.095	-2.033	-0.745	-0.892	0.067	-14.527
Δ in saturates(g)	-0.478	-5.873	-1.215	-0.423	-0.551	0.041	-8.500
Δ in fibre(g)	-0.089	-0.711	-0.116	-0.068	-0.100	0.018	-1.066
Δ in sodium(g)	-0.002	-0.042	-0.007	-0.016	-0.020	0.001	-0.086

Table A27 - Policy simulation - take home confectionery - by SIMD
(Changes are in per capita per week terms)

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
SIMD 1							
Δ in share	-0.001	-0.007	-0.001	-0.001	-0.001	0.000	-0.010
Δ in expenditure (£)	-0.017	-0.185	-0.019	-0.020	-0.022	0.011	-0.253
Δ in quantity (Kg)	-0.006	-0.051	-0.011	-0.025	-0.020	0.003	-0.109
Δ in energy (kcal)	-29.769	-256.233	-58.902	-94.727	-73.460	6.777	-506.313
Δ in protein(g)	-0.347	-2.959	-0.707	-0.537	-0.530	0.032	-5.048
Δ in carbohydrate(g)	-3.272	-30.762	-6.802	-20.907	-16.412	2.156	-75.999
Δ in sugar(g)	-2.902	-27.699	-6.367	-15.622	-12.781	0.240	-65.131
Δ in fat(g)	-1.662	-13.258	-3.173	-1.054	-0.627	0.103	-19.671
Δ in saturates(g)	-0.950	-7.666	-1.908	-0.613	-0.383	0.060	-11.461
Δ in fibre(g)	-0.151	-0.899	-0.176	-0.093	-0.082	0.031	-1.369
Δ in sodium(g)	-0.006	-0.059	-0.011	-0.023	-0.016	0.001	-0.114
SIMD 2							
Δ in share	0.000	-0.006	0.000	0.000	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.005	-0.177	-0.010	-0.010	-0.032	0.001	-0.234
Δ in quantity (Kg)	-0.002	-0.043	-0.006	-0.012	-0.027	0.000	-0.089
Δ in energy (kcal)	-8.142	-217.644	-29.497	-45.124	-103.050	0.417	-403.040
Δ in protein(g)	-0.095	-2.471	-0.360	-0.282	-0.734	0.002	-3.939
Δ in carbohydrate(g)	-0.847	-25.567	-3.325	-10.043	-22.361	0.126	-62.017
Δ in sugar(g)	-0.753	-23.132	-3.134	-7.533	-17.378	0.021	-51.910
Δ in fat(g)	-0.475	-11.506	-1.625	-0.451	-1.175	0.006	-15.226
Δ in saturates(g)	-0.272	-6.738	-0.975	-0.254	-0.700	0.004	-8.936
Δ in fibre(g)	-0.052	-0.816	-0.092	-0.055	-0.128	0.002	-1.142
Δ in sodium(g)	-0.001	-0.049	-0.005	-0.010	-0.027	0.000	-0.092
SIMD 3							
Δ in share	0.000	-0.006	-0.001	0.000	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.009	-0.169	-0.014	-0.012	-0.024	0.004	-0.225
Δ in quantity (Kg)	-0.003	-0.040	-0.008	-0.014	-0.020	0.001	-0.085
Δ in energy (kcal)	-14.897	-207.370	-41.569	-54.873	-76.648	2.610	-392.748
Δ in protein(g)	-0.179	-2.411	-0.501	-0.353	-0.573	0.020	-3.996
Δ in carbohydrate(g)	-1.586	-23.998	-4.748	-12.066	-16.648	0.698	-58.348
Δ in sugar(g)	-1.430	-21.802	-4.440	-8.858	-12.852	0.145	-49.238
Δ in fat(g)	-0.855	-11.110	-2.277	-0.591	-0.865	0.056	-15.641
Δ in saturates(g)	-0.494	-6.442	-1.360	-0.348	-0.516	0.033	-9.127
Δ in fibre(g)	-0.087	-0.769	-0.133	-0.052	-0.085	0.012	-1.113
Δ in sodium(g)	-0.003	-0.045	-0.008	-0.012	-0.017	0.001	-0.084

Table A28 - Policy simulation - take home confectionery - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
SIMD 4							
Δ in share	0.000	-0.005	0.000	-0.001	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.010	-0.134	-0.008	-0.016	-0.031	0.009	-0.189
Δ in quantity (Kg)	-0.003	-0.029	-0.004	-0.019	-0.027	0.003	-0.078
Δ in energy (kcal)	-13.992	-147.758	-22.326	-72.187	-97.807	6.120	-347.951
Δ in protein(g)	-0.168	-1.706	-0.265	-0.461	-0.839	0.033	-3.407
Δ in carbohydrate(g)	-1.440	-17.084	-2.552	-15.234	-21.843	1.854	-56.299
Δ in sugar(g)	-1.266	-15.527	-2.389	-11.505	-16.832	0.231	-47.288
Δ in fat(g)	-0.818	-7.913	-1.218	-1.062	-0.780	0.103	-11.689
Δ in saturates(g)	-0.474	-4.599	-0.723	-0.591	-0.478	0.064	-6.800
Δ in fibre(g)	-0.094	-0.570	-0.069	-0.079	-0.115	0.020	-0.907
Δ in sodium(g)	-0.002	-0.032	-0.004	-0.022	-0.022	0.002	-0.081
SIMD 5							
Δ in share	0.000	-0.005	0.000	0.000	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.011	-0.143	-0.012	-0.013	-0.029	0.009	-0.200
Δ in quantity (Kg)	-0.003	-0.029	-0.006	-0.015	-0.024	0.003	-0.075
Δ in energy (kcal)	-14.677	-150.083	-32.732	-58.664	-92.649	5.604	-343.201
Δ in protein(g)	-0.177	-1.741	-0.405	-0.359	-0.800	0.036	-3.446
Δ in carbohydrate(g)	-1.557	-17.195	-3.609	-12.679	-19.634	1.808	-52.866
Δ in sugar(g)	-1.364	-15.644	-3.402	-9.511	-15.421	0.184	-45.156
Δ in fat(g)	-0.840	-8.110	-1.834	-0.731	-1.209	0.065	-12.659
Δ in saturates(g)	-0.489	-4.732	-1.096	-0.407	-0.828	0.041	-7.511
Δ in fibre(g)	-0.094	-0.587	-0.107	-0.072	-0.111	0.025	-0.947
Δ in sodium(g)	-0.002	-0.032	-0.006	-0.014	-0.021	0.001	-0.074

Table A29 - Policy simulation - take home confectionery - by rural urban
(Changes are in per capita per week terms)

Group	Category						Total
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery		Other confectionery	
	Private label	Branded		Private label	Branded		
Lg. Urb. Areas							
Δ in share	0.000	-0.007	0.000	0.000	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.008	-0.180	-0.012	-0.012	-0.030	0.013	-0.230
Δ in quantity (Kg)	-0.002	-0.043	-0.007	-0.014	-0.026	0.004	-0.087
Δ in energy (kcal)	-11.700	-217.646	-34.810	-51.914	-97.536	8.682	-404.924
Δ in protein(g)	-0.136	-2.530	-0.418	-0.350	-0.690	0.047	-4.076
Δ in carbohydrate(g)	-1.205	-25.438	-3.950	-11.236	-21.562	2.729	-60.662
Δ in sugar(g)	-1.069	-23.096	-3.706	-8.463	-16.817	0.340	-52.810
Δ in fat(g)	-0.688	-11.537	-1.907	-0.631	-0.941	0.123	-15.579
Δ in saturates(g)	-0.403	-6.722	-1.138	-0.354	-0.579	0.074	-9.123
Δ in fibre(g)	-0.074	-0.801	-0.108	-0.055	-0.111	0.027	-1.122
Δ in sodium(g)	-0.002	-0.048	-0.006	-0.014	-0.024	0.002	-0.092
Oth. Urb. Areas							
Δ in share	0.000	-0.006	-0.001	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.010	-0.155	-0.017	-0.015	-0.025	0.003	-0.219
Δ in quantity (Kg)	-0.003	-0.037	-0.009	-0.019	-0.021	0.001	-0.088
Δ in energy (kcal)	-15.365	-188.114	-48.534	-70.458	-78.746	1.732	-399.486
Δ in protein(g)	-0.185	-2.156	-0.593	-0.448	-0.647	0.011	-4.019
Δ in carbohydrate(g)	-1.639	-21.987	-5.482	-15.447	-17.060	0.512	-61.104
Δ in sugar(g)	-1.455	-19.915	-5.150	-11.549	-13.223	0.076	-51.217
Δ in fat(g)	-0.879	-9.987	-2.673	-0.805	-0.872	0.030	-15.186
Δ in saturates(g)	-0.502	-5.800	-1.605	-0.457	-0.548	0.018	-8.894
Δ in fibre(g)	-0.091	-0.693	-0.152	-0.079	-0.096	0.008	-1.103
Δ in sodium(g)	-0.003	-0.042	-0.009	-0.016	-0.018	0.000	-0.087
Ac. Sm. Towns							
Δ in share	0.000	-0.006	0.000	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.002	-0.148	-0.011	-0.015	-0.028	0.001	-0.203
Δ in quantity (Kg)	-0.001	-0.034	-0.006	-0.018	-0.023	0.000	-0.082
Δ in energy (kcal)	-3.536	-173.742	-33.151	-70.214	-87.313	0.723	-367.233
Δ in protein(g)	-0.043	-1.999	-0.402	-0.358	-0.670	0.004	-3.467
Δ in carbohydrate(g)	-0.375	-20.317	-3.733	-15.533	-18.999	0.204	-58.753
Δ in sugar(g)	-0.330	-18.385	-3.504	-11.418	-14.639	0.039	-48.236
Δ in fat(g)	-0.200	-9.222	-1.830	-0.748	-0.977	0.014	-12.963
Δ in saturates(g)	-0.116	-5.336	-1.093	-0.434	-0.580	0.009	-7.551
Δ in fibre(g)	-0.023	-0.652	-0.105	-0.074	-0.101	0.005	-0.950
Δ in sodium(g)	-0.001	-0.038	-0.006	-0.016	-0.019	0.000	-0.080

Table A30 - Policy simulation - take home confectionery - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery		Other confectionery	
	Private label	Branded		Private label	Branded		
Rm. Sm. Towns							
Δ in share	-0.001	-0.007	-0.001	0.000	-0.001	0.000	-0.010
Δ in expenditure (£)	-0.018	-0.207	-0.017	-0.012	-0.028	-0.001	-0.283
Δ in quantity (Kg)	-0.006	-0.050	-0.010	-0.014	-0.024	0.000	-0.104
Δ in energy (kcal)	-28.798	-254.950	-52.659	-54.294	-90.134	-0.462	-481.297
Δ in protein(g)	-0.320	-2.971	-0.616	-0.276	-0.569	-0.002	-4.754
Δ in carbohydrate(g)	-3.309	-30.440	-6.098	-12.248	-19.036	-0.154	-71.285
Δ in sugar(g)	-2.936	-27.549	-5.748	-9.419	-14.910	-0.021	-60.584
Δ in fat(g)	-1.545	-13.263	-2.837	-0.481	-1.291	-0.005	-19.422
Δ in saturates(g)	-0.910	-7.842	-1.691	-0.277	-0.767	-0.003	-11.489
Δ in fibre(g)	-0.178	-0.903	-0.166	-0.053	-0.097	-0.002	-1.400
Δ in sodium(g)	-0.005	-0.060	-0.010	-0.011	-0.023	0.000	-0.109
Ac. Rural							
Δ in share	0.000	-0.005	0.000	0.000	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.010	-0.146	-0.008	-0.009	-0.026	0.011	-0.187
Δ in quantity (Kg)	-0.003	-0.031	-0.004	-0.010	-0.021	0.003	-0.066
Δ in energy (kcal)	-14.912	-155.876	-21.878	-38.545	-77.947	7.010	-302.148
Δ in protein(g)	-0.182	-1.750	-0.267	-0.219	-0.627	0.033	-3.012
Δ in carbohydrate(g)	-1.553	-18.255	-2.484	-8.095	-17.405	2.195	-45.596
Δ in sugar(g)	-1.372	-16.539	-2.329	-5.991	-13.459	0.244	-39.446
Δ in fat(g)	-0.866	-8.282	-1.201	-0.597	-0.636	0.106	-11.476
Δ in saturates(g)	-0.493	-4.854	-0.713	-0.338	-0.398	0.069	-6.727
Δ in fibre(g)	-0.092	-0.620	-0.068	-0.043	-0.091	0.023	-0.891
Δ in sodium(g)	-0.003	-0.034	-0.004	-0.012	-0.018	0.002	-0.069
Rm. Rural							
Δ in share	-0.001	-0.005	0.000	-0.001	-0.001	0.000	-0.008
Δ in expenditure (£)	-0.029	-0.153	-0.004	-0.018	-0.043	0.004	-0.244
Δ in quantity (Kg)	-0.010	-0.034	-0.002	-0.022	-0.038	0.001	-0.106
Δ in energy (kcal)	-52.647	-175.533	-12.549	-83.400	-139.424	2.243	-461.310
Δ in protein(g)	-0.638	-2.095	-0.147	-0.549	-1.009	0.014	-4.422
Δ in carbohydrate(g)	-5.677	-19.869	-1.461	-18.775	-31.210	0.672	-76.320
Δ in sugar(g)	-5.051	-17.968	-1.357	-14.084	-24.432	0.097	-62.794
Δ in fat(g)	-2.969	-9.574	-0.674	-0.708	-1.184	0.033	-15.075
Δ in saturates(g)	-1.689	-5.508	-0.396	-0.418	-0.705	0.021	-8.695
Δ in fibre(g)	-0.364	-0.726	-0.042	-0.090	-0.144	0.013	-1.353
Δ in sodium(g)	-0.009	-0.038	-0.002	-0.022	-0.029	0.001	-0.100

Table A31 - Policy simulation - take home confectionery - by income
(Changes are in per capita per week terms)

Group	Category						Total
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery		Other confectionery	
	Private label	Branded		Private label	Branded		
£0 - £29,999							
Δ in share	0.000	-0.006	-0.001	0.000	-0.001	0.000	-0.009
Δ in expenditure (£)	-0.010	-0.181	-0.015	-0.014	-0.030	0.008	-0.244
Δ in quantity (Kg)	-0.003	-0.043	-0.009	-0.017	-0.026	0.002	-0.096
Δ in energy (kcal)	-16.605	-221.193	-45.022	-65.067	-99.069	4.882	-442.074
Δ in protein(g)	-0.195	-2.551	-0.544	-0.372	-0.727	0.027	-4.361
Δ in carbohydrate(g)	-1.764	-25.899	-5.118	-14.193	-21.677	1.482	-67.169
Δ in sugar(g)	-1.563	-23.468	-4.801	-10.617	-16.797	0.197	-57.049
Δ in fat(g)	-0.953	-11.720	-2.467	-0.788	-1.051	0.080	-16.898
Δ in saturates(g)	-0.548	-6.817	-1.474	-0.446	-0.635	0.049	-9.871
Δ in fibre(g)	-0.100	-0.821	-0.142	-0.070	-0.113	0.021	-1.224
Δ in sodium(g)	-0.003	-0.049	-0.008	-0.016	-0.024	0.001	-0.100
£30,000 - £39,999							
Δ in share	0.000	-0.005	0.000	0.000	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.007	-0.132	-0.009	-0.009	-0.021	0.003	-0.174
Δ in quantity (Kg)	-0.002	-0.030	-0.005	-0.010	-0.017	0.001	-0.064
Δ in energy (kcal)	-10.274	-155.641	-27.487	-39.139	-63.528	1.907	-294.163
Δ in protein(g)	-0.124	-1.777	-0.337	-0.237	-0.506	0.013	-2.968
Δ in carbohydrate(g)	-1.118	-18.093	-3.082	-8.641	-14.083	0.547	-44.469
Δ in sugar(g)	-1.000	-16.438	-2.896	-6.443	-10.989	0.095	-37.671
Δ in fat(g)	-0.577	-8.305	-1.516	-0.408	-0.558	0.034	-11.328
Δ in saturates(g)	-0.339	-4.857	-0.905	-0.245	-0.346	0.020	-6.672
Δ in fibre(g)	-0.059	-0.582	-0.087	-0.043	-0.075	0.009	-0.837
Δ in sodium(g)	-0.002	-0.034	-0.005	-0.009	-0.013	0.000	-0.062
£40,000 - £49,999							
Δ in share	0.000	-0.005	0.000	-0.001	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.012	-0.138	-0.008	-0.018	-0.023	0.005	-0.194
Δ in quantity (Kg)	-0.003	-0.031	-0.004	-0.021	-0.019	0.002	-0.077
Δ in energy (kcal)	-16.795	-158.377	-22.228	-78.313	-70.149	3.526	-342.337
Δ in protein(g)	-0.197	-1.814	-0.270	-0.583	-0.565	0.020	-3.409
Δ in carbohydrate(g)	-1.759	-18.559	-2.520	-17.462	-15.592	1.101	-54.790
Δ in sugar(g)	-1.573	-16.817	-2.377	-13.145	-12.049	0.172	-45.789
Δ in fat(g)	-0.976	-8.393	-1.221	-0.714	-0.607	0.044	-11.867
Δ in saturates(g)	-0.556	-4.871	-0.730	-0.404	-0.346	0.027	-6.880
Δ in fibre(g)	-0.104	-0.589	-0.068	-0.083	-0.090	0.015	-0.919
Δ in sodium(g)	-0.003	-0.035	-0.004	-0.016	-0.015	0.001	-0.072

Table A32 - Policy simulation - take home confectionery - by income (cont.)
(Changes are in per capita per week terms)

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
£50,000 - £59,999							
Δ in share	0.000	-0.006	0.000	-0.001	-0.001	0.001	-0.007
Δ in expenditure (£)	0.001	-0.158	-0.002	-0.016	-0.024	0.019	-0.180
Δ in quantity (Kg)	0.000	-0.036	-0.001	-0.017	-0.020	0.005	-0.070
Δ in energy (kcal)	1.255	-186.128	-5.527	-68.486	-74.523	11.491	-321.917
Δ in protein(g)	0.015	-2.173	-0.066	-0.506	-0.558	0.069	-3.219
Δ in carbohydrate(g)	0.134	-21.671	-0.635	-13.949	-16.761	3.506	-49.376
Δ in sugar(g)	0.117	-19.562	-0.593	-10.382	-13.062	0.520	-42.960
Δ in fat(g)	0.071	-9.909	-0.300	-1.184	-0.579	0.159	-11.741
Δ in saturates(g)	0.042	-5.759	-0.179	-0.653	-0.365	0.100	-6.814
Δ in fibre(g)	0.008	-0.706	-0.016	-0.083	-0.093	0.047	-0.844
Δ in sodium(g)	0.000	-0.041	-0.001	-0.025	-0.015	0.002	-0.080
£60,000 - over							
Δ in share	-0.001	-0.003	-0.001	-0.001	-0.001	0.000	-0.006
Δ in expenditure (£)	-0.025	-0.073	-0.023	-0.016	-0.018	0.003	-0.152
Δ in quantity (Kg)	-0.006	-0.014	-0.011	-0.018	-0.014	0.001	-0.061
Δ in energy (kcal)	-30.008	-71.750	-56.609	-67.011	-55.684	1.691	-279.371
Δ in protein(g)	-0.381	-0.849	-0.680	-0.537	-0.636	0.007	-3.077
Δ in carbohydrate(g)	-2.831	-8.129	-6.355	-14.765	-10.780	0.549	-42.311
Δ in sugar(g)	-2.459	-7.355	-5.948	-11.052	-8.536	0.065	-35.284
Δ in fat(g)	-1.853	-3.911	-3.148	-0.655	-1.110	0.021	-10.656
Δ in saturates(g)	-1.066	-2.254	-1.891	-0.358	-0.828	0.013	-6.384
Δ in fibre(g)	-0.244	-0.302	-0.184	-0.076	-0.069	0.005	-0.869
Δ in sodium(g)	-0.004	-0.015	-0.010	-0.014	-0.013	0.000	-0.057

Table A33 - Policy simulation - take home confectionery - by life stage
(Changes are in per capita per week terms)

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
Pre-family							
Δ in share	-0.001	-0.007	-0.001	0.000	-0.001	0.000	-0.009
Δ in expenditure (£)	-0.015	-0.201	-0.015	-0.014	-0.024	0.004	-0.265
Δ in quantity (Kg)	-0.004	-0.048	-0.008	-0.016	-0.021	0.001	-0.096
Δ in energy (kcal)	-23.245	-246.232	-43.837	-59.127	-78.503	2.232	-448.711
Δ in protein(g)	-0.289	-2.918	-0.531	-0.419	-0.781	0.007	-4.931
Δ in carbohydrate(g)	-2.399	-28.153	-4.895	-13.409	-16.824	0.793	-64.887
Δ in sugar(g)	-2.149	-25.614	-4.561	-9.892	-12.954	0.057	-55.112
Δ in fat(g)	-1.358	-13.312	-2.438	-0.430	-0.881	0.018	-18.401
Δ in saturates(g)	-0.770	-7.766	-1.445	-0.261	-0.639	0.011	-10.871
Δ in fibre(g)	-0.156	-0.900	-0.142	-0.051	-0.095	0.007	-1.337
Δ in sodium(g)	-0.004	-0.055	-0.008	-0.011	-0.015	0.000	-0.093
Young family							
Δ in share	-0.001	-0.007	-0.001	-0.001	-0.001	0.000	-0.010
Δ in expenditure (£)	-0.014	-0.127	-0.012	-0.010	-0.022	-0.002	-0.187
Δ in quantity (Kg)	-0.005	-0.030	-0.007	-0.012	-0.018	0.000	-0.073
Δ in energy (kcal)	-26.633	-154.863	-37.597	-44.211	-67.310	-1.061	-331.673
Δ in protein(g)	-0.315	-1.823	-0.460	-0.331	-0.489	-0.008	-3.426
Δ in carbohydrate(g)	-2.871	-17.942	-4.216	-9.999	-15.256	-0.321	-50.605
Δ in sugar(g)	-2.578	-16.281	-3.960	-7.518	-11.785	-0.050	-42.173
Δ in fat(g)	-1.512	-8.279	-2.082	-0.323	-0.465	-0.014	-12.675
Δ in saturates(g)	-0.854	-4.801	-1.256	-0.172	-0.295	-0.008	-7.386
Δ in fibre(g)	-0.151	-0.563	-0.121	-0.056	-0.083	-0.006	-0.979
Δ in sodium(g)	-0.005	-0.035	-0.007	-0.007	-0.013	0.000	-0.067
Middle family							
Δ in share	-0.001	-0.008	-0.001	-0.001	-0.002	0.000	-0.011
Δ in expenditure (£)	-0.011	-0.157	-0.011	-0.014	-0.033	-0.001	-0.227
Δ in quantity (Kg)	-0.004	-0.044	-0.006	-0.016	-0.029	0.000	-0.099
Δ in energy (kcal)	-18.569	-224.894	-31.562	-59.512	-107.253	-0.886	-442.677
Δ in protein(g)	-0.225	-2.657	-0.385	-0.404	-0.747	-0.006	-4.424
Δ in carbohydrate(g)	-2.014	-26.149	-3.573	-13.502	-24.133	-0.269	-69.641
Δ in sugar(g)	-1.804	-23.837	-3.356	-10.145	-18.969	-0.042	-58.153
Δ in fat(g)	-1.046	-11.982	-1.736	-0.433	-0.850	-0.014	-16.061
Δ in saturates(g)	-0.603	-6.935	-1.033	-0.253	-0.518	-0.008	-9.350
Δ in fibre(g)	-0.097	-0.799	-0.100	-0.066	-0.121	-0.004	-1.186
Δ in sodium(g)	-0.004	-0.053	-0.006	-0.010	-0.020	0.000	-0.092

Table A34 - Policy simulation - take home confectionery - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category					Total	
	Chocolate confectionery		Egg, novelty and seasonal sweets	Sugar confectionery			Other confectionery
	Private label	Branded		Private label	Branded		
Older family							
Δ in share	0.000	-0.005	-0.001	0.000	-0.001	0.000	-0.007
Δ in expenditure (£)	0.001	-0.095	-0.013	-0.009	-0.023	0.009	-0.131
Δ in quantity (Kg)	0.000	-0.026	-0.007	-0.011	-0.020	0.003	-0.061
Δ in energy (kcal)	1.923	-134.549	-36.468	-42.237	-74.401	6.868	-278.865
Δ in protein(g)	0.024	-1.616	-0.431	-0.235	-0.549	0.038	-2.768
Δ in carbohydrate(g)	0.201	-15.620	-4.170	-9.372	-16.506	2.019	-43.448
Δ in sugar(g)	0.177	-14.184	-3.893	-7.039	-12.845	0.346	-37.438
Δ in fat(g)	0.111	-7.169	-1.990	-0.442	-0.685	0.117	-10.058
Δ in saturates(g)	0.063	-4.142	-1.182	-0.245	-0.417	0.069	-5.855
Δ in fibre(g)	0.012	-0.469	-0.114	-0.045	-0.090	0.026	-0.680
Δ in sodium(g)	0.000	-0.031	-0.007	-0.010	-0.017	0.001	-0.063
45+ no children							
Δ in share	0.000	-0.005	0.000	0.000	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.009	-0.168	-0.012	-0.015	-0.029	0.010	-0.222
Δ in quantity (Kg)	-0.002	-0.037	-0.007	-0.018	-0.024	0.003	-0.085
Δ in energy (kcal)	-12.430	-186.376	-34.604	-68.969	-91.452	7.213	-386.619
Δ in protein(g)	-0.145	-2.105	-0.419	-0.406	-0.686	0.043	-3.718
Δ in carbohydrate(g)	-1.310	-21.936	-3.949	-14.720	-19.811	2.090	-59.637
Δ in sugar(g)	-1.156	-19.834	-3.715	-11.021	-15.389	0.326	-50.789
Δ in fat(g)	-0.717	-9.838	-1.888	-0.973	-1.053	0.134	-14.335
Δ in saturates(g)	-0.417	-5.734	-1.130	-0.550	-0.628	0.082	-8.377
Δ in fibre(g)	-0.078	-0.717	-0.107	-0.077	-0.105	0.033	-1.051
Δ in sodium(g)	-0.002	-0.041	-0.006	-0.020	-0.024	0.002	-0.090

7.5.4 Biscuits

Table A35 - Policy simulation - biscuits - by SIMD
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
SIMD 1							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.024	-0.036	-0.017	0.000	0.000	-0.018	-0.094
Δ in quantity (Kg)	-0.003	-0.006	-0.005	0.000	0.000	-0.003	-0.017
Δ in energy (kcal)	-11.579	-31.247	-21.956	0.181	-0.152	-13.103	-77.855
Δ in protein(g)	-0.195	-0.358	-0.272	0.004	-0.002	-0.191	-1.013
Δ in carbohydrate(g)	-1.675	-4.077	-3.036	0.029	-0.019	-2.004	-10.782
Δ in sugar(g)	-0.793	-2.639	-1.470	0.002	-0.010	-0.827	-5.736
Δ in fat(g)	-0.414	-1.473	-0.944	0.005	-0.008	-0.460	-3.294
Δ in saturates(g)	-0.169	-0.853	-0.467	0.002	-0.004	-0.142	-1.633
Δ in fibre(g)	-0.224	-0.140	-0.124	0.002	-0.001	-0.135	-0.622
Δ in sodium(g)	-0.005	-0.011	-0.013	0.000	0.000	-0.008	-0.037
SIMD 2							
Δ in share	-0.001	-0.002	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.028	-0.044	-0.028	0.006	0.000	-0.014	-0.107
Δ in quantity (Kg)	-0.003	-0.008	-0.008	0.001	0.000	-0.002	-0.020
Δ in energy (kcal)	-13.164	-38.641	-36.907	4.099	0.333	-9.739	-94.019
Δ in protein(g)	-0.229	-0.439	-0.453	0.089	0.004	-0.137	-1.164
Δ in carbohydrate(g)	-1.949	-5.080	-5.098	0.618	0.041	-1.539	-13.007
Δ in sugar(g)	-0.913	-3.306	-2.510	0.062	0.022	-0.681	-7.325
Δ in fat(g)	-0.438	-1.806	-1.589	0.131	0.017	-0.326	-4.011
Δ in saturates(g)	-0.172	-1.063	-0.803	0.051	0.009	-0.109	-2.086
Δ in fibre(g)	-0.288	-0.174	-0.211	0.052	0.001	-0.089	-0.709
Δ in sodium(g)	-0.006	-0.014	-0.021	0.004	0.000	-0.006	-0.042
SIMD 3							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.035	-0.036	-0.022	0.002	-0.002	-0.018	-0.111
Δ in quantity (Kg)	-0.004	-0.006	-0.006	0.000	0.000	-0.003	-0.019
Δ in energy (kcal)	-16.088	-31.722	-28.832	0.992	-1.444	-12.764	-89.857
Δ in protein(g)	-0.260	-0.363	-0.356	0.022	-0.017	-0.183	-1.157
Δ in carbohydrate(g)	-2.361	-4.163	-3.959	0.150	-0.178	-1.986	-12.496
Δ in sugar(g)	-1.162	-2.678	-1.910	0.014	-0.094	-0.842	-6.672
Δ in fat(g)	-0.564	-1.487	-1.255	0.031	-0.072	-0.439	-3.786
Δ in saturates(g)	-0.235	-0.872	-0.629	0.012	-0.039	-0.141	-1.905
Δ in fibre(g)	-0.308	-0.145	-0.161	0.013	-0.006	-0.134	-0.742
Δ in sodium(g)	-0.007	-0.012	-0.017	0.001	-0.001	-0.007	-0.043

Table A36 - Policy simulation - biscuits - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
SIMD 4							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.032	-0.032	-0.017	0.001	-0.001	-0.023	-0.105
Δ in quantity (Kg)	-0.004	-0.006	-0.005	0.000	0.000	-0.004	-0.017
Δ in energy (kcal)	-15.024	-27.622	-21.285	0.537	-0.665	-15.940	-80.000
Δ in protein(g)	-0.271	-0.311	-0.262	0.012	-0.008	-0.234	-1.074
Δ in carbohydrate(g)	-2.173	-3.654	-2.943	0.082	-0.082	-2.412	-11.182
Δ in sugar(g)	-1.064	-2.317	-1.421	0.007	-0.043	-0.998	-5.836
Δ in fat(g)	-0.522	-1.285	-0.916	0.017	-0.033	-0.569	-3.309
Δ in saturates(g)	-0.192	-0.770	-0.455	0.006	-0.018	-0.171	-1.599
Δ in fibre(g)	-0.309	-0.131	-0.123	0.007	-0.003	-0.183	-0.742
Δ in sodium(g)	-0.007	-0.011	-0.013	0.001	0.000	-0.009	-0.039
SIMD 5							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	0.000	-0.004
Δ in expenditure (£)	-0.025	-0.038	-0.021	-0.008	-0.004	-0.013	-0.108
Δ in quantity (Kg)	-0.003	-0.007	-0.005	-0.001	-0.001	-0.002	-0.019
Δ in energy (kcal)	-11.663	-31.661	-25.931	-5.140	-2.481	-9.314	-86.190
Δ in protein(g)	-0.199	-0.363	-0.321	-0.115	-0.030	-0.129	-1.156
Δ in carbohydrate(g)	-1.687	-4.183	-3.582	-0.777	-0.303	-1.395	-11.926
Δ in sugar(g)	-0.849	-2.719	-1.699	-0.061	-0.161	-0.635	-6.123
Δ in fat(g)	-0.418	-1.470	-1.115	-0.161	-0.125	-0.345	-3.634
Δ in saturates(g)	-0.162	-0.868	-0.551	-0.059	-0.068	-0.130	-1.838
Δ in fibre(g)	-0.207	-0.155	-0.153	-0.067	-0.010	-0.092	-0.683
Δ in sodium(g)	-0.005	-0.012	-0.015	-0.006	-0.001	-0.005	-0.044

Table A37 - Policy simulation - biscuits - by rural urban
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
Lg. Urb. Areas							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.032	-0.039	-0.030	-0.002	0.001	-0.017	-0.119
Δ in quantity (Kg)	-0.004	-0.007	-0.008	0.000	0.000	-0.003	-0.021
Δ in energy (kcal)	-14.940	-33.746	-36.780	-1.296	0.690	-11.887	-97.957
Δ in protein(g)	-0.256	-0.385	-0.453	-0.029	0.008	-0.173	-1.288
Δ in carbohydrate(g)	-2.115	-4.404	-5.120	-0.199	0.084	-1.809	-13.562
Δ in sugar(g)	-1.037	-2.874	-2.512	-0.018	0.045	-0.748	-7.144
Δ in fat(g)	-0.549	-1.592	-1.567	-0.040	0.035	-0.422	-4.135
Δ in saturates(g)	-0.227	-0.940	-0.780	-0.015	0.019	-0.128	-2.070
Δ in fibre(g)	-0.293	-0.156	-0.216	-0.016	0.003	-0.132	-0.810
Δ in sodium(g)	-0.006	-0.012	-0.022	-0.001	0.000	-0.007	-0.048
Oth. Urb. Areas							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.028	-0.034	-0.017	-0.002	-0.002	-0.019	-0.102
Δ in quantity (Kg)	-0.003	-0.006	-0.005	0.000	0.000	-0.003	-0.018
Δ in energy (kcal)	-13.114	-29.721	-22.012	-1.476	-1.236	-13.775	-81.334
Δ in protein(g)	-0.232	-0.338	-0.272	-0.033	-0.015	-0.193	-1.083
Δ in carbohydrate(g)	-1.934	-3.924	-3.027	-0.226	-0.153	-2.141	-11.404
Δ in sugar(g)	-0.943	-2.534	-1.464	-0.019	-0.081	-0.938	-5.980
Δ in fat(g)	-0.442	-1.383	-0.954	-0.045	-0.062	-0.476	-3.363
Δ in saturates(g)	-0.171	-0.811	-0.478	-0.017	-0.033	-0.163	-1.672
Δ in fibre(g)	-0.270	-0.138	-0.124	-0.019	-0.005	-0.132	-0.689
Δ in sodium(g)	-0.006	-0.011	-0.013	-0.002	-0.001	-0.008	-0.040
Ac. Sm. Towns							
Δ in share	-0.001	-0.001	0.000	0.000	0.000	0.000	-0.003
Δ in expenditure (£)	-0.021	-0.031	-0.009	0.004	0.004	-0.011	-0.064
Δ in quantity (Kg)	-0.002	-0.005	-0.003	0.001	0.001	-0.002	-0.011
Δ in energy (kcal)	-10.398	-26.441	-12.031	2.877	2.807	-7.750	-50.937
Δ in protein(g)	-0.177	-0.307	-0.150	0.063	0.033	-0.113	-0.650
Δ in carbohydrate(g)	-1.498	-3.487	-1.657	0.434	0.345	-1.189	-7.053
Δ in sugar(g)	-0.726	-2.218	-0.791	0.036	0.174	-0.502	-4.027
Δ in fat(g)	-0.375	-1.229	-0.521	0.092	0.141	-0.269	-2.161
Δ in saturates(g)	-0.134	-0.721	-0.262	0.036	0.076	-0.082	-1.088
Δ in fibre(g)	-0.187	-0.127	-0.070	0.036	0.011	-0.087	-0.425
Δ in sodium(g)	-0.005	-0.010	-0.007	0.003	0.001	-0.004	-0.022

Table A38 - Policy simulation - biscuits - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
Rm. Sm. Towns							
Δ in share	-0.001	-0.002	-0.001	0.001	-0.001	-0.001	-0.005
Δ in expenditure (£)	-0.030	-0.047	-0.026	0.019	-0.016	-0.042	-0.143
Δ in quantity (Kg)	-0.003	-0.008	-0.007	0.003	-0.002	-0.007	-0.025
Δ in energy (kcal)	-13.873	-40.800	-33.260	13.254	-11.616	-27.987	-114.281
Δ in protein(g)	-0.218	-0.470	-0.398	0.306	-0.136	-0.378	-1.295
Δ in carbohydrate(g)	-2.051	-5.421	-4.541	2.079	-1.403	-4.549	-15.886
Δ in sugar(g)	-1.018	-3.463	-2.254	0.131	-0.782	-1.855	-9.241
Δ in fat(g)	-0.489	-1.879	-1.463	0.375	-0.594	-0.900	-4.950
Δ in saturates(g)	-0.209	-1.088	-0.745	0.133	-0.334	-0.270	-2.512
Δ in fibre(g)	-0.222	-0.178	-0.170	0.181	-0.047	-0.287	-0.723
Δ in sodium(g)	-0.006	-0.015	-0.018	0.016	-0.005	-0.016	-0.044
Ac. Rural							
Δ in share	-0.001	-0.002	-0.001	0.000	0.000	-0.001	-0.005
Δ in expenditure (£)	-0.033	-0.055	-0.029	0.006	-0.007	-0.019	-0.136
Δ in quantity (Kg)	-0.004	-0.010	-0.008	0.001	-0.001	-0.003	-0.025
Δ in energy (kcal)	-15.158	-47.418	-38.007	4.249	-4.623	-13.885	-114.841
Δ in protein(g)	-0.244	-0.543	-0.471	0.089	-0.056	-0.202	-1.427
Δ in carbohydrate(g)	-2.271	-6.208	-5.211	0.624	-0.572	-2.052	-15.690
Δ in sugar(g)	-1.045	-4.001	-2.487	0.070	-0.297	-0.926	-8.686
Δ in fat(g)	-0.499	-2.223	-1.652	0.144	-0.230	-0.522	-4.982
Δ in saturates(g)	-0.195	-1.296	-0.805	0.055	-0.122	-0.189	-2.551
Δ in fibre(g)	-0.339	-0.213	-0.223	0.054	-0.020	-0.140	-0.881
Δ in sodium(g)	-0.007	-0.017	-0.023	0.004	-0.002	-0.008	-0.052
Rm. Rural							
Δ in share	-0.001	-0.002	-0.001	0.000	0.000	-0.001	-0.005
Δ in expenditure (£)	-0.037	-0.060	-0.019	0.003	-0.008	-0.018	-0.138
Δ in quantity (Kg)	-0.004	-0.011	-0.005	0.001	-0.001	-0.003	-0.024
Δ in energy (kcal)	-16.833	-53.395	-25.275	2.432	-5.652	-12.462	-111.186
Δ in protein(g)	-0.275	-0.583	-0.314	0.055	-0.069	-0.187	-1.373
Δ in carbohydrate(g)	-2.566	-7.018	-3.490	0.374	-0.695	-1.936	-15.331
Δ in sugar(g)	-1.251	-4.417	-1.615	0.026	-0.370	-0.796	-8.423
Δ in fat(g)	-0.564	-2.511	-1.089	0.073	-0.282	-0.417	-4.789
Δ in saturates(g)	-0.214	-1.540	-0.537	0.025	-0.155	-0.126	-2.547
Δ in fibre(g)	-0.244	-0.252	-0.143	0.036	-0.024	-0.137	-0.763
Δ in sodium(g)	-0.008	-0.022	-0.016	0.003	-0.003	-0.008	-0.053

Table A39 - Policy simulation - biscuits - by income
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
£0 - £29,999							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.025	-0.038	-0.025	0.001	-0.003	-0.015	-0.104
Δ in quantity (Kg)	-0.003	-0.007	-0.007	0.000	0.000	-0.002	-0.019
Δ in energy (kcal)	-11.545	-33.835	-33.545	0.929	-1.812	-10.592	-90.398
Δ in protein(g)	-0.192	-0.384	-0.412	0.021	-0.022	-0.151	-1.140
Δ in carbohydrate(g)	-1.708	-4.450	-4.636	0.142	-0.223	-1.637	-12.510
Δ in sugar(g)	-0.818	-2.874	-2.245	0.012	-0.119	-0.704	-6.748
Δ in fat(g)	-0.393	-1.580	-1.445	0.028	-0.091	-0.367	-3.848
Δ in saturates(g)	-0.154	-0.932	-0.722	0.011	-0.049	-0.124	-1.970
Δ in fibre(g)	-0.237	-0.156	-0.191	0.012	-0.008	-0.105	-0.685
Δ in sodium(g)	-0.005	-0.012	-0.020	0.001	-0.001	-0.006	-0.043
£30,000 - £39,999							
Δ in share	-0.002	-0.002	-0.001	0.000	0.000	-0.001	-0.005
Δ in expenditure (£)	-0.043	-0.042	-0.025	0.005	-0.004	-0.021	-0.129
Δ in quantity (Kg)	-0.005	-0.007	-0.007	0.001	-0.001	-0.003	-0.022
Δ in energy (kcal)	-20.371	-35.529	-32.406	3.241	-2.668	-14.472	-102.205
Δ in protein(g)	-0.350	-0.401	-0.408	0.070	-0.031	-0.204	-1.325
Δ in carbohydrate(g)	-2.911	-4.662	-4.442	0.490	-0.327	-2.203	-14.055
Δ in sugar(g)	-1.426	-2.986	-2.130	0.049	-0.174	-0.938	-7.605
Δ in fat(g)	-0.735	-1.670	-1.407	0.103	-0.134	-0.519	-4.363
Δ in saturates(g)	-0.299	-0.999	-0.694	0.039	-0.073	-0.169	-2.193
Δ in fibre(g)	-0.402	-0.169	-0.187	0.041	-0.011	-0.162	-0.891
Δ in sodium(g)	-0.008	-0.014	-0.020	0.004	-0.001	-0.008	-0.047
£40,000 - £49,999							
Δ in share	-0.001	-0.002	0.000	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.031	-0.042	-0.007	-0.005	-0.002	-0.023	-0.110
Δ in quantity (Kg)	-0.004	-0.007	-0.002	-0.001	0.000	-0.004	-0.017
Δ in energy (kcal)	-14.535	-35.491	-8.560	-3.522	-1.518	-15.969	-79.594
Δ in protein(g)	-0.257	-0.409	-0.106	-0.078	-0.018	-0.239	-1.106
Δ in carbohydrate(g)	-2.135	-4.683	-1.186	-0.539	-0.187	-2.443	-11.172
Δ in sugar(g)	-1.007	-3.038	-0.575	-0.039	-0.097	-1.018	-5.773
Δ in fat(g)	-0.497	-1.651	-0.367	-0.108	-0.076	-0.559	-3.257
Δ in saturates(g)	-0.194	-0.959	-0.181	-0.038	-0.041	-0.175	-1.588
Δ in fibre(g)	-0.284	-0.162	-0.048	-0.045	-0.007	-0.174	-0.720
Δ in sodium(g)	-0.006	-0.013	-0.005	-0.004	-0.001	-0.010	-0.040

Table A40 - Policy simulation - biscuits - by income (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
£50,000 - £59,999							
Δ in share	-0.001	-0.001	0.000	0.000	0.000	-0.001	-0.003
Δ in expenditure (£)	-0.027	-0.021	-0.009	-0.001	0.002	-0.023	-0.079
Δ in quantity (Kg)	-0.003	-0.004	-0.002	0.000	0.000	-0.004	-0.012
Δ in energy (kcal)	-12.197	-17.286	-10.486	-0.626	1.027	-15.962	-55.530
Δ in protein(g)	-0.209	-0.202	-0.126	-0.014	0.012	-0.230	-0.768
Δ in carbohydrate(g)	-1.834	-2.276	-1.447	-0.093	0.126	-2.465	-7.990
Δ in sugar(g)	-0.917	-1.432	-0.721	-0.008	0.063	-1.064	-4.078
Δ in fat(g)	-0.408	-0.808	-0.454	-0.020	0.052	-0.553	-2.191
Δ in saturates(g)	-0.175	-0.461	-0.238	-0.008	0.028	-0.151	-1.005
Δ in fibre(g)	-0.214	-0.080	-0.059	-0.008	0.004	-0.163	-0.519
Δ in sodium(g)	-0.006	-0.007	-0.006	-0.001	0.000	-0.009	-0.028
£60,000 - over							
Δ in share	-0.001	-0.002	0.000	0.000	0.000	0.000	-0.003
Δ in expenditure (£)	-0.016	-0.044	-0.005	0.002	-0.001	-0.005	-0.069
Δ in quantity (Kg)	-0.002	-0.007	-0.001	0.000	0.000	-0.001	-0.011
Δ in energy (kcal)	-7.073	-35.779	-5.814	1.102	-0.913	-3.459	-51.936
Δ in protein(g)	-0.144	-0.419	-0.072	0.024	-0.011	-0.048	-0.668
Δ in carbohydrate(g)	-0.926	-4.691	-0.794	0.166	-0.113	-0.511	-6.869
Δ in sugar(g)	-0.503	-3.120	-0.376	0.015	-0.060	-0.241	-4.286
Δ in fat(g)	-0.285	-1.678	-0.254	0.035	-0.045	-0.131	-2.359
Δ in saturates(g)	-0.099	-0.980	-0.123	0.013	-0.025	-0.045	-1.259
Δ in fibre(g)	-0.130	-0.164	-0.034	0.013	-0.004	-0.032	-0.350
Δ in sodium(g)	-0.003	-0.013	-0.003	0.001	0.000	-0.002	-0.020

Table A41 - Policy simulation - biscuits - by life stage
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
Pre-family							
Δ in share	-0.001	-0.001	0.000	0.000	0.000	-0.001	-0.002
Δ in expenditure (£)	-0.033	-0.017	0.003	0.004	0.005	-0.025	-0.063
Δ in quantity (Kg)	-0.004	-0.003	0.001	0.001	0.001	-0.004	-0.009
Δ in energy (kcal)	-15.071	-14.822	3.676	2.688	3.676	-17.909	-37.762
Δ in protein(g)	-0.284	-0.175	0.046	0.059	0.045	-0.259	-0.567
Δ in carbohydrate(g)	-2.085	-1.952	0.502	0.411	0.454	-2.707	-5.377
Δ in sugar(g)	-1.052	-1.244	0.245	0.038	0.250	-1.167	-2.929
Δ in fat(g)	-0.566	-0.689	0.161	0.083	0.183	-0.648	-1.476
Δ in saturates(g)	-0.217	-0.394	0.079	0.030	0.099	-0.206	-0.609
Δ in fibre(g)	-0.299	-0.068	0.021	0.034	0.016	-0.205	-0.501
Δ in sodium(g)	-0.007	-0.006	0.002	0.003	0.002	-0.010	-0.015
Young family							
Δ in share	-0.002	-0.002	-0.001	0.000	0.000	-0.001	-0.007
Δ in expenditure (£)	-0.037	-0.041	-0.025	-0.003	-0.003	-0.014	-0.123
Δ in quantity (Kg)	-0.004	-0.007	-0.007	0.000	0.000	-0.002	-0.021
Δ in energy (kcal)	-17.657	-32.425	-33.599	-1.941	-2.150	-10.048	-97.819
Δ in protein(g)	-0.276	-0.386	-0.414	-0.041	-0.026	-0.146	-1.289
Δ in carbohydrate(g)	-2.686	-4.376	-4.672	-0.299	-0.267	-1.486	-13.786
Δ in sugar(g)	-1.281	-2.638	-2.332	-0.034	-0.138	-0.627	-7.049
Δ in fat(g)	-0.590	-1.459	-1.434	-0.060	-0.107	-0.375	-4.025
Δ in saturates(g)	-0.255	-0.796	-0.710	-0.023	-0.057	-0.127	-1.969
Δ in fibre(g)	-0.294	-0.147	-0.191	-0.022	-0.009	-0.105	-0.768
Δ in sodium(g)	-0.008	-0.013	-0.019	-0.002	-0.001	-0.006	-0.049
Middle family							
Δ in share	-0.001	-0.002	-0.001	0.000	0.000	-0.001	-0.005
Δ in expenditure (£)	-0.023	-0.045	-0.015	0.006	0.000	-0.018	-0.095
Δ in quantity (Kg)	-0.003	-0.008	-0.004	0.001	0.000	-0.003	-0.016
Δ in energy (kcal)	-11.269	-37.171	-19.067	3.725	0.140	-12.851	-76.493
Δ in protein(g)	-0.194	-0.436	-0.233	0.083	0.002	-0.184	-0.962
Δ in carbohydrate(g)	-1.680	-4.899	-2.645	0.565	0.017	-1.962	-10.604
Δ in sugar(g)	-0.837	-3.119	-1.338	0.039	0.009	-0.861	-6.106
Δ in fat(g)	-0.381	-1.726	-0.817	0.117	0.007	-0.457	-3.257
Δ in saturates(g)	-0.148	-0.983	-0.406	0.042	0.004	-0.147	-1.639
Δ in fibre(g)	-0.191	-0.169	-0.111	0.046	0.001	-0.133	-0.557
Δ in sodium(g)	-0.005	-0.014	-0.011	0.004	0.000	-0.007	-0.033

Table A42 - Policy simulation - biscuits - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
Older family							
Δ in share	-0.002	-0.001	-0.001	0.000	0.000	-0.001	-0.005
Δ in expenditure (£)	-0.034	-0.024	-0.012	-0.003	0.000	-0.017	-0.090
Δ in quantity (Kg)	-0.004	-0.004	-0.003	0.000	0.000	-0.003	-0.015
Δ in energy (kcal)	-15.987	-20.879	-15.276	-1.766	-0.240	-12.124	-66.272
Δ in protein(g)	-0.268	-0.233	-0.189	-0.039	-0.003	-0.178	-0.909
Δ in carbohydrate(g)	-2.373	-2.707	-2.146	-0.273	-0.029	-1.917	-9.445
Δ in sugar(g)	-1.112	-1.751	-1.075	-0.025	-0.015	-0.788	-4.766
Δ in fat(g)	-0.547	-0.993	-0.641	-0.054	-0.012	-0.398	-2.645
Δ in saturates(g)	-0.204	-0.583	-0.322	-0.021	-0.006	-0.107	-1.243
Δ in fibre(g)	-0.302	-0.094	-0.088	-0.020	-0.001	-0.129	-0.635
Δ in sodium(g)	-0.008	-0.007	-0.009	-0.002	0.000	-0.007	-0.034
45+ no children							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	0.000	-0.003
Δ in expenditure (£)	-0.020	-0.041	-0.027	0.001	-0.003	-0.014	-0.104
Δ in quantity (Kg)	-0.002	-0.007	-0.007	0.000	0.000	-0.002	-0.020
Δ in energy (kcal)	-9.455	-36.149	-34.725	0.809	-2.364	-9.868	-91.752
Δ in protein(g)	-0.162	-0.404	-0.427	0.018	-0.028	-0.139	-1.142
Δ in carbohydrate(g)	-1.375	-4.734	-4.781	0.123	-0.290	-1.530	-12.587
Δ in sugar(g)	-0.660	-3.110	-2.277	0.010	-0.154	-0.663	-6.853
Δ in fat(g)	-0.327	-1.703	-1.503	0.025	-0.119	-0.341	-3.968
Δ in saturates(g)	-0.127	-1.030	-0.751	0.009	-0.064	-0.117	-2.080
Δ in fibre(g)	-0.208	-0.169	-0.199	0.011	-0.010	-0.097	-0.673
Δ in sodium(g)	-0.004	-0.013	-0.021	0.001	-0.001	-0.006	-0.044

7.5.5 Take home savouries

Table A43 - Policy simulation - take home savouries - by SIMD
(Changes are in per capita per week terms)

Group	Category						Total
	Crisps		Savoury snacks		Nuts	Popcorn	
	Private label	Branded	Private label	Branded			
SIMD 1							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.007
Δ in expenditure (£)	-0.008	-0.070	-0.005	-0.082	0.003	-0.007	-0.171
Δ in quantity (Kg)	-0.001	-0.009	-0.001	-0.009	0.000	-0.001	-0.021
Δ in energy (kcal)	-7.078	-47.709	-4.002	-47.419	2.447	-3.772	-107.533
Δ in protein(g)	-0.083	-0.579	-0.049	-0.535	0.096	-0.049	-1.200
Δ in carbohydrate(g)	-0.746	-5.042	-0.471	-5.415	0.076	-0.529	-12.128
Δ in sugar(g)	-0.033	-0.234	-0.029	-0.332	0.032	-0.201	-0.797
Δ in fat(g)	-0.406	-2.719	-0.208	-2.581	0.190	-0.149	-5.872
Δ in saturates(g)	-0.044	-0.273	-0.021	-0.285	0.030	-0.026	-0.618
Δ in fibre(g)	-0.056	-0.376	-0.026	-0.297	0.029	-0.061	-0.787
Δ in sodium(g)	-0.007	-0.051	-0.005	-0.072	0.002	-0.003	-0.136
SIMD 2							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.002	-0.072	-0.003	-0.085	0.001	-0.004	-0.165
Δ in quantity (Kg)	0.000	-0.009	0.000	-0.010	0.000	-0.001	-0.020
Δ in energy (kcal)	-1.604	-47.887	-1.828	-47.831	0.712	-2.373	-100.812
Δ in protein(g)	-0.019	-0.584	-0.022	-0.539	0.027	-0.033	-1.169
Δ in carbohydrate(g)	-0.170	-5.087	-0.220	-5.545	0.021	-0.326	-11.327
Δ in sugar(g)	-0.008	-0.226	-0.014	-0.341	0.009	-0.113	-0.694
Δ in fat(g)	-0.092	-2.715	-0.094	-2.556	0.056	-0.096	-5.496
Δ in saturates(g)	-0.010	-0.264	-0.010	-0.270	0.009	-0.018	-0.563
Δ in fibre(g)	-0.012	-0.387	-0.011	-0.323	0.008	-0.042	-0.766
Δ in sodium(g)	-0.002	-0.051	-0.002	-0.071	0.000	-0.002	-0.128
SIMD 3							
Δ in share	0.000	-0.003	0.000	-0.002	0.000	0.000	-0.006
Δ in expenditure (£)	-0.008	-0.079	-0.001	-0.068	-0.002	-0.003	-0.160
Δ in quantity (Kg)	-0.001	-0.010	0.000	-0.008	0.000	0.000	-0.020
Δ in energy (kcal)	-6.296	-52.003	-0.536	-37.845	-1.385	-1.724	-99.788
Δ in protein(g)	-0.074	-0.639	-0.007	-0.471	-0.055	-0.023	-1.268
Δ in carbohydrate(g)	-0.665	-5.575	-0.064	-4.294	-0.039	-0.236	-10.873
Δ in sugar(g)	-0.029	-0.256	-0.004	-0.275	-0.017	-0.086	-0.667
Δ in fat(g)	-0.361	-2.922	-0.027	-2.045	-0.109	-0.071	-5.535
Δ in saturates(g)	-0.039	-0.280	-0.003	-0.237	-0.017	-0.011	-0.587
Δ in fibre(g)	-0.049	-0.433	-0.003	-0.253	-0.016	-0.028	-0.783
Δ in sodium(g)	-0.007	-0.056	-0.001	-0.057	-0.001	-0.002	-0.123

Table A44 - Policy simulation - take home savouries - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category				Nuts	Popcorn	Total
	Crisps		Savoury snacks				
	Private label	Branded	Private label	Branded			
SIMD 4							
Δ in share	0.000	-0.002	0.000	-0.002	0.000	0.000	-0.006
Δ in expenditure (£)	-0.013	-0.067	-0.006	-0.061	0.005	-0.011	-0.152
Δ in quantity (Kg)	-0.002	-0.008	-0.001	-0.007	0.001	-0.001	-0.019
Δ in energy (kcal)	-10.382	-43.199	-4.240	-33.841	4.184	-5.523	-93.001
Δ in protein(g)	-0.123	-0.529	-0.053	-0.392	0.154	-0.075	-1.018
Δ in carbohydrate(g)	-1.109	-4.653	-0.509	-3.814	0.139	-0.780	-10.726
Δ in sugar(g)	-0.055	-0.236	-0.033	-0.235	0.061	-0.282	-0.779
Δ in fat(g)	-0.587	-2.417	-0.215	-1.859	0.326	-0.216	-4.968
Δ in saturates(g)	-0.066	-0.236	-0.022	-0.203	0.051	-0.041	-0.517
Δ in fibre(g)	-0.086	-0.356	-0.029	-0.217	0.048	-0.091	-0.732
Δ in sodium(g)	-0.011	-0.045	-0.006	-0.050	0.003	-0.005	-0.115
SIMD 5							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.012	-0.082	-0.003	-0.077	-0.008	-0.005	-0.187
Δ in quantity (Kg)	-0.002	-0.010	0.000	-0.009	-0.001	-0.001	-0.023
Δ in energy (kcal)	-9.277	-51.817	-1.815	-43.440	-6.055	-2.673	-115.076
Δ in protein(g)	-0.107	-0.642	-0.023	-0.489	-0.227	-0.041	-1.529
Δ in carbohydrate(g)	-0.979	-5.628	-0.221	-5.068	-0.198	-0.355	-12.448
Δ in sugar(g)	-0.052	-0.262	-0.014	-0.296	-0.078	-0.104	-0.806
Δ in fat(g)	-0.532	-2.869	-0.091	-2.304	-0.471	-0.111	-6.377
Δ in saturates(g)	-0.057	-0.277	-0.009	-0.238	-0.075	-0.016	-0.672
Δ in fibre(g)	-0.080	-0.439	-0.013	-0.312	-0.068	-0.050	-0.961
Δ in sodium(g)	-0.009	-0.055	-0.003	-0.064	-0.005	-0.003	-0.138

Table A45 - Policy simulation - take home savouries - by rural urban
(Changes are in per capita per week terms)

Group	Category					Total	
	Crisps		Savoury snacks		Nuts		Popcorn
	Private label	Branded	Private label	Branded			
Lg. Urb. Areas							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.006	-0.078	-0.004	-0.071	-0.002	-0.006	-0.166
Δ in quantity (Kg)	-0.001	-0.010	-0.001	-0.008	0.000	-0.001	-0.020
Δ in energy (kcal)	-4.667	-50.719	-2.627	-40.097	-1.238	-3.101	-102.449
Δ in protein(g)	-0.055	-0.623	-0.033	-0.446	-0.047	-0.044	-1.248
Δ in carbohydrate(g)	-0.496	-5.454	-0.313	-4.626	-0.038	-0.422	-11.350
Δ in sugar(g)	-0.021	-0.268	-0.020	-0.275	-0.016	-0.144	-0.746
Δ in fat(g)	-0.265	-2.840	-0.134	-2.157	-0.097	-0.126	-5.620
Δ in saturates(g)	-0.028	-0.279	-0.013	-0.225	-0.015	-0.021	-0.583
Δ in fibre(g)	-0.038	-0.419	-0.017	-0.271	-0.015	-0.054	-0.813
Δ in sodium(g)	-0.005	-0.053	-0.004	-0.060	-0.001	-0.003	-0.125
Oth. Urb. Areas							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.009	-0.070	-0.005	-0.081	-0.001	-0.008	-0.174
Δ in quantity (Kg)	-0.001	-0.009	-0.001	-0.009	0.000	-0.001	-0.022
Δ in energy (kcal)	-7.382	-47.096	-3.251	-46.128	-1.230	-4.264	-109.352
Δ in protein(g)	-0.086	-0.575	-0.040	-0.531	-0.047	-0.057	-1.336
Δ in carbohydrate(g)	-0.777	-5.019	-0.393	-5.320	-0.038	-0.598	-12.145
Δ in sugar(g)	-0.039	-0.224	-0.024	-0.336	-0.016	-0.217	-0.855
Δ in fat(g)	-0.425	-2.661	-0.164	-2.478	-0.096	-0.168	-5.992
Δ in saturates(g)	-0.046	-0.259	-0.017	-0.268	-0.015	-0.031	-0.637
Δ in fibre(g)	-0.058	-0.382	-0.021	-0.303	-0.014	-0.071	-0.849
Δ in sodium(g)	-0.008	-0.050	-0.005	-0.070	-0.001	-0.004	-0.137
Ac. Sm. Towns							
Δ in share	-0.001	-0.003	0.000	-0.002	0.000	0.000	-0.006
Δ in expenditure (£)	-0.013	-0.083	0.001	-0.056	0.000	-0.004	-0.155
Δ in quantity (Kg)	-0.002	-0.011	0.000	-0.006	0.000	0.000	-0.019
Δ in energy (kcal)	-10.849	-54.077	1.082	-31.688	-0.047	-1.908	-97.487
Δ in protein(g)	-0.124	-0.660	0.013	-0.358	-0.002	-0.027	-1.158
Δ in carbohydrate(g)	-1.131	-5.766	0.130	-3.644	-0.001	-0.268	-10.681
Δ in sugar(g)	-0.062	-0.278	0.008	-0.219	-0.001	-0.102	-0.653
Δ in fat(g)	-0.628	-3.052	0.055	-1.708	-0.004	-0.074	-5.411
Δ in saturates(g)	-0.065	-0.294	0.005	-0.183	-0.001	-0.016	-0.553
Δ in fibre(g)	-0.087	-0.442	0.007	-0.208	-0.001	-0.031	-0.762
Δ in sodium(g)	-0.011	-0.058	0.001	-0.047	0.000	-0.002	-0.116

Table A46 - Policy simulation - take home savouries - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category					Total	
	Crisps		Savoury snacks		Nuts		Popcorn
	Private label	Branded	Private label	Branded			
Rm. Sm. Towns							
Δ in share	-0.001	-0.003	0.000	-0.003	0.000	0.000	-0.007
Δ in expenditure (£)	-0.024	-0.093	-0.003	-0.081	0.007	-0.013	-0.207
Δ in quantity (Kg)	-0.004	-0.012	0.000	-0.009	0.001	-0.002	-0.025
Δ in energy (kcal)	-19.315	-59.588	-2.180	-44.851	5.360	-7.678	-128.252
Δ in protein(g)	-0.219	-0.716	-0.026	-0.506	0.209	-0.098	-1.356
Δ in carbohydrate(g)	-2.042	-6.303	-0.249	-5.083	0.156	-0.998	-14.518
Δ in sugar(g)	-0.095	-0.281	-0.017	-0.297	0.064	-0.331	-0.957
Δ in fat(g)	-1.112	-3.396	-0.117	-2.449	0.421	-0.344	-6.997
Δ in saturates(g)	-0.122	-0.321	-0.011	-0.279	0.068	-0.062	-0.727
Δ in fibre(g)	-0.148	-0.488	-0.013	-0.276	0.063	-0.117	-0.978
Δ in sodium(g)	-0.020	-0.062	-0.003	-0.066	0.004	-0.007	-0.155
Ac. Rural							
Δ in share	0.000	-0.002	0.000	-0.002	0.000	0.000	-0.005
Δ in expenditure (£)	-0.005	-0.065	-0.004	-0.067	0.001	-0.003	-0.143
Δ in quantity (Kg)	-0.001	-0.008	-0.001	-0.007	0.000	0.000	-0.017
Δ in energy (kcal)	-3.923	-41.373	-3.002	-36.814	0.761	-1.535	-85.886
Δ in protein(g)	-0.046	-0.509	-0.041	-0.426	0.028	-0.022	-1.015
Δ in carbohydrate(g)	-0.425	-4.494	-0.355	-4.219	0.026	-0.208	-9.675
Δ in sugar(g)	-0.022	-0.216	-0.023	-0.262	0.012	-0.065	-0.576
Δ in fat(g)	-0.219	-2.297	-0.153	-1.987	0.059	-0.063	-4.660
Δ in saturates(g)	-0.023	-0.222	-0.016	-0.218	0.010	-0.008	-0.479
Δ in fibre(g)	-0.033	-0.346	-0.021	-0.241	0.008	-0.028	-0.662
Δ in sodium(g)	-0.004	-0.044	-0.004	-0.056	0.001	-0.001	-0.109
Rm. Rural							
Δ in share	-0.001	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.022	-0.077	-0.006	-0.076	0.007	-0.002	-0.176
Δ in quantity (Kg)	-0.003	-0.009	-0.001	-0.008	0.001	0.000	-0.021
Δ in energy (kcal)	-17.801	-48.355	-4.818	-41.930	5.563	-0.908	-108.249
Δ in protein(g)	-0.204	-0.598	-0.062	-0.624	0.213	-0.011	-1.285
Δ in carbohydrate(g)	-1.889	-5.198	-0.586	-4.424	0.178	-0.129	-12.046
Δ in sugar(g)	-0.076	-0.238	-0.037	-0.286	0.076	-0.056	-0.616
Δ in fat(g)	-1.021	-2.711	-0.242	-2.375	0.432	-0.036	-5.953
Δ in saturates(g)	-0.117	-0.274	-0.025	-0.314	0.067	-0.007	-0.670
Δ in fibre(g)	-0.130	-0.399	-0.029	-0.291	0.065	-0.013	-0.797
Δ in sodium(g)	-0.020	-0.052	-0.006	-0.061	0.004	-0.001	-0.136

Table A47 - Policy simulation - take home savouries - by income
(Changes are in per capita per week terms)

Group	Category					Nuts	Popcorn	Total
	Crisps		Savoury snacks					
	Private label	Branded	Private label	Branded				
£0 - £29,999								
Δ in share	0.000	-0.002	0.000	-0.003	0.000	0.000	-0.005	
Δ in expenditure (£)	-0.007	-0.069	-0.002	-0.071	0.001	-0.004	-0.152	
Δ in quantity (Kg)	-0.001	-0.009	0.000	-0.008	0.000	-0.001	-0.019	
Δ in energy (kcal)	-5.764	-45.093	-1.757	-40.389	1.008	-2.324	-94.319	
Δ in protein(g)	-0.067	-0.549	-0.022	-0.476	0.038	-0.031	-1.107	
Δ in carbohydrate(g)	-0.609	-4.784	-0.210	-4.589	0.030	-0.329	-10.492	
Δ in sugar(g)	-0.029	-0.215	-0.014	-0.281	0.013	-0.122	-0.648	
Δ in fat(g)	-0.330	-2.558	-0.090	-2.194	0.079	-0.091	-5.183	
Δ in saturates(g)	-0.036	-0.252	-0.009	-0.244	0.013	-0.016	-0.544	
Δ in fibre(g)	-0.045	-0.367	-0.011	-0.265	0.012	-0.039	-0.716	
Δ in sodium(g)	-0.006	-0.048	-0.002	-0.060	0.001	-0.002	-0.117	
£30,000 - £39,999								
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.007	
Δ in expenditure (£)	-0.013	-0.078	-0.005	-0.069	-0.003	-0.006	-0.174	
Δ in quantity (Kg)	-0.002	-0.010	-0.001	-0.008	0.000	-0.001	-0.022	
Δ in energy (kcal)	-10.592	-52.047	-3.266	-38.518	-2.492	-3.131	-110.045	
Δ in protein(g)	-0.124	-0.643	-0.039	-0.431	-0.093	-0.046	-1.376	
Δ in carbohydrate(g)	-1.114	-5.599	-0.390	-4.499	-0.081	-0.406	-12.089	
Δ in sugar(g)	-0.049	-0.254	-0.025	-0.268	-0.034	-0.128	-0.759	
Δ in fat(g)	-0.609	-2.914	-0.168	-2.048	-0.194	-0.137	-6.070	
Δ in saturates(g)	-0.066	-0.282	-0.017	-0.214	-0.031	-0.021	-0.631	
Δ in fibre(g)	-0.083	-0.423	-0.019	-0.272	-0.029	-0.053	-0.880	
Δ in sodium(g)	-0.011	-0.056	-0.004	-0.059	-0.002	-0.003	-0.136	
£40,000 - £49,999								
Δ in share	-0.001	-0.003	0.000	-0.003	0.000	0.000	-0.007	
Δ in expenditure (£)	-0.014	-0.088	-0.003	-0.077	-0.001	-0.010	-0.194	
Δ in quantity (Kg)	-0.002	-0.011	0.000	-0.009	0.000	-0.001	-0.024	
Δ in energy (kcal)	-10.943	-56.326	-2.078	-43.821	-0.597	-5.061	-118.827	
Δ in protein(g)	-0.131	-0.697	-0.025	-0.509	-0.023	-0.072	-1.457	
Δ in carbohydrate(g)	-1.174	-6.166	-0.250	-5.038	-0.018	-0.695	-13.342	
Δ in sugar(g)	-0.061	-0.322	-0.014	-0.316	-0.008	-0.227	-0.947	
Δ in fat(g)	-0.614	-3.101	-0.106	-2.356	-0.047	-0.201	-6.425	
Δ in saturates(g)	-0.063	-0.302	-0.011	-0.259	-0.008	-0.040	-0.683	
Δ in fibre(g)	-0.091	-0.473	-0.014	-0.292	-0.007	-0.096	-0.972	
Δ in sodium(g)	-0.011	-0.061	-0.003	-0.065	0.000	-0.005	-0.146	

Table A48 - Policy simulation - take home savouries - by income (cont.)
(Changes are in per capita per week terms)

Group	Category				Nuts	Popcorn	Total
	Crisps		Savoury snacks				
	Private label	Branded	Private label	Branded			
£50,000 - £59,999							
Δ in share	0.000	-0.002	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.005	-0.063	-0.001	-0.078	0.001	-0.008	-0.154
Δ in quantity (Kg)	-0.001	-0.008	0.000	-0.009	0.000	-0.001	-0.019
Δ in energy (kcal)	-4.044	-40.734	-0.685	-44.591	0.749	-4.012	-93.317
Δ in protein(g)	-0.048	-0.503	-0.009	-0.487	0.029	-0.054	-1.072
Δ in carbohydrate(g)	-0.429	-4.446	-0.083	-5.142	0.024	-0.563	-10.639
Δ in sugar(g)	-0.024	-0.227	-0.005	-0.344	0.011	-0.212	-0.800
Δ in fat(g)	-0.230	-2.252	-0.034	-2.404	0.058	-0.159	-5.020
Δ in saturates(g)	-0.023	-0.214	-0.003	-0.249	0.009	-0.029	-0.509
Δ in fibre(g)	-0.034	-0.342	-0.005	-0.297	0.008	-0.064	-0.733
Δ in sodium(g)	-0.005	-0.041	-0.001	-0.066	0.001	-0.004	-0.115
£60,000 - over							
Δ in share	-0.001	-0.003	-0.001	-0.003	0.000	0.000	-0.008
Δ in expenditure (£)	-0.015	-0.083	-0.014	-0.084	0.002	-0.011	-0.204
Δ in quantity (Kg)	-0.002	-0.010	-0.002	-0.009	0.000	-0.001	-0.024
Δ in energy (kcal)	-10.500	-51.931	-9.088	-45.171	1.206	-5.383	-120.867
Δ in protein(g)	-0.129	-0.636	-0.109	-0.490	0.045	-0.079	-1.397
Δ in carbohydrate(g)	-1.130	-5.658	-1.092	-5.231	0.042	-0.705	-13.774
Δ in sugar(g)	-0.054	-0.311	-0.064	-0.311	0.016	-0.223	-0.947
Δ in fat(g)	-0.589	-2.878	-0.463	-2.431	0.093	-0.230	-6.498
Δ in saturates(g)	-0.061	-0.272	-0.047	-0.251	0.015	-0.029	-0.644
Δ in fibre(g)	-0.093	-0.437	-0.059	-0.276	0.013	-0.095	-0.947
Δ in sodium(g)	-0.011	-0.055	-0.012	-0.070	0.001	-0.005	-0.152

Table A49 - Policy simulation - take home savouries - by life stage
(Changes are in per capita per week terms)

Group	Category					Total	
	Crisps		Savoury snacks		Nuts		Popcorn
	Private label	Branded	Private label	Branded			
Pre-family							
Δ in share	0.000	-0.003	0.000	-0.002	0.000	0.000	-0.007
Δ in expenditure (£)	-0.012	-0.094	-0.004	-0.069	-0.002	-0.005	-0.187
Δ in quantity (Kg)	-0.002	-0.012	-0.001	-0.008	0.000	-0.001	-0.023
Δ in energy (kcal)	-9.326	-59.310	-3.022	-38.410	-1.686	-2.675	-114.429
Δ in protein(g)	-0.110	-0.742	-0.040	-0.476	-0.064	-0.038	-1.469
Δ in carbohydrate(g)	-1.000	-6.489	-0.362	-4.458	-0.051	-0.374	-12.734
Δ in sugar(g)	-0.050	-0.350	-0.023	-0.287	-0.021	-0.124	-0.855
Δ in fat(g)	-0.527	-3.268	-0.153	-2.032	-0.133	-0.105	-6.217
Δ in saturates(g)	-0.054	-0.317	-0.015	-0.220	-0.020	-0.016	-0.643
Δ in fibre(g)	-0.076	-0.491	-0.020	-0.279	-0.020	-0.050	-0.937
Δ in sodium(g)	-0.010	-0.064	-0.004	-0.058	-0.001	-0.002	-0.140
Young family							
Δ in share	0.000	-0.003	-0.001	-0.005	0.000	0.000	-0.010
Δ in expenditure (£)	-0.008	-0.055	-0.009	-0.091	-0.002	-0.009	-0.173
Δ in quantity (Kg)	-0.001	-0.008	-0.001	-0.010	0.000	-0.001	-0.022
Δ in energy (kcal)	-6.590	-38.140	-6.776	-52.085	-1.484	-4.715	-109.791
Δ in protein(g)	-0.076	-0.470	-0.076	-0.550	-0.059	-0.068	-1.298
Δ in carbohydrate(g)	-0.690	-4.144	-0.812	-6.055	-0.044	-0.638	-12.383
Δ in sugar(g)	-0.034	-0.201	-0.054	-0.364	-0.018	-0.205	-0.876
Δ in fat(g)	-0.381	-2.120	-0.350	-2.791	-0.116	-0.193	-5.951
Δ in saturates(g)	-0.040	-0.205	-0.035	-0.287	-0.018	-0.038	-0.624
Δ in fibre(g)	-0.050	-0.312	-0.038	-0.328	-0.018	-0.084	-0.831
Δ in sodium(g)	-0.007	-0.042	-0.009	-0.078	-0.001	-0.004	-0.141
Middle family							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.007
Δ in expenditure (£)	-0.009	-0.060	0.001	-0.058	0.000	-0.006	-0.132
Δ in quantity (Kg)	-0.001	-0.008	0.000	-0.007	0.000	-0.001	-0.017
Δ in energy (kcal)	-7.783	-41.076	0.842	-33.912	-0.318	-2.866	-85.113
Δ in protein(g)	-0.087	-0.507	0.011	-0.375	-0.012	-0.040	-1.010
Δ in carbohydrate(g)	-0.804	-4.453	0.103	-3.908	-0.011	-0.393	-9.466
Δ in sugar(g)	-0.040	-0.225	0.006	-0.244	-0.004	-0.138	-0.645
Δ in fat(g)	-0.455	-2.286	0.042	-1.828	-0.025	-0.116	-4.668
Δ in saturates(g)	-0.050	-0.220	0.004	-0.189	-0.004	-0.018	-0.477
Δ in fibre(g)	-0.058	-0.336	0.005	-0.234	-0.004	-0.050	-0.676
Δ in sodium(g)	-0.008	-0.044	0.001	-0.051	0.000	-0.002	-0.105

Table A50 - Policy simulation - take home savouries - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category				Nuts	Popcorn	Total
	Crisps		Savoury snacks				
	Private label	Branded	Private label	Branded			
Older family							
Δ in share	0.000	-0.003	0.000	-0.003	0.000	0.000	-0.006
Δ in expenditure (£)	-0.006	-0.051	0.001	-0.053	0.001	-0.002	-0.109
Δ in quantity (Kg)	-0.001	-0.007	0.000	-0.006	0.000	0.000	-0.014
Δ in energy (kcal)	-5.034	-35.522	0.780	-31.392	1.224	-0.854	-70.798
Δ in protein(g)	-0.059	-0.440	0.010	-0.346	0.046	-0.012	-0.801
Δ in carbohydrate(g)	-0.526	-3.816	0.095	-3.645	0.038	-0.121	-7.976
Δ in sugar(g)	-0.027	-0.193	0.006	-0.233	0.015	-0.045	-0.476
Δ in fat(g)	-0.291	-1.995	0.039	-1.680	0.096	-0.033	-3.863
Δ in saturates(g)	-0.032	-0.193	0.004	-0.173	0.015	-0.006	-0.385
Δ in fibre(g)	-0.040	-0.283	0.005	-0.213	0.015	-0.014	-0.530
Δ in sodium(g)	-0.005	-0.040	0.001	-0.047	0.001	-0.001	-0.091
45+ no children							
Δ in share	0.000	-0.002	0.000	-0.002	0.000	0.000	-0.004
Δ in expenditure (£)	-0.008	-0.071	-0.002	-0.055	0.003	-0.004	-0.137
Δ in quantity (Kg)	-0.001	-0.009	0.000	-0.006	0.000	0.000	-0.017
Δ in energy (kcal)	-6.355	-45.706	-1.303	-30.773	2.120	-2.000	-84.016
Δ in protein(g)	-0.075	-0.554	-0.016	-0.368	0.081	-0.027	-0.959
Δ in carbohydrate(g)	-0.677	-4.841	-0.155	-3.465	0.066	-0.276	-9.348
Δ in sugar(g)	-0.031	-0.209	-0.010	-0.207	0.028	-0.102	-0.531
Δ in fat(g)	-0.361	-2.594	-0.067	-1.686	0.166	-0.081	-4.623
Δ in saturates(g)	-0.040	-0.255	-0.007	-0.194	0.027	-0.014	-0.482
Δ in fibre(g)	-0.052	-0.376	-0.009	-0.197	0.024	-0.031	-0.641
Δ in sodium(g)	-0.007	-0.047	-0.002	-0.046	0.001	-0.002	-0.102

7.5.6 Ambient cakes and pastries

Table A51 - Policy simulation - ambient cakes and pastries - by SIMD
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
SIMD 1							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.001	-0.007	-0.005	-0.012	-0.014	-0.031	-0.070
Δ in quantity (Kg)	-0.001	-0.004	-0.004	-0.010	-0.016	-0.024	-0.059
Δ in energy (kcal)	-1.741	-6.308	-8.476	-14.752	-30.394	-42.038	-103.710
Δ in protein(g)	-0.021	-0.067	-0.101	-0.180	-1.149	-1.277	-2.795
Δ in carbohydrate(g)	-0.246	-0.896	-1.207	-2.125	-5.147	-7.047	-16.667
Δ in sugar(g)	-0.153	-0.574	-0.682	-1.273	-0.809	-1.011	-4.502
Δ in fat(g)	-0.081	-0.279	-0.369	-0.610	-0.698	-0.900	-2.938
Δ in saturates(g)	-0.032	-0.116	-0.154	-0.273	-0.258	-0.282	-1.116
Δ in fibre(g)	-0.008	-0.027	-0.046	-0.129	-0.347	-0.550	-1.108
Δ in sodium(g)	-0.001	-0.003	-0.003	-0.009	-0.035	-0.057	-0.108
SIMD 2							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.002
Δ in expenditure (£)	-0.001	-0.009	-0.004	-0.013	-0.021	-0.020	-0.066
Δ in quantity (Kg)	0.000	-0.005	-0.003	-0.010	-0.025	-0.015	-0.058
Δ in energy (kcal)	-1.034	-8.776	-6.266	-15.879	-46.894	-25.017	-103.864
Δ in protein(g)	-0.012	-0.095	-0.074	-0.195	-1.804	-0.730	-2.910
Δ in carbohydrate(g)	-0.152	-1.250	-0.888	-2.306	-7.866	-4.177	-16.639
Δ in sugar(g)	-0.097	-0.798	-0.501	-1.364	-1.247	-0.620	-4.627
Δ in fat(g)	-0.047	-0.385	-0.272	-0.648	-1.061	-0.568	-2.982
Δ in saturates(g)	-0.018	-0.163	-0.105	-0.285	-0.384	-0.178	-1.134
Δ in fibre(g)	-0.005	-0.037	-0.034	-0.136	-0.546	-0.307	-1.065
Δ in sodium(g)	0.000	-0.004	-0.002	-0.009	-0.054	-0.035	-0.105
SIMD 3							
Δ in share	0.000	0.000	-0.001	-0.001	-0.001	-0.001	-0.004
Δ in expenditure (£)	0.000	-0.012	-0.018	-0.022	-0.030	-0.031	-0.113
Δ in quantity (Kg)	0.000	-0.007	-0.015	-0.018	-0.034	-0.022	-0.096
Δ in energy (kcal)	-0.510	-11.837	-31.064	-27.972	-63.369	-38.556	-173.308
Δ in protein(g)	-0.006	-0.129	-0.363	-0.345	-2.137	-1.207	-4.186
Δ in carbohydrate(g)	-0.071	-1.697	-4.438	-4.036	-10.667	-6.507	-27.416
Δ in sugar(g)	-0.046	-1.117	-2.482	-2.372	-1.758	-0.815	-8.590
Δ in fat(g)	-0.024	-0.513	-1.344	-1.154	-1.434	-0.805	-5.274
Δ in saturates(g)	-0.009	-0.225	-0.542	-0.473	-0.532	-0.251	-2.032
Δ in fibre(g)	-0.002	-0.056	-0.173	-0.240	-0.714	-0.488	-1.673
Δ in sodium(g)	0.000	-0.005	-0.012	-0.015	-0.074	-0.052	-0.159

Table A52 - Policy simulation - ambient cakes and pastries - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
SIMD 4							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.005	-0.011	-0.007	-0.013	-0.031	-0.020	-0.088
Δ in quantity (Kg)	-0.002	-0.006	-0.006	-0.010	-0.035	-0.014	-0.074
Δ in energy (kcal)	-5.118	-10.880	-11.674	-15.951	-64.977	-24.469	-133.069
Δ in protein(g)	-0.059	-0.121	-0.141	-0.203	-2.410	-0.753	-3.687
Δ in carbohydrate(g)	-0.730	-1.534	-1.678	-2.366	-10.944	-4.139	-21.391
Δ in sugar(g)	-0.463	-0.948	-0.931	-1.348	-1.736	-0.563	-5.989
Δ in fat(g)	-0.239	-0.491	-0.512	-0.620	-1.463	-0.508	-3.833
Δ in saturates(g)	-0.096	-0.213	-0.206	-0.262	-0.541	-0.159	-1.476
Δ in fibre(g)	-0.025	-0.048	-0.066	-0.154	-0.769	-0.330	-1.392
Δ in sodium(g)	-0.002	-0.005	-0.005	-0.009	-0.075	-0.033	-0.128
SIMD 5							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.003	-0.014	-0.005	-0.011	-0.022	-0.034	-0.090
Δ in quantity (Kg)	-0.001	-0.008	-0.004	-0.009	-0.024	-0.023	-0.069
Δ in energy (kcal)	-3.090	-13.059	-8.490	-13.213	-45.118	-38.258	-121.228
Δ in protein(g)	-0.036	-0.136	-0.100	-0.173	-1.584	-1.174	-3.203
Δ in carbohydrate(g)	-0.454	-1.817	-1.216	-1.951	-7.535	-6.511	-19.483
Δ in sugar(g)	-0.292	-1.171	-0.666	-1.077	-1.189	-0.796	-5.190
Δ in fat(g)	-0.142	-0.592	-0.365	-0.511	-1.050	-0.782	-3.442
Δ in saturates(g)	-0.057	-0.263	-0.152	-0.201	-0.404	-0.227	-1.304
Δ in fibre(g)	-0.016	-0.068	-0.047	-0.129	-0.517	-0.521	-1.299
Δ in sodium(g)	-0.001	-0.005	-0.003	-0.008	-0.051	-0.053	-0.121

Table A53 - Policy simulation - ambient cakes and pastries - by rural urban
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
Lg. Urb. Areas							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	0.004	-0.009	-0.003	-0.010	-0.026	-0.034	-0.079
Δ in quantity (Kg)	0.002	-0.005	-0.003	-0.008	-0.030	-0.024	-0.068
Δ in energy (kcal)	4.712	-9.164	-5.871	-12.480	-55.985	-41.559	-120.347
Δ in protein(g)	0.056	-0.098	-0.070	-0.157	-1.992	-1.291	-3.554
Δ in carbohydrate(g)	0.674	-1.285	-0.831	-1.808	-9.372	-6.997	-19.621
Δ in sugar(g)	0.425	-0.824	-0.461	-1.033	-1.451	-0.947	-4.290
Δ in fat(g)	0.221	-0.410	-0.255	-0.503	-1.286	-0.878	-3.111
Δ in saturates(g)	0.088	-0.175	-0.105	-0.208	-0.487	-0.247	-1.134
Δ in fibre(g)	0.024	-0.042	-0.033	-0.124	-0.649	-0.545	-1.368
Δ in sodium(g)	0.002	-0.004	-0.002	-0.007	-0.065	-0.055	-0.132
Oth. Urb. Areas							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.007	-0.012	-0.007	-0.015	-0.024	-0.028	-0.093
Δ in quantity (Kg)	-0.004	-0.007	-0.006	-0.011	-0.028	-0.019	-0.075
Δ in energy (kcal)	-7.804	-11.662	-13.151	-16.987	-50.969	-33.106	-133.679
Δ in protein(g)	-0.091	-0.126	-0.155	-0.217	-1.903	-0.970	-3.462
Δ in carbohydrate(g)	-1.119	-1.653	-1.873	-2.502	-8.590	-5.584	-21.322
Δ in sugar(g)	-0.714	-1.052	-1.046	-1.448	-1.282	-0.784	-6.325
Δ in fat(g)	-0.363	-0.519	-0.578	-0.666	-1.157	-0.700	-3.982
Δ in saturates(g)	-0.141	-0.222	-0.228	-0.284	-0.420	-0.223	-1.518
Δ in fibre(g)	-0.039	-0.051	-0.072	-0.164	-0.588	-0.433	-1.346
Δ in sodium(g)	-0.003	-0.005	-0.005	-0.010	-0.059	-0.047	-0.129
Ac. Sm. Towns							
Δ in share	0.000	0.000	0.000	-0.001	0.000	-0.001	-0.003
Δ in expenditure (£)	-0.003	-0.008	-0.012	-0.025	-0.002	-0.024	-0.074
Δ in quantity (Kg)	-0.002	-0.004	-0.011	-0.019	-0.003	-0.018	-0.056
Δ in energy (kcal)	-3.138	-7.203	-21.478	-29.109	-5.535	-30.537	-96.999
Δ in protein(g)	-0.037	-0.079	-0.254	-0.356	-0.222	-0.946	-1.893
Δ in carbohydrate(g)	-0.466	-1.037	-3.071	-4.234	-0.937	-5.224	-14.968
Δ in sugar(g)	-0.295	-0.681	-1.733	-2.560	-0.153	-0.645	-6.066
Δ in fat(g)	-0.142	-0.306	-0.918	-1.216	-0.122	-0.585	-3.290
Δ in saturates(g)	-0.056	-0.136	-0.374	-0.531	-0.043	-0.172	-1.313
Δ in fibre(g)	-0.015	-0.035	-0.115	-0.212	-0.068	-0.432	-0.878
Δ in sodium(g)	-0.001	-0.003	-0.009	-0.014	-0.006	-0.041	-0.075

Table A54 - Policy simulation - ambient cakes and pastries - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
Rm. Sm. Towns							
Δ in share	0.000	0.000	-0.001	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	0.000	-0.001	-0.027	-0.012	-0.031	-0.018	-0.088
Δ in quantity (Kg)	0.000	0.000	-0.022	-0.010	-0.036	-0.013	-0.082
Δ in energy (kcal)	0.172	-0.708	-43.236	-17.331	-69.303	-22.117	-152.524
Δ in protein(g)	0.002	-0.007	-0.530	-0.203	-2.351	-0.683	-3.772
Δ in carbohydrate(g)	0.025	-0.099	-6.243	-2.436	-11.615	-3.704	-24.073
Δ in sugar(g)	0.016	-0.064	-3.395	-1.463	-2.426	-0.491	-7.824
Δ in fat(g)	0.007	-0.032	-1.867	-0.756	-1.609	-0.502	-4.758
Δ in saturates(g)	0.003	-0.014	-0.709	-0.324	-0.543	-0.159	-1.745
Δ in fibre(g)	0.001	-0.003	-0.244	-0.114	-0.718	-0.278	-1.357
Δ in sodium(g)	0.000	0.000	-0.017	-0.008	-0.080	-0.029	-0.134
Ac. Rural							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.003	-0.009	-0.008	-0.012	-0.024	-0.018	-0.074
Δ in quantity (Kg)	-0.002	-0.005	-0.006	-0.010	-0.026	-0.013	-0.062
Δ in energy (kcal)	-3.441	-9.171	-12.717	-15.591	-50.183	-23.200	-114.303
Δ in protein(g)	-0.040	-0.100	-0.148	-0.185	-1.806	-0.692	-2.971
Δ in carbohydrate(g)	-0.496	-1.307	-1.836	-2.254	-8.390	-3.918	-18.201
Δ in sugar(g)	-0.314	-0.830	-1.039	-1.316	-1.292	-0.579	-5.370
Δ in fat(g)	-0.163	-0.407	-0.546	-0.632	-1.151	-0.496	-3.395
Δ in saturates(g)	-0.066	-0.177	-0.236	-0.256	-0.457	-0.162	-1.353
Δ in fibre(g)	-0.017	-0.045	-0.071	-0.141	-0.586	-0.285	-1.145
Δ in sodium(g)	-0.001	-0.004	-0.005	-0.009	-0.059	-0.033	-0.111
Rm. Rural							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.003
Δ in expenditure (£)	0.002	-0.008	-0.014	-0.023	-0.030	-0.025	-0.098
Δ in quantity (Kg)	0.001	-0.005	-0.012	-0.019	-0.034	-0.019	-0.088
Δ in energy (kcal)	2.241	-8.621	-23.603	-32.719	-66.295	-32.916	-161.913
Δ in protein(g)	0.026	-0.096	-0.279	-0.402	-2.081	-1.067	-3.900
Δ in carbohydrate(g)	0.314	-1.248	-3.491	-4.780	-11.214	-5.515	-25.934
Δ in sugar(g)	0.201	-0.785	-1.949	-2.760	-2.432	-0.609	-8.333
Δ in fat(g)	0.101	-0.380	-0.986	-1.353	-1.508	-0.742	-4.869
Δ in saturates(g)	0.041	-0.175	-0.384	-0.584	-0.595	-0.263	-1.961
Δ in fibre(g)	0.010	-0.047	-0.135	-0.203	-0.717	-0.406	-1.498
Δ in sodium(g)	0.001	-0.004	-0.009	-0.016	-0.072	-0.042	-0.142

Table A55 - Policy simulation - ambient cakes and pastries - by income
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
£0 - £29,999							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.001	-0.011	-0.009	-0.015	-0.025	-0.024	-0.085
Δ in quantity (Kg)	-0.001	-0.007	-0.007	-0.012	-0.030	-0.019	-0.076
Δ in energy (kcal)	-1.426	-11.777	-15.292	-18.534	-55.929	-31.560	-134.518
Δ in protein(g)	-0.017	-0.127	-0.182	-0.231	-2.127	-0.939	-3.622
Δ in carbohydrate(g)	-0.206	-1.669	-2.178	-2.696	-9.436	-5.306	-21.490
Δ in sugar(g)	-0.130	-1.071	-1.212	-1.569	-1.582	-0.761	-6.326
Δ in fat(g)	-0.066	-0.519	-0.664	-0.753	-1.262	-0.689	-3.953
Δ in saturates(g)	-0.026	-0.226	-0.265	-0.323	-0.462	-0.216	-1.517
Δ in fibre(g)	-0.007	-0.054	-0.084	-0.158	-0.647	-0.402	-1.353
Δ in sodium(g)	-0.001	-0.005	-0.006	-0.010	-0.064	-0.043	-0.129
£30,000 - £39,999							
Δ in share	0.000	0.000	0.000	-0.001	0.000	-0.001	-0.003
Δ in expenditure (£)	-0.002	-0.009	-0.006	-0.014	-0.012	-0.026	-0.070
Δ in quantity (Kg)	-0.001	-0.005	-0.005	-0.011	-0.014	-0.018	-0.053
Δ in energy (kcal)	-2.444	-9.291	-9.841	-17.417	-25.791	-31.476	-96.260
Δ in protein(g)	-0.028	-0.100	-0.118	-0.206	-0.883	-0.969	-2.305
Δ in carbohydrate(g)	-0.353	-1.308	-1.424	-2.525	-4.292	-5.274	-15.176
Δ in sugar(g)	-0.223	-0.843	-0.798	-1.482	-0.636	-0.686	-4.670
Δ in fat(g)	-0.113	-0.416	-0.421	-0.714	-0.602	-0.664	-2.930
Δ in saturates(g)	-0.045	-0.180	-0.170	-0.283	-0.227	-0.193	-1.098
Δ in fibre(g)	-0.012	-0.043	-0.056	-0.153	-0.293	-0.430	-0.988
Δ in sodium(g)	-0.001	-0.004	-0.004	-0.010	-0.030	-0.044	-0.092
£40,000 - £49,999							
Δ in share	0.000	0.000	0.000	0.000	-0.002	-0.001	-0.004
Δ in expenditure (£)	-0.008	-0.006	-0.009	-0.012	-0.042	-0.031	-0.108
Δ in quantity (Kg)	-0.003	-0.003	-0.007	-0.009	-0.045	-0.021	-0.087
Δ in energy (kcal)	-7.351	-5.314	-14.175	-12.986	-86.400	-36.645	-162.871
Δ in protein(g)	-0.084	-0.057	-0.166	-0.163	-3.008	-1.171	-4.648
Δ in carbohydrate(g)	-1.049	-0.752	-2.045	-1.895	-14.527	-6.198	-26.466
Δ in sugar(g)	-0.680	-0.478	-1.110	-1.108	-2.250	-0.717	-6.344
Δ in fat(g)	-0.348	-0.239	-0.616	-0.519	-1.996	-0.779	-4.496
Δ in saturates(g)	-0.141	-0.100	-0.262	-0.216	-0.761	-0.237	-1.717
Δ in fibre(g)	-0.036	-0.023	-0.080	-0.111	-1.000	-0.467	-1.718
Δ in sodium(g)	-0.003	-0.002	-0.005	-0.007	-0.101	-0.047	-0.166

Table A56 - Policy simulation - ambient cakes and pastries - by income (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
£50,000 - £59,999							
Δ in share	0.000	-0.001	0.000	-0.001	-0.001	-0.002	-0.005
Δ in expenditure (£)	-0.006	-0.017	-0.006	-0.018	-0.028	-0.055	-0.130
Δ in quantity (Kg)	-0.003	-0.009	-0.005	-0.013	-0.029	-0.036	-0.095
Δ in energy (kcal)	-5.827	-15.300	-10.641	-18.941	-53.956	-63.470	-168.136
Δ in protein(g)	-0.061	-0.171	-0.129	-0.253	-1.786	-2.012	-4.411
Δ in carbohydrate(g)	-0.815	-2.221	-1.517	-2.777	-8.991	-10.748	-27.067
Δ in sugar(g)	-0.549	-1.381	-0.854	-1.585	-1.237	-1.343	-6.948
Δ in fat(g)	-0.269	-0.677	-0.469	-0.739	-1.242	-1.257	-4.653
Δ in saturates(g)	-0.104	-0.282	-0.195	-0.316	-0.472	-0.385	-1.754
Δ in fibre(g)	-0.025	-0.069	-0.058	-0.188	-0.612	-0.812	-1.765
Δ in sodium(g)	-0.002	-0.006	-0.005	-0.012	-0.063	-0.089	-0.176
£60,000 - over							
Δ in share	0.000	0.000	0.000	0.000	-0.001	0.000	-0.002
Δ in expenditure (£)	-0.008	0.001	0.003	-0.013	-0.023	-0.012	-0.051
Δ in quantity (Kg)	-0.003	0.001	0.002	-0.010	-0.024	-0.007	-0.041
Δ in energy (kcal)	-7.158	1.090	4.727	-11.942	-44.981	-12.827	-71.091
Δ in protein(g)	-0.087	0.012	0.053	-0.180	-1.476	-0.398	-2.077
Δ in carbohydrate(g)	-1.016	0.152	0.667	-1.823	-7.557	-2.212	-11.789
Δ in sugar(g)	-0.631	0.096	0.387	-1.014	-1.012	-0.264	-2.438
Δ in fat(g)	-0.341	0.050	0.211	-0.415	-1.012	-0.232	-1.738
Δ in saturates(g)	-0.131	0.022	0.088	-0.187	-0.384	-0.070	-0.664
Δ in fibre(g)	-0.039	0.005	0.025	-0.210	-0.543	-0.195	-0.957
Δ in sodium(g)	-0.003	0.000	0.002	-0.008	-0.053	-0.017	-0.079

Table A57 - Policy simulation - ambient cakes and pastries - by life stage
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
Pre-family							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.003
Δ in expenditure (£)	0.003	-0.005	0.004	-0.018	-0.030	-0.042	-0.089
Δ in quantity (Kg)	0.001	-0.003	0.003	-0.014	-0.033	-0.029	-0.074
Δ in energy (kcal)	2.880	-4.908	6.757	-19.247	-61.897	-52.376	-128.791
Δ in protein(g)	0.034	-0.052	0.081	-0.257	-1.965	-1.638	-3.796
Δ in carbohydrate(g)	0.411	-0.697	0.958	-2.825	-10.364	-8.904	-21.420
Δ in sugar(g)	0.257	-0.439	0.533	-1.623	-1.404	-1.083	-3.757
Δ in fat(g)	0.136	-0.220	0.303	-0.724	-1.367	-1.014	-2.885
Δ in saturates(g)	0.054	-0.093	0.128	-0.329	-0.496	-0.289	-1.024
Δ in fibre(g)	0.014	-0.022	0.037	-0.314	-0.744	-0.792	-1.821
Δ in sodium(g)	0.001	-0.002	0.003	-0.013	-0.072	-0.071	-0.153
Young family							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.004
Δ in expenditure (£)	0.001	-0.006	-0.004	-0.010	-0.019	-0.025	-0.064
Δ in quantity (Kg)	0.000	-0.003	-0.003	-0.007	-0.019	-0.017	-0.049
Δ in energy (kcal)	0.811	-4.742	-7.634	-11.082	-35.732	-29.980	-88.358
Δ in protein(g)	0.009	-0.046	-0.091	-0.141	-1.098	-0.904	-2.271
Δ in carbohydrate(g)	0.112	-0.661	-1.068	-1.618	-5.952	-5.005	-14.193
Δ in sugar(g)	0.073	-0.443	-0.598	-0.986	-0.810	-0.721	-3.485
Δ in fat(g)	0.038	-0.213	-0.350	-0.442	-0.823	-0.654	-2.444
Δ in saturates(g)	0.015	-0.086	-0.141	-0.197	-0.327	-0.216	-0.951
Δ in fibre(g)	0.004	-0.018	-0.040	-0.095	-0.415	-0.366	-0.930
Δ in sodium(g)	0.000	-0.002	-0.003	-0.007	-0.043	-0.041	-0.096
Middle family							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.005
Δ in expenditure (£)	-0.008	-0.010	-0.009	-0.011	-0.029	-0.024	-0.091
Δ in quantity (Kg)	-0.003	-0.005	-0.007	-0.009	-0.029	-0.016	-0.069
Δ in energy (kcal)	-6.940	-7.717	-14.574	-13.266	-56.531	-27.369	-126.398
Δ in protein(g)	-0.080	-0.082	-0.172	-0.159	-1.770	-0.856	-3.120
Δ in carbohydrate(g)	-0.975	-1.094	-2.061	-1.875	-9.393	-4.615	-20.014
Δ in sugar(g)	-0.631	-0.691	-1.186	-1.163	-1.409	-0.610	-5.690
Δ in fat(g)	-0.325	-0.350	-0.657	-0.559	-1.369	-0.570	-3.830
Δ in saturates(g)	-0.131	-0.151	-0.260	-0.245	-0.520	-0.184	-1.492
Δ in fibre(g)	-0.034	-0.035	-0.080	-0.124	-0.608	-0.343	-1.224
Δ in sodium(g)	-0.003	-0.003	-0.006	-0.008	-0.066	-0.037	-0.124

Table A58 - Policy simulation - ambient cakes and pastries - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
Older family							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.004
Δ in expenditure (£)	-0.005	-0.006	-0.009	-0.012	-0.020	-0.023	-0.076
Δ in quantity (Kg)	-0.003	-0.003	-0.007	-0.009	-0.022	-0.015	-0.059
Δ in energy (kcal)	-5.638	-5.224	-15.603	-14.340	-41.931	-26.701	-109.437
Δ in protein(g)	-0.064	-0.054	-0.185	-0.180	-1.395	-0.811	-2.690
Δ in carbohydrate(g)	-0.779	-0.735	-2.191	-2.071	-7.087	-4.447	-17.310
Δ in sugar(g)	-0.503	-0.483	-1.248	-1.224	-0.956	-0.561	-4.975
Δ in fat(g)	-0.264	-0.233	-0.702	-0.601	-0.907	-0.603	-3.311
Δ in saturates(g)	-0.102	-0.105	-0.263	-0.273	-0.328	-0.189	-1.260
Δ in fibre(g)	-0.026	-0.026	-0.083	-0.139	-0.505	-0.341	-1.119
Δ in sodium(g)	-0.002	-0.002	-0.006	-0.008	-0.050	-0.035	-0.104
45+ no children							
Δ in share	0.000	0.000	0.000	0.000	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.002	-0.014	-0.011	-0.015	-0.022	-0.022	-0.086
Δ in quantity (Kg)	-0.001	-0.009	-0.009	-0.012	-0.027	-0.017	-0.075
Δ in energy (kcal)	-2.643	-15.074	-18.758	-19.415	-49.644	-28.060	-133.594
Δ in protein(g)	-0.031	-0.166	-0.222	-0.240	-1.966	-0.845	-3.470
Δ in carbohydrate(g)	-0.385	-2.142	-2.696	-2.839	-8.376	-4.744	-21.182
Δ in sugar(g)	-0.244	-1.363	-1.496	-1.623	-1.445	-0.655	-6.826
Δ in fat(g)	-0.121	-0.664	-0.799	-0.786	-1.131	-0.600	-4.102
Δ in saturates(g)	-0.048	-0.289	-0.323	-0.320	-0.416	-0.183	-1.579
Δ in fibre(g)	-0.013	-0.071	-0.105	-0.144	-0.571	-0.359	-1.263
Δ in sodium(g)	-0.001	-0.006	-0.007	-0.010	-0.057	-0.039	-0.120

7.5.7 Total puddings and desserts

Table A59 - Policy simulation - total puddings and desserts - by SIMD
(Changes are in per capita per week terms)

Group	Category					Total
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience		Products with healthy claims	
			Private label	Branded		
SIMD 1						
Δ in share	0.000	0.000	0.000	-0.001	0.000	-0.002
Δ in expenditure (£)	0.009	-0.010	-0.006	-0.036	-0.006	-0.050
Δ in quantity (Kg)	0.002	-0.003	-0.001	-0.007	-0.001	-0.009
Δ in energy (kcal)	6.198	-4.865	-2.670	-14.832	-0.689	-16.858
Δ in protein(g)	0.093	-0.064	-0.035	-0.272	-0.021	-0.301
Δ in carbohydrate(g)	0.854	-0.930	-0.321	-1.758	-0.099	-2.254
Δ in sugar(g)	0.538	-0.630	-0.231	-1.412	-0.070	-1.805
Δ in fat(g)	0.249	-0.096	-0.135	-0.739	-0.022	-0.743
Δ in saturates(g)	0.124	-0.049	-0.083	-0.448	-0.015	-0.471
Δ in fibre(g)	0.032	-0.013	-0.012	-0.048	-0.005	-0.045
Δ in sodium(g)	0.002	-0.002	-0.001	-0.007	0.000	-0.008
SIMD 2						
Δ in share	0.000	-0.001	0.000	-0.002	0.000	-0.003
Δ in expenditure (£)	0.007	-0.014	-0.013	-0.047	-0.005	-0.072
Δ in quantity (Kg)	0.002	-0.004	-0.002	-0.009	-0.001	-0.014
Δ in energy (kcal)	4.901	-6.551	-5.309	-17.226	-0.492	-24.676
Δ in protein(g)	0.072	-0.089	-0.070	-0.332	-0.016	-0.435
Δ in carbohydrate(g)	0.680	-1.245	-0.653	-2.193	-0.086	-3.498
Δ in sugar(g)	0.403	-0.890	-0.482	-1.715	-0.059	-2.744
Δ in fat(g)	0.195	-0.129	-0.263	-0.786	-0.009	-0.993
Δ in saturates(g)	0.094	-0.063	-0.161	-0.475	-0.005	-0.610
Δ in fibre(g)	0.028	-0.016	-0.024	-0.076	-0.004	-0.093
Δ in sodium(g)	0.002	-0.003	-0.002	-0.008	0.000	-0.012
SIMD 3						
Δ in share	0.000	-0.001	-0.001	-0.002	-0.001	-0.004
Δ in expenditure (£)	0.005	-0.017	-0.024	-0.068	-0.015	-0.118
Δ in quantity (Kg)	0.001	-0.004	-0.004	-0.013	-0.002	-0.022
Δ in energy (kcal)	3.741	-7.657	-9.912	-26.891	-1.510	-42.229
Δ in protein(g)	0.057	-0.099	-0.137	-0.510	-0.044	-0.734
Δ in carbohydrate(g)	0.481	-1.413	-1.186	-3.325	-0.267	-5.710
Δ in sugar(g)	0.265	-0.932	-0.865	-2.579	-0.197	-4.308
Δ in fat(g)	0.169	-0.177	-0.506	-1.276	-0.027	-1.816
Δ in saturates(g)	0.082	-0.094	-0.310	-0.748	-0.014	-1.084
Δ in fibre(g)	0.021	-0.019	-0.043	-0.106	-0.015	-0.161
Δ in sodium(g)	0.002	-0.004	-0.004	-0.013	-0.001	-0.019

Table A60 - Policy simulation - total puddings and desserts - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Branded Products with healthy claims		
SIMD 4						
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.008	-0.020	-0.023	-0.052	-0.007	-0.095
Δ in quantity (Kg)	0.002	-0.005	-0.004	-0.010	-0.001	-0.018
Δ in energy (kcal)	5.222	-9.399	-9.519	-20.607	-0.564	-34.866
Δ in protein(g)	0.076	-0.120	-0.127	-0.372	-0.019	-0.561
Δ in carbohydrate(g)	0.703	-1.755	-1.124	-2.508	-0.094	-4.778
Δ in sugar(g)	0.398	-1.237	-0.802	-1.939	-0.064	-3.645
Δ in fat(g)	0.221	-0.204	-0.491	-1.004	-0.012	-1.489
Δ in saturates(g)	0.107	-0.104	-0.301	-0.593	-0.007	-0.898
Δ in fibre(g)	0.033	-0.021	-0.044	-0.081	-0.005	-0.118
Δ in sodium(g)	0.002	-0.004	-0.004	-0.009	0.000	-0.016
SIMD 5						
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.007	-0.015	-0.022	-0.056	-0.014	-0.100
Δ in quantity (Kg)	0.002	-0.004	-0.004	-0.010	-0.002	-0.017
Δ in energy (kcal)	4.789	-7.346	-9.019	-21.671	-1.425	-34.672
Δ in protein(g)	0.067	-0.093	-0.117	-0.385	-0.062	-0.590
Δ in carbohydrate(g)	0.698	-1.328	-1.076	-2.651	-0.229	-4.587
Δ in sugar(g)	0.419	-0.891	-0.768	-2.063	-0.152	-3.454
Δ in fat(g)	0.180	-0.179	-0.462	-1.051	-0.027	-1.540
Δ in saturates(g)	0.090	-0.082	-0.277	-0.622	-0.017	-0.908
Δ in fibre(g)	0.032	-0.020	-0.043	-0.084	-0.011	-0.126
Δ in sodium(g)	0.002	-0.004	-0.004	-0.010	-0.001	-0.016

Table A61 - Policy simulation - total puddings and desserts - by rural urban
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Products Branded with healthy claims		
Lg. Urb. Areas						
Δ in share	0.000	0.000	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.010	-0.013	-0.020	-0.052	-0.006	-0.081
Δ in quantity (Kg)	0.003	-0.003	-0.003	-0.010	-0.001	-0.014
Δ in energy (kcal)	6.734	-5.781	-8.492	-20.186	-0.541	-28.267
Δ in protein(g)	0.098	-0.081	-0.109	-0.383	-0.019	-0.494
Δ in carbohydrate(g)	0.960	-1.059	-1.000	-2.487	-0.083	-3.667
Δ in sugar(g)	0.601	-0.734	-0.710	-1.877	-0.058	-2.778
Δ in fat(g)	0.263	-0.134	-0.443	-0.965	-0.014	-1.292
Δ in saturates(g)	0.129	-0.064	-0.264	-0.565	-0.009	-0.773
Δ in fibre(g)	0.041	-0.016	-0.039	-0.084	-0.004	-0.103
Δ in sodium(g)	0.002	-0.003	-0.003	-0.009	0.000	-0.013
Oth. Urb. Areas						
Δ in share	0.000	-0.001	-0.001	-0.002	-0.001	-0.004
Δ in expenditure (£)	0.007	-0.017	-0.015	-0.058	-0.018	-0.100
Δ in quantity (Kg)	0.002	-0.004	-0.003	-0.011	-0.002	-0.018
Δ in energy (kcal)	5.009	-8.303	-6.095	-23.852	-1.536	-34.778
Δ in protein(g)	0.074	-0.103	-0.081	-0.429	-0.056	-0.596
Δ in carbohydrate(g)	0.688	-1.534	-0.743	-2.893	-0.256	-4.739
Δ in sugar(g)	0.405	-1.046	-0.540	-2.314	-0.176	-3.672
Δ in fat(g)	0.201	-0.189	-0.304	-1.163	-0.030	-1.485
Δ in saturates(g)	0.098	-0.095	-0.187	-0.703	-0.018	-0.905
Δ in fibre(g)	0.029	-0.021	-0.028	-0.086	-0.012	-0.117
Δ in sodium(g)	0.002	-0.004	-0.002	-0.011	-0.001	-0.017
Ac. Sm. Towns						
Δ in share	0.000	0.000	0.000	-0.002	0.000	-0.002
Δ in expenditure (£)	0.006	-0.010	0.002	-0.046	-0.008	-0.056
Δ in quantity (Kg)	0.001	-0.002	0.000	-0.009	-0.001	-0.010
Δ in energy (kcal)	4.164	-4.916	1.016	-18.821	-0.770	-19.326
Δ in protein(g)	0.063	-0.062	0.014	-0.344	-0.022	-0.351
Δ in carbohydrate(g)	0.532	-0.902	0.121	-2.337	-0.130	-2.716
Δ in sugar(g)	0.272	-0.637	0.087	-1.813	-0.088	-2.180
Δ in fat(g)	0.192	-0.113	0.052	-0.894	-0.017	-0.780
Δ in saturates(g)	0.093	-0.054	0.031	-0.526	-0.011	-0.467
Δ in fibre(g)	0.026	-0.012	0.005	-0.074	-0.008	-0.063
Δ in sodium(g)	0.002	-0.002	0.000	-0.009	-0.001	-0.010

Table A62 - Policy simulation - total puddings and desserts - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Branded Products with healthy claims		
Rm. Sm. Towns						
Δ in share	0.000	0.000	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.008	-0.007	-0.021	-0.069	0.001	-0.088
Δ in quantity (Kg)	0.002	-0.002	-0.004	-0.014	0.000	-0.017
Δ in energy (kcal)	4.969	-3.078	-7.754	-23.731	0.125	-29.469
Δ in protein(g)	0.083	-0.047	-0.113	-0.485	0.004	-0.558
Δ in carbohydrate(g)	0.682	-0.594	-0.968	-3.153	0.022	-4.010
Δ in sugar(g)	0.398	-0.434	-0.731	-2.490	0.016	-3.241
Δ in fat(g)	0.204	-0.055	-0.372	-1.010	0.002	-1.230
Δ in saturates(g)	0.102	-0.029	-0.229	-0.606	0.001	-0.761
Δ in fibre(g)	0.024	-0.008	-0.034	-0.102	0.001	-0.120
Δ in sodium(g)	0.002	-0.001	-0.003	-0.012	0.000	-0.014
Ac. Rural						
Δ in share	0.000	-0.001	-0.001	-0.001	0.000	-0.002
Δ in expenditure (£)	0.007	-0.016	-0.019	-0.038	-0.004	-0.070
Δ in quantity (Kg)	0.002	-0.004	-0.003	-0.007	-0.001	-0.013
Δ in energy (kcal)	4.774	-7.089	-7.528	-13.860	-0.280	-23.983
Δ in protein(g)	0.067	-0.086	-0.101	-0.252	-0.010	-0.383
Δ in carbohydrate(g)	0.635	-1.392	-0.893	-1.680	-0.047	-3.377
Δ in sugar(g)	0.360	-0.995	-0.647	-1.319	-0.030	-2.632
Δ in fat(g)	0.205	-0.124	-0.386	-0.677	-0.005	-0.987
Δ in saturates(g)	0.098	-0.068	-0.238	-0.400	-0.003	-0.611
Δ in fibre(g)	0.031	-0.015	-0.037	-0.056	-0.004	-0.081
Δ in sodium(g)	0.002	-0.003	-0.003	-0.006	0.000	-0.011
Rm. Rural						
Δ in share	0.000	-0.001	-0.001	-0.001	0.000	-0.002
Δ in expenditure (£)	0.010	-0.015	-0.018	-0.032	-0.002	-0.057
Δ in quantity (Kg)	0.003	-0.004	-0.004	-0.006	0.000	-0.011
Δ in energy (kcal)	6.953	-8.257	-7.950	-11.912	-0.244	-21.409
Δ in protein(g)	0.107	-0.104	-0.113	-0.231	-0.006	-0.347
Δ in carbohydrate(g)	0.874	-1.567	-0.946	-1.459	-0.044	-3.143
Δ in sugar(g)	0.451	-0.914	-0.699	-1.131	-0.033	-2.325
Δ in fat(g)	0.327	-0.172	-0.406	-0.569	-0.004	-0.824
Δ in saturates(g)	0.164	-0.088	-0.250	-0.332	-0.003	-0.509
Δ in fibre(g)	0.034	-0.018	-0.033	-0.045	-0.002	-0.065
Δ in sodium(g)	0.003	-0.004	-0.003	-0.006	0.000	-0.009

Table A63 - Policy simulation - total puddings and desserts - by income
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Branded Products with healthy claims		
£0 - £29,999						
Δ in share	0.000	0.000	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.009	-0.014	-0.015	-0.053	-0.012	-0.085
Δ in quantity (Kg)	0.002	-0.004	-0.003	-0.010	-0.001	-0.016
Δ in energy (kcal)	6.361	-6.416	-6.473	-20.740	-1.109	-28.376
Δ in protein(g)	0.096	-0.089	-0.086	-0.391	-0.036	-0.506
Δ in carbohydrate(g)	0.869	-1.182	-0.779	-2.569	-0.184	-3.844
Δ in sugar(g)	0.510	-0.809	-0.562	-1.996	-0.129	-2.985
Δ in fat(g)	0.262	-0.145	-0.327	-0.982	-0.024	-1.215
Δ in saturates(g)	0.127	-0.073	-0.200	-0.584	-0.015	-0.744
Δ in fibre(g)	0.036	-0.016	-0.030	-0.083	-0.009	-0.103
Δ in sodium(g)	0.003	-0.003	-0.003	-0.010	-0.001	-0.014
£30,000 - £39,999						
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.004
Δ in expenditure (£)	0.006	-0.017	-0.024	-0.063	-0.006	-0.104
Δ in quantity (Kg)	0.001	-0.004	-0.004	-0.012	-0.001	-0.019
Δ in energy (kcal)	4.121	-8.012	-9.704	-26.581	-0.528	-40.704
Δ in protein(g)	0.059	-0.098	-0.129	-0.472	-0.021	-0.661
Δ in carbohydrate(g)	0.562	-1.535	-1.182	-3.246	-0.088	-5.490
Δ in sugar(g)	0.328	-1.077	-0.858	-2.473	-0.059	-4.139
Δ in fat(g)	0.169	-0.157	-0.486	-1.294	-0.010	-1.779
Δ in saturates(g)	0.081	-0.080	-0.296	-0.762	-0.006	-1.064
Δ in fibre(g)	0.028	-0.019	-0.044	-0.100	-0.004	-0.139
Δ in sodium(g)	0.001	-0.004	-0.004	-0.012	0.000	-0.018
£40,000 - £49,999						
Δ in share	0.000	0.000	-0.001	-0.001	0.000	-0.002
Δ in expenditure (£)	0.004	-0.011	-0.020	-0.031	-0.002	-0.060
Δ in quantity (Kg)	0.001	-0.003	-0.003	-0.006	0.000	-0.011
Δ in energy (kcal)	2.818	-5.296	-7.823	-12.020	-0.256	-22.578
Δ in protein(g)	0.040	-0.058	-0.105	-0.219	-0.009	-0.351
Δ in carbohydrate(g)	0.378	-1.027	-0.941	-1.463	-0.043	-3.096
Δ in sugar(g)	0.217	-0.686	-0.682	-1.195	-0.029	-2.375
Δ in fat(g)	0.116	-0.103	-0.398	-0.584	-0.005	-0.973
Δ in saturates(g)	0.059	-0.052	-0.238	-0.354	-0.003	-0.588
Δ in fibre(g)	0.017	-0.012	-0.037	-0.043	-0.002	-0.077
Δ in sodium(g)	0.001	-0.002	-0.003	-0.005	0.000	-0.010

Table A64 - Policy simulation - total puddings and desserts - by income (cont.)
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Branded Products with healthy claims		
£50,000 - £59,999						
Δ in share	0.000	-0.001	0.000	-0.002	0.000	-0.004
Δ in expenditure (£)	0.002	-0.025	-0.011	-0.048	-0.009	-0.091
Δ in quantity (Kg)	0.000	-0.006	-0.002	-0.009	-0.001	-0.017
Δ in energy (kcal)	1.162	-12.398	-4.312	-19.538	-0.739	-35.826
Δ in protein(g)	0.016	-0.147	-0.061	-0.349	-0.022	-0.563
Δ in carbohydrate(g)	0.163	-2.296	-0.491	-2.324	-0.126	-5.075
Δ in sugar(g)	0.093	-1.698	-0.359	-1.860	-0.086	-3.909
Δ in fat(g)	0.048	-0.279	-0.231	-0.978	-0.016	-1.456
Δ in saturates(g)	0.024	-0.125	-0.141	-0.582	-0.009	-0.833
Δ in fibre(g)	0.007	-0.034	-0.019	-0.072	-0.006	-0.123
Δ in sodium(g)	0.000	-0.006	-0.002	-0.009	0.000	-0.016
£60,000 - over						
Δ in share	0.000	-0.001	0.000	-0.001	0.000	-0.002
Δ in expenditure (£)	0.010	-0.014	-0.006	-0.028	-0.006	-0.044
Δ in quantity (Kg)	0.002	-0.003	-0.001	-0.005	-0.001	-0.007
Δ in energy (kcal)	6.962	-6.706	-2.342	-10.692	-0.550	-13.328
Δ in protein(g)	0.091	-0.078	-0.029	-0.193	-0.018	-0.228
Δ in carbohydrate(g)	0.942	-1.240	-0.270	-1.268	-0.085	-1.921
Δ in sugar(g)	0.564	-0.794	-0.193	-1.026	-0.060	-1.509
Δ in fat(g)	0.294	-0.156	-0.125	-0.535	-0.015	-0.537
Δ in saturates(g)	0.146	-0.073	-0.076	-0.322	-0.009	-0.334
Δ in fibre(g)	0.043	-0.018	-0.010	-0.040	-0.004	-0.030
Δ in sodium(g)	0.003	-0.003	-0.001	-0.005	0.000	-0.006

Table A65 - Policy simulation - total puddings and desserts - by life stage
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Branded Products with healthy claims		
Pre-family						
Δ in share	0.000	0.000	0.000	-0.003	0.000	-0.003
Δ in expenditure (£)	0.011	-0.011	-0.014	-0.071	-0.007	-0.091
Δ in quantity (Kg)	0.003	-0.002	-0.002	-0.013	-0.001	-0.016
Δ in energy (kcal)	7.209	-4.977	-5.637	-28.846	-0.870	-33.121
Δ in protein(g)	0.107	-0.053	-0.076	-0.498	-0.024	-0.543
Δ in carbohydrate(g)	1.003	-0.937	-0.664	-3.370	-0.139	-4.107
Δ in sugar(g)	0.624	-0.654	-0.479	-2.636	-0.104	-3.248
Δ in fat(g)	0.287	-0.110	-0.293	-1.478	-0.023	-1.616
Δ in saturates(g)	0.136	-0.058	-0.176	-0.870	-0.014	-0.982
Δ in fibre(g)	0.046	-0.013	-0.025	-0.113	-0.007	-0.113
Δ in sodium(g)	0.003	-0.002	-0.002	-0.012	0.000	-0.015
Young family						
Δ in share	0.000	-0.001	0.000	-0.002	0.000	-0.003
Δ in expenditure (£)	0.002	-0.018	-0.004	-0.036	-0.004	-0.060
Δ in quantity (Kg)	0.001	-0.005	-0.001	-0.007	-0.001	-0.012
Δ in energy (kcal)	1.685	-8.181	-1.748	-15.542	-0.326	-24.112
Δ in protein(g)	0.026	-0.101	-0.025	-0.286	-0.009	-0.395
Δ in carbohydrate(g)	0.216	-1.537	-0.208	-1.926	-0.057	-3.512
Δ in sugar(g)	0.119	-1.163	-0.154	-1.517	-0.040	-2.755
Δ in fat(g)	0.072	-0.184	-0.091	-0.740	-0.006	-0.948
Δ in saturates(g)	0.035	-0.094	-0.055	-0.438	-0.004	-0.555
Δ in fibre(g)	0.009	-0.018	-0.008	-0.049	-0.004	-0.070
Δ in sodium(g)	0.001	-0.004	-0.001	-0.007	0.000	-0.011
Middle family						
Δ in share	0.000	-0.001	0.000	-0.002	0.000	-0.003
Δ in expenditure (£)	0.006	-0.018	-0.007	-0.033	-0.006	-0.059
Δ in quantity (Kg)	0.001	-0.004	-0.001	-0.006	-0.001	-0.011
Δ in energy (kcal)	4.127	-9.379	-2.947	-15.280	-0.505	-23.983
Δ in protein(g)	0.058	-0.121	-0.041	-0.267	-0.017	-0.388
Δ in carbohydrate(g)	0.553	-1.603	-0.357	-1.828	-0.086	-3.320
Δ in sugar(g)	0.330	-1.128	-0.263	-1.412	-0.059	-2.533
Δ in fat(g)	0.175	-0.266	-0.148	-0.763	-0.010	-1.012
Δ in saturates(g)	0.085	-0.104	-0.090	-0.447	-0.006	-0.562
Δ in fibre(g)	0.025	-0.034	-0.014	-0.052	-0.006	-0.080
Δ in sodium(g)	0.002	-0.005	-0.001	-0.007	0.000	-0.011

Table A66 - Policy simulation - total puddings and desserts - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category				Total	
	Puddings, canned goods and frozen desserts	Sweet home cooking	Chilled convenience Private label	Branded Products with healthy claims		
Older family						
Δ in share	0.000	0.000	0.000	-0.003	-0.001	-0.004
Δ in expenditure (£)	0.003	-0.009	-0.009	-0.057	-0.012	-0.083
Δ in quantity (Kg)	0.001	-0.002	-0.002	-0.011	-0.001	-0.016
Δ in energy (kcal)	2.319	-4.798	-3.901	-21.611	-1.239	-29.230
Δ in protein(g)	0.034	-0.060	-0.057	-0.417	-0.034	-0.533
Δ in carbohydrate(g)	0.300	-0.834	-0.466	-2.643	-0.225	-3.867
Δ in sugar(g)	0.164	-0.576	-0.343	-2.109	-0.152	-3.015
Δ in fat(g)	0.096	-0.131	-0.198	-1.039	-0.021	-1.293
Δ in saturates(g)	0.046	-0.058	-0.122	-0.641	-0.012	-0.786
Δ in fibre(g)	0.012	-0.017	-0.016	-0.076	-0.010	-0.106
Δ in sodium(g)	0.001	-0.003	-0.001	-0.011	-0.001	-0.015
45+ no children						
Δ in share	0.000	0.000	-0.001	-0.002	0.000	-0.003
Δ in expenditure (£)	0.011	-0.014	-0.022	-0.048	-0.012	-0.084
Δ in quantity (Kg)	0.003	-0.004	-0.004	-0.009	-0.001	-0.015
Δ in energy (kcal)	7.282	-6.355	-8.868	-17.159	-1.020	-26.120
Δ in protein(g)	0.107	-0.087	-0.116	-0.330	-0.039	-0.466
Δ in carbohydrate(g)	1.004	-1.208	-1.066	-2.158	-0.168	-3.596
Δ in sugar(g)	0.588	-0.805	-0.767	-1.681	-0.113	-2.777
Δ in fat(g)	0.300	-0.126	-0.450	-0.794	-0.020	-1.089
Δ in saturates(g)	0.148	-0.067	-0.274	-0.474	-0.012	-0.680
Δ in fibre(g)	0.043	-0.014	-0.041	-0.073	-0.008	-0.093
Δ in sodium(g)	0.003	-0.003	-0.003	-0.008	-0.001	-0.013

7.5.8 Regular soft drinks

Table A67 - Policy simulation - regular soft drinks - by SIMD
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
SIMD 1						
Δ in share	0.001	-0.006	0.000	-0.001	-0.006	-0.012
Δ in expenditure (£)	0.016	-0.145	-0.007	-0.019	-0.154	-0.309
Δ in quantity (Lt)	0.028	-0.116	-0.007	-0.012	-0.127	-0.235
Δ in energy (kcal)	0.876	-38.256	-2.713	-4.598	-3.232	-47.923
Δ in protein(g)	0.036	-0.007	-0.020	-0.097	-0.031	-0.119
Δ in carbohydrate(g)	0.115	-9.354	-0.619	-0.937	-0.405	-11.200
Δ in sugar(g)	0.104	-8.729	-0.594	-0.856	-0.359	-10.434
Δ in fat(g)	0.020	-0.002	-0.002	-0.034	-0.008	-0.025
Δ in saturates(g)	0.003	-0.001	0.000	-0.022	-0.005	-0.025
Δ in fibre(g)	0.006	-0.022	-0.015	-0.032	-0.021	-0.085
Δ in sodium(g)	0.000	-0.007	-0.002	-0.003	-0.013	-0.024
SIMD 2						
Δ in share	0.001	-0.004	0.000	-0.001	-0.007	-0.011
Δ in expenditure (£)	0.022	-0.107	-0.005	-0.022	-0.199	-0.311
Δ in quantity (Lt)	0.040	-0.079	-0.006	-0.014	-0.164	-0.222
Δ in energy (kcal)	1.050	-26.167	-1.960	-4.932	-5.135	-37.144
Δ in protein(g)	0.042	-0.005	-0.023	-0.082	-0.030	-0.097
Δ in carbohydrate(g)	0.136	-6.354	-0.439	-1.008	-0.772	-8.438
Δ in sugar(g)	0.124	-6.062	-0.424	-0.901	-0.690	-7.953
Δ in fat(g)	0.023	-0.002	-0.002	-0.038	-0.008	-0.026
Δ in saturates(g)	0.003	-0.001	0.000	-0.018	-0.005	-0.021
Δ in fibre(g)	0.008	-0.015	-0.015	-0.036	-0.031	-0.089
Δ in sodium(g)	0.000	-0.003	-0.002	-0.003	-0.018	-0.027
SIMD 3						
Δ in share	0.000	-0.005	-0.001	-0.001	-0.006	-0.013
Δ in expenditure (£)	0.004	-0.147	-0.033	-0.037	-0.156	-0.368
Δ in quantity (Lt)	0.008	-0.106	-0.036	-0.023	-0.124	-0.282
Δ in energy (kcal)	0.214	-36.136	-13.251	-8.822	-4.756	-62.750
Δ in protein(g)	0.006	-0.010	-0.138	-0.122	-0.033	-0.297
Δ in carbohydrate(g)	0.034	-8.801	-2.968	-1.876	-0.804	-14.416
Δ in sugar(g)	0.031	-8.427	-2.918	-1.776	-0.697	-13.787
Δ in fat(g)	0.003	-0.002	-0.015	-0.053	-0.012	-0.078
Δ in saturates(g)	0.000	-0.001	-0.001	-0.027	-0.008	-0.037
Δ in fibre(g)	0.001	-0.026	-0.090	-0.065	-0.025	-0.204
Δ in sodium(g)	0.000	-0.005	-0.017	-0.004	-0.013	-0.038

Table A68 - Policy simulation - regular soft drinks - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
SIMD 4						
Δ in share	0.000	-0.004	-0.001	-0.001	-0.006	-0.012
Δ in expenditure (£)	0.009	-0.115	-0.025	-0.026	-0.159	-0.317
Δ in quantity (Lt)	0.017	-0.078	-0.028	-0.017	-0.112	-0.218
Δ in energy (kcal)	0.579	-27.687	-10.702	-5.943	-3.501	-47.254
Δ in protein(g)	0.011	-0.007	-0.095	-0.090	-0.017	-0.199
Δ in carbohydrate(g)	0.105	-6.755	-2.401	-1.254	-0.523	-10.828
Δ in sugar(g)	0.100	-6.266	-2.348	-1.130	-0.469	-10.113
Δ in fat(g)	0.006	-0.004	-0.013	-0.034	-0.006	-0.051
Δ in saturates(g)	0.001	-0.001	-0.003	-0.021	-0.004	-0.028
Δ in fibre(g)	0.002	-0.017	-0.051	-0.041	-0.020	-0.127
Δ in sodium(g)	0.000	-0.003	-0.010	-0.004	-0.014	-0.031
SIMD 5						
Δ in share	0.001	-0.003	-0.001	-0.001	-0.005	-0.009
Δ in expenditure (£)	0.017	-0.075	-0.023	-0.022	-0.147	-0.251
Δ in quantity (Lt)	0.030	-0.049	-0.025	-0.014	-0.118	-0.175
Δ in energy (kcal)	0.733	-17.285	-9.095	-5.507	-4.408	-35.563
Δ in protein(g)	0.018	-0.004	-0.075	-0.107	-0.032	-0.200
Δ in carbohydrate(g)	0.119	-4.232	-2.046	-1.116	-0.693	-7.968
Δ in sugar(g)	0.111	-4.010	-2.004	-1.043	-0.620	-7.565
Δ in fat(g)	0.010	-0.001	-0.007	-0.041	-0.016	-0.055
Δ in saturates(g)	0.001	0.000	-0.001	-0.025	-0.007	-0.032
Δ in fibre(g)	0.003	-0.011	-0.032	-0.038	-0.030	-0.108
Δ in sodium(g)	0.000	-0.002	-0.005	-0.003	-0.013	-0.022

Table A69 - Policy simulation - regular soft drinks - by rural urban
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
Lml. Urb. Areas						
Δ in share	0.001	-0.004	0.000	-0.001	-0.008	-0.012
Δ in expenditure (£)	0.014	-0.101	-0.007	-0.021	-0.210	-0.325
Δ in quantity (Lt)	0.023	-0.072	-0.008	-0.013	-0.166	-0.235
Δ in energy (kcal)	0.652	-24.059	-2.876	-5.129	-5.736	-37.148
Δ in protein(g)	0.020	-0.005	-0.023	-0.101	-0.045	-0.155
Δ in carbohydrate(g)	0.100	-5.892	-0.648	-1.043	-0.880	-8.363
Δ in sugar(g)	0.093	-5.668	-0.629	-0.959	-0.774	-7.937
Δ in fat(g)	0.011	-0.002	-0.002	-0.039	-0.015	-0.048
Δ in saturates(g)	0.002	-0.001	0.000	-0.023	-0.009	-0.032
Δ in fibre(g)	0.004	-0.015	-0.011	-0.036	-0.035	-0.093
Δ in sodium(g)	0.000	-0.003	-0.001	-0.003	-0.020	-0.027
Oth. Urb. Areas						
Δ in share	0.000	-0.005	-0.001	-0.001	-0.006	-0.011
Δ in expenditure (£)	0.014	-0.125	-0.017	-0.023	-0.155	-0.306
Δ in quantity (Lt)	0.025	-0.093	-0.019	-0.015	-0.129	-0.231
Δ in energy (kcal)	0.670	-31.703	-6.518	-5.493	-3.715	-46.758
Δ in protein(g)	0.021	-0.007	-0.075	-0.090	-0.030	-0.181
Δ in carbohydrate(g)	0.100	-7.716	-1.451	-1.143	-0.511	-10.721
Δ in sugar(g)	0.092	-7.283	-1.414	-1.070	-0.465	-10.140
Δ in fat(g)	0.012	-0.002	-0.008	-0.036	-0.009	-0.043
Δ in saturates(g)	0.002	-0.001	-0.001	-0.022	-0.006	-0.028
Δ in fibre(g)	0.004	-0.019	-0.051	-0.040	-0.024	-0.130
Δ in sodium(g)	0.000	-0.004	-0.009	-0.003	-0.014	-0.030
Ac. Sm. Towns						
Δ in share	0.001	-0.004	-0.001	-0.002	-0.003	-0.009
Δ in expenditure (£)	0.023	-0.093	-0.026	-0.042	-0.078	-0.216
Δ in quantity (Lt)	0.042	-0.065	-0.030	-0.028	-0.057	-0.139
Δ in energy (kcal)	1.176	-21.481	-11.597	-8.456	-1.665	-42.023
Δ in protein(g)	0.037	-0.004	-0.083	-0.056	-0.010	-0.116
Δ in carbohydrate(g)	0.175	-5.228	-2.632	-1.917	-0.243	-9.844
Δ in sugar(g)	0.167	-4.850	-2.565	-1.672	-0.221	-9.143
Δ in fat(g)	0.021	-0.001	-0.012	-0.020	-0.003	-0.015
Δ in saturates(g)	0.003	-0.001	-0.003	-0.010	-0.002	-0.013
Δ in fibre(g)	0.006	-0.013	-0.046	-0.055	-0.010	-0.119
Δ in sodium(g)	0.000	-0.003	-0.011	-0.004	-0.006	-0.024

Table A70 - Policy simulation - regular soft drinks - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
Rm. Sm. Towns						
Δ in share	0.001	-0.005	-0.001	-0.001	-0.007	-0.013
Δ in expenditure (£)	0.024	-0.135	-0.041	-0.019	-0.201	-0.371
Δ in quantity (Lt)	0.045	-0.098	-0.044	-0.012	-0.138	-0.246
Δ in energy (kcal)	0.987	-35.089	-15.921	-4.757	-3.784	-58.565
Δ in protein(g)	0.038	-0.008	-0.090	-0.113	-0.013	-0.186
Δ in carbohydrate(g)	0.130	-8.521	-3.692	-0.907	-0.625	-13.615
Δ in sugar(g)	0.118	-8.049	-3.585	-0.814	-0.581	-12.912
Δ in fat(g)	0.021	-0.001	-0.006	-0.056	-0.004	-0.046
Δ in saturates(g)	0.003	-0.001	-0.001	-0.016	-0.002	-0.017
Δ in fibre(g)	0.006	-0.022	-0.045	-0.035	-0.023	-0.119
Δ in sodium(g)	0.000	-0.003	-0.005	-0.004	-0.012	-0.024
Ac. Rural						
Δ in share	0.001	-0.004	-0.001	-0.001	-0.006	-0.012
Δ in expenditure (£)	0.019	-0.117	-0.031	-0.032	-0.177	-0.338
Δ in quantity (Lt)	0.034	-0.074	-0.034	-0.020	-0.118	-0.213
Δ in energy (kcal)	1.466	-25.591	-13.131	-7.079	-4.644	-48.979
Δ in protein(g)	0.028	-0.007	-0.120	-0.118	-0.024	-0.241
Δ in carbohydrate(g)	0.269	-6.258	-2.949	-1.479	-0.754	-11.172
Δ in sugar(g)	0.260	-5.837	-2.880	-1.307	-0.642	-10.405
Δ in fat(g)	0.016	-0.003	-0.018	-0.045	-0.014	-0.064
Δ in saturates(g)	0.002	-0.001	-0.003	-0.029	-0.005	-0.036
Δ in fibre(g)	0.005	-0.017	-0.076	-0.050	-0.028	-0.166
Δ in sodium(g)	0.000	-0.004	-0.019	-0.005	-0.014	-0.042
Rm. Rural						
Δ in share	0.000	-0.004	-0.001	-0.001	-0.005	-0.011
Δ in expenditure (£)	0.005	-0.127	-0.041	-0.035	-0.138	-0.336
Δ in quantity (Lt)	0.008	-0.087	-0.046	-0.021	-0.120	-0.266
Δ in energy (kcal)	0.218	-31.668	-17.982	-6.973	-5.605	-62.010
Δ in protein(g)	0.012	-0.014	-0.131	-0.117	-0.010	-0.260
Δ in carbohydrate(g)	0.020	-7.681	-4.109	-1.411	-1.098	-14.280
Δ in sugar(g)	0.017	-7.003	-4.022	-1.292	-0.915	-13.215
Δ in fat(g)	0.007	-0.004	-0.013	-0.052	-0.002	-0.063
Δ in saturates(g)	0.001	-0.002	-0.003	-0.026	-0.001	-0.031
Δ in fibre(g)	0.002	-0.022	-0.053	-0.061	-0.020	-0.154
Δ in sodium(g)	0.000	-0.005	-0.006	-0.005	-0.012	-0.028

Table A71 - Policy simulation - regular soft drinks - by income
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
£0 - £29,999						
Δ in share	0.000	-0.004	-0.001	-0.001	-0.006	-0.011
Δ in expenditure (£)	0.014	-0.119	-0.024	-0.022	-0.175	-0.326
Δ in quantity (Lt)	0.024	-0.088	-0.026	-0.014	-0.138	-0.241
Δ in energy (kcal)	0.677	-29.362	-9.324	-5.310	-4.272	-47.591
Δ in protein(g)	0.024	-0.007	-0.090	-0.110	-0.035	-0.218
Δ in carbohydrate(g)	0.094	-7.179	-2.092	-1.066	-0.641	-10.884
Δ in sugar(g)	0.086	-6.789	-2.033	-0.994	-0.575	-10.305
Δ in fat(g)	0.013	-0.002	-0.011	-0.045	-0.010	-0.054
Δ in saturates(g)	0.002	-0.001	-0.002	-0.025	-0.007	-0.032
Δ in fibre(g)	0.004	-0.018	-0.062	-0.041	-0.026	-0.143
Δ in sodium(g)	0.000	-0.004	-0.011	-0.003	-0.014	-0.032
£30,000 - £39,999						
Δ in share	0.001	-0.005	0.000	-0.001	-0.005	-0.011
Δ in expenditure (£)	0.015	-0.134	-0.011	-0.028	-0.144	-0.301
Δ in quantity (Lt)	0.027	-0.095	-0.012	-0.018	-0.113	-0.211
Δ in energy (kcal)	0.620	-34.162	-4.743	-6.234	-4.301	-48.820
Δ in protein(g)	0.020	-0.008	-0.035	-0.084	-0.023	-0.130
Δ in carbohydrate(g)	0.092	-8.341	-1.073	-1.327	-0.697	-11.347
Δ in sugar(g)	0.086	-7.797	-1.045	-1.163	-0.603	-10.522
Δ in fat(g)	0.011	-0.002	-0.005	-0.034	-0.007	-0.037
Δ in saturates(g)	0.001	-0.001	-0.001	-0.021	-0.005	-0.026
Δ in fibre(g)	0.003	-0.020	-0.020	-0.041	-0.023	-0.101
Δ in sodium(g)	0.000	-0.004	-0.002	-0.005	-0.014	-0.024
£40,000 - £49,999						
Δ in share	0.001	-0.003	0.000	-0.001	-0.006	-0.010
Δ in expenditure (£)	0.014	-0.076	-0.013	-0.034	-0.159	-0.269
Δ in quantity (Lt)	0.025	-0.051	-0.014	-0.022	-0.122	-0.185
Δ in energy (kcal)	1.225	-17.585	-5.628	-7.963	-3.985	-33.936
Δ in protein(g)	0.021	-0.004	-0.059	-0.067	-0.021	-0.130
Δ in carbohydrate(g)	0.241	-4.211	-1.272	-1.770	-0.582	-7.594
Δ in sugar(g)	0.235	-3.984	-1.249	-1.576	-0.515	-7.089
Δ in fat(g)	0.012	-0.002	-0.004	-0.029	-0.012	-0.036
Δ in saturates(g)	0.002	-0.001	0.000	-0.017	-0.005	-0.021
Δ in fibre(g)	0.004	-0.012	-0.017	-0.047	-0.024	-0.097
Δ in sodium(g)	0.000	-0.002	-0.003	-0.004	-0.015	-0.025

Table A72 - Policy simulation - regular soft drinks - by income (cont.)
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
£50,000 - £59,999						
Δ in share	0.001	-0.005	-0.001	-0.001	-0.006	-0.012
Δ in expenditure (£)	0.019	-0.118	-0.014	-0.032	-0.160	-0.304
Δ in quantity (Lt)	0.034	-0.084	-0.015	-0.020	-0.132	-0.218
Δ in energy (kcal)	0.864	-28.082	-5.138	-7.412	-3.669	-43.437
Δ in protein(g)	0.028	-0.005	-0.037	-0.102	-0.016	-0.132
Δ in carbohydrate(g)	0.115	-6.904	-1.165	-1.583	-0.499	-10.036
Δ in sugar(g)	0.106	-6.585	-1.143	-1.394	-0.436	-9.452
Δ in fat(g)	0.016	-0.003	-0.004	-0.027	-0.006	-0.022
Δ in saturates(g)	0.002	-0.001	-0.001	-0.015	-0.004	-0.019
Δ in fibre(g)	0.005	-0.015	-0.024	-0.036	-0.025	-0.095
Δ in sodium(g)	0.000	-0.003	-0.002	-0.005	-0.012	-0.022
£60,000 - over						
Δ in share	0.000	-0.004	-0.001	0.000	-0.007	-0.013
Δ in expenditure (£)	-0.008	-0.094	-0.022	-0.012	-0.192	-0.327
Δ in quantity (Lt)	-0.013	-0.057	-0.023	-0.007	-0.141	-0.241
Δ in energy (kcal)	-0.252	-20.417	-8.666	-2.540	-5.630	-37.504
Δ in protein(g)	-0.006	-0.008	-0.093	-0.016	-0.022	-0.144
Δ in carbohydrate(g)	-0.041	-4.953	-1.930	-0.566	-0.947	-8.437
Δ in sugar(g)	-0.037	-4.689	-1.889	-0.540	-0.822	-7.977
Δ in fat(g)	-0.003	-0.003	-0.008	-0.009	-0.009	-0.032
Δ in saturates(g)	0.000	-0.001	-0.001	-0.003	-0.006	-0.013
Δ in fibre(g)	-0.001	-0.015	-0.045	-0.019	-0.026	-0.107
Δ in sodium(g)	0.000	-0.002	-0.014	-0.001	-0.016	-0.033

Table A73 - Policy simulation - regular soft drinks - by life stage
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
Pre-family						
Δ in share	0.001	-0.004	-0.001	0.000	-0.007	-0.011
Δ in expenditure (£)	0.018	-0.110	-0.018	-0.012	-0.198	-0.320
Δ in quantity (Lt)	0.032	-0.076	-0.019	-0.007	-0.151	-0.222
Δ in energy (kcal)	1.039	-27.605	-7.531	-2.826	-5.855	-42.779
Δ in protein(g)	0.054	-0.006	-0.043	-0.069	-0.072	-0.135
Δ in carbohydrate(g)	0.112	-6.702	-1.731	-0.557	-0.846	-9.725
Δ in sugar(g)	0.102	-6.312	-1.692	-0.515	-0.745	-9.162
Δ in fat(g)	0.031	-0.002	-0.004	-0.025	-0.032	-0.032
Δ in saturates(g)	0.005	-0.001	-0.001	-0.015	-0.018	-0.029
Δ in fibre(g)	0.010	-0.016	-0.020	-0.023	-0.038	-0.088
Δ in sodium(g)	0.000	-0.003	-0.005	-0.002	-0.020	-0.029
Young family						
Δ in share	0.000	-0.003	-0.001	-0.001	-0.005	-0.010
Δ in expenditure (£)	0.008	-0.057	-0.009	-0.023	-0.094	-0.175
Δ in quantity (Lt)	0.015	-0.038	-0.010	-0.015	-0.076	-0.125
Δ in energy (kcal)	0.444	-13.582	-4.246	-6.257	-2.541	-26.182
Δ in protein(g)	0.026	-0.004	-0.024	-0.084	-0.018	-0.104
Δ in carbohydrate(g)	0.038	-3.327	-0.973	-1.350	-0.348	-5.959
Δ in sugar(g)	0.034	-3.184	-0.948	-1.280	-0.312	-5.689
Δ in fat(g)	0.015	-0.001	-0.003	-0.034	-0.006	-0.029
Δ in saturates(g)	0.002	0.000	0.000	-0.019	-0.004	-0.021
Δ in fibre(g)	0.005	-0.007	-0.014	-0.034	-0.020	-0.070
Δ in sodium(g)	0.000	-0.002	-0.001	-0.003	-0.011	-0.017
Middle family						
Δ in share	0.000	-0.004	0.000	-0.001	-0.005	-0.010
Δ in expenditure (£)	-0.002	-0.076	0.002	-0.017	-0.103	-0.196
Δ in quantity (Lt)	-0.004	-0.057	0.002	-0.012	-0.084	-0.155
Δ in energy (kcal)	-0.075	-18.924	0.884	-4.237	-2.447	-24.798
Δ in protein(g)	-0.002	-0.005	0.005	-0.062	-0.021	-0.084
Δ in carbohydrate(g)	-0.013	-4.655	0.204	-0.903	-0.345	-5.711
Δ in sugar(g)	-0.012	-4.475	0.199	-0.805	-0.300	-5.392
Δ in fat(g)	-0.001	-0.002	0.001	-0.020	-0.005	-0.028
Δ in saturates(g)	0.000	-0.001	0.000	-0.011	-0.003	-0.015
Δ in fibre(g)	0.000	-0.013	0.003	-0.026	-0.019	-0.055
Δ in sodium(g)	0.000	-0.002	0.000	-0.003	-0.010	-0.015

Table A74 - Policy simulation - regular soft drinks - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
Older family						
Δ in share	0.000	-0.006	0.000	-0.002	-0.009	-0.017
Δ in expenditure (£)	0.003	-0.122	-0.008	-0.046	-0.169	-0.342
Δ in quantity (Lt)	0.006	-0.093	-0.009	-0.030	-0.144	-0.270
Δ in energy (kcal)	0.232	-30.528	-3.707	-10.580	-3.849	-48.432
Δ in protein(g)	0.007	-0.005	-0.024	-0.201	-0.020	-0.243
Δ in carbohydrate(g)	0.036	-7.522	-0.841	-2.169	-0.518	-11.014
Δ in sugar(g)	0.034	-7.200	-0.812	-1.926	-0.448	-10.351
Δ in fat(g)	0.004	-0.002	-0.002	-0.078	-0.005	-0.083
Δ in saturates(g)	0.001	-0.001	0.000	-0.048	-0.003	-0.052
Δ in fibre(g)	0.001	-0.017	-0.011	-0.085	-0.020	-0.131
Δ in sodium(g)	0.000	-0.003	-0.001	-0.007	-0.015	-0.027
45+ no children						
Δ in share	0.001	-0.004	-0.001	-0.001	-0.005	-0.010
Δ in expenditure (£)	0.020	-0.124	-0.025	-0.018	-0.163	-0.310
Δ in quantity (Lt)	0.036	-0.088	-0.027	-0.011	-0.125	-0.216
Δ in energy (kcal)	0.990	-29.411	-9.312	-4.091	-4.003	-45.828
Δ in protein(g)	0.021	-0.007	-0.117	-0.069	-0.019	-0.190
Δ in carbohydrate(g)	0.169	-7.148	-2.056	-0.839	-0.651	-10.525
Δ in sugar(g)	0.158	-6.698	-2.002	-0.771	-0.581	-9.894
Δ in fat(g)	0.012	-0.002	-0.013	-0.030	-0.005	-0.039
Δ in saturates(g)	0.001	-0.001	-0.002	-0.017	-0.003	-0.022
Δ in fibre(g)	0.004	-0.020	-0.074	-0.031	-0.021	-0.141
Δ in sodium(g)	0.000	-0.004	-0.015	-0.002	-0.012	-0.033

7.5.9 Edible ices and ice cream

Table A75 - Policy simulation - Edible ices and ice cream - by SIMD
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen	
	Private label	Branded	Private label	Branded	Private label	Branded	confect.	
SIMD 1								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	0.000	0.000	-0.005
Δ in expenditure (£)	-0.002	-0.034	-0.013	-0.057	-0.005	-0.013	0.002	-0.122
Δ in quantity (Kg)	-0.001	-0.010	-0.004	-0.012	-0.002	-0.004	0.000	-0.032
Δ in energy (kcal)	-1.402	-20.606	-8.951	-27.732	-4.777	-6.822	1.343	-68.947
Δ in protein(g)	-0.020	-0.329	-0.100	-0.294	-0.058	-0.092	0.020	-0.873
Δ in carbohydrate(g)	-0.174	-2.341	-1.060	-3.147	-0.647	-0.838	0.167	-8.040
Δ in sugar(g)	-0.146	-1.988	-0.950	-2.761	-0.472	-0.628	0.112	-6.833
Δ in fat(g)	-0.069	-1.091	-0.476	-1.507	-0.215	-0.340	0.066	-3.632
Δ in saturates(g)	-0.047	-0.689	-0.324	-1.023	-0.165	-0.243	0.034	-2.456
Δ in fibre(g)	-0.003	-0.047	-0.035	-0.048	-0.016	-0.025	0.006	-0.168
Δ in sodium(g)	-0.001	-0.007	-0.002	-0.005	-0.001	-0.002	0.001	-0.017
SIMD 2								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.005
Δ in expenditure (£)	0.000	-0.033	-0.017	-0.055	-0.005	-0.020	0.000	-0.129
Δ in quantity (Kg)	0.000	-0.010	-0.005	-0.011	-0.002	-0.006	0.000	-0.034
Δ in energy (kcal)	-0.080	-20.782	-11.539	-23.830	-3.905	-11.867	0.024	-71.980
Δ in protein(g)	-0.001	-0.321	-0.125	-0.250	-0.048	-0.165	0.000	-0.911
Δ in carbohydrate(g)	-0.010	-2.312	-1.347	-2.811	-0.540	-1.473	0.003	-8.490
Δ in sugar(g)	-0.008	-1.949	-1.215	-2.464	-0.396	-1.148	0.002	-7.178
Δ in fat(g)	-0.004	-1.130	-0.622	-1.253	-0.171	-0.583	0.001	-3.761
Δ in saturates(g)	-0.003	-0.707	-0.427	-0.846	-0.130	-0.409	0.001	-2.521
Δ in fibre(g)	0.000	-0.052	-0.042	-0.048	-0.013	-0.050	0.000	-0.206
Δ in sodium(g)	0.000	-0.007	-0.003	-0.005	-0.001	-0.004	0.000	-0.019
SIMD 3								
Δ in share	0.000	-0.001	0.000	-0.002	0.000	0.000	0.000	-0.002
Δ in expenditure (£)	0.008	-0.022	-0.012	-0.045	0.002	0.002	0.007	-0.061
Δ in quantity (Kg)	0.003	-0.007	-0.004	-0.009	0.001	0.001	0.002	-0.013
Δ in energy (kcal)	6.127	-14.426	-8.520	-19.821	1.309	1.344	5.025	-28.961
Δ in protein(g)	0.085	-0.223	-0.094	-0.213	0.017	0.018	0.074	-0.335
Δ in carbohydrate(g)	0.797	-1.626	-0.997	-2.322	0.170	0.161	0.625	-3.190
Δ in sugar(g)	0.664	-1.380	-0.889	-2.065	0.129	0.129	0.419	-2.993
Δ in fat(g)	0.285	-0.775	-0.457	-1.049	0.062	0.069	0.247	-1.617
Δ in saturates(g)	0.197	-0.493	-0.310	-0.722	0.046	0.048	0.127	-1.108
Δ in fibre(g)	0.018	-0.030	-0.028	-0.037	0.005	0.005	0.023	-0.046
Δ in sodium(g)	0.002	-0.005	-0.002	-0.004	0.000	0.000	0.002	-0.006

Table A76 - Policy simulation - Edible ices and ice cream - by SIMD (cont.)
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen	
	Private label	Branded	Private label	Branded	Private label	Branded	confect.	
SIMD 4								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.004
Δ in expenditure (£)	-0.001	-0.015	-0.016	-0.054	-0.006	-0.018	0.003	-0.107
Δ in quantity (Kg)	-0.001	-0.004	-0.005	-0.011	-0.003	-0.005	0.001	-0.028
Δ in energy (kcal)	-1.027	-9.263	-10.643	-24.783	-5.555	-10.868	1.948	-60.191
Δ in protein(g)	-0.015	-0.145	-0.112	-0.269	-0.069	-0.147	0.029	-0.728
Δ in carbohydrate(g)	-0.128	-1.053	-1.263	-2.843	-0.734	-1.359	0.242	-7.138
Δ in sugar(g)	-0.107	-0.902	-1.140	-2.529	-0.541	-1.040	0.162	-6.097
Δ in fat(g)	-0.050	-0.495	-0.566	-1.337	-0.257	-0.527	0.096	-3.137
Δ in saturates(g)	-0.034	-0.313	-0.383	-0.911	-0.197	-0.367	0.049	-2.156
Δ in fibre(g)	-0.003	-0.023	-0.036	-0.045	-0.019	-0.043	0.009	-0.159
Δ in sodium(g)	0.000	-0.003	-0.003	-0.005	-0.001	-0.003	0.001	-0.015
SIMD 5								
Δ in share	0.000	-0.001	-0.001	-0.003	0.000	-0.001	0.000	-0.007
Δ in expenditure (£)	-0.001	-0.024	-0.029	-0.093	-0.006	-0.035	-0.001	-0.190
Δ in quantity (Kg)	0.000	-0.007	-0.009	-0.018	-0.003	-0.010	0.000	-0.048
Δ in energy (kcal)	-0.730	-14.757	-19.977	-44.939	-5.522	-20.784	-1.050	-107.759
Δ in protein(g)	-0.011	-0.233	-0.220	-0.499	-0.069	-0.278	-0.015	-1.326
Δ in carbohydrate(g)	-0.092	-1.681	-2.258	-4.847	-0.706	-2.559	-0.131	-12.274
Δ in sugar(g)	-0.078	-1.427	-2.025	-4.364	-0.518	-1.937	-0.088	-10.436
Δ in fat(g)	-0.035	-0.787	-1.106	-2.552	-0.266	-1.036	-0.052	-5.834
Δ in saturates(g)	-0.024	-0.500	-0.747	-1.774	-0.206	-0.738	-0.027	-4.016
Δ in fibre(g)	-0.002	-0.033	-0.077	-0.078	-0.018	-0.075	-0.005	-0.288
Δ in sodium(g)	0.000	-0.005	-0.005	-0.011	-0.001	-0.006	0.000	-0.028

Table A77 - Policy simulation - Edible ices and ice cream - by rural urban
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen confect.	
	Private label	Branded	Private label	Branded	Private label	Branded		
Lg. Urb. Areas								
Δ in share	0.000	-0.001	0.000	-0.002	0.000	-0.001	0.000	-0.005
Δ in expenditure (£)	-0.001	-0.035	-0.013	-0.060	-0.006	-0.016	0.002	-0.128
Δ in quantity (Kg)	0.000	-0.010	-0.004	-0.012	-0.003	-0.005	0.000	-0.033
Δ in energy (kcal)	-0.822	-21.426	-9.264	-28.236	-5.198	-9.904	1.149	-73.702
Δ in protein(g)	-0.012	-0.334	-0.100	-0.308	-0.064	-0.130	0.017	-0.931
Δ in carbohydrate(g)	-0.100	-2.385	-1.042	-3.165	-0.700	-1.223	0.143	-8.471
Δ in sugar(g)	-0.083	-2.039	-0.935	-2.790	-0.508	-0.938	0.096	-7.197
Δ in fat(g)	-0.041	-1.167	-0.517	-1.552	-0.236	-0.492	0.057	-3.949
Δ in saturates(g)	-0.028	-0.734	-0.353	-1.053	-0.178	-0.346	0.029	-2.664
Δ in fibre(g)	-0.002	-0.047	-0.036	-0.054	-0.018	-0.037	0.005	-0.188
Δ in sodium(g)	0.000	-0.008	-0.002	-0.006	-0.001	-0.003	0.000	-0.020
Oth. Urb. Areas								
Δ in share	0.000	-0.001	-0.001	-0.003	0.000	-0.001	0.000	-0.005
Δ in expenditure (£)	-0.001	-0.024	-0.024	-0.073	-0.005	-0.023	0.001	-0.148
Δ in quantity (Kg)	0.000	-0.007	-0.007	-0.015	-0.002	-0.007	0.000	-0.038
Δ in energy (kcal)	-0.456	-15.302	-15.669	-33.193	-3.959	-13.034	0.813	-80.799
Δ in protein(g)	-0.006	-0.240	-0.172	-0.357	-0.049	-0.181	0.012	-0.993
Δ in carbohydrate(g)	-0.058	-1.733	-1.894	-3.802	-0.532	-1.592	0.101	-9.509
Δ in sugar(g)	-0.048	-1.463	-1.703	-3.385	-0.399	-1.219	0.068	-8.149
Δ in fat(g)	-0.022	-0.816	-0.815	-1.790	-0.179	-0.651	0.040	-4.234
Δ in saturates(g)	-0.015	-0.517	-0.556	-1.232	-0.138	-0.464	0.021	-2.902
Δ in fibre(g)	-0.001	-0.035	-0.056	-0.059	-0.014	-0.050	0.004	-0.211
Δ in sodium(g)	0.000	-0.005	-0.004	-0.007	-0.001	-0.004	0.000	-0.021
Ac. Sm. Towns								
Δ in share	0.000	0.000	-0.001	-0.001	0.000	0.000	0.000	-0.003
Δ in expenditure (£)	0.003	-0.011	-0.015	-0.036	-0.001	-0.010	0.001	-0.069
Δ in quantity (Kg)	0.001	-0.003	-0.005	-0.007	-0.001	-0.003	0.000	-0.017
Δ in energy (kcal)	1.956	-6.809	-10.221	-17.191	-1.082	-5.585	0.520	-38.413
Δ in protein(g)	0.029	-0.103	-0.113	-0.189	-0.014	-0.075	0.008	-0.458
Δ in carbohydrate(g)	0.259	-0.778	-1.170	-1.904	-0.144	-0.690	0.065	-4.362
Δ in sugar(g)	0.214	-0.657	-1.047	-1.691	-0.104	-0.528	0.043	-3.769
Δ in fat(g)	0.088	-0.362	-0.560	-0.957	-0.049	-0.277	0.026	-2.092
Δ in saturates(g)	0.062	-0.230	-0.380	-0.655	-0.039	-0.194	0.013	-1.422
Δ in fibre(g)	0.006	-0.016	-0.036	-0.032	-0.003	-0.023	0.002	-0.101
Δ in sodium(g)	0.001	-0.002	-0.002	-0.003	0.000	-0.001	0.000	-0.009

Table A78 - Policy simulation - Edible ices and ice cream - by rural urban (cont.)
(Changes are in per capita per week terms)

Group	Category						Total	
	Premium ice cream		Lollies		Other ice creams			Frozen confect.
	Private label	Branded	Private label	Branded	Private label	Branded		
Rm. Sm. Towns								
Δ in share	-0.001	-0.001	0.000	-0.002	0.000	0.000	0.000	-0.004
Δ in expenditure (£)	-0.016	-0.028	-0.014	-0.043	-0.014	-0.002	0.001	-0.115
Δ in quantity (Kg)	-0.007	-0.009	-0.004	-0.009	-0.006	-0.001	0.000	-0.035
Δ in energy (kcal)	-13.060	-17.169	-9.965	-16.503	-11.099	-1.334	1.111	-68.019
Δ in protein(g)	-0.163	-0.267	-0.108	-0.153	-0.141	-0.019	0.016	-0.834
Δ in carbohydrate(g)	-1.797	-1.950	-1.114	-2.201	-1.475	-0.167	0.138	-8.566
Δ in sugar(g)	-1.417	-1.625	-0.987	-1.872	-1.094	-0.127	0.093	-7.029
Δ in fat(g)	-0.573	-0.908	-0.559	-0.761	-0.509	-0.065	0.055	-3.320
Δ in saturates(g)	-0.405	-0.571	-0.383	-0.498	-0.376	-0.044	0.028	-2.250
Δ in fibre(g)	-0.033	-0.092	-0.027	-0.038	-0.040	-0.005	0.005	-0.230
Δ in sodium(g)	-0.004	-0.006	-0.002	-0.003	-0.003	0.000	0.000	-0.019
Ac. Rural								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.004
Δ in expenditure (£)	0.003	-0.029	-0.015	-0.067	-0.003	-0.016	0.001	-0.126
Δ in quantity (Kg)	0.001	-0.009	-0.005	-0.013	-0.001	-0.005	0.000	-0.031
Δ in energy (kcal)	2.258	-17.477	-9.505	-30.748	-2.818	-9.296	0.645	-66.941
Δ in protein(g)	0.032	-0.269	-0.101	-0.332	-0.035	-0.133	0.009	-0.829
Δ in carbohydrate(g)	0.291	-1.985	-1.137	-3.535	-0.364	-1.131	0.080	-7.781
Δ in sugar(g)	0.239	-1.688	-1.031	-3.155	-0.272	-0.894	0.054	-6.747
Δ in fat(g)	0.106	-0.935	-0.500	-1.661	-0.135	-0.463	0.032	-3.556
Δ in saturates(g)	0.073	-0.593	-0.339	-1.145	-0.101	-0.317	0.016	-2.405
Δ in fibre(g)	0.006	-0.048	-0.033	-0.053	-0.009	-0.036	0.003	-0.169
Δ in sodium(g)	0.001	-0.006	-0.002	-0.007	-0.001	-0.003	0.000	-0.018
Rm. Rural								
Δ in share	0.000	-0.001	0.000	-0.001	0.000	0.000	0.000	-0.002
Δ in expenditure (£)	0.003	-0.020	-0.007	-0.020	-0.004	-0.003	0.001	-0.050
Δ in quantity (Kg)	0.001	-0.006	-0.002	-0.004	-0.002	-0.001	0.000	-0.014
Δ in energy (kcal)	2.105	-13.363	-4.966	-9.587	-3.749	-1.652	0.497	-30.714
Δ in protein(g)	0.030	-0.213	-0.056	-0.104	-0.049	-0.022	0.007	-0.407
Δ in carbohydrate(g)	0.272	-1.533	-0.578	-1.038	-0.465	-0.215	0.062	-3.496
Δ in sugar(g)	0.225	-1.324	-0.518	-0.934	-0.353	-0.168	0.041	-3.031
Δ in fat(g)	0.098	-0.708	-0.268	-0.545	-0.187	-0.077	0.024	-1.663
Δ in saturates(g)	0.067	-0.451	-0.172	-0.371	-0.142	-0.054	0.013	-1.111
Δ in fibre(g)	0.007	-0.018	-0.016	-0.018	-0.013	-0.008	0.002	-0.064
Δ in sodium(g)	0.001	-0.004	-0.001	-0.002	-0.001	-0.001	0.000	-0.008

Table A79 - Policy simulation - Edible ices and ice cream - by income
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen confect.	
	Private label	Branded	Private label	Branded	Private label	Branded		
£0 - £29,999								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.004
Δ in expenditure (£)	0.003	-0.026	-0.020	-0.060	-0.003	-0.014	0.003	-0.117
Δ in quantity (Kg)	0.001	-0.008	-0.006	-0.012	-0.001	-0.004	0.001	-0.030
Δ in energy (kcal)	2.389	-16.394	-14.125	-27.807	-2.698	-8.435	2.502	-64.570
Δ in protein(g)	0.034	-0.252	-0.154	-0.298	-0.033	-0.115	0.037	-0.782
Δ in carbohydrate(g)	0.304	-1.857	-1.648	-3.193	-0.359	-1.036	0.311	-7.476
Δ in sugar(g)	0.250	-1.575	-1.482	-2.825	-0.264	-0.800	0.209	-6.487
Δ in fat(g)	0.114	-0.877	-0.761	-1.498	-0.124	-0.419	0.123	-3.443
Δ in saturates(g)	0.079	-0.556	-0.519	-1.020	-0.095	-0.295	0.063	-2.342
Δ in fibre(g)	0.007	-0.040	-0.051	-0.052	-0.009	-0.032	0.012	-0.166
Δ in sodium(g)	0.001	-0.005	-0.003	-0.006	-0.001	-0.003	0.001	-0.016
£30,000 - £39,999								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.005
Δ in expenditure (£)	-0.003	-0.032	-0.013	-0.056	-0.007	-0.016	0.000	-0.127
Δ in quantity (Kg)	-0.001	-0.010	-0.004	-0.011	-0.003	-0.005	0.000	-0.034
Δ in energy (kcal)	-2.088	-20.196	-9.242	-26.198	-5.513	-9.348	-0.265	-72.850
Δ in protein(g)	-0.029	-0.327	-0.104	-0.292	-0.072	-0.125	-0.004	-0.953
Δ in carbohydrate(g)	-0.275	-2.235	-1.057	-2.874	-0.738	-1.142	-0.033	-8.353
Δ in sugar(g)	-0.226	-1.905	-0.951	-2.561	-0.556	-0.880	-0.022	-7.101
Δ in fat(g)	-0.095	-1.101	-0.507	-1.461	-0.250	-0.471	-0.013	-3.897
Δ in saturates(g)	-0.066	-0.693	-0.343	-1.015	-0.190	-0.332	-0.007	-2.646
Δ in fibre(g)	-0.006	-0.039	-0.032	-0.043	-0.019	-0.039	-0.001	-0.179
Δ in sodium(g)	-0.001	-0.008	-0.002	-0.005	-0.001	-0.003	0.000	-0.020
£40,000 - £49,999								
Δ in share	0.000	-0.001	0.000	-0.003	0.000	-0.001	0.000	-0.006
Δ in expenditure (£)	-0.001	-0.019	-0.011	-0.087	-0.007	-0.027	-0.004	-0.156
Δ in quantity (Kg)	-0.001	-0.005	-0.003	-0.017	-0.003	-0.007	-0.001	-0.038
Δ in energy (kcal)	-1.034	-11.404	-7.247	-39.552	-5.541	-15.039	-3.261	-83.078
Δ in protein(g)	-0.015	-0.181	-0.077	-0.425	-0.068	-0.205	-0.048	-1.017
Δ in carbohydrate(g)	-0.127	-1.285	-0.879	-4.541	-0.752	-1.898	-0.406	-9.889
Δ in sugar(g)	-0.108	-1.096	-0.782	-4.056	-0.572	-1.403	-0.272	-8.289
Δ in fat(g)	-0.051	-0.613	-0.377	-2.139	-0.250	-0.726	-0.160	-4.317
Δ in saturates(g)	-0.035	-0.386	-0.254	-1.475	-0.186	-0.525	-0.083	-2.944
Δ in fibre(g)	-0.003	-0.026	-0.024	-0.070	-0.018	-0.058	-0.015	-0.214
Δ in sodium(g)	0.000	-0.004	-0.002	-0.008	-0.001	-0.004	-0.001	-0.021

Table A80 - Policy simulation - Edible ices and ice cream - by income (cont.)
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen	
	Private label	Branded	Private label	Branded	Private label	Branded	confect.	
£50,000 - £59,999								
Δ in share	0.000	-0.001	-0.001	-0.002	-0.001	-0.001	0.000	-0.005
Δ in expenditure (£)	-0.002	-0.018	-0.016	-0.042	-0.014	-0.032	-0.004	-0.128
Δ in quantity (Kg)	-0.001	-0.005	-0.005	-0.008	-0.006	-0.009	-0.001	-0.035
Δ in energy (kcal)	-1.400	-10.682	-10.728	-18.507	-12.500	-18.604	-3.168	-75.588
Δ in protein(g)	-0.022	-0.166	-0.116	-0.190	-0.152	-0.253	-0.046	-0.946
Δ in carbohydrate(g)	-0.180	-1.197	-1.271	-2.183	-1.653	-2.308	-0.394	-9.185
Δ in sugar(g)	-0.154	-1.027	-1.156	-1.906	-1.211	-1.835	-0.264	-7.553
Δ in fat(g)	-0.065	-0.577	-0.570	-0.975	-0.581	-0.913	-0.156	-3.837
Δ in saturates(g)	-0.044	-0.364	-0.387	-0.649	-0.422	-0.623	-0.080	-2.570
Δ in fibre(g)	-0.004	-0.023	-0.045	-0.041	-0.042	-0.073	-0.015	-0.243
Δ in sodium(g)	0.000	-0.003	-0.003	-0.004	-0.003	-0.006	-0.001	-0.021
£60,000 - over								
Δ in share	0.000	0.000	-0.001	-0.001	0.000	0.000	0.000	-0.003
Δ in expenditure (£)	0.009	-0.011	-0.022	-0.030	-0.006	-0.009	0.001	-0.069
Δ in quantity (Kg)	0.003	-0.003	-0.006	-0.006	-0.003	-0.003	0.000	-0.017
Δ in energy (kcal)	7.127	-6.351	-14.074	-13.766	-6.023	-5.410	0.439	-38.058
Δ in protein(g)	0.101	-0.100	-0.154	-0.148	-0.074	-0.075	0.006	-0.443
Δ in carbohydrate(g)	0.830	-0.736	-1.677	-1.567	-0.783	-0.657	0.055	-4.536
Δ in sugar(g)	0.720	-0.618	-1.463	-1.389	-0.583	-0.510	0.037	-3.806
Δ in fat(g)	0.371	-0.333	-0.745	-0.751	-0.285	-0.272	0.022	-1.994
Δ in saturates(g)	0.254	-0.212	-0.500	-0.510	-0.214	-0.185	0.011	-1.356
Δ in fibre(g)	0.018	-0.017	-0.048	-0.028	-0.019	-0.020	0.002	-0.111
Δ in sodium(g)	0.002	-0.002	-0.003	-0.003	-0.002	-0.002	0.000	-0.009

Table A81 - Policy simulation - Edible ices and ice cream - by life stage
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen confect.	
	Private label	Branded	Private label	Branded	Private label	Branded		
Pre-family								
Δ in share	0.000	-0.001	0.000	-0.001	0.000	0.000	0.000	-0.003
Δ in expenditure (£)	0.005	-0.042	-0.013	-0.033	0.004	-0.009	0.003	-0.084
Δ in quantity (Kg)	0.002	-0.011	-0.004	-0.006	0.002	-0.002	0.001	-0.020
Δ in energy (kcal)	3.577	-25.167	-8.504	-14.794	3.046	-4.960	2.492	-44.310
Δ in protein(g)	0.052	-0.387	-0.099	-0.155	0.038	-0.065	0.036	-0.579
Δ in carbohydrate(g)	0.439	-2.811	-0.998	-1.699	0.414	-0.617	0.310	-4.962
Δ in sugar(g)	0.365	-2.373	-0.887	-1.505	0.308	-0.453	0.208	-4.336
Δ in fat(g)	0.178	-1.365	-0.453	-0.799	0.137	-0.245	0.123	-2.426
Δ in saturates(g)	0.119	-0.851	-0.309	-0.541	0.104	-0.172	0.063	-1.587
Δ in fibre(g)	0.008	-0.051	-0.033	-0.026	0.010	-0.020	0.012	-0.101
Δ in sodium(g)	0.001	-0.009	-0.002	-0.003	0.001	-0.001	0.001	-0.012
Young family								
Δ in share	0.000	-0.001	0.000	-0.002	0.000	-0.001	0.000	-0.004
Δ in expenditure (£)	-0.003	-0.020	-0.009	-0.029	-0.005	-0.010	0.000	-0.076
Δ in quantity (Kg)	-0.001	-0.006	-0.003	-0.006	-0.002	-0.003	0.000	-0.021
Δ in energy (kcal)	-2.383	-12.397	-5.694	-12.643	-4.374	-5.422	-0.347	-43.259
Δ in protein(g)	-0.035	-0.195	-0.063	-0.131	-0.053	-0.075	-0.005	-0.557
Δ in carbohydrate(g)	-0.305	-1.370	-0.691	-1.537	-0.611	-0.679	-0.043	-5.235
Δ in sugar(g)	-0.254	-1.172	-0.622	-1.336	-0.436	-0.494	-0.029	-4.344
Δ in fat(g)	-0.113	-0.677	-0.295	-0.646	-0.188	-0.262	-0.017	-2.199
Δ in saturates(g)	-0.076	-0.424	-0.201	-0.431	-0.146	-0.182	-0.009	-1.469
Δ in fibre(g)	-0.006	-0.031	-0.021	-0.030	-0.014	-0.019	-0.002	-0.123
Δ in sodium(g)	-0.001	-0.004	-0.001	-0.003	-0.001	-0.002	0.000	-0.012
Middle family								
Δ in share	0.000	-0.001	-0.001	-0.002	0.000	-0.001	0.000	-0.005
Δ in expenditure (£)	-0.002	-0.027	-0.011	-0.040	-0.005	-0.024	-0.001	-0.109
Δ in quantity (Kg)	-0.001	-0.008	-0.004	-0.008	-0.002	-0.006	0.000	-0.029
Δ in energy (kcal)	-1.601	-15.954	-6.668	-18.327	-3.796	-13.636	-0.411	-60.394
Δ in protein(g)	-0.024	-0.252	-0.074	-0.199	-0.046	-0.183	-0.006	-0.785
Δ in carbohydrate(g)	-0.212	-1.811	-0.873	-2.112	-0.510	-1.722	-0.051	-7.291
Δ in sugar(g)	-0.176	-1.538	-0.777	-1.870	-0.366	-1.288	-0.034	-6.050
Δ in fat(g)	-0.072	-0.848	-0.316	-0.985	-0.172	-0.657	-0.020	-3.071
Δ in saturates(g)	-0.050	-0.540	-0.216	-0.673	-0.133	-0.468	-0.010	-2.090
Δ in fibre(g)	-0.006	-0.042	-0.025	-0.036	-0.013	-0.050	-0.002	-0.173
Δ in sodium(g)	-0.001	-0.006	-0.002	-0.004	-0.001	-0.004	0.000	-0.017

Table A82 - Policy simulation - Edible ices and ice cream - by life stage (cont.)
(Changes are in per capita per week terms)

Group	Category							Total
	Premium ice cream		Lollies		Other ice creams		Frozen	
	Private label	Branded	Private label	Branded	Private label	Branded	confect.	
Older family								
Δ in share	0.000	0.000	-0.001	-0.002	0.000	-0.001	0.000	-0.004
Δ in expenditure (£)	-0.001	-0.009	-0.011	-0.043	-0.001	-0.013	0.000	-0.079
Δ in quantity (Kg)	-0.001	-0.003	-0.003	-0.009	0.000	-0.004	0.000	-0.019
Δ in energy (kcal)	-1.112	-5.456	-8.095	-18.243	-0.793	-8.229	0.092	-41.835
Δ in protein(g)	-0.016	-0.085	-0.087	-0.188	-0.010	-0.105	0.001	-0.490
Δ in carbohydrate(g)	-0.141	-0.624	-0.924	-2.244	-0.110	-1.020	0.011	-5.051
Δ in sugar(g)	-0.121	-0.522	-0.822	-2.006	-0.081	-0.752	0.008	-4.296
Δ in fat(g)	-0.053	-0.289	-0.445	-0.921	-0.034	-0.407	0.005	-2.146
Δ in saturates(g)	-0.037	-0.181	-0.304	-0.640	-0.026	-0.290	0.002	-1.477
Δ in fibre(g)	-0.003	-0.013	-0.024	-0.032	-0.003	-0.031	0.000	-0.105
Δ in sodium(g)	0.000	-0.002	-0.002	-0.003	0.000	-0.002	0.000	-0.010
45+ no children								
Δ in share	0.000	-0.001	-0.001	-0.003	0.000	-0.001	0.000	-0.005
Δ in expenditure (£)	0.002	-0.027	-0.023	-0.080	-0.007	-0.019	0.002	-0.152
Δ in quantity (Kg)	0.001	-0.009	-0.007	-0.016	-0.003	-0.006	0.001	-0.039
Δ in energy (kcal)	2.005	-17.630	-16.591	-38.032	-6.130	-11.020	1.762	-85.636
Δ in protein(g)	0.028	-0.276	-0.178	-0.415	-0.077	-0.152	0.026	-1.044
Δ in carbohydrate(g)	0.254	-1.997	-1.903	-4.238	-0.800	-1.343	0.219	-9.808
Δ in sugar(g)	0.210	-1.700	-1.717	-3.766	-0.599	-1.067	0.147	-8.492
Δ in fat(g)	0.096	-0.943	-0.910	-2.102	-0.288	-0.553	0.087	-4.613
Δ in saturates(g)	0.067	-0.600	-0.617	-1.442	-0.219	-0.389	0.045	-3.155
Δ in fibre(g)	0.006	-0.042	-0.060	-0.067	-0.022	-0.043	0.008	-0.219
Δ in sodium(g)	0.001	-0.006	-0.004	-0.008	-0.002	-0.003	0.001	-0.021



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