## Supplementary files

**Supplementary Table S1: Unique barcode products for ready-to-drink non-alcoholic beverages over the five years of NielsenIQ Homescan data**

| **Year** | **2015**  | **2016**  | **2017** | **2018** | **2019** |
| --- | --- | --- | --- | --- | --- |
| **Sugar-sweetened beverages** |
| Soft drinks | 495 (25.1) | 508 (25.8) | 531 (26.1) | 530 (26.0) | 545 (26.2) |
| Electrolyte drinks, energy drinks, and flavoured waters | 189 (9.6) | 193 (9.8) | 173 (8.5) | 206 (10.1) | 212 (10.2) |
| Dairy milks | 106 (5.4) | 111 (5.6) | 121 (5.9) | 147 (7.2) | 120 (5.8) |
| Plant based milks | 64 (3.2) | 68 (3.5) | 73 (3.6) | 70 (3.4) | 75 (3.6) |
| Fruit and vegetable juices and drinks | 652 (33.0) | 622 (31.6) | 638 (31.3) | 561 (27.5) | 549 (26.4) |
| **Total** | **1506 (76.3)** | **1502 (76.2)** | **1536 (75.4)** | **1514 (74.3)** | **1501 (72.2)** |
| **Artificially sweetened beverages** |
| Soft drinks | 47 (2.4) | 89 (4.5) | 120 (5.9) | 120 (5.9) | 143 (6.9) |
| Electrolyte drinks, energy drinks, and flavoured waters | 93 (4.7) | 47 (2.4) | 44 (2.2) | 65 (3.2) | 87 (4.2) |
| **Total** | **140 (7.1)** | **136 (6.9)** | **164 (8.1)** | **185 (9.1)** | **230 (11.1)** |
| **Unsweetened beverages** |
| Plain bottled waters | 134 (6.8) | 147 (7.5) | 145 (7.1) | 145 (7.1) | 149 (7.2) |
| Dairy milks | 186 (9.4) | 175 (8.9) | 175 (8.6) | 174 (8.5) | 178 (8.6) |
| Plant-based milks | 9 (0.5) | 11 (0.6) | 16 (0.8) | 21 (1.0) | 22 (1.1) |
| **Total** | 329 (16.7) | **333 (16.9)** | **336 (16.5)** | **340 (16.7)** | **349 (16.8)** |
| **ALL BEVERAGES** | **1975 (100.0)** | **1971 (100.0)** | **2036 (100.0)** | **2039 (100.0)** | **2080 (100.0)** |

\*NielsenIQ Homescan panel data for the 52 weeks to the 8th October each year.

\*\*Number of unique barcodes scanned by households each year. Data are reported as n (%).

**Supplementary Figure S1. Mean annual household purchase volumes of all products in major and minor beverage categories \* in 2019 (n=1,800)**

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**112.5**

\*NielsenIQ Homescan® panel. Data for the 52 weeks to the 8th October 2019.