**Table S1: Food and beverage groups definition**

|  |  |
| --- | --- |
|  | **Description** |
| **Less healthy foods** |  |
| Table sugar | Table sugar |
| Chocolates and confectionery | Confectionary, chewing gum, chocolate (plain and filled) |
| Biscuits | Sweet biscuits, cereal and fruit bars |
| Puddings and desserts | Desserts, puddings, cakes, home baking, dried fruits |
| Ice-cream | Ice-cream |
| Spreads, honey and syrup | Honey, syrup, spreads (jams, peanut butter, chocolate) |
| Convenience food† | Soups, ready meals, semi-products (e.g. curry paste, tex-mex kits, instant mash), convenience food (incl. spreads, sandwich fillers, salads; excl. meat only convenience food), sauces (water-, vinegar-, vegetable-, egg-, milk-, cream-, cheese, oil- or fruit-based sauces), dips, herbs, spices and stock cubes |
| Breakfast cereals† | Breakfast cereals, muesli, porridge, granola |
| Breads and morning good† | breads, crackers, rolls, muffins, buns, scones, waffles, croissants, pastry, muffin, crumpet, pizza base, Yorkshire pudding |
| Yogurts and fromage frais† | Creams, yogurt, fromage frais |
| **Healthier food** |  |
| Fruits | Fresh and tinned fruits |
| Vegetables | Fresh and tinned vegetables excluding potatoes, legumes, nuts and seeds |
| Legumes, nuts and seeds | Fresh, processed, prepared, frozen or dried pulses, and unprocessed nuts and seeds |
| Convenience food† | Soups, ready meals, semi-products (e.g. curry paste, tex-mex kits, instant mash), convenience food (incl. spreads, sandwich fillers, salads; excl. meat only convenience food), sauces (water-, vinegar-, vegetable-, egg-, milk-, cream-, cheese, oil- or fruit-based sauces), dips, herbs, spices and stock cubes |
| Breakfast cereals† | Breakfast cereals, muesli, porridge, granola |
| Breads and morning good† | breads, crackers, rolls, muffins, buns, scones, waffles, croissants, pastry, muffin, crumpet, pizza base, Yorkshire pudding |
| Yogurts and fromage frais† | Creams, yogurt, fromage frais |
| **Less healthy beverages** |  |
| SSBs | Non-alcoholic beverages in high added sugar contents, incl. carbonated drinks, mixers, non-alcoholic beer, teas, coffees, hot chocolate, milkshakes |
| Juices | 100% juices and smoothies, incl. with added sugar, juice drinks, fruit squashes |
| Alcoholic beverages | Alcoholic drinks, excluding non-alcoholic beer |
| **Healthier beverages** |  |
| Milk - reduced-fat | Reduced-fat cow or non-cow milk (incl. rice, soya, peanut, coconut) |
| Milk - high-fat | High-fat milk |
| Low-sugar beverages | Non-alcoholic beverages with low added sugar content, incl. carbonated drinks, mixers, non-alcoholic beer, flavoured water, teas, coffees, hot chocolate, milkshakes |
| **Others** | Savour snacks, pasta, rice, potatoes, meat, fish, eggs, fat and oil, cheese, vegetarian products |

† Products separated into healthier vs less healthy groups based on Nutrient Profiling Model.

**Table S2: Fixed values of the covariates used to estimate predicted mean sugar content by occupation and year**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Category** | **Value** |
| Age of main shopper | 18-29 | 0.201102 |
|  | 30-39 | 0.165679 |
|  | 40-49 | 0.173977 |
|  | 50-59 | 0.164682 |
|  | 60-69 | 0.138274 |
|  | 70+ | 0.156287 |
| Number of adults in household | 1 | 0.381445571 |
|  | 2 | 0.576172 |
|  | 3 | 0.031181 |
|  | 4+ | 0.011238 |
| Number of children in household | 0 | 0.57 |
|  | 1 | 0.1935 |
|  | 2 | 0.172 |
|  | 3+ | 0.0645 |
| Region | London | 0.1241 |
|  | Midlands | 0.1639 |
|  | North East | 0.0438 |
|  | Yorkshire | 0.0877 |
|  | Lancashire | 0.1155 |
|  | South | 0.138 |
|  | Scotland | 0.0915 |
|  | Anglia | 0.0967 |
|  | Wales and West | 0.0503 |
|  | South West | 0.0885 |

Source: Office for National Statistics. The age distribution corresponds to the UK population estimates for England and Wales 2015; the number of children is from the Labour Force Survey (LFS) 2016; the number of adults per household is estimated based on the LFS 2017 distribution of type of households; the region is from the LFS 2013-2017.

**Figure S1: Data flow chart**

Available sample: 43,439 active households reporting 151,277,801 product-level purchases of food and beverages between 2014 and 2017

**Correction** of nutritional information (1.4%), measurement unit (0.09%) or pack number (0.1%)

Main products corrected: Eggs, Baguettes, Naan breads, Pitta breads, Crumpets and pikelets, Scones, Crumpets and pikelets, Thins, Buns

Correction methods: 1) adjust reported nutritional information (per unit vs. per 100g); 2) use identical product information at a different transaction; 3) use McCance and Widdowson’s composition of food integrated dataset if unsure

**Exclusion** of products with inconsistent nutritional information (5%):

3,767,909 desserts (e.g. mince pies, small tarts, cakes)

1,940,789 bacon and sausages

1,545,479 bread products (wholemeal light breads, ciabattas, bagels, crusty rolls, garlic breads, soft rolls, sausage rolls, stoneground wholemeal breads)

159,948 slimming products

78,533 muffins

62,934 milkshake mixes

**Aggregation** across purchases made by households within each quarter:

475,280 quarter-observations on 143,722,209 purchases from 43,439 households

**Exclusion of quarters if :** 1) <14 days of purchases reported in a quarter

2) < 2 quarters with valid data in a calendar year

3) Mean daily sugar content >500g sugar over a quarter

Analysis sample: 281,635 quarter-observations reported by 28,033 households

**Table S3: Household characteristics: GB Kantar FMCG panel 2014-2017 (n= 281,635 quarter-observations from N=28,033 households)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Category** | **Percentage in quarter 1 of the year** | | | | |
|  |  | **2014** | **2015** | **2016** | **2017** |
| Age of main shopper | 18-29 | 3.5 | 3.4 | 2.7 | 2.2 |
|  | 30-39 | 14.8 | 15.0 | 14.5 | 13.5 |
|  | 40-49 | 22.8 | 22.3 | 22.4 | 22.8 |
|  | 50-59 | 21.4 | 21.6 | 22.3 | 23.2 |
|  | 60-69 | 20.8 | 21.1 | 20.8 | 21.0 |
|  | 70+ | 16.8 | 16.6 | 17.4 | 17.4 |
| Occupation grade**\*** | A&B | 20.8 | 20.9 | 20.6 | 21.0 |
|  | C1 | 37.2 | 38.3 | 39.2 | 39.9 |
|  | C2 | 18.3 | 17.8 | 17.3 | 17.5 |
|  | D | 14.1 | 14.2 | 14.1 | 13.7 |
|  | E | 9.6 | 8.9 | 8.8 | 7.9 |
| Ethnicity of main shopper**†** | Non-White | 8.7 | 9.4 | 9.7 | 10.1 |
| Number of adults in household | 1 | 21.7 | 21.5 | 21.5 | 20.8 |
|  | 2 | 57.3 | 57.5 | 57.0 | 57.1 |
|  | 3 | 13.9 | 13.5 | 14.1 | 14.3 |
|  | 4+ | 7.1 | 7.5 | 7.5 | 7.9 |
| Number of children in household | 0 | 70.8 | 70.8 | 71.0 | 71.3 |
|  | 1 | 12.7 | 12.8 | 12.7 | 12.5 |
|  | 2 | 12.0 | 12.1 | 12.3 | 12.2 |
|  | 3+ | 4.4 | 4.3 | 4.1 | 4.0 |
| Region | London | 14.9 | 15.5 | 15.5 | 15.1 |
|  | Midlands | 14.6 | 14.7 | 14.6 | 14.7 |
|  | North East | 5.1 | 4.9 | 5.0 | 5.0 |
|  | Yorkshire | 13.7 | 13.0 | 12.7 | 12.8 |
|  | Lancashire | 11.0 | 10.9 | 11.0 | 11.1 |
|  | South | 9.1 | 9.3 | 9.4 | 9.3 |
|  | Scotland | 8.5 | 8.6 | 8.6 | 8.6 |
|  | Anglia | 8.5 | 8.4 | 8.5 | 8.8 |
|  | Wales and West | 3.5 | 3.5 | 3.6 | 3.7 |
|  | South West | 9.1 | 9.3 | 9.4 | 9.3 |
| Total households (N)**‡** |  | 19,840 | 20,680 | 20,136 | 19,749 |

**\***Occupation of the main shopper: higher and intermediate managerial, administrative or professional occupations (A&B); supervisory, clerical and junior managerial administrative or professional occupations (C1); skilled manual workers (C2); semi- or unskilled manual workers (D); state pensioners, casual or lowest grade workers, and those unemployed with state benefits (E).

**†** Ethnicity is missing for 3.4% of households.

**‡**The total number of households is smaller than the sum of households of each year because most households stayed in the panel for longer than a year.

**Table S4 – Mean sugar purchases (g) per capita per day by year and occupational social grade, at Great Britain population average values of the covariates, 2014**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **A&B** |  |  | **C1** |  |  | **C2** |  |  | **D** |  |  | **E** |  |
| Food group | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI |
| Breads and morning goods - healthier | 2.7 | 2.6 | 2.8 | 2.7 | 2.7 | 2.8 | 2.9 | 2.8 | 3.0 | 3.1 | 3.0 | 3.2 | 3.0 | 2.9 | 3.1 |
| Breads and morning goods – less healthy | 1.3 | 1.3 | 1.4 | 1.4 | 1.3 | 1.4 | 1.5 | 1.4 | 1.6 | 1.4 | 1.3 | 1.4 | 1.4 | 1.3 | 1.5 |
| Breakfast cereals – healthier | 1.3 | 1.3 | 1.4 | 1.3 | 1.2 | 1.3 | 1.2 | 1.2 | 1.3 | 1.1 | 1.1 | 1.2 | 1.1 | 1.0 | 1.2 |
| Breakfast cereals – less healthy | 3.2 | 3.1 | 3.3 | 3.0 | 2.9 | 3.1 | 3.1 | 2.9 | 3.2 | 3.0 | 2.9 | 3.1 | 2.7 | 2.6 | 2.9 |
| Yogurts and fromage frais - healthier | 3.2 | 3.1 | 3.3 | 3.0 | 2.9 | 3.1 | 2.9 | 2.8 | 3.0 | 2.8 | 2.7 | 3.0 | 2.8 | 2.6 | 2.9 |
| Yogurts and fromage frais – less healthy | 1.3 | 1.3 | 1.4 | 1.4 | 1.3 | 1.4 | 1.3 | 1.3 | 1.4 | 1.3 | 1.3 | 1.4 | 1.4 | 1.3 | 1.5 |
| Convenience food – healthier | 2.3 | 2.3 | 2.4 | 2.4 | 2.3 | 2.4 | 2.4 | 2.3 | 2.4 | 2.3 | 2.3 | 2.4 | 2.3 | 2.2 | 2.3 |
| Convenience food – less healthy | 2.8 | 2.8 | 2.9 | 2.9 | 2.9 | 3.0 | 3.1 | 3.0 | 3.2 | 3.0 | 3.0 | 3.1 | 3.0 | 2.9 | 3.1 |
| Fruits | 17.3 | 16.9 | 17.7 | 16.1 | 15.8 | 16.4 | 15.6 | 15.2 | 16.0 | 14.9 | 14.5 | 15.3 | 15.1 | 14.6 | 15.6 |
| Vegetables | 5.6 | 5.5 | 5.7 | 5.3 | 5.2 | 5.4 | 5.3 | 5.2 | 5.4 | 5.1 | 5.0 | 5.2 | 5.0 | 4.9 | 5.1 |
| Legumes, nuts and seeds | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.2 | 1.1 | 1.2 | 1.2 | 1.1 | 1.2 | 1.1 | 1.0 | 1.1 |
| Chocolates and confectionery | 12.0 | 11.7 | 12.4 | 12.8 | 12.6 | 13.1 | 13.6 | 13.3 | 14.0 | 13.4 | 13.0 | 13.8 | 14.2 | 13.7 | 14.7 |
| Puddings and desserts | 6.7 | 6.5 | 6.9 | 6.6 | 6.5 | 6.8 | 6.5 | 6.3 | 6.7 | 6.5 | 6.2 | 6.7 | 6.5 | 6.2 | 6.7 |
| Milk - reduced-fat | 10.5 | 10.1 | 10.8 | 10.2 | 10.0 | 10.5 | 10.4 | 10.0 | 10.7 | 10.4 | 10.0 | 10.9 | 10.3 | 9.9 | 10.8 |
| Milk - high-fat | 2.3 | 2.1 | 2.5 | 2.5 | 2.3 | 2.6 | 2.9 | 2.6 | 3.1 | 2.8 | 2.6 | 3.0 | 3.0 | 2.7 | 3.3 |
| Low-sugar drinks | 1.4 | 1.3 | 1.4 | 1.3 | 1.2 | 1.3 | 1.4 | 1.3 | 1.5 | 1.4 | 1.3 | 1.5 | 1.4 | 1.3 | 1.5 |
| SSBs | 5.8 | 5.5 | 6.1 | 6.4 | 6.2 | 6.6 | 7.4 | 7.1 | 7.8 | 7.7 | 7.3 | 8.1 | 8.2 | 7.7 | 8.8 |
| Juices | 7.2 | 6.9 | 7.4 | 6.7 | 6.5 | 6.8 | 6.1 | 5.9 | 6.4 | 6.0 | 5.8 | 6.3 | 5.8 | 5.5 | 6.1 |
| Alcohol | 3.2 | 2.7 | 3.6 | 3.1 | 2.9 | 3.3 | 3.0 | 2.8 | 3.2 | 2.9 | 2.6 | 3.2 | 2.8 | 2.4 | 3.1 |
| Biscuits | 7.1 | 6.9 | 7.2 | 7.4 | 7.2 | 7.5 | 8.2 | 8.0 | 8.4 | 8.1 | 7.9 | 8.3 | 8.0 | 7.8 | 8.3 |
| Table sugar | 12.3 | 11.9 | 12.8 | 12.7 | 12.3 | 13.1 | 14.7 | 14.2 | 15.3 | 14.8 | 14.1 | 15.4 | 16.2 | 15.4 | 17.1 |
| Spreads, honey and syrup | 3.6 | 3.5 | 3.8 | 3.4 | 3.3 | 3.5 | 3.4 | 3.3 | 3.5 | 3.1 | 2.9 | 3.2 | 3.3 | 3.1 | 3.4 |
| Ice-cream | 3.2 | 3.1 | 3.3 | 3.4 | 3.3 | 3.5 | 3.7 | 3.5 | 3.8 | 3.6 | 3.4 | 3.8 | 3.7 | 3.5 | 3.9 |

**Table S5 – Mean sugar purchases (g) per capita per day by year and occupational social grade, at Great Britain population average values of the covariates, 2015**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **A&B** |  |  | **C1** |  |  | **C2** |  |  | **D** |  |  | **E** |  |
| Food group | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI |
| Breads and morning goods - healthier | 2.7 | 2.6 | 2.8 | 2.7 | 2.7 | 2.8 | 2.9 | 2.8 | 3.0 | 3.0 | 2.9 | 3.1 | 2.9 | 2.8 | 3.0 |
| Breads and morning goods – less healthy | 1.4 | 1.3 | 1.4 | 1.4 | 1.4 | 1.5 | 1.5 | 1.4 | 1.6 | 1.4 | 1.4 | 1.5 | 1.5 | 1.4 | 1.6 |
| Breakfast cereals – healthier | 1.4 | 1.3 | 1.4 | 1.3 | 1.3 | 1.4 | 1.3 | 1.2 | 1.3 | 1.2 | 1.2 | 1.3 | 1.2 | 1.1 | 1.3 |
| Breakfast cereals – less healthy | 3.0 | 2.9 | 3.1 | 2.8 | 2.7 | 2.9 | 2.8 | 2.7 | 2.9 | 2.9 | 2.8 | 3.0 | 2.8 | 2.6 | 2.9 |
| Yogurts and fromage frais - healthier | 3.1 | 3.0 | 3.2 | 3.0 | 2.9 | 3.0 | 2.9 | 2.8 | 3.0 | 2.9 | 2.8 | 3.0 | 2.6 | 2.5 | 2.7 |
| Yogurts and fromage frais – less healthy | 1.4 | 1.3 | 1.4 | 1.4 | 1.3 | 1.4 | 1.2 | 1.2 | 1.3 | 1.3 | 1.2 | 1.4 | 1.3 | 1.2 | 1.4 |
| Convenience food – healthier | 2.3 | 2.3 | 2.4 | 2.4 | 2.4 | 2.4 | 2.4 | 2.4 | 2.5 | 2.3 | 2.3 | 2.4 | 2.3 | 2.3 | 2.4 |
| Convenience food – less healthy | 2.8 | 2.7 | 2.8 | 2.9 | 2.8 | 2.9 | 3.0 | 2.9 | 3.0 | 2.9 | 2.9 | 3.0 | 2.9 | 2.8 | 3.0 |
| Fruits | 16.9 | 16.5 | 17.3 | 15.9 | 15.6 | 16.2 | 15.4 | 15.0 | 15.7 | 14.8 | 14.4 | 15.1 | 14.6 | 14.1 | 15.0 |
| Vegetables | 5.7 | 5.6 | 5.8 | 5.4 | 5.3 | 5.5 | 5.3 | 5.2 | 5.4 | 5.1 | 5.0 | 5.2 | 4.9 | 4.8 | 5.1 |
| Legumes, nuts and seeds | 1.1 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 1.0 | 1.1 |
| Chocolates and confectionery | 12.0 | 11.7 | 12.3 | 12.7 | 12.5 | 13.0 | 13.7 | 13.4 | 14.1 | 13.6 | 13.2 | 14.0 | 14.0 | 13.6 | 14.5 |
| Puddings and desserts | 6.5 | 6.3 | 6.7 | 6.4 | 6.2 | 6.5 | 6.3 | 6.1 | 6.5 | 6.1 | 5.9 | 6.3 | 6.4 | 6.1 | 6.6 |
| Milk - reduced-fat | 10.2 | 9.9 | 10.6 | 10.1 | 9.9 | 10.4 | 10.2 | 9.9 | 10.5 | 10.2 | 9.8 | 10.6 | 10.0 | 9.6 | 10.4 |
| Milk - high-fat | 2.4 | 2.2 | 2.5 | 2.4 | 2.3 | 2.5 | 2.8 | 2.6 | 3.1 | 2.8 | 2.6 | 3.0 | 3.0 | 2.7 | 3.3 |
| Low-sugar drinks | 1.4 | 1.3 | 1.5 | 1.4 | 1.3 | 1.4 | 1.4 | 1.3 | 1.5 | 1.5 | 1.4 | 1.6 | 1.5 | 1.4 | 1.6 |
| SSBs | 5.4 | 5.2 | 5.7 | 5.9 | 5.7 | 6.1 | 6.9 | 6.6 | 7.3 | 7.3 | 6.9 | 7.7 | 7.6 | 7.1 | 8.0 |
| Juices | 6.6 | 6.4 | 6.8 | 6.2 | 6.0 | 6.3 | 5.7 | 5.5 | 5.9 | 5.7 | 5.4 | 5.9 | 5.7 | 5.4 | 6.0 |
| Alcohol | 3.1 | 2.7 | 3.4 | 3.1 | 2.9 | 3.3 | 3.0 | 2.8 | 3.2 | 2.8 | 2.5 | 3.2 | 2.9 | 2.6 | 3.1 |
| Biscuits | 7.1 | 7.0 | 7.3 | 7.4 | 7.3 | 7.5 | 8.1 | 7.9 | 8.3 | 8.1 | 7.9 | 8.3 | 7.9 | 7.6 | 8.1 |
| Table sugar | 11.8 | 11.3 | 12.2 | 12.0 | 11.6 | 12.3 | 13.7 | 13.2 | 14.3 | 13.9 | 13.3 | 14.4 | 14.7 | 13.9 | 15.5 |
| Spreads, honey and syrup | 3.5 | 3.4 | 3.7 | 3.3 | 3.2 | 3.4 | 3.3 | 3.1 | 3.4 | 3.2 | 3.0 | 3.3 | 3.3 | 3.1 | 3.4 |
| Ice-cream | 3.2 | 3.1 | 3.4 | 3.4 | 3.3 | 3.5 | 3.6 | 3.5 | 3.8 | 3.7 | 3.5 | 3.8 | 3.7 | 3.5 | 3.9 |

**Table S6 – Mean sugar purchases (g) per capita per day by year and occupational social grade, at Great Britain population average values of the covariates, 2016**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **A&B** |  |  | **C1** |  |  | **C2** |  |  | **D** |  |  | **E** |  |
| Food group | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI |
| Breads and morning goods - healthier | 2.7 | 2.6 | 2.7 | 2.7 | 2.6 | 2.7 | 2.8 | 2.7 | 2.9 | 2.9 | 2.8 | 3.0 | 2.8 | 2.7 | 2.9 |
| Breads and morning goods – less healthy | 1.5 | 1.4 | 1.6 | 1.5 | 1.5 | 1.6 | 1.6 | 1.6 | 1.7 | 1.6 | 1.5 | 1.6 | 1.5 | 1.4 | 1.6 |
| Breakfast cereals – healthier | 1.4 | 1.3 | 1.4 | 1.3 | 1.3 | 1.3 | 1.3 | 1.2 | 1.3 | 1.2 | 1.1 | 1.2 | 1.1 | 1.1 | 1.2 |
| Breakfast cereals – less healthy | 2.8 | 2.7 | 2.9 | 2.7 | 2.6 | 2.8 | 2.6 | 2.5 | 2.7 | 2.6 | 2.5 | 2.8 | 2.5 | 2.4 | 2.7 |
| Yogurts and fromage frais - healthier | 3.0 | 2.9 | 3.1 | 2.9 | 2.8 | 3.0 | 2.7 | 2.6 | 2.8 | 2.7 | 2.6 | 2.8 | 2.4 | 2.3 | 2.6 |
| Yogurts and fromage frais – less healthy | 1.3 | 1.3 | 1.4 | 1.3 | 1.3 | 1.4 | 1.2 | 1.2 | 1.3 | 1.3 | 1.2 | 1.3 | 1.3 | 1.2 | 1.3 |
| Convenience food – healthier | 2.4 | 2.3 | 2.4 | 2.4 | 2.4 | 2.4 | 2.4 | 2.4 | 2.5 | 2.4 | 2.3 | 2.4 | 2.4 | 2.3 | 2.4 |
| Convenience food – less healthy | 2.7 | 2.6 | 2.8 | 2.8 | 2.7 | 2.8 | 2.9 | 2.8 | 2.9 | 2.8 | 2.8 | 2.9 | 2.8 | 2.7 | 2.8 |
| Fruits | 17.1 | 16.7 | 17.5 | 16.0 | 15.8 | 16.3 | 15.3 | 14.9 | 15.6 | 15.0 | 14.5 | 15.4 | 14.3 | 13.9 | 14.8 |
| Vegetables | 5.8 | 5.7 | 5.9 | 5.5 | 5.4 | 5.6 | 5.3 | 5.2 | 5.4 | 5.2 | 5.1 | 5.3 | 4.9 | 4.8 | 5.0 |
| Legumes, nuts and seeds | 1.1 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.2 | 1.1 | 1.1 | 1.1 | 1.0 | 0.9 | 1.0 |
| Chocolates and confectionery | 12.1 | 11.8 | 12.4 | 12.9 | 12.6 | 13.1 | 13.5 | 13.2 | 13.9 | 13.6 | 13.2 | 14.0 | 13.8 | 13.3 | 14.3 |
| Puddings and desserts | 6.4 | 6.2 | 6.6 | 6.2 | 6.0 | 6.3 | 6.0 | 5.8 | 6.2 | 6.0 | 5.8 | 6.2 | 5.8 | 5.6 | 6.1 |
| Milk - reduced-fat | 10.2 | 9.8 | 10.5 | 10.0 | 9.8 | 10.2 | 10.0 | 9.7 | 10.3 | 10.0 | 9.6 | 10.3 | 9.6 | 9.2 | 10.1 |
| Milk - high-fat | 2.5 | 2.3 | 2.6 | 2.5 | 2.4 | 2.7 | 2.8 | 2.6 | 3.0 | 2.9 | 2.7 | 3.1 | 3.1 | 2.8 | 3.5 |
| Low-sugar drinks | 1.4 | 1.3 | 1.5 | 1.4 | 1.4 | 1.5 | 1.5 | 1.4 | 1.5 | 1.5 | 1.4 | 1.6 | 1.6 | 1.5 | 1.7 |
| SSBs | 5.0 | 4.8 | 5.3 | 5.7 | 5.5 | 5.9 | 6.4 | 6.0 | 6.7 | 6.7 | 6.4 | 7.1 | 7.4 | 6.9 | 8.0 |
| Juices | 6.1 | 5.9 | 6.4 | 5.8 | 5.7 | 6.0 | 5.5 | 5.2 | 5.7 | 5.4 | 5.2 | 5.6 | 5.5 | 5.2 | 5.8 |
| Alcohol | 3.0 | 2.6 | 3.3 | 3.1 | 2.9 | 3.3 | 2.9 | 2.7 | 3.1 | 2.8 | 2.5 | 3.2 | 2.7 | 2.4 | 3.0 |
| Biscuits | 7.0 | 6.9 | 7.2 | 7.3 | 7.1 | 7.4 | 7.9 | 7.7 | 8.1 | 8.0 | 7.8 | 8.2 | 7.9 | 7.6 | 8.2 |
| Table sugar | 10.9 | 10.4 | 11.3 | 10.8 | 10.5 | 11.1 | 12.5 | 12.0 | 13.0 | 12.9 | 12.4 | 13.5 | 13.9 | 13.1 | 14.6 |
| Spreads, honey and syrup | 3.5 | 3.4 | 3.6 | 3.3 | 3.2 | 3.4 | 3.3 | 3.1 | 3.4 | 3.1 | 2.9 | 3.2 | 3.2 | 3.0 | 3.4 |
| Ice-cream | 3.3 | 3.2 | 3.4 | 3.5 | 3.4 | 3.7 | 3.8 | 3.7 | 4.0 | 3.8 | 3.6 | 4.0 | 4.0 | 3.8 | 4.2 |

**Table S7 – Mean sugar purchases (g) per capita per day by year and occupational social grade, at Great Britain population average values of the covariates, 2017**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **A&B** |  |  | **C1** |  |  | **C2** |  |  | **D** |  |  | **E** |  |
| Food group | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI | g | 95% | CI |
| Breads and morning goods - healthier | 2.6 | 2.5 | 2.7 | 2.6 | 2.5 | 2.7 | 2.8 | 2.7 | 2.9 | 2.8 | 2.7 | 2.9 | 2.7 | 2.6 | 2.9 |
| Breads and morning goods – less healthy | 1.5 | 1.4 | 1.6 | 1.6 | 1.5 | 1.6 | 1.7 | 1.6 | 1.7 | 1.6 | 1.5 | 1.6 | 1.6 | 1.5 | 1.7 |
| Breakfast cereals – healthier | 1.5 | 1.4 | 1.5 | 1.4 | 1.3 | 1.4 | 1.3 | 1.2 | 1.3 | 1.2 | 1.1 | 1.3 | 1.2 | 1.1 | 1.3 |
| Breakfast cereals – less healthy | 2.6 | 2.5 | 2.7 | 2.5 | 2.5 | 2.6 | 2.5 | 2.4 | 2.6 | 2.5 | 2.4 | 2.6 | 2.3 | 2.2 | 2.5 |
| Yogurts and fromage frais - healthier | 2.9 | 2.8 | 3.0 | 2.9 | 2.8 | 3.0 | 2.7 | 2.6 | 2.8 | 2.7 | 2.6 | 2.9 | 2.4 | 2.3 | 2.6 |
| Yogurts and fromage frais – less healthy | 1.3 | 1.2 | 1.3 | 1.2 | 1.2 | 1.3 | 1.1 | 1.1 | 1.2 | 1.1 | 1.1 | 1.2 | 1.1 | 1.1 | 1.2 |
| Convenience food – healthier | 2.4 | 2.3 | 2.4 | 2.4 | 2.4 | 2.4 | 2.4 | 2.4 | 2.5 | 2.4 | 2.3 | 2.4 | 2.4 | 2.3 | 2.5 |
| Convenience food – less healthy | 2.7 | 2.6 | 2.8 | 2.7 | 2.7 | 2.8 | 2.8 | 2.8 | 2.9 | 2.8 | 2.7 | 2.9 | 2.8 | 2.7 | 2.9 |
| Fruits | 17.0 | 16.6 | 17.4 | 15.9 | 15.5 | 16.2 | 15.0 | 14.6 | 15.4 | 14.6 | 14.2 | 15.0 | 14.0 | 13.4 | 14.5 |
| Vegetables | 5.9 | 5.8 | 6.0 | 5.5 | 5.5 | 5.6 | 5.4 | 5.3 | 5.5 | 5.1 | 5.0 | 5.3 | 4.8 | 4.7 | 5.0 |
| Legumes, nuts and seeds | 1.1 | 1.0 | 1.1 | 1.1 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.0 | 1.1 | 1.0 | 0.9 | 1.0 |
| Chocolates and confectionery | 11.7 | 11.4 | 12.0 | 12.5 | 12.3 | 12.8 | 13.1 | 12.7 | 13.5 | 13.1 | 12.7 | 13.6 | 13.5 | 13.0 | 14.1 |
| Puddings and desserts | 6.2 | 6.0 | 6.5 | 5.9 | 5.7 | 6.0 | 5.8 | 5.6 | 6.0 | 5.6 | 5.4 | 5.8 | 5.8 | 5.5 | 6.1 |
| Milk - reduced-fat | 10.2 | 9.8 | 10.5 | 10.0 | 9.7 | 10.2 | 10.0 | 9.7 | 10.4 | 9.9 | 9.4 | 10.3 | 9.5 | 9.0 | 9.9 |
| Milk - high-fat | 2.6 | 2.4 | 2.8 | 2.8 | 2.6 | 2.9 | 2.9 | 2.6 | 3.1 | 2.9 | 2.6 | 3.2 | 3.3 | 2.9 | 3.6 |
| Low-sugar drinks | 1.4 | 1.4 | 1.5 | 1.6 | 1.5 | 1.6 | 1.5 | 1.5 | 1.6 | 1.6 | 1.5 | 1.7 | 1.6 | 1.5 | 1.8 |
| SSBs | 4.5 | 4.3 | 4.8 | 5.1 | 4.9 | 5.3 | 5.7 | 5.4 | 6.1 | 6.2 | 5.9 | 6.6 | 7.3 | 6.7 | 7.9 |
| Juices | 5.8 | 5.5 | 6.0 | 5.5 | 5.3 | 5.6 | 5.1 | 4.9 | 5.4 | 5.1 | 4.8 | 5.3 | 5.3 | 4.9 | 5.6 |
| Alcohol | 2.2 | 1.9 | 2.5 | 2.3 | 2.2 | 2.5 | 2.3 | 2.1 | 2.5 | 2.2 | 1.8 | 2.5 | 2.3 | 2.0 | 2.5 |
| Biscuits | 6.9 | 6.8 | 7.1 | 7.2 | 7.1 | 7.4 | 7.9 | 7.7 | 8.2 | 8.0 | 7.8 | 8.2 | 7.8 | 7.5 | 8.1 |
| Table sugar | 10.4 | 9.9 | 10.9 | 10.3 | 10.0 | 10.6 | 12.1 | 11.6 | 12.7 | 12.4 | 11.8 | 13.0 | 13.6 | 12.8 | 14.4 |
| Spreads, honey and syrup | 3.4 | 3.3 | 3.6 | 3.2 | 3.1 | 3.3 | 3.2 | 3.0 | 3.3 | 3.0 | 2.9 | 3.2 | 3.2 | 3.0 | 3.4 |
| Ice-cream | 3.2 | 3.1 | 3.4 | 3.4 | 3.3 | 3.5 | 3.8 | 3.6 | 4.0 | 3.6 | 3.5 | 3.8 | 3.9 | 3.7 | 4.2 |

**Table S8 – Sensitivity analysis: summary of changes in social inequalities in sugar purchasing by food group‡ for households who participated in at least 12 quarters (GB Kantar FMCG panel 2014–2017, n=13,718)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Food group** | **2014**  **Overall**  **inequalities§**  **p-value** | **2014**  **Δ in sugar (g): lowest- highest social grade (95%CI)** | **2017**  **Overall**  **inequalities§**  **p-value** | **2017**  **Δ in sugar (g): lowest- highest social grade (95%CI)** |
| Table sugar | <0.001 | 2.9 (1.7;4.1) | <0.001 | 2.6 (1.4;3.8) |
| Chocolates and confectionary | <0.001 | 2.1 (1.3;2.9) | <0.001 | 2.0 (1.1;2.8) |
| biscuits | <0.001 | 0.9 (0.4;1.3) | <0.001 | 0.8 (0.3;1.2) |
| Puddings and desserts | 0.135 | -0.3 (-0.7;0.1) | <0.001 | -0.7 (-1.1;-0.2) |
| Icecream | <0.001 | 0.6 (0.3;0.9) | <0.001 | 0.8 (0.4;1.1) |
| Spreads, honey and syrup | <0.001 | -0.4 (-0.7;-0.1) | 0.001 | -0.3 (-0.6;0.1) |
| Convenience food † | <0.001 | 0.1 (0.0;0.3) | 0.113 | 0.0 (-0.2;0.1) |
| Breakfast cereals† | <0.001 | -0.5 (-0.7;-0.3) | 0.367 | -0.2 (-0.5;0.0) |
| Breads and morning goods† | 0.046 | 0.0 (-0.1;0.1) | 0.016 | 0.0 (-0.1;0.2) |
| Yogurts and fromage frais† | 0.924 | 0.0 (-0.1;0.1) | 0.008 | -0.1 (-0.2;0.0) |
| SSBs | <0.001 | 2.1 (1.3;2.9) | <0.001 | 2.3 (1.5;3.1) |
| Juices | <0.001 | -1.3 (-1.8;-0.8) | <0.001 | -0.7 (-1.2;-0.2) |
| Alcoholic drinks | 0.198 | -0.7 (-1.4;0.1) | 0.563 | 0.0 (-0.5;0.5) |
| Fruits | <0.001 | -2.3 (-3.2;-1.5) | <0.001 | -3.1 (-3.9;-2.2) |
| Vegetables | <0.001 | -0.7 (-0.9;-0.4) | <0.001 | -1.0 (-1.2;-0.8) |
| Breads and morning goods † | <0.001 | 0.3 (0.2;0.5) | <0.001 | 0.2 (0.0;0.3) |
| Yogurts and fromage frais† | <0.001 | -0.5 (-0.8;-0.3) | <0.001 | -0.5 (-0.7;-0.3) |
| Convenience food † | 0.007 | -0.1 (-0.2;0.0) | 0.501 | 0.0 (-0.1;0.1) |
| Breakfast cereals† | <0.001 | -0.2 (-0.3;-0.1) | <0.001 | -0.3 (-0.5;-0.2) |
| Legumes, nuts and seeds | <0.001 | 0.0 (-0.1;0.0) | 0.007 | -0.1 (-0.2;0.0) |
| Milk - reduced-fat | 0.196 | -0.4 (-1.1;0.3) | 0.167 | -0.9 (-1.7;-0.1) |
| Milk - high-fat | 0.001 | 0.6 (0.2;1.1) | 0.029 | 0.7 (0.2;1.2) |
| low-sugar drinks | 0.059 | -0.1 (-0.2;0.1) | 0.255 | 0.1 (-0.1;0.3) |

\* 2014-2017 average population-level estimate as done in (1).

† Products separated into healthier vs less healthy groups based on Nutrient Profiling Model.

**‡** Less relevant food groups accounting for a total of 2.3% of sugar purchased are not presented.

**§** Statistical test on difference between any of the five occupational social grades (A&B, C1, C2, D, E).

Results are from generalised linear models with a log-link function estimated with generalised estimating equations.