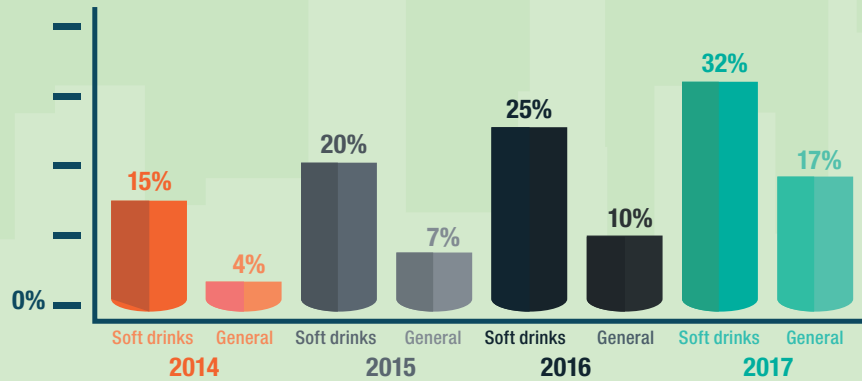


# 1. The increase in prices for soft drinks due to the STPS was two times the country's inflation.

INPC\* accumulated variation \*

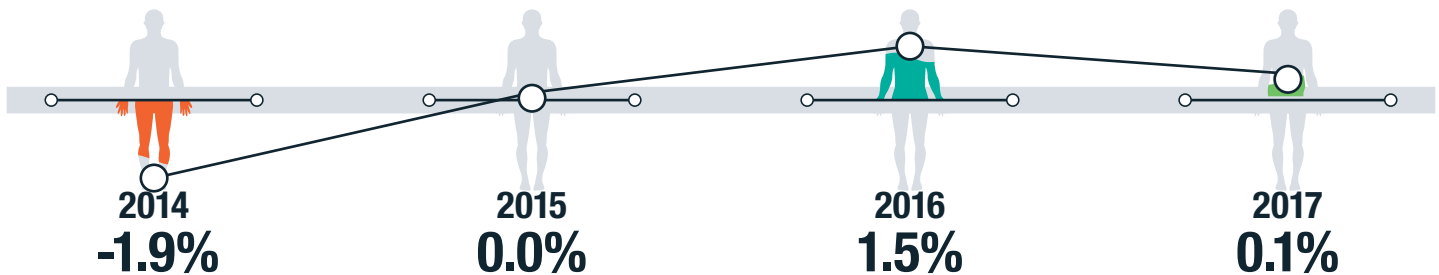


Source: INEGI. \*National Consumer Price Index (INPC)

# 2. Inefficient to reduce long-term consumption

The consumer reacted to price changes in the short term but has resumed usual consumption over time. The impact on long-term consumption was minimal.

Sales volume variations vs. previous year

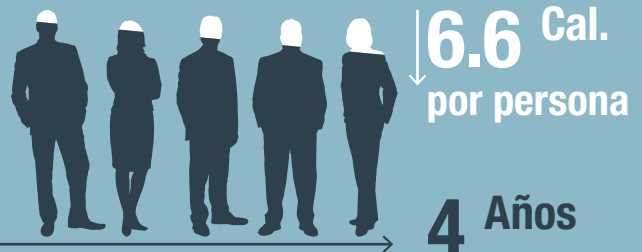


Source: INEGI, Monthly Survey of the Manufacturing Industry. KPMG, Annual Report of the soft drink industry.

# 3. Ineffective to reduce caloric intake

from the **3,072 calories** Mexicans consume, it reduced less than **7 calories** coming from soft drinks,

that is **0.21%** of total daily calories per inhabitant.



Source: Estimation with data from INEGI and FAO

## 4. Effective collection tool

Since its implementation (January 2014) to December 2017,

more than  
**100 billion (MXN)**  
have been collected by the STPS  
and VAT on flavored drinks



**\$86,221** from STPS  
**\$13,795** from VAT on STPS  
**Total: \$100,017**

Source: INEGI, Monthly Survey of the Manufacturing Industry

## 5. THE MOST AFFECTED ARE THE POOREST.



**62% of the amount**  
collected by the STPS  
**comes from the lowest income**  
**households.**

Source: CONEVAL and INEGI, Survey of Income and Expenses of Households 2014

## 6. The increase in soft drinks represents a greater expense for the poorest

For the poorest population in the country, spending on soft drinks  
**represents 19% of their income, without transfers,**  
**which equals 39 times more** than for the population with the highest income.

Source: INEGI, Survey of Income and Expenses of Households 2014.

