Reviewer’s report

Title: Reductions in sugar sales from soft drinks in the UK from 2015-2018

Version: 3 Date: 19 Nov 2019

Reviewer: Barry Popkin

Reviewer's report:

Overall: the paper is improved but here are some major changes needed that will be simple for the author to implement.

1. Remove the total sales tables from the paper and put into the supplemental tables to simplify the presentation, interpretation and results.

2. Remember that this is not a review of the SDIL but that the initial proposal for the SDIL and its passage preceded the SDIL implementation on purpose. These discussions led to major industry changes and shifting national demand. Concurrently the amount of all media focused on the SDIL truly started to shift demand and also reformulation of existing products and introduction of new lower sugar ones. This is critical for not incorrectly interpreting why these changes occurred.

3. Thank you for sharing how Euromonitor is measured in the UK. At the same time all studies on Euromonitor trends in high income as well as lower income countries find they do underestimate in any year total consumption and sales. But that the trends are quite true to reality.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

No

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Not applicable
Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

No

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

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