

# Nutritional impacts of price changes: quality and quantity substitution in Mexico

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The fast progression of the epidemiological and nutrition transitions in Mexico have demanded a score of state interventions to avoid or decline future negative outcomes. One was the introduction of a “sugar tax” on soda beverages in 2014. Using a pseudo-panel approach I obtain quality adjusted price elasticities of quantity for different macronutrients for Mexico and simulate nutritional changes after the introduction of the tax. I show that quality adjusted price elasticities differ substantially from non-adjusted ones. This leads to different expected nutritional intake changes due to the introduction of the tax. These changes are probably not large enough to have any effects on health outcomes.

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