**Supplementary Material: Appendix**



Figure A Scatter Plots of Log of Expense over Proportion of Expenses (Engels Curves)

Table A Zero Consumption of Households

|  |  |  |  |
| --- | --- | --- | --- |
| Variables | NOBS | Zero consumption  | Proportion of zero consumption  |
| Rice, Grains & Cereals | 6,198 | 1,358 | 22% |
| Lunchboxes | 6,198 | 346 | 6% |
| Cooked Noodles | 6,198 | 2,831 | 46% |
| Fresh Noodles, Cup Noodles, Dried Noodles | 6,198 | 386 | 6% |
| Bread | 6,198 | 118 | 2% |
| Fresh vegetables and fruits | 6,198 | 385 | 6% |
| Meat, ham, eggs | 6,198 | 462 | 7% |
| Seafood | 6,198 | 1,128 | 18% |
| Tofu, natto, fish paste, pickles | 6,198 | 526 | 8% |
| Prepared foods and hot foods | 6,198 | 210 | 3% |
| Dairy products | 6,198 | 429 | 7% |
| Frozen foods & ingredients | 6,198 | 908 | 15% |
| Retort pouch/cooking ingredients | 6,198 | 500 | 8% |
| Seasonings & oils | 6,198 | 517 | 8% |
| Canned and dried foods | 6,198 | 983 | 16% |
| Powders | 6,198 | 2,570 | 41% |
| Confectionery, desserts, ice cream | 6,198 | 52 | 1% |
| Beverage (liquid) | 6,198 | 53 | 1% |
| Alcoholic Beverages | 6,198 | 1,274 | 21% |
| Nutritional drinks and health foods | 6,198 | 1,436 | 23% |
| Tea leaves, powdered beverages, coffee beans | 6,198 | 992 | 16% |
| Cafes and restaurants (in-store) | 6,198 | 888 | 14% |
| Cafes and take-out (to-go) | 6,198 | 1,968 | 32% |
| Delivery | 6,198 | 4,864 | 78% |
| Other Food Products | 6,198 | 426 | 7% |

Table B Types of Goods based on Cross Price Elasticties with Pooled Data

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 　 | Compensated | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 1 | Rice, Grains & Cereals | 　 | S | C | S | C | C | S | C | S | S | C | S | C | S | C | C | C | S | S | S | C | S | C | S | S |
| 2 | Lunchboxes | S | 　 | S | C | C | S | S | S | S | S | C | S | S | C | C | C | S | C | C | C | S | S | S | S | S |
| 3 | Cooked Noodles | C | S | 　 | S | S | C | C | C | S | S | S | C | S | C | C | C | S | C | C | C | C | S | C | C | S |
| 4 | Fresh, Cup, Dried Noodles | S | C | S | 　 | C | C | S | S | S | S | S | C | C | C | C | S | C | S | S | C | C | S | S | S | C |
| 5 | Bread | C | C | S | C | 　 | S | S | S | S | S | S | C | S | S | S | S | S | S | C | C | S | S | S | S | C |
| 6 | Fresh vegetables and fruits | C | S | C | C | S | 　 | C | C | C | S | S | C | C | S | C | C | S | S | S | S | S | S | C | S | C |
| 7 | Meat, ham, eggs | S | S | C | S | S | C | 　 | S | C | C | C | S | C | S | C | C | S | S | S | C | C | S | S | C | C |
| 8 | Seafood | C | S | C | S | S | C | S | 　 | C | S | C | C | C | C | C | C | S | S | S | C | C | S | C | C | C |
| 9 | Tofu, natto, fish paste, pickles | S | S | S | S | S | C | C | C | 　 | S | S | C | S | S | S | C | S | S | S | S | S | S | S | S | C |
| 10 | Prepared foods and hot foods | S | S | S | S | S | S | C | S | S | 　 | C | S | S | C | C | S | S | C | C | S | C | S | S | C | S |
| 11 | Dairy products | C | C | S | S | S | S | C | C | S | C | 　 | S | S | S | S | S | S | S | S | S | S | S | S | S | C |
| 12 | Frozen foods & ingredients | S | S | C | C | C | C | S | C | C | S | S | 　 | S | S | S | C | S | S | C | C | C | S | C | S | C |
| 13 | Retort pouch/cooking ingredients | C | S | S | C | S | C | C | C | S | S | S | S | 　 | S | C | C | S | S | C | C | C | S | S | S | C |
| 14 | Seasonings & oils | S | C | C | C | S | S | S | C | S | C | S | S | S | 　 | S | S | S | S | S | S | S | S | C | S | C |
| 15 | Canned and dried foods | C | C | C | C | S | C | C | C | S | C | S | S | C | S | 　 | C | S | S | S | S | S | S | C | S | C |
| 16 | Powders | C | C | C | S | S | C | C | C | C | S | S | C | C | S | C | 　 | S | S | S | S | C | S | C | C | C |
| 17 | Confectionery, desserts, ice cream | C | S | S | C | S | S | S | S | S | S | S | S | S | S | S | S | 　 | C | C | C | S | S | S | S | C |
| 18 | Beverage (liquid) | S | C | C | S | S | S | S | S | S | C | S | S | S | S | S | S | C | 　 | C | C | C | S | S | S | C |
| 19 | Alcoholic Beverages | S | C | C | S | C | S | S | S | S | C | S | C | C | S | S | S | C | C | 　 | C | S | S | C | C | C |
| 20 | Nutritional drinks and health foods | S | C | C | C | C | S | C | C | S | S | S | C | C | S | S | S | C | C | C | 　 | S | S | C | S | S |
| 21 | Tea leaf, powdered bev, coffee beans | C | S | C | C | S | S | C | C | S | C | S | C | C | S | S | C | S | C | S | S | 　 | C | C | C | C |
| 22 | Cafes and restaurants (in-store) | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | S | C | 　 | C | S | S |
| 23 | Cafes and take-out (to-go) | C | S | C | S | S | C | S | C | S | S | S | C | S | C | C | C | S | S | C | C | C | C | 　 | S | S |
| 24 | Delivery | S | S | C | S | S | S | C | C | S | C | S | S | S | S | S | C | S | S | C | S | C | S | S | 　 | S |
| 25 | Other Food Products | S | S | S | C | C | C | C | C | C | S | C | C | C | C | C | C | C | C | C | S | C | S | S | S | 　 |

Note: S and C denote substitute and complement, respectively. Words in red indicates statisticall significant at 5% or more.

Table C Model Fits of AIDS Estimation in 2019 and 2020

|  |  |  |  |
| --- | --- | --- | --- |
| Equation | 2019 | 　 | 2020 |
| Obs | Parms | RMSE | R-sq | F value | Prob | 　 | Obs | Parms | RMSE | R-sq | F value | Prob > F |
| Rice, Grains & Cereals | 2882 | 33 | 0.031 | 0.17 | 18.9 | 0.00 | 　 | 2890 | 33 | 0.031 | 0.19 | 21.1 | 0.00 |
| Lunchboxes | 2882 | 33 | 0.057 | 0.11 | 11.1 | 0.00 | 　 | 2890 | 33 | 0.056 | 0.12 | 11.9 | 0.00 |
| Cooked Noodles | 2882 | 33 | 0.014 | 0.06 | 6.1 | 0.00 | 　 | 2890 | 33 | 0.013 | 0.09 | 8.6 | 0.00 |
| Fresh Noodles, Cup Noodles, Dried Noodles | 2882 | 33 | 0.022 | 0.12 | 11.6 | 0.00 | 　 | 2890 | 33 | 0.020 | 0.14 | 14.6 | 0.00 |
| Bread | 2882 | 33 | 0.043 | 0.10 | 10.4 | 0.00 | 　 | 2890 | 33 | 0.042 | 0.08 | 8.2 | 0.00 |
| Fresh vegetables and fruits | 2882 | 33 | 0.053 | 0.25 | 28.9 | 0.00 | 　 | 2890 | 33 | 0.055 | 0.25 | 30.5 | 0.00 |
| Meat, ham, eggs | 2882 | 33 | 0.052 | 0.40 | 59.9 | 0.00 | 　 | 2890 | 33 | 0.054 | 0.41 | 62.9 | 0.00 |
| Seafood | 2882 | 33 | 0.029 | 0.22 | 25.6 | 0.00 | 　 | 2890 | 33 | 0.032 | 0.21 | 23.3 | 0.00 |
| Tofu, natto, fish paste, pickles | 2882 | 33 | 0.019 | 0.21 | 24.1 | 0.00 | 　 | 2890 | 33 | 0.021 | 0.19 | 21.6 | 0.00 |
| Prepared foods and hot foods | 2882 | 33 | 0.044 | 0.13 | 13.1 | 0.00 | 　 | 2890 | 33 | 0.045 | 0.12 | 12.1 | 0.00 |
| Dairy products | 2882 | 33 | 0.025 | 0.11 | 10.9 | 0.00 | 　 | 2890 | 33 | 0.027 | 0.09 | 8.9 | 0.00 |
| Frozen foods & ingredients | 2882 | 33 | 0.029 | 0.15 | 16.0 | 0.00 | 　 | 2890 | 33 | 0.030 | 0.14 | 14.7 | 0.00 |
| Retort pouch/cooking ingredients | 2882 | 33 | 0.017 | 0.16 | 17.1 | 0.00 | 　 | 2890 | 33 | 0.018 | 0.14 | 14.1 | 0.00 |
| Seasonings & oils | 2882 | 33 | 0.017 | 0.30 | 38.3 | 0.00 | 　 | 2890 | 33 | 0.019 | 0.28 | 34.2 | 0.00 |
| Canned and dried foods | 2882 | 33 | 0.011 | 0.18 | 19.8 | 0.00 | 　 | 2890 | 33 | 0.012 | 0.16 | 17.3 | 0.00 |
| Powders | 2882 | 33 | 0.003 | 0.13 | 12.9 | 0.00 | 　 | 2890 | 33 | 0.004 | 0.17 | 18.6 | 0.00 |
| Confectionery, desserts, ice cream | 2882 | 33 | 0.073 | 0.09 | 8.9 | 0.00 | 　 | 2890 | 33 | 0.070 | 0.10 | 10.2 | 0.00 |
| Beverage (liquid) | 2882 | 33 | 0.066 | 0.16 | 16.8 | 0.00 | 　 | 2890 | 33 | 0.061 | 0.18 | 19.6 | 0.00 |
| Alcoholic Beverages | 2882 | 33 | 0.077 | 0.18 | 20.1 | 0.00 | 　 | 2890 | 33 | 0.079 | 0.21 | 23.1 | 0.00 |
| Nutritional drinks and health foods | 2882 | 33 | 0.041 | 0.16 | 17.3 | 0.00 | 　 | 2890 | 33 | 0.041 | 0.18 | 19.1 | 0.00 |
| Tea leaves, powdered beverages, coffee beans | 2882 | 33 | 0.017 | 0.15 | 15.9 | 0.00 | 　 | 2890 | 33 | 0.021 | 0.17 | 18.5 | 0.00 |
| Cafes and restaurants (in-store) | 2882 | 33 | 0.174 | 0.30 | 38.8 | 0.00 | 　 | 2890 | 33 | 0.151 | 0.31 | 40.0 | 0.00 |
| Cafes and take-out (to-go) | 2882 | 33 | 0.031 | 0.06 | 5.7 | 0.00 | 　 | 2890 | 33 | 0.040 | 0.09 | 8.6 | 0.00 |
| Delivery | 2882 | 33 | 0.017 | 0.02 | 2.2 | 0.00 | 　 | 2890 | 33 | 0.019 | 0.03 | 3.0 | 0.00 |
| Other Food Products | 2882 | 33 | 0.071 | 0.27 | 32.3 | 0.00 | 　 | 2890 | 33 | 0.072 | 0.26 | 31.2 | 0.00 |

 Table D Cross Price Elasticities of 2019

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 　 | 2019 Compensated | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 1 | Rice, Grains & Cereals | **-0.36** | -0.02 | -0.03 | -0.02 | -0.11 | -0.03 | *0.18* | 0.00 | 0.03 | -0.01 | -0.07 | 0.05 | -0.01 | 0.01 | -0.01 | -0.01 | -0.02 | **0.22** | 0.01 | 0.03 | -0.01 | *0.13* | 0.02 | 0.03 | 0.00 |
| 2 | Lunchboxes | -0.01 | **-0.47** | 0.01 | 0.00 | -0.03 | **0.21** | 0.04 | 0.12 | 0.02 | 0.13 | 0.00 | 0.08 | 0.02 | -0.01 | 0.00 | 0.00 | 0.00 | **-0.23** | -0.03 | -0.04 | 0.03 | 0.05 | 0.03 | 0.01 | **0.08** |
| 3 | Cooked Noodles | -0.12 | 0.09 | **-0.40** | *0.42* | **0.57** | -0.04 | -0.33 | **-0.44** | 0.11 | *0.44* | 0.15 | -0.16 | *0.33* | -0.17 | -0.13 | -0.09 | 0.00 | -0.15 | -0.12 | **-0.19** | 0.04 | 0.14 | -0.08 | 0.00 | 0.11 |
| 4 | Fresh Noodles, Cup Noodles, Dried Noodles | -0.02 | 0.00 | 0.10 | **-0.47** | -0.07 | -0.06 | **0.14** | 0.05 | 0.02 | -0.02 | 0.08 | 0.01 | -0.01 | -0.06 | -0.01 | 0.01 | -0.07 | **0.21** | -0.01 | -0.03 | -0.07 | **0.21** | 0.08 | 0.02 | -0.05 |
| 5 | Bread | -0.05 | -0.03 | 0.06 | -0.03 | **-0.72** | **0.14** | -0.02 | 0.08 | 0.02 | **0.25** | 0.03 | -0.08 | 0.02 | 0.01 | 0.04 | 0.01 | 0.00 | 0.01 | -0.03 | -0.03 | 0.05 | **0.13** | **0.11** | 0.03 | 0.01 |
| 6 | Fresh vegetables and fruits | -0.01 | **0.13** | 0.00 | -0.02 | 0.10 | **-0.72** | -0.02 | -0.06 | -0.04 | -0.02 | 0.04 | -0.01 | -0.02 | 0.01 | -0.01 | -0.01 | **0.24** | **0.19** | *0.05* | **0.04** | 0.00 | **0.20** | -0.03 | 0.00 | **-0.06** |
| 7 | Meat, ham, eggs | **0.05** | 0.02 | -0.02 | 0.04 | -0.02 | -0.02 | **-0.34** | 0.07 | -0.04 | -0.06 | 0.00 | 0.02 | 0.00 | 0.04 | -0.01 | -0.01 | 0.06 | **0.11** | 0.02 | -0.03 | -0.02 | **0.22** | 0.03 | -0.01 | **-0.09** |
| 8 | Seafood | 0.00 | **0.17** | -0.07 | 0.04 | 0.13 | **-0.14** | **0.18** | **-0.66** | -0.07 | 0.06 | -0.01 | -0.06 | -0.08 | -0.05 | -0.05 | -0.02 | **0.20** | **0.25** | **0.16** | 0.00 | -0.04 | **0.21** | -0.06 | -0.04 | **-0.07** |
| 9 | Tofu, natto, fish paste, pickles | 0.02 | 0.05 | 0.02 | 0.02 | 0.04 | -0.11 | **-0.13** | -0.08 | **-0.71** | 0.02 | 0.02 | -0.05 | 0.02 | 0.03 | 0.01 | -0.02 | **0.14** | **0.31** | **0.08** | 0.03 | 0.04 | **0.23** | *0.08* | 0.03 | **-0.09** |
| 10 | Prepared foods and hot foods | 0.00 | **0.12** | 0.04 | -0.01 | **0.25** | -0.02 | *-0.09* | 0.04 | 0.01 | **-0.36** | -0.05 | -0.01 | 0.02 | -0.06 | -0.03 | 0.01 | *0.12* | -0.03 | -0.03 | 0.00 | -0.01 | 0.03 | 0.06 | -0.01 | 0.01 |
| 11 | Dairy products | *-0.05* | 0.00 | 0.03 | 0.06 | 0.06 | *0.11* | 0.00 | -0.01 | 0.02 | -0.10 | **-0.87** | *0.12* | 0.07 | **0.11** | 0.04 | 0.04 | *0.12* | **0.17** | 0.04 | *0.05* | -0.03 | **0.15** | -0.03 | -0.01 | **-0.08** |
| 12 | Frozen foods & ingredients | 0.04 | **0.16** | -0.03 | 0.01 | -0.16 | -0.04 | 0.06 | -0.08 | -0.05 | -0.02 | 0.13 | **-0.29** | 0.06 | 0.01 | 0.03 | -0.01 | 0.09 | *0.15* | -0.06 | -0.01 | -0.09 | **0.18** | -0.04 | 0.01 | -0.03 |
| 13 | Retort pouch/cooking ingredients | -0.02 | 0.05 | 0.09 | -0.01 | 0.05 | -0.06 | -0.02 | *-0.12* | 0.03 | 0.04 | 0.10 | 0.07 | **-0.46** | -0.01 | -0.04 | -0.02 | 0.05 | *0.12* | *-0.05* | -0.03 | -0.01 | **0.21** | 0.07 | 0.05 | **-0.07** |
| 14 | Seasonings & oils | 0.01 | -0.01 | -0.04 | -0.05 | 0.02 | 0.03 | **0.11** | -0.06 | 0.03 | *-0.12* | **0.12** | 0.01 | 0.00 | **-0.61** | 0.03 | 0.00 | **0.22** | **0.11** | **0.06** | **0.05** | 0.02 | **0.13** | 0.01 | 0.01 | **-0.07** |
| 15 | Canned and dried foods | -0.02 | 0.00 | -0.06 | -0.01 | *0.18* | -0.06 | -0.04 | *-0.14* | 0.03 | *-0.16* | 0.11 | 0.06 | -0.07 | 0.07 | **-0.47** | -0.01 | **0.26** | **0.17** | **0.11** | 0.04 | 0.04 | *0.09* | -0.07 | 0.02 | **-0.07** |
| 16 | Powders | *-0.10* | -0.07 | **-0.25** | 0.05 | 0.18 | *-0.22* | **-0.24** | **-0.27** | *-0.22* | **0.35** | **0.50** | -0.14 | -0.20 | -0.03 | -0.05 | **0.43** | **0.43** | **0.31** | -0.02 | -0.01 | -0.11 | 0.00 | -0.03 | *-0.15* | **-0.16** |
| 17 | Confectionery, desserts, ice cream | 0.00 | 0.00 | 0.00 | -0.01 | 0.00 | **0.16** | 0.04 | 0.06 | 0.03 | 0.06 | 0.03 | 0.02 | 0.01 | 0.05 | 0.02 | 0.01 | **-0.66** | -0.04 | -0.01 | -0.01 | 0.02 | **0.21** | 0.02 | 0.02 | 0.00 |
| 18 | Beverage (liquid) | **0.06** | **-0.13** | -0.01 | 0.05 | 0.00 | **0.18** | *0.11* | *0.10* | *0.10* | -0.02 | 0.06 | 0.04 | 0.03 | 0.03 | 0.02 | 0.01 | -0.06 | **-0.55** | 0.00 | -0.02 | 0.00 | 0.01 | 0.01 | 0.01 | -0.04 |
| 19 | Alcoholic Beverages | 0.01 | -0.03 | -0.01 | 0.00 | -0.03 | 0.08 | 0.03 | 0.10 | 0.04 | -0.04 | 0.02 | -0.03 | -0.02 | 0.03 | 0.02 | 0.00 | -0.03 | 0.00 | **-0.25** | 0.01 | 0.02 | 0.12 | -0.02 | -0.02 | -0.01 |
| 20 | Nutritional drinks and health foods | 0.03 | -0.10 | -0.05 | -0.03 | -0.08 | 0.16 | -0.12 | 0.00 | 0.04 | 0.01 | 0.06 | -0.01 | -0.03 | 0.06 | 0.02 | 0.00 | -0.03 | -0.08 | 0.04 | -0.04 | 0.05 | 0.07 | -0.10 | 0.01 | *0.11* |
| 21 | Tea leaves, powdered beverages, coffee beans | -0.02 | 0.09 | 0.02 | -0.11 | 0.17 | -0.01 | -0.13 | -0.09 | 0.08 | -0.03 | -0.06 | *-0.16* | -0.02 | 0.04 | 0.03 | -0.02 | *0.17* | 0.01 | 0.07 | *0.07* | -0.01 | 0.05 | -0.05 | -0.04 | -0.06 |
| 22 | Cafes and restaurants (in-store) | 0.01 | 0.01 | 0.00 | 0.02 | 0.03 | 0.08 | 0.09 | 0.03 | 0.03 | 0.01 | 0.02 | 0.02 | 0.02 | 0.02 | 0.01 | 0.00 | *0.12* | 0.00 | 0.03 | 0.01 | 0.00 | **-0.59** | -0.01 | 0.00 | 0.03 |
| 23 | Cafes and take-out (to-go) | 0.02 | 0.09 | -0.03 | 0.10 | *0.34* | -0.13 | 0.14 | -0.11 | 0.12 | 0.20 | -0.05 | -0.06 | 0.08 | 0.02 | -0.05 | 0.00 | 0.13 | 0.05 | -0.05 | **-0.12** | -0.04 | *-0.14* | **-0.64** | 0.03 | *0.10* |
| 24 | Delivery | 0.19 | 0.07 | 0.00 | 0.12 | 0.39 | -0.06 | -0.17 | -0.33 | 0.18 | -0.07 | -0.08 | 0.04 | 0.23 | 0.09 | 0.04 | -0.07 | *0.50* | 0.26 | *-0.27* | 0.05 | -0.13 | 0.07 | 0.13 | **-1.47** | **0.32** |
| 25 | Other Food Products | 0.00 | 0.11 | 0.02 | -0.03 | 0.01 | -0.13 | -0.22 | -0.07 | -0.06 | 0.01 | -0.06 | -0.02 | -0.04 | -0.05 | -0.02 | -0.01 | -0.01 | -0.09 | -0.01 | 0.07 | -0.03 | 0.18 | 0.05 | 0.04 | **0.36** |

Note: Values in Bold indicate the level of statistical significance at 1%, values in Italic denotes at 5%.

Table E Cross Price Elasticities of 2020

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 　 | 2020 Compensated | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 1 | Rice, Grains & Cereals | **-0.23** | 0.06 | -0.04 | 0.08 | -0.03 | -0.01 | 0.11 | -0.03 | 0.04 | 0.03 | -0.11 | 0.08 | -0.02 | 0.02 | 0.01 | -0.01 | -0.14 | *0.16* | 0.01 | 0.02 | -0.05 | 0.08 | -0.04 | 0.02 | 0.01 |
| 2 | Lunchboxes | 0.03 | **-0.52** | 0.01 | -0.02 | 0.00 | **0.22** | 0.08 | 0.11 | 0.06 | 0.11 | -0.02 | 0.04 | 0.00 | -0.01 | -0.01 | 0.00 | 0.03 | *-0.17* | **-0.09** | -0.04 | 0.05 | -0.01 | 0.02 | 0.04 | **0.10** |
| 3 | Cooked Noodles | *-0.13* | 0.05 | -0.18 | **0.47** | 0.25 | -0.18 | **-0.62** | -0.05 | 0.17 | *0.35* | -0.08 | -0.03 | *0.33* | -0.17 | -0.13 | -0.12 | 0.19 | 0.09 | -0.01 | -0.04 | -0.10 | 0.17 | -0.08 | *-0.21* | 0.06 |
| 4 | Fresh Noodles, Cup Noodles, Dried Noodles | **0.08** | -0.04 | **0.12** | **-0.53** | -0.03 | -0.05 | **0.14** | -0.03 | 0.02 | 0.09 | 0.05 | -0.02 | -0.01 | -0.06 | -0.01 | 0.00 | **-0.20** | **0.20** | 0.03 | -0.01 | -0.05 | **0.17** | **0.12** | 0.08 | **-0.07** |
| 5 | Bread | -0.01 | 0.00 | 0.03 | -0.01 | **-0.79** | *0.10* | 0.05 | 0.01 | 0.01 | *0.13* | 0.06 | -0.04 | 0.02 | 0.05 | 0.05 | 0.02 | 0.07 | 0.04 | *-0.05* | -0.02 | *0.07* | **0.12** | **0.10** | 0.01 | -0.01 |
| 6 | Fresh vegetables and fruits | 0.00 | **0.12** | -0.01 | -0.01 | 0.07 | **-0.66** | -0.06 | -0.07 | -0.03 | 0.02 | 0.03 | 0.00 | 0.01 | 0.00 | -0.01 | -0.01 | **0.25** | **0.11** | **0.08** | **0.05** | 0.01 | **0.19** | -0.03 | 0.03 | **-0.06** |
| 7 | Meat, ham, eggs | 0.03 | 0.05 | -0.05 | 0.04 | 0.03 | -0.06 | **-0.19** | 0.07 | -0.04 | -0.05 | -0.01 | 0.01 | -0.02 | 0.02 | -0.02 | 0.00 | 0.01 | 0.06 | 0.03 | 0.01 | -0.03 | **0.19** | 0.02 | -0.02 | **-0.09** |
| 8 | Seafood | -0.02 | **0.15** | -0.01 | -0.02 | 0.01 | **-0.15** | **0.16** | **-0.61** | -0.07 | 0.10 | -0.01 | -0.03 | -0.03 | -0.03 | -0.03 | -0.02 | **0.20** | **0.18** | **0.21** | -0.02 | -0.04 | **0.13** | 0.00 | -0.02 | -0.04 |
| 9 | Tofu, natto, fish paste, pickles | 0.03 | **0.11** | 0.04 | 0.02 | 0.02 | -0.08 | **-0.14** | *-0.09* | **-0.68** | 0.05 | 0.00 | 0.03 | 0.04 | 0.00 | 0.01 | -0.03 | **0.14** | **0.26** | **0.10** | *0.04* | -0.01 | **0.20** | 0.04 | 0.02 | **-0.11** |
| 10 | Prepared foods and hot foods | 0.01 | *0.10* | 0.04 | 0.04 | *0.13* | 0.03 | -0.09 | 0.07 | 0.03 | **-0.35** | -0.02 | 0.04 | 0.04 | -0.05 | -0.05 | -0.01 | 0.09 | -0.01 | -0.04 | 0.02 | -0.05 | 0.02 | 0.00 | -0.02 | 0.03 |
| 11 | Dairy products | **-0.09** | -0.04 | -0.02 | 0.04 | 0.11 | 0.07 | -0.03 | -0.01 | 0.00 | -0.04 | **-0.84** | 0.09 | 0.02 | **0.16** | 0.01 | 0.02 | 0.06 | **0.14** | 0.04 | 0.02 | *0.07* | **0.10** | 0.08 | 0.03 | 0.00 |
| 12 | Frozen foods & ingredients | *0.06* | 0.07 | -0.01 | -0.02 | -0.08 | 0.01 | 0.04 | -0.04 | 0.03 | 0.07 | 0.10 | **-0.47** | 0.04 | 0.01 | 0.03 | 0.00 | -0.04 | **0.23** | -0.02 | 0.00 | -0.08 | 0.07 | 0.04 | 0.03 | -0.07 |
| 13 | Retort pouch/cooking ingredients | -0.03 | -0.01 | *0.10* | -0.01 | 0.04 | 0.02 | -0.06 | -0.06 | 0.05 | 0.10 | 0.03 | 0.05 | **-0.51** | 0.01 | -0.01 | 0.00 | 0.04 | *0.10* | **-0.07** | -0.02 | -0.02 | **0.16** | *0.09* | 0.05 | **-0.06** |
| 14 | Seasonings & oils | 0.02 | -0.01 | -0.04 | -0.05 | 0.09 | -0.01 | 0.07 | -0.04 | 0.00 | -0.09 | **0.18** | 0.01 | 0.01 | **-0.55** | 0.04 | 0.00 | **0.14** | 0.07 | **0.06** | **0.05** | 0.05 | **0.10** | 0.00 | 0.00 | **-0.09** |
| 15 | Canned and dried foods | 0.01 | -0.04 | -0.06 | -0.02 | **0.21** | -0.07 | *-0.11* | -0.09 | 0.02 | **-0.20** | 0.03 | 0.07 | -0.02 | *0.10* | **-0.44** | 0.00 | **0.23** | **0.21** | **0.10** | **0.06** | 0.02 | **0.14** | -0.08 | 0.02 | **-0.09** |
| 16 | Powders | *-0.09* | -0.02 | **-0.30** | 0.03 | **0.34** | *-0.18* | 0.02 | **-0.24** | **-0.37** | -0.20 | *0.23* | -0.05 | 0.02 | 0.03 | 0.01 | **0.30** | *0.21* | **0.35** | 0.02 | 0.03 | 0.08 | 0.08 | -0.07 | -0.04 | **-0.17** |
| 17 | Confectionery, desserts, ice cream | -0.03 | 0.01 | 0.01 | -0.04 | 0.03 | **0.17** | 0.01 | 0.06 | 0.03 | 0.04 | 0.02 | -0.01 | 0.01 | 0.03 | 0.02 | 0.00 | **-0.58** | -0.03 | -0.02 | -0.02 | 0.03 | **0.17** | **0.07** | 0.02 | -0.01 |
| 18 | Beverage (liquid) | *0.05* | **-0.10** | 0.01 | 0.06 | 0.03 | *0.11* | 0.07 | 0.08 | 0.08 | -0.01 | 0.05 | 0.08 | 0.03 | 0.02 | 0.03 | 0.01 | -0.04 | **-0.48** | -0.03 | *-0.04* | -0.03 | -0.01 | 0.05 | 0.01 | 0.00 |
| 19 | Alcoholic Beverages | 0.00 | -0.08 | 0.00 | 0.01 | -0.05 | 0.11 | 0.05 | 0.14 | 0.05 | -0.03 | 0.02 | -0.01 | -0.03 | 0.03 | 0.02 | 0.00 | -0.05 | -0.05 | **-0.22** | -0.02 | 0.01 | 0.11 | -0.02 | 0.00 | 0.00 |
| 20 | Nutritional drinks and health foods | 0.02 | -0.08 | -0.01 | -0.01 | -0.05 | 0.18 | 0.03 | -0.03 | 0.06 | 0.05 | 0.02 | 0.00 | -0.02 | 0.06 | 0.03 | 0.00 | -0.12 | -0.17 | -0.04 | -0.05 | 0.06 | 0.12 | -0.18 | 0.00 | *0.11* |
| 21 | Tea leaves, powdered beverages, coffee beans | *-0.08* | *0.15* | -0.04 | -0.07 | *0.25* | 0.04 | *-0.19* | -0.08 | -0.02 | -0.16 | 0.15 | *-0.15* | -0.02 | 0.09 | 0.02 | 0.01 | *0.21* | *-0.17* | 0.02 | **0.09** | 0.12 | -0.11 | 0.00 | -0.02 | -0.01 |
| 22 | Cafes and restaurants (in-store) | 0.01 | 0.00 | 0.01 | 0.02 | 0.04 | 0.10 | 0.10 | 0.03 | 0.03 | 0.01 | 0.02 | 0.01 | 0.02 | 0.02 | 0.01 | 0.00 | 0.12 | -0.01 | 0.04 | 0.02 | -0.01 | **-0.62** | -0.02 | 0.01 | *0.05* |
| 23 | Cafes and take-out (to-go) | -0.04 | 0.05 | -0.02 | 0.12 | 0.22 | -0.10 | 0.06 | 0.01 | 0.05 | 0.00 | 0.10 | 0.04 | 0.08 | -0.01 | -0.04 | -0.01 | **0.37** | 0.18 | -0.05 | **-0.15** | 0.00 | -0.12 | **-0.71** | -0.01 | 0.00 |
| 24 | Delivery | 0.08 | *0.34* | -0.23 | 0.32 | 0.10 | *0.45* | -0.23 | -0.11 | 0.10 | -0.21 | 0.15 | 0.16 | 0.19 | 0.01 | 0.05 | -0.02 | *0.46* | 0.14 | -0.04 | -0.01 | -0.04 | 0.23 | -0.02 | **-1.86** | 0.00 |
| 25 | Other Food Products | 0.01 | 0.13 | 0.01 | -0.04 | -0.02 | -0.14 | -0.21 | -0.04 | -0.08 | 0.04 | 0.00 | -0.05 | -0.04 | -0.07 | -0.03 | -0.01 | -0.03 | 0.00 | 0.01 | 0.06 | -0.01 | *0.22* | 0.00 | 0.00 | **0.30** |

Note: Values in Bold indicate the level of statistical significance at 1%, values in Italic denotes at 5%.