

People against  
**Sugar Tax**



**Are fizzy drinks really cheaper  
than bottled water?**

November 2016

We're on your side

**Single unit fizzy drinks (Tesco)****Price per 100ml**

Coca Cola Classic 330ml	0.21
Diet Coke 330ml	0.21
Pepsi Max 600ml	0.17
Diet Coke 500ml	0.25
Coca Classic 500ml	0.25
Diet Pepsi 600ml	0.17
Fanta Orange Zero 500ml	0.23
Coke Zero 500ml	0.25
Fanta Orange 500ml	0.25
Dr Pepper 500ml	0.25
Sprite 500ml	0.25
Fanta Fruit Twist 500ml	0.25
Pepsi Max Cherry 600ml	0.17
Cherry Coke 500ml	0.25
Pepsi 500ml	0.20
Barr Irn Bru 500ml	0.23
Barr Sugar Free Irn Bru 500ml	0.23
Diet Coke Caffeine Free 500ml	0.25
Orangina 420ml	0.30
Coca Cola Zero 330ml	0.21

**Single unit water (Tesco)****Price per 100ml**

Evian Still 750ml	0.11
Glacéau 850ml	0.11
Evian 500ml	0.11

**Big bottles (Tesco)****Price per 100ml**

Diet Coke 1.75l	0.10
Coca Cola 1.75l	0.10
Diet Pepsi 2l	0.05
Coke Zero 1.75l	0.10
Diet Coke Caffeine free 1.75l	0.10
Pepsi Max 1.5l	0.09
Cherry Coke 1.75l	0.10
Diet Pepsi 1.5l	0.09
Pepsi 1.5l	0.09
Barr Irn Bru 2l	0.09

**Big bottles - water (Tesco)****Price per 100ml**

Evian 2l	0.05
Highland Spring 1.5l	0.04

**Own brand big bottles (Tesco)****Price per 100ml**

Tesco Diet Cola 2l	0.03
Tesco Xero Cola 2l	0.03
Tesco Cola 2l	0.03
Tesco Xero Cherry Cola 2l	0.03
Tesco Value Sugar Free 2l	0.01
Tesco Lemonade 2l	0.02
Tesco Diet Lemonade 2l	0.02
Tesco Sugar free Lemonade	0.01
Tesco Lemon/Lime 2l	0.03
Tesco Orange Zero 2l	0.03
Tesco No Sugar Lemonade 2l	0.02
Tesco No Sugar Cherryade 2l	0.03
Tesco Mango Zero 2l	0.03

**Own brand big bottles - water (Tesco)****Price per 100ml**

Tesco Value Water 2l	0.01
Tesco Ashbeck 5l	0.02
Tesco Still Water 2l	0.02

**Multi-packs (Tesco)****Price per 100ml**

Diet Coke 8 x 330ml	0.13
Coca Cola 24 x 330ml	0.06
Coca Cola 8 x 330ml	0.13
Diet Coke 12 x 330ml	0.09
Pepsi Max 8 x 330ml	0.13
Coca Cola 12 x 330ml	0.09
Pepsi Max 24 x 330ml	0.13
Pepsi Max Cherry 8 x 330ml	0.13
Pepsi Diet 8 x 330ml	0.13
Coca Cola Zero 12 x 330ml	0.09
Dr Pepper Zero 6 x 330ml	0.18
Cherry Coke 8 x 330ml	0.13
Coca Cola Countour 6 x 330ml	0.23
Coca Cola Zero Cherry 8 x 330ml	0.13
Pepsi 8 x 330ml	0.13
Fanta Orange 6 x 330ml	0.18
Sprite Zero 6 x 330ml	0.16
Fanta Orange Zero 6 x 330ml	0.18

**Multipacks - water (Tesco)****Price per 100ml**

Highland Spring 12 x 500ml	0.05
Highland Spring 12 x 330ml	0.08
Evian 6 x 1.5l	0.04
Highland Spring 6 x 1.5l	0.03
Buxton 6 x 1.5l	0.03

**Own brand multi-packs (Tesco)****Price per 100ml**

Tesco Diet Cola 8 x 330ml	0.07
Tesco No Sugar Orange Crush 4 x 330ml	0.08
Tesco Lemon/Lime Zero 4 x 330ml	0.08
Tesco Diet Lemonade 4 x 330ml	0.08

**Own brand multi-packs - water (Tesco)****Price per 100ml**

Tesco Ashbeck 4 x 2l	0.02
Tesco Perthshire 12 x 500ml	0.03

**Single unit drinks (Sainsbury's)****Price per 100ml**

Diet Coke 500ml	0.25
Pepsi Max 600ml	0.19
Coca Cola 500ml	0.25
Coca Cola Zero 500ml	0.25
Coca Cola Mini 150ml	0.30
Diet Pepsi 600ml	0.19
Diet Coke 330ml	0.21
Coca Cola 330ml	0.21
Diet Coke Caffeine free 500ml	0.25
Cherry Coke 500ml	0.25
Pepsi Max Cherry 600ml	0.19

**Single drinks - water (Sainsbury's)****Price per 100ml**

Evian 500ml	0.12
Highland Spring 500ml	0.10

**Big bottles (Sainsbury's)****Price per 100ml**

Pepsi Max 2l	0.08
Diet Pepsi 2l	0.08
Pepsi 2l	0.08
Pepsi Max Cherry 2l	0.08
Diet Pepsi Caffeine free 2l	0.08
Coca Cola 1.25l	0.13
Diet Coke 1.25l	0.13
Coca Cola Zero 1.25l	0.13
Fanta Orange Zero 2l	0.10
Fanta Orange 2l	0.10
Sprite Zero 2l	0.10

**Big bottles - water (Sainsbury's)****Price per 100ml**

Evian 2l	0.04
Highland Spring 1l	0.09
Volvic 1.5l	0.04
Nestle Pure Life 1.5l	0.04



**Own brand big bottles (Sainsbury's)****Price per 100ml**

Sainsburys Cola Zero 2l	0.03
Sainsburys Diet Cola 2l	0.03
Sainsburys Cola 2l	0.03
Sainsburys Classic Cola 2l	0.05
Sainsburys Classic Diet Cola 2l	0.05
Sainsburys Diet Lemonade Basics	0.02
Sainsburys Det Lemonade 2l	0.03
Sainsburys Lemonade 1l	0.06
Sainsburys Classic Lemonade 2l	0.05

**Own brand - water (Sainsbury's)****Price per 100ml**

Sainsburys Basics Water 2l	0.01
Sainsburys Caledonian 5l	0.02
Sainsburys Caledonian 2l	0.02

**Multi packs (Sainsbury's)****Price per 100ml**

Diet Coke 18 x 330ml	0.13
Coca Cola 18 x 330ml	0.13
Coca Cola Mini 12 x 150ml	0.24
Diet Coke Mini 12 x 150ml	0.24
Pepsi Max 24 x 330ml	0.11
Diet Coke 8 x 250ml	0.22
Coca Cola 8 x 250ml	0.22
Coca Cola (glass bottle) x 6	0.24
Diet Pepsi 24 x 330ml	0.11

**Multi packs - water (Sainsbury's)****Price per 100ml**

Highland Spring 6 x 1.5l	0.03
Evian 6 x 1.5l	0.04
Evian 6 x 500ml	0.08
Nestle Pure 12 x 500ml	0.05
Volvic 6 x 1.5l	0.03
Highland Sports 12 x 330ml	0.07

**Own brand multi packs (Sainsbury's)****Price per 100ml**

Sainsburys Diet Cola 4 x 2l	0.03
Sainsburys Cola 4 x 2l	0.03
Sainsburys Diet Cola 8 x 330ml	0.08
Sainsburys Cola 8 x 330ml	0.08
Sainsburys Diet Lemonade 4 x 2l	0.03
Sainsburys Lemonade 4 x 2l	0.03

**Own brand - water (Sainsbury's)****Price per 100ml**

Sainsburys Caledonian 4 x 2l	0.02
Sainsburys Caledonian 6 x 500ml	0.05



**Our research  
looked at two  
leading UK  
supermarkets and  
we found no  
examples of fizzy  
drinks being  
cheaper than  
bottled water.**

\* Promotional offers were excluded from our research.

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