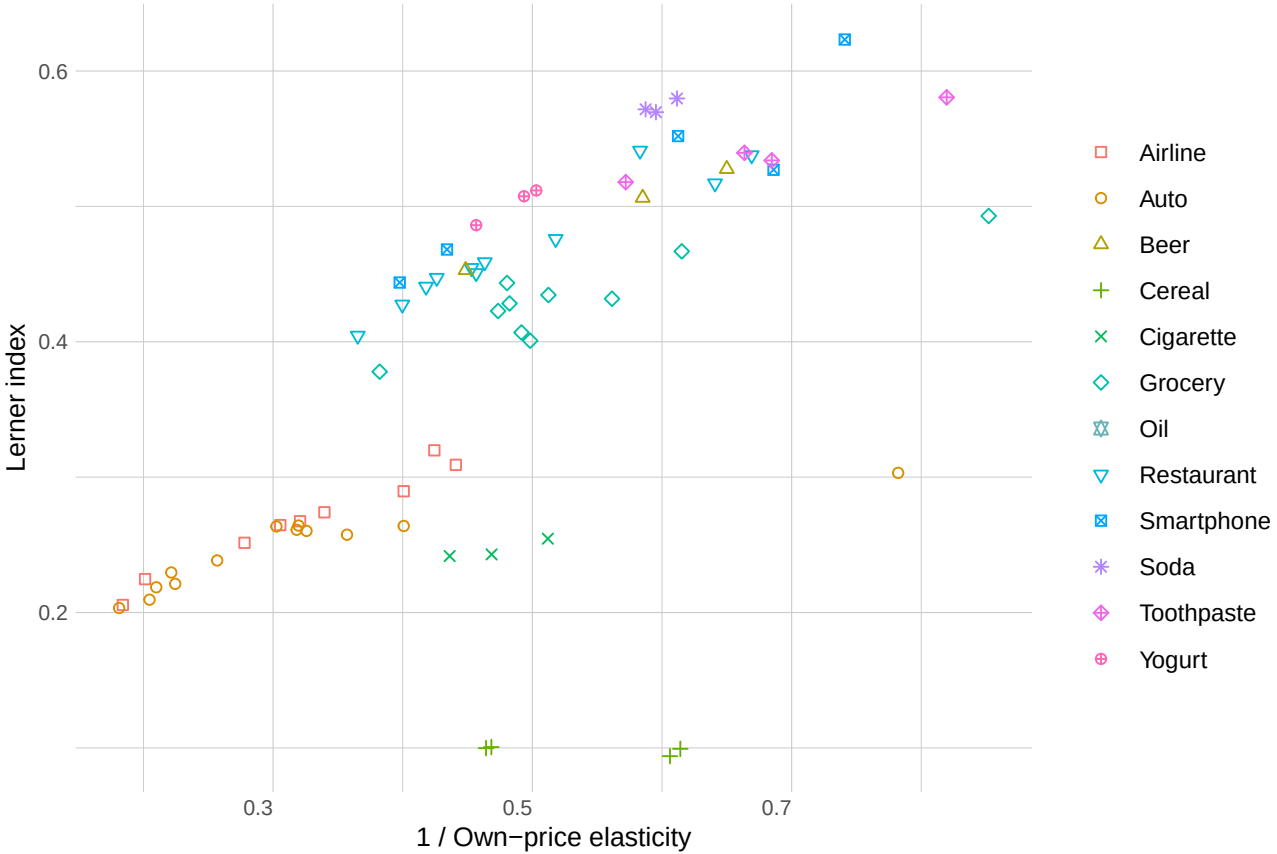
0.6
0.4
0.2
Lerner index
0.3
0.5
0.7
1 / Own−price elasticity
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt