Global Soft Drinks in 2022: Alternative Approaches to Sugar Reduction

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What is this report about?

MOVING THE NEEDLE ON SUGAR CONSUMPTION

Is the soft drinks industry finally moving the needle on sugar?
Several factors have yielded declines in estimated sugar from retail soft drinks globally
Consumer sugar avoidance in beverages is growing - and is higher than foods
Action in 2021/2022: Poland and Spain push forward new tax increases on SSBs
Sugar reduction and the post-pandemic consumer
What do we mean by tax alternatives?

LIMITING ACCESS AND VISIBILITY TO SUGAR-SWEETENED BEVERAGES

Legislation limiting access to sugar moves ahead, beginning in Oaxaca
Is self-regulation enough to limit access to sugar-sweetened drinks?
2022: more restrictions across institutional channels, workplaces and foodservice menus
Future channel restrictions modelled on tobacco and alcohol industries
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WARNING LABELS AND PLAIN PACKAGING

Nutrition-specific labels vs indicator-based labels to inform consumers
Stop sign front labelling is used as a model for Latin America, although impact is mixed
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Smaller portions, smaller package sizes and higher margins

SUGAR REDUCTION THROUGH PACKAGE-FREE AND FUNCTIONAL OCCASIONS

Growth in countertop beverage preparation could also yield declines in sugar per serving
As functionality replaces refreshment, sugar may no longer be the most important ingredient
The role of sugar in soft drinks will change with the consumer’s mission

Conclusion

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