Euromonitor International

Sugar Reduction and Soft Drinks in 2023

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Key findings

SUGAR REDUCTION: A GLOBAL OVERVIEW

What is this report about?
Is the global consumer concerned about sugar consumption from soft drinks?
The role of sugar in nutrition remains an area of study, and a hot topic of public debate
How does sugar consumption compare across packaged food and beverage categories?
Are industry commitments leading to growth in reduced sugar alternatives?
Is the industry making progress in its effort to reduce sugar consumption from soft drinks?
Functional beverage growth also supports low and no sugar product development
Outside fruit juice, “no” is preferred to “low” in terms of sugar reduction pack claims
Sugar-sweetened beverage tax programmes now in over 117 countries
World Bank: Current sugar-sweetened beverage tax programmes (August 2023)
Sugar taxes in an era of price inflation may increase pressure on regulators
Chile: Diminishing efficacy of “traffic light" warning labels to curb sugar consumption
Poland: Two years on, sugar tax results in widespread reformulation across soft drinks
Thailand: Delayed increase in phased sugar tax finally comes into effect in 2023

SWEETENERS AND INNOVATION

Global food and beverage industry facing an era of much higher sugar commodity prices
Cost concerns shape sweetener R&D, while Stevia 2.0 may overcome previous obstacles
Case study: Coca-Cola trials alternative Diet Coke with stevia and monk fruit blend
Case study: Allulose finally becoming a commercially viable option for soft drinks innovation?

GLP-1 AND FUTURE CHALLENGES

Future challenges: Value over volume corporate strategies may accelerate sugar reduction
Future challenges: Could GLP-1 medications impact sugar reduction strategies?
GLP-1 adoption underscores the importance of diversified beverage portfolios
Case study: THCv as an alternative, natural appetite suppressant
Outlook

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sugar-reduction-and-soft-drinks-in-2023/report.