

# Trends in Beverage Sales

To provide you with the best science and reduce review time, use the following science-approved facts in your campaigns and materials. After each fact, you will find fast facts based on the science, which can be cut and pasted word-for-word without additional science review. Note that any change in wording will require your documents go through the science review process before release.

## What is a sugary drink?

The American Heart Association defines sugary drinks as any nonalcoholic beverage, whether carbonated or noncarbonated, sold for human consumption that contains any added sugars.

This includes sports drinks, lemonade, energy drinks, sweetened coffee and teas, fruit drinks with added sugar and full-calorie soda. Animal milk, 100% juice, unsweetened waters, teas and coffees, diet drinks, plant-based milk with fewer than 5 grams of added sugars per 8 ounces, infant formula and medically necessary beverages are not considered sugary drinks.

### FACT 1

Sales of regular soda have declined since their peak around 1998, but the decline has slowed down more recently. At the same time, sales of sports drinks, energy drinks, bottled coffees and teas and sweetened waters have been rising in the past decade. For example, sales of sports drinks have doubled from about two gallons per person per year in 2000 to more than four gallons per person per year in 2015.

#### Fast Facts:

- ▶ While sales of regular soda have declined, sales of other sugary drinks (including sports and energy drinks, bottled coffees and teas, and sweetened waters) have increased.
- ▶ While sales of regular soda have declined since their peak around 1998, the decline has slowed more recently.
- ▶ Over the last decade, sales of sports drinks, energy drinks, bottled coffees and teas and sweetened waters have increased.
- ▶ Sales of sports drinks have doubled from about two gallons per person per year in 2000 to more than four gallons per person per year in 2015.
- ▶ Sales of sports drinks are on the rise, with people drinking about twice as much as they previously did.

#### Source:

Healthy Food America. Sugary Drinks in America: Who's Drinking What and How Much? June 2018. Available at: SugaryDrinksUpdate\_v11 ([d3n8a8pro7vhmx.cloudfront.net](https://d3n8a8pro7vhmx.cloudfront.net)).

### FACT 2

Regular soda is the most popular sugary drink, making up about two-thirds (65%) of the sugary drinks sold in the U.S.

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- ▶ Regular soda makes up about two-thirds of the sugary drinks sold in the U.S.
- ▶ While sugary drinks include fruit drinks with added sugar, sports and energy drinks and sweetened coffees and teas, regular soda is still the most popular, making up about two-thirds of sugary drink sales in the U.S.

**Source:**

Healthy Food America. Sugary Drinks in America: Who's Drinking What and How Much? June 2018. Available at: SugaryDrinksUpdate\_v11 ([d3n8a8pro7vhm.cloudfront.net](https://d3n8a8pro7vhm.cloudfront.net)).

**FACT 3**

Sugary drinks are often cheaper than healthier options. One study looking at the prices of soda in supermarkets across the country found that, on average, milk cost 160% more per fluid ounce than soda.

**Fast Facts:**

- ▶ Sugary drinks are often cheaper than healthier options.
- ▶ Sugary drinks are often cheaper than healthier options, such as milk.
- ▶ Sugary drinks are often cheaper than healthier options. For example, one study found that milk cost 160% more per fluid ounce than soda.

**Source:**

Kern DM, Auchincloss AH, Ballester LS, Robinson LF. Neighbourhood variation in the price of soda relative to milk and its association with neighbourhood socio-economic status and race. *Public Health Nutrition*. 2016; 1. doi: 10.1017/S1368980016001579.

**FACT 4**

A study of beverage pricing data collected in food stores in four U.S. cities in 2017 found that out of all the sugary drinks sold, soda was the least expensive (on average 3.4 cents per ounce), followed by sports drinks, juice drinks, ready-to-drink tea/coffee and energy drinks. Prices were lower for family-sized sugary drinks (on average 9.6 cents per ounce) as compared to individual-sized drinks (on average 3.5 cents per ounce). Overall, the prices of sugary beverage were lower in stores in majority non-Hispanic Black Census tracts compared to majority non-Hispanic white tracts (-0.27 cents per ounce).

**Fast Facts:**

- ▶ Of all beverage options, soda is the least expensive choice for consumers.
- ▶ Family-sized sugary drinks are the least expensive beverage option in stores.

**Source:**

Leider J, Powell LM. Sugar-sweetened beverage prices: variations by beverage food store, neighborhood characteristics, 2017. *Prev Med Reports*. 2019; 15:10083. doi: 10.1016/j.pmedr.2019.100883.