

Rates of Sugary Drink Consumption

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

On average, children consume more than 30 gallons of sugary drinks every year. This is enough to fill a bathtub.

Fast Facts:

- ▶ Children consume more than 30 gallons of sugary drinks, on average, every year.
- ▶ On average, children consume enough sugary drinks — 30 gallons — every year to fill a bathtub.
- ▶ On average, kids drink 30 gallons of sugary drinks each year — that's enough to fill an entire bathtub.

Source:

American Heart Association. American Academy of Pediatrics and American Heart Association endorse suite of policies to reduce kids' consumption of sugary drinks. News release. March 24, 2019. Available at: [American Academy of Pediatrics and American Heart Association endorse suite of policies to reduce kids' consumption of sugary drinks | American Heart Association](#).

FACT 2

Kids consume as much as 140 teaspoons of added sugars from sugary drinks per week. That's as much added sugars as 280 gummy bear candies.

Fast Facts:

- ▶ Each week, kids consume as much as 140 teaspoons of added sugars from sugary drinks alone. That's like eating 280 gummy bear candies.
- ▶ Kids eat the equivalent of 280 gummy bear candies — or 140 teaspoons of sugar — each week in added sugars from sugary drinks.
- ▶ Kids consume the equivalent of 280 gummy bear candies in added sugars from sugary drinks each week.
- ▶ Kids consume 140 teaspoons of added sugars from sugary drinks each week.

Source:

Vos MB, Kaar JL, Welsh JA, Van Horn LV, Feig DI, Anderson CAM, et al. Added sugars and cardiovascular disease risk in children: a scientific statement from the American Heart Association. *Circulation*. 2017; 135:e1017-e1034. doi: 10.1161/CIR.0000000000000439.

FACT 3

Sugary drinks are the single leading source of added sugars in the American diet. Nearly one-quarter (24%) of all added sugars consumed by the U.S. population ages 2 and older come from sugary drinks.

Fast Facts:

- ▶ Sugary drinks are the leading source of added sugars in the American diet.
- ▶ Sugary drinks, such as soft drinks, fruit drinks, sweetened coffees and teas and energy drinks, are the leading source of added sugars in the American diet.
- ▶ People in the U.S. consume more added sugars from sugary drinks than any other food source.
- ▶ Nearly half of all added sugars consumed by people in the U.S. over the age of 2 come from sugary drinks.

Source:

U.S. Department of Agriculture and U.S. Department of Health and Human Services and. 2020–20205 Dietary Guidelines for Americans. 9th edition. December 2020. Available at: <https://www.dietaryguidelines.gov/>.

FACT 4

In 2013–14, 61% of children and 50% of adults in the United States drank sugary drinks on a given day. The rate of sugary drink consumption is higher among non-Hispanic Black (65.5%), Mexican-American (69.7%) and non-Mexican Hispanic (76.9%) children ages 6–11, compared to non-Hispanic white children (59.8%). The trend is similar for adolescents and young adults.

Fast Facts:

- ▶ Sixty-one percent of U.S. children drink sugary drinks on a given day.
- ▶ More than 60% of U.S. children drink a sugary drink on a given day.
- ▶ Fifty percent of U.S. adults drink sugary drinks on a given day.
- ▶ Half of U.S. adults drink sugary drinks on a given day.

Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity*. 2018; 26:432–441. doi: 10.1002/oby.22056.

FACT 5

Nearly half (46.5%) of all 2- to 5-year-olds have at least one sugary drink daily. Non-Mexican Hispanic (43.3%) and non-Hispanic white (44.0%) young children have the lowest consumption, compared to non-Hispanic Black (65.5%) and Mexican-American (53.6%) young children.

Fast Facts:

- ▶ Almost half of 2- to 5-year-olds have at least one sugary drink daily.
- ▶ When it comes to daily sugary drink consumption:
 - 43% of non-Mexican Hispanic young children drink at least one sugary drink each day.
 - 44% of non-Hispanic white young children drink at least one sugary drink each day.

- Over half of Mexican American young children drink at least one sugary drink each day.
- Two out of three non-Hispanic Black young children drink at least one sugary drink each day.
- ▶ Of all children who consume at least one sugary drink a day, non-Hispanic white children drink the least amount, while non-Hispanic Black children drink the most.

Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity*. 2018; 26:432–441. doi: 10.1002/oby.22056.

FACT 6

Nearly one in six (14.9%) children ages 2-5 consumes a regular soda and nearly one in four (24.1%) consumes a fruit drink on a given day.

Fast Facts:

- ▶ One in six children ages 2- 5 consumes a regular soda each day.
- ▶ One in four children ages 2- 5 consumes a fruit drink each day.
- ▶ One in six children ages 2- 5 consumes a regular soda and one in four consumes a fruit drink each day.
- ▶ Nearly 15% of children ages 2- 5 consume a regular soda each day.
- ▶ Nearly 25% of children ages 2- 5 consume a fruit drink each day.
- ▶ Nearly 15% of children ages 2- 5 consume a regular soda and nearly 25% consume a fruit drink each day.

Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity*. 2018; 26:432–441. doi: 10.1002/oby.22056.

FACT 7

On average, in 2013–14, youth consumed approximately 133 calories and adults consumed approximate 138 calories from sugary drinks on a given day.

Fast Facts:

- ▶ U.S. youth consume approximately 133 calories on a given day from sugary drinks.
- ▶ U.S. adults consume approximately 138 calories on a given day from sugary drinks.

Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity*. 2018; 26:432–441. doi: 10.1002/oby.22056.

FACT 8

Approximately one in five (21.9%) pregnant women and more than one in four (27.3%) nonpregnant women of reproductive age consume a sugary drink at least once per day. Pregnant women who were non-Hispanic Black, had less than a college education and lived in nonmetropolitan counties were more likely to consume sugary drinks daily.

Fast Facts:

- ▶ More than 20% of pregnant women drink at least one sugary drink each day.
- ▶ More than 25% of women of child-bearing age drink at least one sugary drink each day.
- ▶ Twenty-two percent of pregnant women drink at least one sugary drink each day.

- ▶ Twenty-seven percent of nonpregnant women of child-bearing age drink at least one sugary drink each day.
- ▶ More than 20% of pregnant women drink at least one sugary drink each day. Of those, pregnant women who were non-Hispanic Black, had less than a college education and lived in nonmetropolitan counties were more likely to consume sugary drinks daily.
- ▶ Twenty-two percent of pregnant women drink at least one sugary drink each day. Of those, pregnant women who were non-Hispanic Black had less than a college education and lived in nonmetropolitan counties were more likely to consume sugary drinks daily.

Source:

Lundeen EA, Park S, Woo Baidal JA, Sharma AJ, Blank HM. Sugar-sweetened beverage intake among pregnant and non-pregnant women of reproductive age. *Maternal Child Health J.* 2020; 24: 709-717. doi: 10.1007/s10995-020-02918-2.

FACT 9

In 2011-16, Asian-American children and adolescents consumed the least amount of sugary drinks, compared to children who were white, Black, Mexican American, other Hispanic and other race/ethnicities. Fruit drinks and soft drinks were the most common sugary drinks consumed by Asian-American children.

Fast Facts:

- ▶ Of all youth in the U.S., Asian-American children and adolescents consume the least amount of sugary drinks.
- ▶ When Asian-American children do consume sugary drinks, they tend to reach for fruit drinks and soft drinks.

Source:

Russo RG, Northridge ME, Wu B, Yi SS. Characterizing sugar-sweetened beverage consumption for US children and adolescents by race/ethnicity. *J Racial Ethn Health Disparities.* 2020; 7(6): 100-116. doi: 10.1007/s40615-020-00733-7.

FACT 10

By state, the percentage of adults who consume sugary drinks (including sweetened coffees and teas) one or more times daily ranges from 44.5% in Alaska to 76.4% in Hawaii. Hawaii (76.4%), Arkansas (74.2%), Wyoming (73.2%), South Dakota (72.5%), Connecticut (72.2%) and South Carolina (70.2%) have the highest percentage of adults who consumed one or more sugary drinks daily.

Fast Facts:

- ▶ By state, the percentage of adults who consume sugary drinks one or more times daily ranges from about 45% in Alaska to 76% in Hawaii.
- ▶ The states where adults drink the most sugary drinks are Hawaii, Arkansas, Wyoming, South Dakota, Connecticut and South Carolina.
- ▶ In Hawaii, 76% of adults drink one or more sugary drinks daily. This is the highest in the nation.
- ▶ In Arkansas, 74% of adults drink one or more sugary drinks daily. This is the second highest in the nation.
- ▶ In Wyoming, 73% of adults drink one or more sugary drinks daily. This is the third highest in the nation.
- ▶ In South Dakota, almost 73% of adults drink one or more sugary drinks daily. This is the fourth highest in the nation.

- ▶ In Connecticut, 72% of adults drink one or more sugary drinks daily. This is the fifth highest in the nation.
- ▶ In South Carolina, 70% of adults drink one or more sugary drinks daily. This is the sixth highest in the nation.

Source:

Chevinsky JR, Lee SH, Blank HM, Park S. Prevalence of self-reported intake of sugar-sweetened beverages among US adults in 50 states and the District of Columbia, 2010 and 2015. *Prev Chronic Dis.* 2021; 18:E35. doi: 10.5888/pcd18.200434.

FACT 11

During 2011-12, the average calories from sugary beverages were sourced from: supermarkets/grocery stores (52.4%), fast-food restaurants (15.5%), convenience stores (11.2%), full-service restaurants (8%), vending machines (4%) and other sources (8.9%). 52.4% of average calories from sugary beverages were purchased from supermarkets/grocery stores, 15.5% from fast-food restaurants, 11.2% from convenience stores, 8% from full-service restaurants, 4% from vending machines and 8.9% from other sources.

Fast Facts:

- ▶ Over half of sugary beverages purchased in 2011-12 were from grocery stores.
- ▶ Convenience stores contribute 11% of overall sugary beverage sales.
- ▶ While more than a quarter of sugary beverages were sold in public environments such as restaurants, more than half were sold from supermarkets and grocery stores.

Source:

An R, Maurer G. Consumption of sugar-sweetened beverages and discretionary foods among US adults by purchase location. *Eur J Clin Nutr.* 2016; 70(12):1396-1400. doi: 10.1038/ejcn.2016.136.