CHILDREN’S DRINK FACTS REPORT: Sales, nutrition, and marketing of children’s drinks

CHILDREN'S DRINK SALES IN 2018
$2.2 Billion

SWEETENED DRINKS: Fruit drinks and flavored waters

- 65% contained added sugars
- 74% contained low-calorie (diet) sweeteners
- 85% contained images of fruit on packaging
- But only 35% contained any juice

None of these products met expert recommendations for drinks that should be served to children under 14 years old.

SWEETENED DRINKS: NUTRITION
1/3 of all fruit drinks contained 16 grams or more of sugar per serving—equivalent to 4 teaspoons

SWEETENED: Fruit drinks, Flavored waters
38% $800 MILLION 33 drinks*

UNSWEETENED: 100% fruit juice, Juice/water blends
62% $1.4 BILLION 34 drinks*

TV AD EXPOSURE IN 2018
Children (ages 2-11) saw:
- More than 2X as many ads for sweetened drinks than for drinks without added sweeteners
- More than 4X as many ads for sweetened children’s drinks than adults

UNSWEETENED:
- 100% fruit juice,
- Juice/water blends

*From top-selling brands included in this report

FIND OUT MORE: This report assesses the sales, nutrition content, on-package claims and advertising of children’s drinks, defined as drinks that companies market as intended for children to consume (in marketing to parents and/or directly to children) Full report: www.uconnruddcenter.org/childrensdrinkfacts