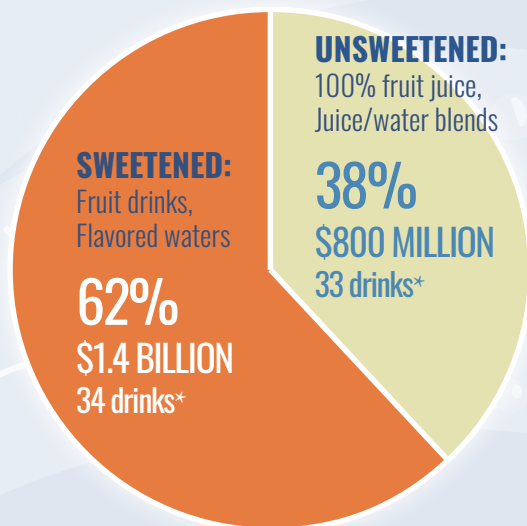


# CHILDREN'S DRINK FACTS REPORT:

## Sales, nutrition, and marketing of children's drinks

### CHILDREN'S DRINK SALES IN 2018

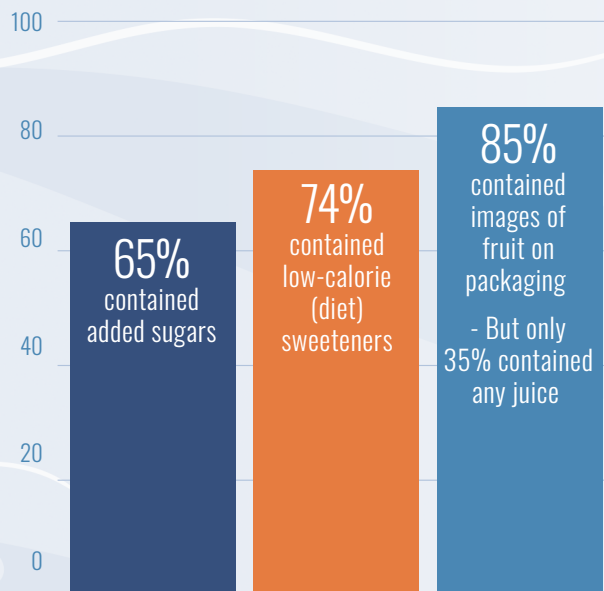
# \$2.2 Billion



\*From top-selling brands included in this report

### SWEETENED DRINKS:

#### Fruit drinks and flavored waters



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**



### 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

**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](http://www.uconnruddcenter.org/childrensdrinkfacts)

