

# Soft drinks are leading with less

Helping Irish consumers manage sugar intake through innovation





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# Soft drinks companies' leadership in sugar reduction

Soft drinks companies have used innovation for 35 years to help consumers manage sugar intake.

## 1. REFORMULATING existing products



## 2. INNOVATING to introduce new products with reduced sugar and no sugar



## 3. INCREASING availability of smaller pack sizes

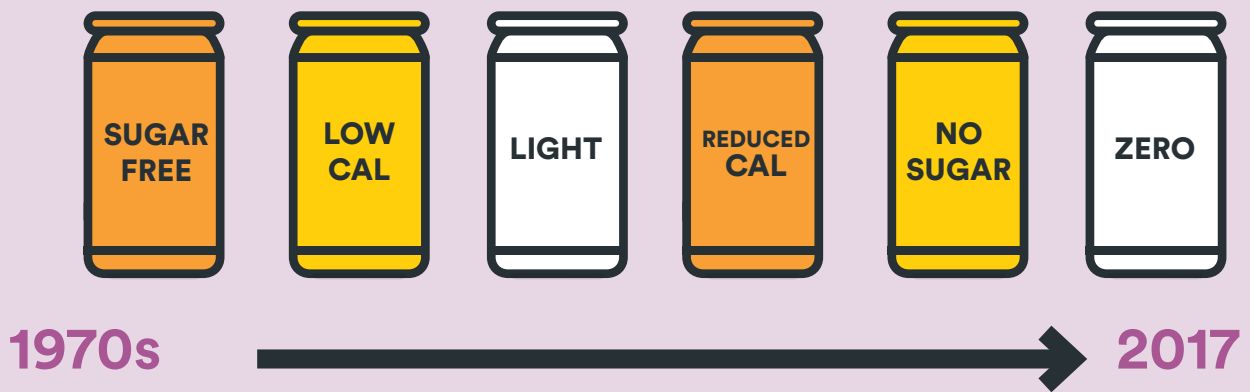


## 4. INVESTING in the promotion of drinks with reduced or no sugar to encourage consumer choice



# The impact

An early mover in added sugar reduction, our journey began in the 1970s when the first no sugar and low-calorie drinks were introduced



These 4 actions are changing how we consume soft drinks. In 2005 most soft drinks consumed were sugary drinks. In 2017 we drank more bottled water and low-calorie drinks than sugary drinks.

Litres per capita consumption – Regular soft drinks versus bottled water and low-calorie soft drinks



Global date industry volumes Republic of Ireland 2005-2017  
Population figures compiled from CSO Ireland

# Some examples of innovation and sugar reduction in action

## Introducing smaller pack sizes



Ribena 850ml bottle  
(down from 1 litre)



Coca-Cola Original Taste 375ml bottle



Coca-Cola Original Taste 250ml can

## Reformulating existing drinks



25% less sugar



30% less sugar



50% less sugar



Sugar free



Sugar free



50% less sugar



60% less sugar

**Introducing products reduced in sugar, with low sugar or with no sugar at all**



2006



2014



1993



2018



2017



2015

**Promoting drinks reduced in sugar or with no sugar**

For more than a decade, all of PepsiCo's carbonated soft drinks advertising has focused on no-sugar 7UP Free & Pepsi MAX.



Britvic's marketing budget promotes their no sugar and low sugar soft drinks portfolio with all TV advertising a zero sugar variant. All of Britvic's innovations are no and low sugar across our portfolio.



Zero sugar variants feature alongside Coca-Cola Original Taste in all TV advertising. Coca-Cola Zero Sugar now features on all menu boards and is available in all cinema outlets serviced by the company.



Lucozade Ribena Suntory Ireland invests 100% of their marketing spend on their no or low sugar beverage range



# Leading with less: Helping consumers manage sugar intake through innovation

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Irish consumers want to manage the amount of sugar consumed in their diets. The research highlighted in this report, with 2005 as a baseline, shows that the soft drinks industry has taken a leadership position to manage sugar intake in Irish diets, across all ages.

Soft drinks companies in Ireland have been offering more innovative products containing less sugar for decades. The goal of these ongoing reformulation efforts is to shape, not just offer, choices for Irish consumers – responding to consumer desires for low- and zero-sugar beverages.

People want innovative new products - we are listening carefully and working to ensure that consumers are firmly at the centre of our innovation journey. Maintaining the taste that people love while reducing sugar content is challenging. The soft drinks industry has invested significantly in overcoming these challenges. The number of no and low-sugar products brought to market in Ireland is increasing.

This report captures the impact this leadership position is having on consumption. By looking at consumption, rather than the sugar content of individual products, we see the broader challenges in context. Just 3% of Irish people's calorific intake comes from sugary soft drinks. For a healthier lifestyle and diet we need a coordinated, multi-stakeholder approach.

This supplementary report is published as part of the ongoing Food Drink Ireland (FDI) project examining how voluntary industry reformulation has impacted Irish diets. The specifics on research methodology and scenario modeling can be found in that report in detail.

## Summary of results 2005 - 2017

### Sugar

- The non-alcoholic beverage industry has reduced sugar intake in Irish diets for all ages since 2005
  - Adult intake reduced by 0.7g/day
  - Teen intake reduced by 2.4g/day
  - Child intake reduced by 3.2g/day
  - Pre-schooler intake reduced by 1.8g/day
- 3g of sugar per day has been removed from high consumer children's diets through changes to squashes, cordials and fruit juice-based drinks
- Changes to carbonated beverages had the biggest impact on teens, decreasing their average daily sugar consumption by 1.4g

### Energy

- Changes by the beverage industry have led to fewer calories coming from drinks
- Changes to squashes, cordials and fruit juice-based drinks had the biggest impact on kilocalorie intake for Ireland's children, who have consumed 9kcal less per day, while pre-schoolers have consumed 6 kcal less per day
- Changes to carbonated beverages most affected high consumer adults and teens, bringing their intake down by 17 kcal/day and 13 kcal/day respectively
- Squashes, cordials and fruit juice-based drinks drove energy intake reductions for high consumers of all ages by between 24 -27 kcal/day



## Sugar

Beverages (excl. milk) decreased the amount of sugar consumed by Irish people across all ages – for adults by 0.7g/day, for teens by 2.4g/day, for children by 3.2g/day and for pre-schoolers by 1.8g/day.

**Table 1:** Total population mean sugar intake from Beverages (excl. milk), 2005 v. 2017

Age	2005 intake (g/day)	Reduction (g/day, 05 v. 17)	Reduction (% , 05 v. 17)
Adult	13.6	0.7	5.0
Teen	31.3	2.4	7.6
Child	29.5	3.2	10.7
Pre-schooler	13.9	1.8	12.7

See Appendix for full results by category

Sugar reductions in squashes, cordials and fruit juice-based drinks had the biggest impact on children and pre-schoolers' diets.

Children saw a 2.2g/day drop in their sugar intake as a result. Pre-schoolers were also significantly impacted, seeing a 1.7g/day reduction in sugar intake from squashes, cordials and fruit juice-based drinks. Sugar reductions in carbonated beverages had the biggest impact on teens, followed by children. As a direct result of changes to carbonated beverages between 2005 and 2017, teens saw a 1.4g/day reduction in their sugar intake, while children's sugar intake dropped by 1g/day.

All of these category-level reductions are heightened when it comes to high consumers, with overall sugar reductions from beverages becoming more pronounced. Among high consumers, the beverage industry has decreased sugar intake for adults by 3.3g/day, teens by 7.7g/day, children by 6.3g/day and pre-schoolers by 4.4g/day.

**Table 2:** High consumer (95th percentile) mean sugar intake from Beverages (excl. milk), 2005 v. 2017

Age	2005 intake (g/day)	Reduction (g/day, 05 v. 17)	Reduction (% , 05 v. 17)
Adult	56.3	3.3	5.9
Teen	80.1	7.7	9.6
Child	67.2	6.3	9.4
Pre-schooler	40.7	4.4	10.8

See Appendix for full results by category

Sugar reductions across the board for beverages show the positive impact of voluntary industry undertakings to reformulate, promote healthy choices and develop new products. This research pre-dates the introduction of the sugar-sweetened drinks (SSD) tax by the Irish Government.

## Energy

The beverage industry has reduced calorie intake for children and pre-schoolers by 12kcal/day and 6kcal/day, respectively.

**Table 3:** Total population mean energy intake from Beverages (excl. milk), 2005 v. 2017

Age	2005 intake (kcal/day)	Reduction (g/day, 05 v. 17)	Reduction (% , 05 v. 17)
Adult	60	No change	No change
Teen	130	No change	No change
Child	125	12	9.3
Pre-schooler	58	6	10.9

See Appendix for full results by category

Within individual beverage categories, we observed direct impact on energy intake as a result of changes in squashes, cordials and fruit juice-based drinks. Children and pre-schoolers' energy consumption was reduced by 9kcal/day and 6kcal/day respectively as a result.

Looking specifically at high consumers, energy reductions from the beverage category were observed at every age level. Energy intake from beverages was reduced by 15kcal/day for adults, 21 kcal/day for teens, 21 kcal/day for children and 13 kcal/day for pre-schoolers.

**Table 4:** High consumer (95th percentile) mean energy intake from beverages (excl. milk), 2005 v. 2017

Age	2005 intake (kcal/day)	Reduction (kcal/day, 05 v. 17)	Reduction (% , 05 v. 17)
Adult	234	15	6.2
Teen	323	21	6.6
Child	276	21	7.6
Pre-schooler	166	13	7.9

See Appendix for full results by category

Squashes, cordials and fruit juice-based drinks drove energy reductions for all ages of high consumers, reducing energy intake for adults by 26 kcal/day, teens by 27 kcal/day, children by 24 kcal/day and pre-schoolers by 25 kcal/day.

Carbonated beverages were also a significant contributor to energy decreases, reducing intake for adults by 17 kcal/day, teens by 13 kcal/day, children by 11 kcal/day and pre-schoolers by 6 kcal/day.

# Appendices



## Dataset 1: Conservative estimate for mean total population

### Beverages (Excl. Milk)

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1	Test 2	Test 3
Energy (kcal/day)	Adult	59.75	56.44	no change	no change	1.15E-121	PASS	PASS	FAIL
	Teen	130.44	122.25	no change	no change	4.81E-52	PASS	PASS	FAIL
	Children	125.19	113.6	11.59	9.26%	5.88E-90	PASS	PASS	PASS
	Preschool	57.97	51.66	6.31	10.89%	8.89E-74	PASS	PASS	PASS
Sugar (g/day)	Adult	13.57	12.9	0.68	5.00%	4.26E-69	PASS	PASS	PASS
	Teen	31.3	28.94	2.36	7.55%	2.26E-61	PASS	PASS	PASS
	Children	29.52	26.37	3.15	10.69%	8.28E-97	PASS	PASS	PASS
	Preschool	13.94	12.17	1.76	12.66%	2.60E-79	PASS	PASS	PASS

### Carbonated Beverages

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1	Test 2	Test 3
Energy (kcal/day)	Adult	31.12	29.18	no change	no change	2.38E-165	PASS	PASS	FAIL
	Teen	80.83	76.23	no change	no change	3.68E-39	PASS	PASS	FAIL
	Children	53.47	50.3	no change	no change	2.32E-53	PASS	PASS	FAIL
	Preschool	4.05	3.79	no change	no change	7.70E-71	PASS	PASS	FAIL
Sugar (g/day)	Adult	7.59	7.06	0.53	7.00%	1.70E-168	PASS	PASS	PASS
	Teen	19.71	18.32	1.39	7.06%	2.34E-55	PASS	PASS	PASS
	Children	13.07	12.08	0.98	7.52%	3.22E-79	PASS	PASS	PASS
	Preschool	1.01	0.93	no change	no change	3.10E-73	PASS	PASS	FAIL

### Other Beverages

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1	Test 2	Test 3
Energy (kcal/day)	Adult	20.47	20.58	no change	no change	1.94E-245	PASS	PASS	FAIL
	Teen	33.78	34.12	no change	no change	8.90E-73	PASS	PASS	FAIL
	Children	37.21	37.38	no change	no change	4.02E-93	PASS	PASS	FAIL
	Preschool	29.5	29.51	no change	no change	1.26E-83	PASS	FAIL	FAIL
Sugar (g/day)	Adult	4.67	4.67	no change	no change	4.11E-229	PASS	PASS	FAIL
	Teen	7.84	7.85	no change	no change	7.15E-61	PASS	FAIL	FAIL
	Children	8.15	8.16	no change	no change	1.45E-79	PASS	PASS	FAIL
	Preschool	7	7	no change	no change	2.51E-82	PASS	PASS	FAIL

## Squashes, Cordials and Fruit Juice-Based Drinks

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1	Test 2	Test 3
Energy (kcal/day)	Adult	4.41	3.27	no change	no change	7.36E-240	PASS	PASS	FAIL
	Teen	15.52	11.57	no change	no change	3.38E-70	PASS	PASS	FAIL
	Children	34.28	25.69	8.59	25.05%	9.25E-97	PASS	PASS	PASS
	Preschool	24.4	18.34	6.06	24.85%	2.07E-78	PASS	PASS	PASS
Sugar (g/day)	Adult	1.07	0.81	no change	no change	1.16E-237	PASS	PASS	FAIL
	Teen	3.75	2.77	0.98	26.23%	7.00E-67	PASS	PASS	PASS
	Children	8.3	6.12	2.18	26.28%	5.90E-97	PASS	PASS	PASS
	Preschool	5.93	4.24	1.69	28.45%	2.46E-82	PASS	PASS	PASS

## Dataset 2: Conservative estimate for consumer 95<sup>th</sup> percentile

### Beverages (Excl. Milk)

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1
Energy (kcal/day)	Adult	234.37	219.78	14.59	6.23%	1.26E-107	PASS
	Children	275.85	254.79	21.06	7.63%	4.81E-52	PASS
	Preschool	166.16	153.12	13.04	7.85%	7.33E-90	PASS
	Teen	323.16	301.97	21.19	6.56%	1.61E-72	PASS
Sugar (g/day)	Adult	56.33	53.02	3.31	5.88%	5.72E-59	PASS
	Children	67.21	60.89	6.32	9.40%	2.26E-61	PASS
	Preschool	40.65	36.27	4.38	10.77%	1.11E-96	PASS
	Teen	80.1	72.41	7.69	9.60%	5.97E-78	PASS

### Carbonated Beverages

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1
Energy (kcal/day)	Adult	264.81	247.53	17.28	6.53%	5.58E-41	PASS
	Teen	264.2	250.75	13.45	5.09%	2.55E-35	PASS
	Children	191.34	180.61	10.73	5.61%	1.07E-45	PASS
	Preschool	94.17	88.66	5.51	5.85%	2.32E-06	PASS
Sugar (g/day)	Adult	63.75	60.37	3.38	5.30%	9.38E-54	PASS
	Teen	65.08	60.58	4.5	6.91%	2.63E-49	PASS
	Children	46.64	43.94	2.7	5.79%	9.77E-69	PASS
	Preschool	22.7	20.95	1.75	7.71%	2.86E-08	PASS

## Other Beverages

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1
Energy (kcal/day)	Adult	102.5	102.5	0	0.00%	3.29E-211	PASS
	Teen	122.61	124.1	-1.49	-1.22%	1.63E-69	PASS
	Children	131.58	131.58	0	0.00%	2.29E-90	PASS
	Preschool	107.64	109.78	-2.14	-1.99%	1.10E-80	PASS
Sugar (g/day)	Adult	22.77	22.77	0	0.00%	5.58E-195	PASS
	Teen	29.79	29.79	0	0.00%	1.17E-57	PASS
	Children	28.18	28.18	0	0.00%	7.24E-77	PASS
	Preschool	25.84	25.84	0	0.00%	2.18E-79	PASS

## Squashes, Cordials and Fruit Juice-Based Drinks

Nutrient	Age	2005 mean intake	2017 mean intake	Absolute reduction	% Difference	P-value	Test 1
Energy (kcal/day)	Adult	94.7	68.81	25.89	27.34%	2.70E-35	PASS
	Teen	115.83	88.61	27.22	23.50%	1.07E-33	PASS
	Children	115.07	91	24.07	20.92%	2.17E-77	PASS
	Preschool	119.09	94.15	24.94	20.94%	5.95E-49	PASS
Sugar (g/day)	Adult	23.26	18.82	4.44	19.09%	2.66E-35	PASS
	Teen	27.25	19.64	7.61	27.93%	1.92E-32	PASS
	Children	28.06	21.74	6.32	22.52%	1.22E-77	PASS
	Preschool	28.95	21.63	7.32	25.28%	2.28E-50	PASS









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