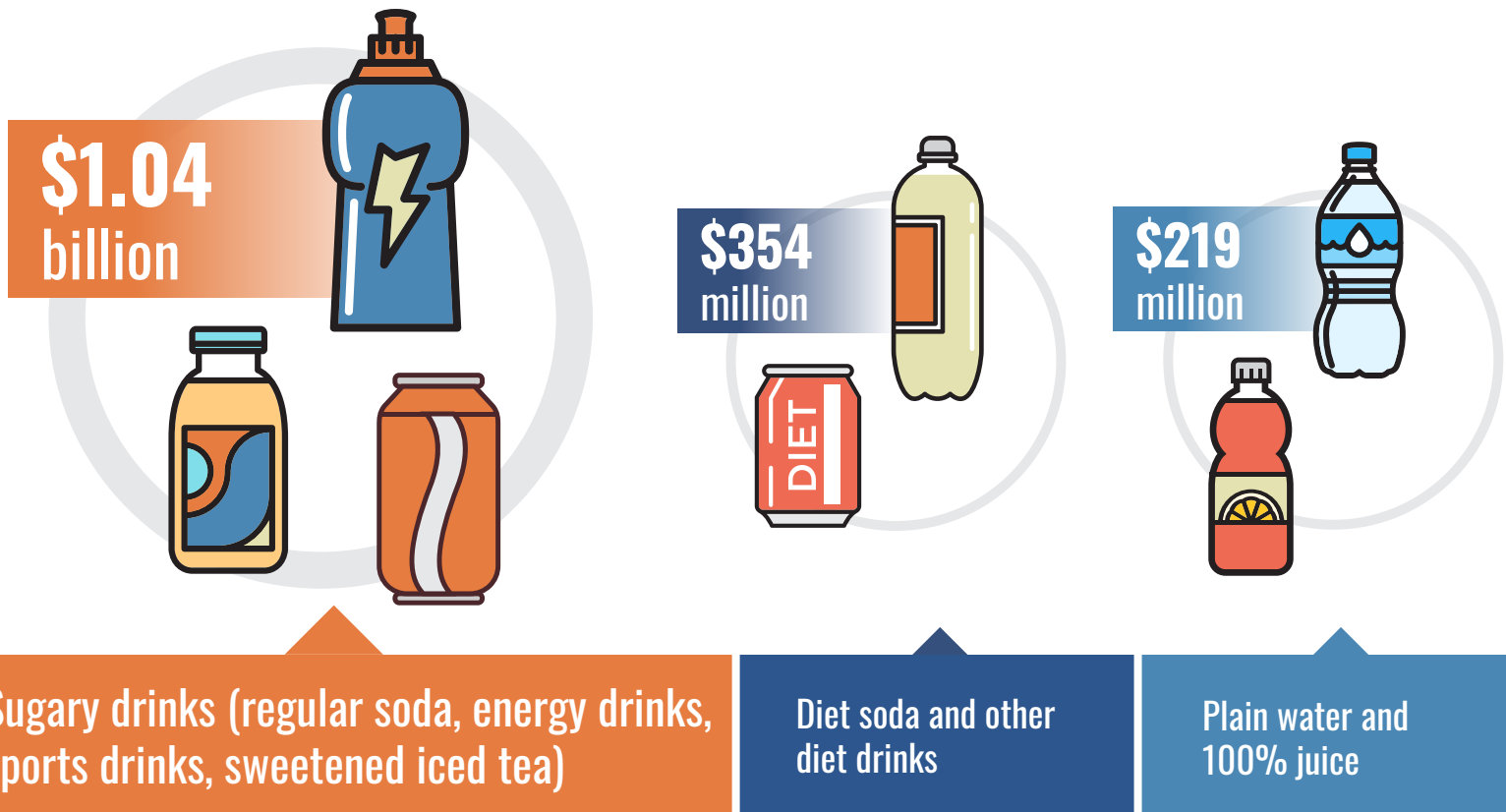
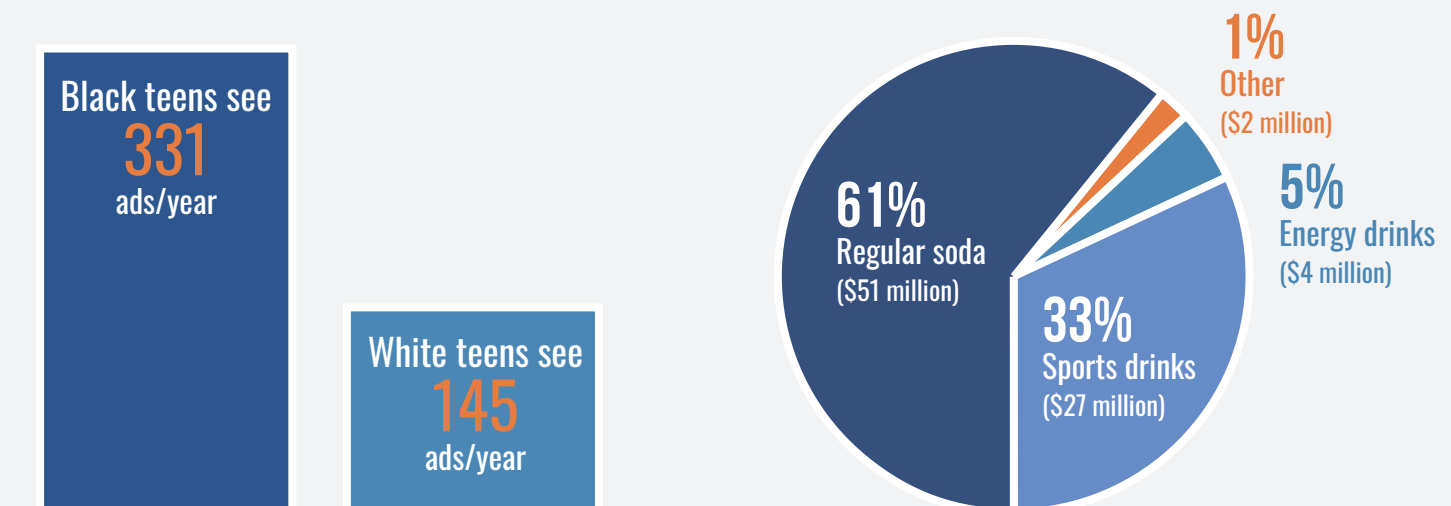


Sugary Drink FACTS 2020

In 2018 beverage companies spent over \$1 billion to advertise sugary drinks vs. \$573 million for diet and unsweetened drinks combined.



Companies continue to target Black and Hispanic youth with TV ads for sugary drinks.*



Black teens saw 2.3 times as many ads for sugary drinks. Disparities in exposure were highest for sports drinks, regular soda, and energy drinks.

Companies spent \$84 million to advertise sugary drinks on Spanish-language TV, an increase of 80% vs. 2010.

*Source: Nielsen, 2018 data

LEARN MORE AT: www.uconnruddcenter.org/sugarydrinkfacts

Sugary Drink FACTS 2020 assesses nutrition content and 2018 advertising spending, TV advertising exposure, and targeted advertising for sugary drinks.