

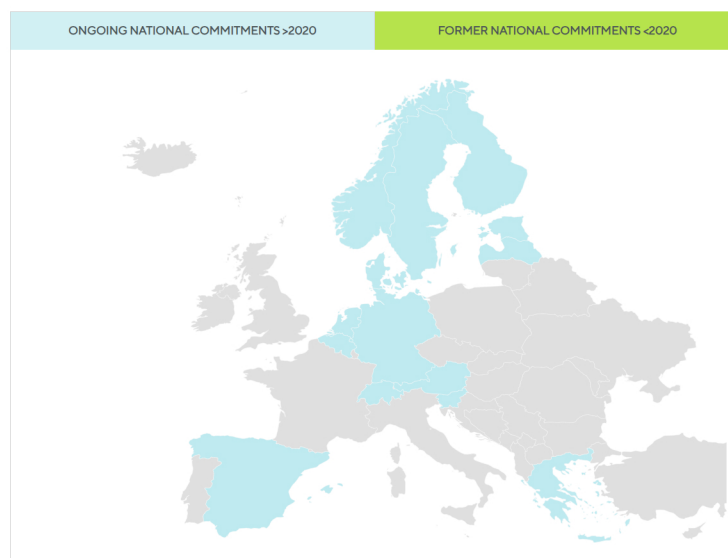
OUR SECTOR'S SUGAR REDUCTION COMMITMENTS ACROSS EUROPE

Over the past decades, Europe's soft drinks sector has been on a sugar reduction journey to meet consumer demand for lower and no-sugar beverages and promote moderate consumption. This page gives a snapshot of the industry's continued reformulation efforts and was prepared to provide some useful information on the sugar reduction commitments that UNESDA and its national members have made to date.

It should be noted that national markets across Europe differ significantly from one another in terms of the established product range and consumer preferences. Therefore, the data presented cannot be used for benchmarking purposes.

CHECK OUT OUR SECTOR'S SUGAR REDUCTION COMMITMENTS ACROSS EUROPE

[Click on each country to get the data](#)



OUR LATEST COMMITMENT

As part of our sector's continued efforts to provide consumer choice and encourage consumers towards balanced diets, UNESDA has committed to **reduce average added sugars in soft drinks by another 10% from 2019-2025 across the EU-27 and the UK**. This commitment is applicable to all product categories under UNESDA's remit including sparkling and still soft drinks. It excludes bottled water, 100% juices, milk based and hot beverages, which are not within the UNESDA's remit.

This will represent a 33% overall reduction in average sugars over the last two decades.

Ongoing UNESDA's commitment

Objective	10%* reduction
Baseline	2019
Deadline	2025
Metric	Calories
Products	All soft drinks categories, excl. waters and juices
Achieved reduction	10.8% (2019-2023)

Former UNESDA's commitment

Objective	10%* reduction
Baseline	2015
Deadline	2019
Metric	Calories
Products	All soft drinks categories, excluding waters and juices
Achieved reduction	-14.6% by 2019

Notes

- The UNESDA commitment refers to added sugars in line with the EU Added Sugars Annex. For the purpose of UNESDA's monitoring and calculations of the results, total sugars are used as the basis – as indicated in the 'back of pack' nutrition panel on labels in line with the EU Food Information to Consumers legislation (Regulation 1169/2011).
- To calculate the results achieved, UNESDA uses data analytics and consulting company GlobalData, while our national associations and company members might use a different methodology.

OUR JOURNEY SO FAR

The European soft drinks sector has made significant investments in reformulation and new product development to reduce sugar. No- and low-calorie versions now represent over 40% of soft drinks sales across Europe – and over 50% in several national markets.

Thanks to our ongoing efforts, UNESDA members have reduced average added sugars in their soft drinks by 33.9% since 2000.

The sector has achieved considerable sugar reduction milestones such as:

- 13.3% reduction in average added sugars between 2000 and 2015;
- 14.6% reduction in average added sugars between 2015 and 2019;
- 10.8% reduction in average added sugars between 2019 and 2023.

The soft drinks industry is the only sector to have committed to the EU added sugars reduction target of 10% by 2020 as laid out in the EU's Added Sugars Annex.



WONDERING HOW WE ACHIEVE OUR COMMITMENTS?

UNESDA members can deliver on its sugar reduction commitments through a wide range of accelerated actions, including:

- changing recipes to reduce sugars whilst maintaining great taste;
- innovating to increase the number of new low- or no-calorie products with different sweetness levels;
- increasing the availability and range of small packs to support portion control and enable moderate consumption;
- continuing promoting low- and no-sugar/calorie beverages to actively encourage consumer choice towards these products;
- monitoring compliance with the new commitments through independent, third-party audits.

WHY MORE CHOICE AND SMALLER PACK SIZES COUNT!

The European soft drinks sector offers a wide variety of soft drinks – many of which contain no, or low calories – encouraging balanced diets, while providing enjoyment and hydration. In the last decade, over 60% of all new beverages that the industry has introduced are low- and no-sugar and calories.

It also provides a host of different packaging options and pack sizes that allow consumers to choose a product to suit their lifestyle and energy needs.

OUR COMMITMENT TO THE EU CODE OF CONDUCT

UNESDA contributed to the EU Code of Conduct on Responsible Food Business and Marketing Practices launched by the European Commission in 2021. The EU Code of Conduct offers a unique opportunity to make Europe's food systems more sustainable. It prioritises the key objectives of the EU Farm to Fork Strategy and the EU Circular Economy Action Plan to make the healthier choice the easy choice and accelerate the transition to a circular economy.

UNESDA has taken a very proactive approach in making far-reaching commitments in several key areas at EU level, including sugar reduction.

[Discover our EU Code of Conduct commitments](#)

Want to know more about our other commitments?

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UNESDA provides this information site to keep its members and other visitors informed about the activities and achievements of the association.

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