The splash of soft drink profits has led to a spill in Americans' health.

- Americans drank nearly 18% less soda in the past 10 years.
- 17,400 calories can be burned from drinking four bottles of water each day over the course of a year.
- Drinking 12 oz. of water gives you a 24% increase of energy and metabolism.

The ups and downs of soda consumption:

- Soft drinks market share in the single beverage category: 43%.
- Top selling soda market share percentages worldwide:
  - Coca-Cola: 9.1%
  - Diet Coke: 8.9%
  - Diet Pepsi: 6.9%
  - Sprite: 6.7%

- Americans drink around 13 billion gallons of soda each year, doubling any other country.
- The average worldwide consumption of soda per person each year:
  - 57 gallons in the United States
  - 33 gallons in Ireland
  - 27 gallons in Australia

- Drinking two sodas a week increases risk of cancer by 87%.
- Sugar-sweetened beverages increase the risk of obesity and increases your chances of developing type 2 diabetes by 65%.
- 8,000 calories and five pounds of sugar consumed if you drink two 12 oz. soda every day for 1 month.
- Grams of sugar in just 12 ounces of soda:
  - Coca-Cola: 39g
  - Pepsi: 41g
  - Fanta: 44g
  - Asti Kola: 46g

10% of Americans consume at least four sodas daily.