

# THE SPLASH OF SOFT DRINK PROFITS HAS LED TO A SPILL IN AMERICANS HEALTH

THE SOFT DRINK INDUSTRY CREATES A REVENUE OF AROUND

**\$50 BILLION**



**43%** SOFT DRINKS MARKET SHARE IN THE SINGLE BEVERAGE CATEGORY



AMERICANS DRANK NEARLY

**18%**

LESS SODA IN THE PAST 10 YEARS

**TOP**

SELLING SODA MARKET SHARE PERCENTAGES WORLDWIDE

AMERICANS DRINK AROUND  
**13 BILLION**  
GALLONS OF SODA EACH YEAR,  
DOUBLING ANY OTHER COUNTRY

**17,400 CALORIES**

CAN BE BURNED FROM DRINKING FOUR BOTTLES OF WATER EACH DAY OVER THE COURSE OF A YEAR



DRINKING 17 OZ. OF WATER GIVES YOU A

**24%**

INCREASE OF ENERGY AND METABOLISM

DRINKING TWO SODAS A WEEK INCREASES RISK OF CANCER BY

**87%**



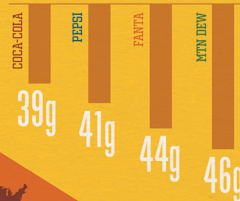
SUGAR-SWEETENED BEVERAGES DOUBLES THE RISK OF OBESITY AND INCREASES YOUR CHANCES OF DEVELOPING TYPE 2 DIABETES BY

**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



THE AVERAGE WORLDWIDE CONSUMPTION OF SODA PER PERSON EACH YEAR



**57 GALLONS**

UNITED STATES



**33 GALLONS**

IRELAND



**27 GALLONS**

AUSTRALIA

**10% OF AMERICANS**  
CONSUME AT LEAST FOUR SODAS DAILY

