

# Fruit-flavored Drinks & Little Kids



## Fruit-flavored drinks are a leading source of added sugars in the diets of young kids

- Children 2-5 consume 40% more added sugars than is recommended.

### What are fruit-flavored drinks?

- Contain added sugar and no more than 50% fruit juice.
- Also called juice drinks, juice beverages, fruit cocktails, nectars, and fruit drinks.
- More than half contain NO fruit juice. Most are 10% juice or less.

### Fruit-flavored drinks are a constant of early childhood

- Preschoolers drink 4 teaspoons of sugar per day from fruit-flavored drinks.
- More of their calories per day come from these drinks than from soda, 100% fruit juice, or low-fat plain milk.
- Fruit-flavored drinks account for 75% of preschoolers' daily calories from sugary drinks.
- Black and low-income kids are more likely to consume fruit-flavored drinks than white or higher-income kids.

### Just like soda, fruit-flavored drinks increase the risk of obesity, diabetes, and tooth decay

- When sugar is delivered in a liquid form it bypasses the body's defense against consuming too many calories – fruit-flavored drinks don't make you feel full.
- Children who consume fruit-flavored or other sugary drinks daily have 55% increased odds of being obese or overweight.
- Infants who frequently consume fruit-flavored or other sugary drinks have 83% increased odds of cavities at age 6.

# Fruit-flavored drinks can have as much sugar as soda



6 tsp. sugar &  
100 calories per 8 oz.



7 tsp. sugar &  
114 calories per 8 oz.  
10% juice.



6 tsp. sugar &  
93 calories per 8 oz.  
10% juice.

## Fruit-flavored drinks are marketed as a healthy drink for kids

- TV ads target parents using health messages, despite the drinks' poor nutritional value. One-third of parents report that nutritional claims on the label, such as vitamin C and antioxidants, are important in deciding to purchase fruit-flavored drinks.
- The extra calories and sugar outweigh added vitamins. Vitamin C deficiency is uncommon in the U.S. and 2-5 year-olds consume well in excess of the recommended daily amount, on average.

## Marketing works: Many parents think fruit-flavored drinks are healthy for kids

- Parents are six times more likely to rate fruit-flavored drinks as healthy compared with soda.
- 80% of parents of preschoolers give their kids fruit-flavored drinks, twice the share who report providing soda.
- Thanks to targeted marketing, black and Hispanic parents are more likely to view them as healthy.



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