**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 by the Dietary Guidelines for Americans.¹
- Preschoolers drink 4 teaspoons of sugar per day from fruit-flavored drinks. This is almost half of the recommended added sugars a 2-5 year old should consume in a day.¹²

---

**What are fruit-flavored drinks?³**

- 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 the most common sweetened beverage of early childhood**

- Almost a third of 2-5 year olds drink fruit-flavored drinks on any given day.⁴
- More calories per day come from these drinks than from soda, 100% fruit juice, or low-fat plain milk.²
- Fruit-flavored drinks account for 75% of daily calories from sugary drinks.²
- Black kids are more than twice as likely to consume fruit-flavored drinks as white kids. Low-income kids also consume more than higher-income kids.⁵

---

**Just like soda, fruit-flavored drinks increase the risk for 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.⁶
- Children who consume fruit-flavored or other sugary drinks daily have 55% increased chance of being obese or overweight.⁷
- Infants who frequently consume fruit-flavored or other sugary drinks have 83% increased chance of cavities at age 6.⁸
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 by the Dietary Guidelines for Americans. 1

• Preschoolers drink 4 teaspoons of sugar per day from fruit-flavored drinks. This is almost half of the recommended added sugars a 2-5 year old should consume in a day.1,2

Fruit-flavored drinks are the most common sweetened beverage of early childhood

• Almost a third of 2-5 year olds drink fruit-flavored drinks on any given day.4

• More calories per day come from these drinks than from soda, 100% fruit juice, or low-fat plain milk.2

• Fruit-flavored drinks account for 75% of daily calories from sugary drinks.2

• Black kids are more than twice as likely to consume fruit-flavored drinks as white kids. Low-income kids also consume more than higher-income kids. 5

Just like soda, fruit-flavored drinks increase the risk for 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.6

• Children who consume fruit-flavored or other sugary drinks daily have 55% increased chance of being obese or overweight.7

• Infants who frequently consume fruit-flavored or other sugary drinks have 83% increased chance of cavities at age 6.8

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.9

• The extra calories and sugar outweigh added vitamins. Vitamin C deficiency is very uncommon and 2-5 year-olds consume well in excess of the recommended daily amount, on average.1

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.10

• 80% of parents of preschools provide or purchase fruit-flavored drinks for their children, twice the amount who report providing soda.10

• Thanks to targeted marketing, black and Hispanic parents are more likely to view them as healthy.10

Join the movement to protect kids from the health impacts of overconsuming sugar!

Sign up for the latest news and resources at healthyfoodamerica.org

Revised July 2016
REFERENCES


