

# A Rapid Review of Stocking and Marketing Practices Used to Sell Sugar-Sweetened Beverages in U.S. Food Stores

Sugar-sweetened beverages (SSB) are drinks with added sugars like sodas, sport and energy drinks, iced teas, enhanced waters, and fruit drinks that are not 100% fruit juice.<sup>1</sup>



Because consuming too many added sugars can be harmful to health the American Heart Association recommends limiting intake. Women and children should consume less than 6 tsp. and men less than 9 tsp. of added sugars each day. One SSB can have more than the daily limit in just one container!<sup>2</sup>

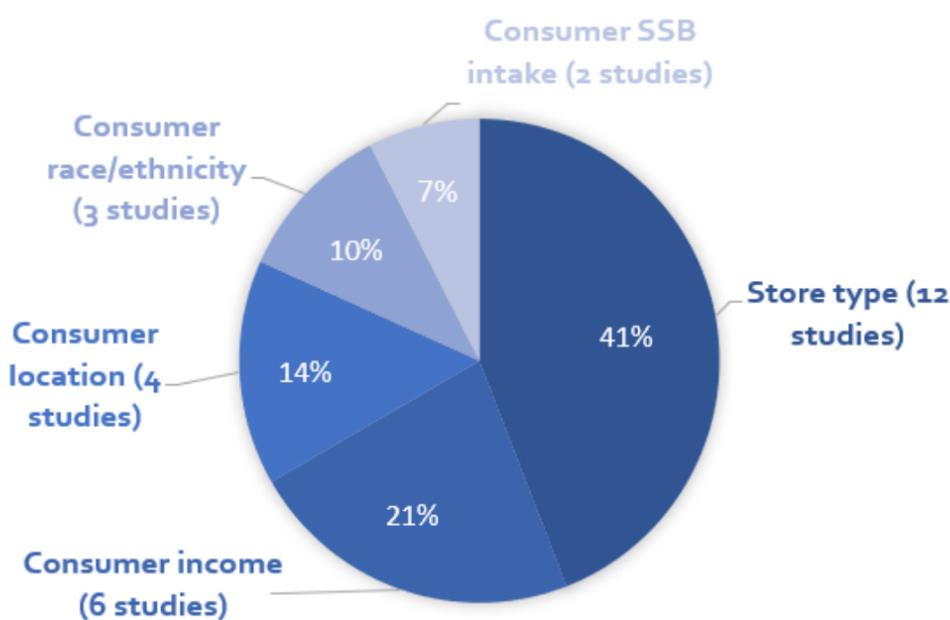
How SSB products are stocked and marketed in food stores can influence what shoppers choose to buy. Also, because certain groups report higher SSB consumption, these practices could be one factor driving health disparities or unequal health outcomes in the United States.<sup>3,4</sup>



**In this study, we used a World Health Organization protocol for rapid reviewing to understand stocking and marketing practices used to sell SSB products in U.S. food stores to inform public health solutions.<sup>5</sup>**

Results of 29 studies show that SSB purchases are most often encouraged by the wide availability of these products in U.S. stores, the use of low prices or sales strategies, and advertisements or promotions for SSB products.

## WE FOUND DIFFERENCES IN SSB STOCKING AND MARKETING PRACTICES BY COMMUNITY AND STORE FACTORS (N=29)



- SSB product prominence was higher in larger stores, like supermarkets
- Consumers with low income and from racial/ethnic minority communities were targeted for SSB sales more than higher income and white counterparts
- SSB products were more prominent in southeastern U.S. stores compared to other regions



We recommend public health and policy intervention to reduce the prominence of SSB products in U.S. food stores and protect at-risk consumers from additional exposure to stocking and marketing practices used to sell SSB products.

**View the rapid review using this link:** <http://dx.doi.org/10.1111/obr.13179>

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