

# Consumption of sugar sweetened beverages and its association with NCD and risk factors



SSB or sugary drinks refer to any beverage with added sugar or other sweeteners (high fructose corn syrup, sucrose, fruit juice concentrates, and more)



## Items considered as SSBs



Milk drinks



Soft drinks



Malted milk drinks



Tea or Coffee



Liquid Molasses



Coconut water



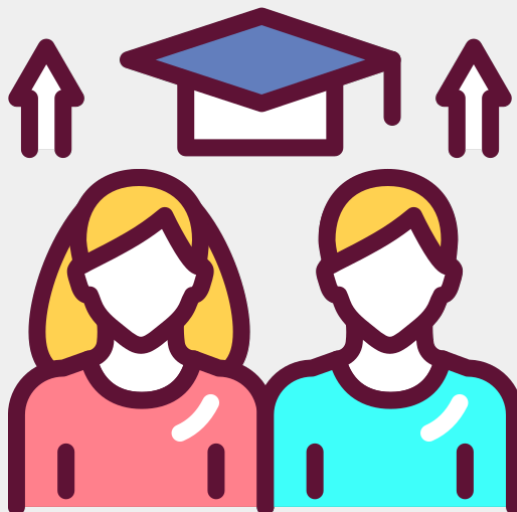
Fruit Juices



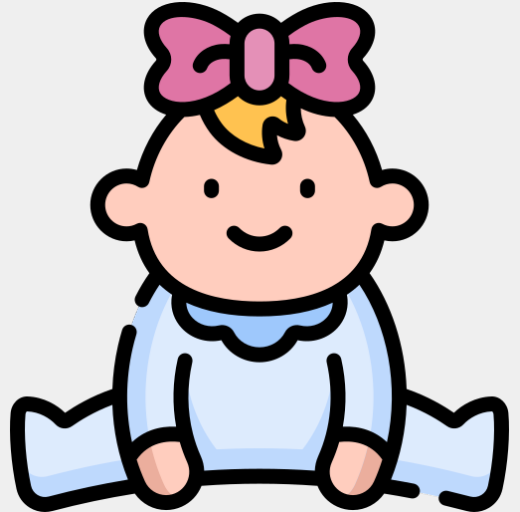
Powdered drink mix



High SSB consumption, especially among school children (48% on a daily basis)



95.4% university students and 53.6% more than twice a week

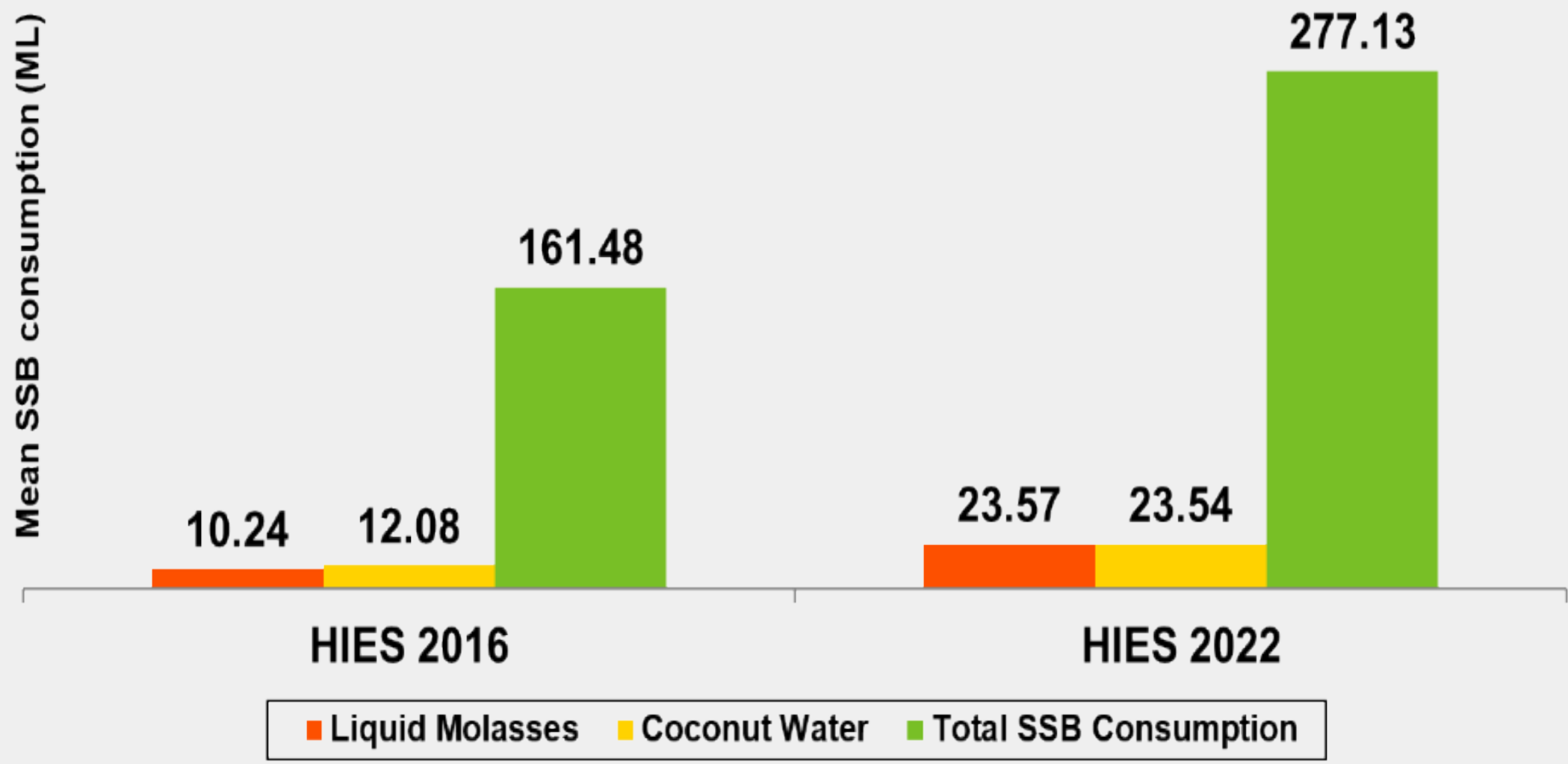
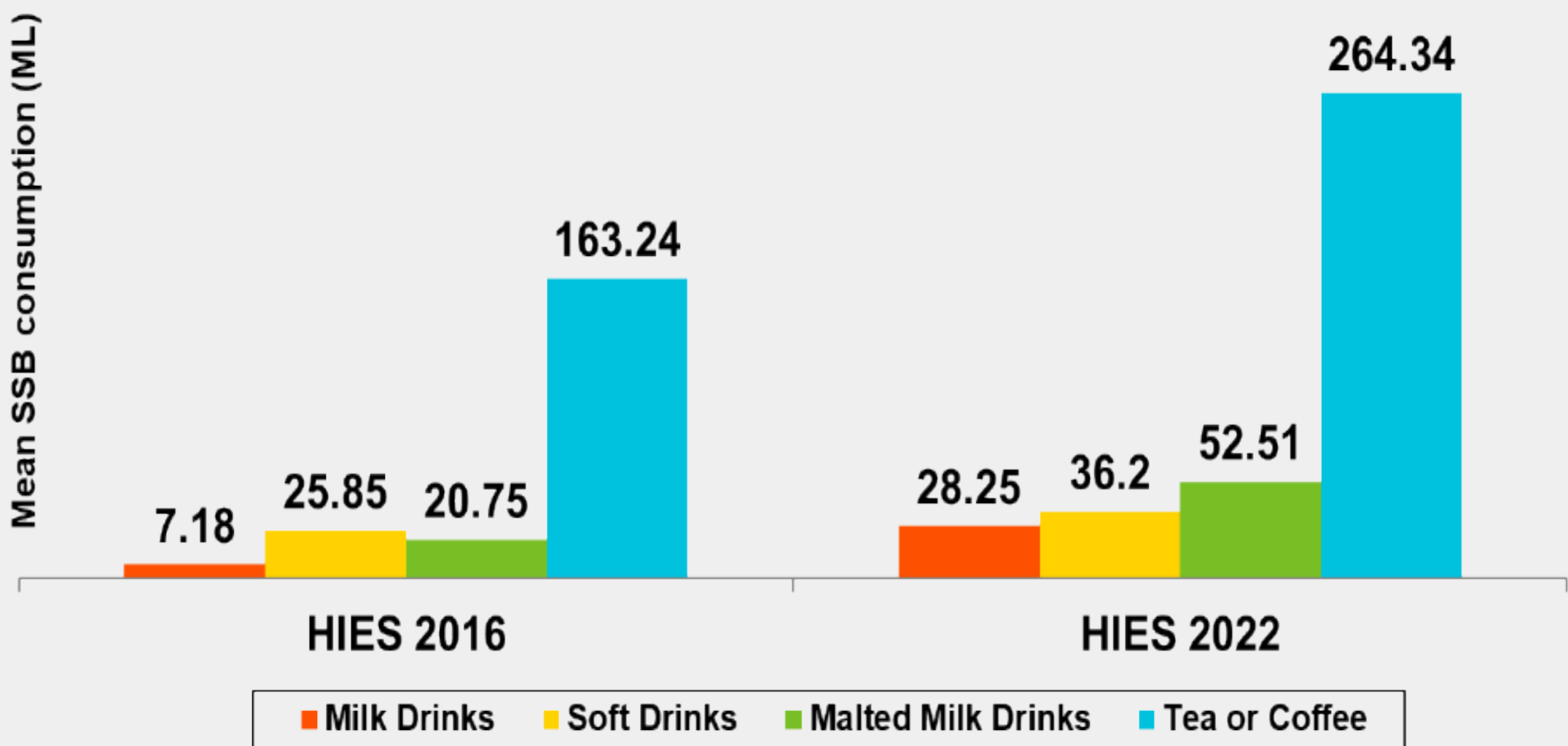


Children aged 6-23 months (32%) were fed a sweet beverage in last 48 hours



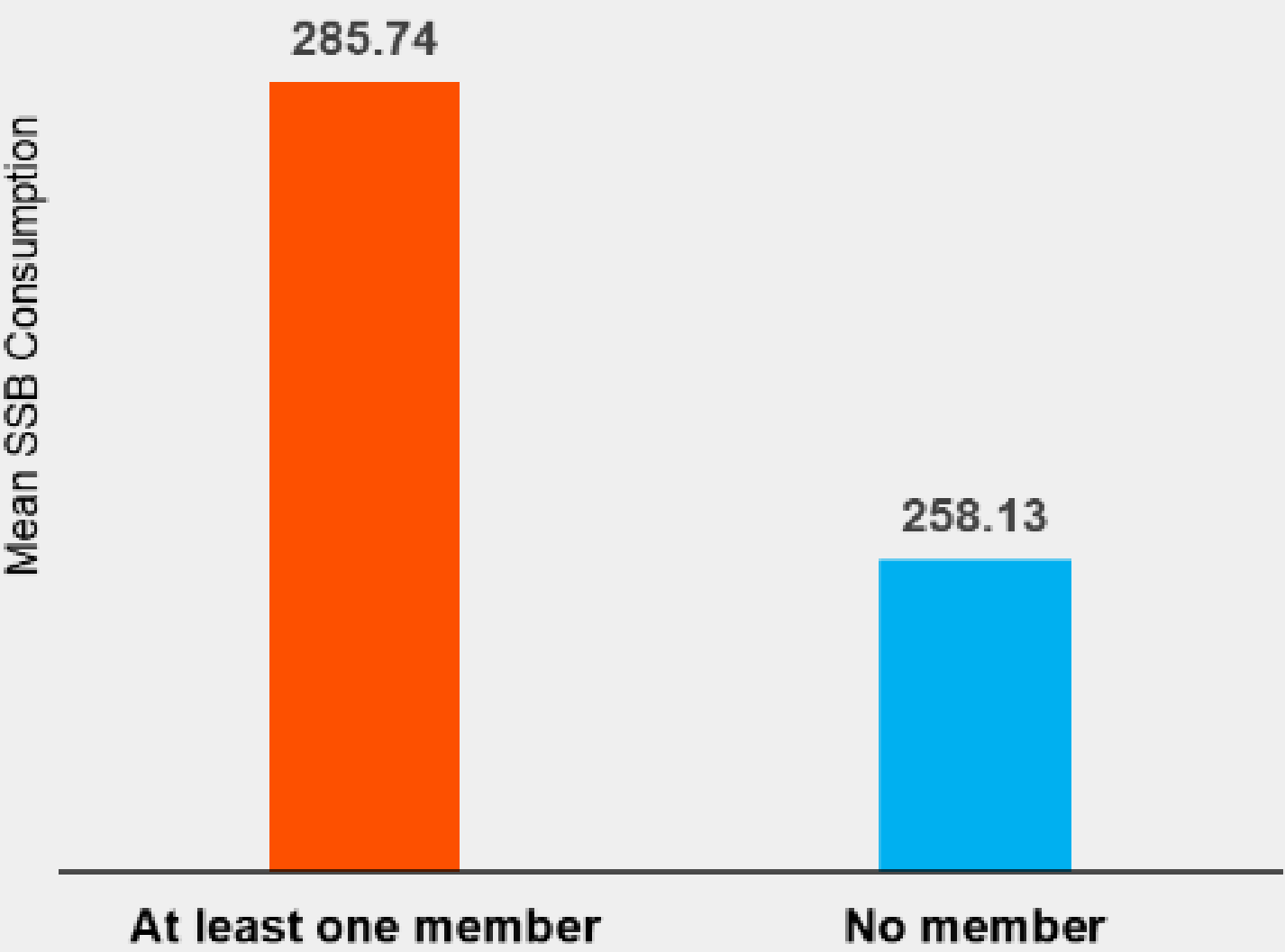
2% of monthly household expenditure on SSB

Household income and expenditure survey data of 2016 and 2022 indicate significant increase in average per capita per day consumption of SSBs over the time period:



Significant association of consumption of SSB items with having chronic non communicable diseases and tobacco use among household members were observed (HIES 2022)

Household member suffered from chronic diseases or not in last 12 months



Household member consume smoking or smokeless tobacco

