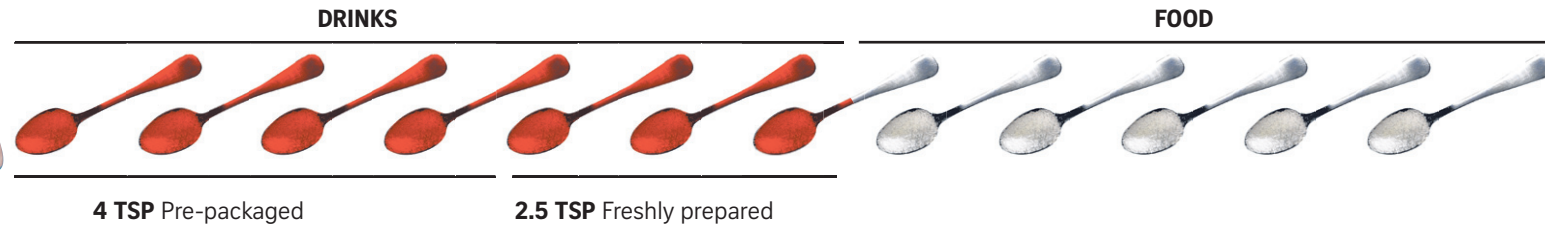


# The threat of diabetes

Singapore has the highest prevalence of diabetes among developed nations. On average, we consume 12 teaspoons of sugar a day. The Ministry of Health is considering several measures to reduce Singaporeans' sugar intake, especially from sugar-sweetened beverages (SSBs)

## Daily sugar intake from SSBs

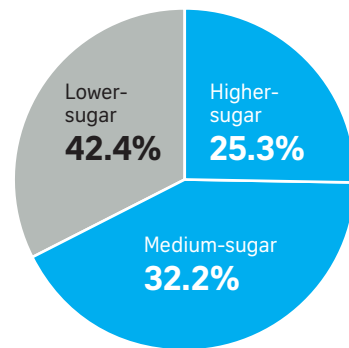
Over half of the sugar we consume daily comes from drinks. Of that amount, **64%** is from drinks that are pre-packaged.



## Medium- and higher-sugar SSBs

The average amount of sugar in a 250ml serving of SSB in the Singapore market is three teaspoons. But medium- and higher-sugar SSBs, which contain four or more teaspoons of sugar per serving, make up more than half of all pre-packaged SSBs sold here.

## Distribution of sales volume of different types of SSBs in Singapore



Medium to higher-sugar SSBs continue to make up over half of all SSBs sold in Singapore

**57.5%**

Sugary drinks contain substantial calories, but do not make us feel full

**Indirect pathway via weight gain**

This makes it easy to over-consume and adds extra calories to our diet

Leads to weight gain and obesity, a key risk factor for diabetes



**Direct pathway via impact on blood sugar levels**

Sugar in sugary drinks is rapidly absorbed in our blood, leading to sharp and rapid spikes in blood sugar levels

Every additional 250ml serving of SSB we drink every day increases our risk of diabetes by up to

**26%**

**DIABETES**

Over time, consumption in large amounts can lead to poor control of blood sugar levels

**Nutritionally, people do not need any sugar in their diet\*.**



**THE WORLD HEALTH ORGANISATION**, which has called on countries to reduce sugar intake among their population to as low as possible.

NOTE: \*Includes added sugars in food and drinks and naturally occurring sugars in juice, honey and syrups. WHO further recommends that if people should consume sugar, they should keep intake to less than 10% of total energy intake (roughly 10 teaspoons), or to 5% of total energy intake (roughly 5 teaspoons) for additional health benefits.

## Public consultations up to Jan 25 next year

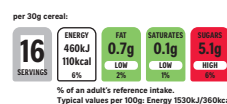
- A paper outlining the possible measures put up on the Reach portal at [reach.gov.sg/sugarydrinks](http://reach.gov.sg/sugarydrinks)
- Dialogues with health professionals and academics
- Public dialogues and listening points
- Dialogues with the SSB industry
- Dialogues with the advertising industry

## The possible measures

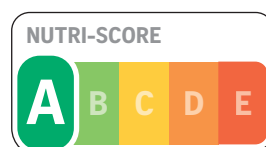
### Mandatory front-of-pack nutrition label

• Nutrition labels that are simple and easy to understand have been implemented in other countries, including colour-coded "traffic light" labels and star ratings.

• While Singapore has the Healthier Choice symbol to help consumers identify lower-sugar products, it does not help shoppers identify the range of less healthy SSBs.



Britain's traffic light label



France's Nutri-Score label

### Restrictions or bans on advertising for less healthy SSBs

- A restriction or ban could lower the influence of advertising by reducing exposure, especially on children and young people.
- Current guidelines limit advertising during specific time periods on TV and media channels.
- The restrictions could be made mandatory and expanded to include more platforms such as social media.

### A tax on SSBs

- An excise duty similar to those imposed in Britain, Mexico and some US cities, as well as in regional countries like Brunei and Thailand, could be introduced.
- This would be imposed on the manufacturers and importers of pre-packaged SSBs to encourage the industry to lower the sugar content of its drinks.

### A ban on higher-sugar SSBs

- A targeted ban on higher-sugar SSBs has been imposed in more than 30 countries, including the US, Australia and South Korea, which have banned their sale in schools.
- However, children can still get these drinks from other sources.
- A nationwide ban could be imposed on products that exceed the sugar limits.