

# SUGARY DRINK INDUSTRY MARKETING AIMED AT MINNESOTA'S KIDS



## Deceptive Marketing Tactics

- The sugary drinks industry spends **millions of dollars** in marketing campaigns directed at Minnesota's children, and notably, sugary drinks contribute almost **half** the added sugar consumed by kids
- Many of these ad campaigns disproportionately **target children of color** and is one of the reasons why consumption is higher in these communities
- **The industry goes to great lengths to confuse children and their parents**, like by labeling drinks that contain no fruit juice with images of apples and grapes



## Inequitable Outcomes

- Studies show that Non-Hispanic Black households purchased **significantly more** sweetened fruit drinks than non-Hispanic and Hispanic households
- **Low-income households** purchased more fruit drinks and fewer unsweetened juices than higher-income households. **Television brand marketing** was associated with purchases across all categories, with a stronger relationship for low-income households.
- Students who reported experiencing economic hardship were **twice as likely** to report having sugary drinks three or more times per day compared to students who reported not experiencing economic hardship

