



CENTRE DE RECHERCHE
INSTITUT UNIVERSITAIRE
DE CARDIOLOGIE
ET DE PNEUMOLOGIE
DE QUÉBEC



UNIVERSITÉ
LAVAL



International Chair on
Cardiometabolic Risk

AFFILIÉ À  UNIVERSITÉ
LAVAL

FOR IMMEDIATE RELEASE

Press release

THE ICCR GLOBAL SUGAR-SWEETENED BEVERAGE SALE BAROMETER UNVEILS MARKED HETEROGENEITY IN UNHEALTHY DRINKING PATTERNS AROUND THE WORLD

- Substantial increase in sugar-sweetened beverage sales in several emerging markets
- Energy drink sales on the rise almost everywhere
- Mexico, Chile, and USA leading the chart of sugar-sweetened beverage sales
- Although sugar-sweetened beverage sales have decreased in the past five years, Canada remains among the top 10 countries with the highest sugar-sweetened beverage sales
- Energy drink sales up 38% in Canada in the past five years

Québec, May 31, 2016 - The consumption of sugar-sweetened beverages (SSBs) is increasing in many countries around the globe and especially in developing countries where people are drinking more SSBs than 5 years ago. However, although decreasing in the USA and in many European countries, SSB sales remain generally higher in developed countries. This situation may contribute to the increasing rates of obesity and type 2 diabetes.

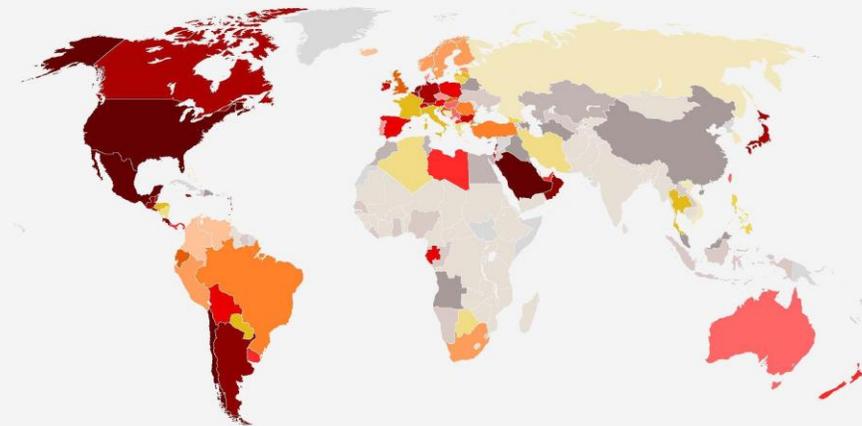
The first ever International Chair on Cardiometabolic Risk (ICCR) Global SSB Sale Barometer that was presented today at the European Atherosclerosis Society Annual Congress in Innsbruck, Austria monitors trends in SSB sales around the world (see enclosed Figure). This Barometer lists the annual sales of soft drinks, juice drinks as well as energy drinks and sports drinks. Data obtained from the Euromonitor Passport International Database identified Mexico (146.5 litres per capita [LPC]), Chile (143.8 LPC), and the USA (125.9) as the world's thirstiest consumers of SSBs. Increases in SSB sales between 2010 and 2015 are the highest in Saudi Arabia (+22.5 LPC), Vietnam (+22.1 LPC) and Georgia (+22.1 LPC). Decreases in SSB sales are the most prominent in Portugal (-19.0 LPC), Greece (-17.1 LPC), and Croatia (-17.0 LPC).

Canada closes the top 10 of countries with the highest SSB sales. However, Canada figures among countries with the greatest decreases in SSB sales between 2010 and 2015 (7th position; -10.3 LPC). Moreover, despite the fact that soft drink and juice drink sales decrease in Canada, energy drink sales increase by 38% while sports drink sales remain stable.

According to Dr. Benoit Arsenault, Assistant Professor at the Faculty of Medicine at Université Laval and research scientist at the Quebec Heart and Lung Institute (Canada) who launched the Barometer on behalf of ICCR today: "The science is clear: the overconsumption of SSBs is directly linked with adverse health outcomes such as abdominal obesity, increased blood lipid levels and is associated with the risk of developing type 2 diabetes. The substantial rise in SSB sales in developing countries is most disturbing and should be under the radar screen of public health authorities."

Reacting to the outcome of the ICCR Global SSB Sale Barometer, Dr. Jean-Pierre Després, Scientific Director of the ICCR, Assistant Director of Cardiology Research at the Quebec Heart and Lung Institute Research Centre, Professor at the Faculty of Medicine at Université Laval and Director of Science and Innovation at Alliance santé Québec stated: “It is sad to note that we export some behaviours (overconsumption of SSBs) in emerging markets. In Canada, some trends are encouraging but we must remain vigilant, particularly with regards to energy drinks and chronic consumers of SSBs.”

The International Chair on Cardiometabolic Risk
GLOBAL SUGAR-SWEETENED BEVERAGE SALE BAROMETER



SUGAR-SWEETENED BEVERAGE SALES AROUND THE WORLD IN 2015
 IN LITRES PER CAPITA

146.5 MEXICO	78.5 BOLIVIA	63.1 UNITED KINGDOM	52.6 ITALY	32.2 CHINA
143.8 CHILE	77.1 SPAIN	62.9 SLOVAKIA	52.5 DOMINICAN REPUBLIC	30.9 MALAYSIA
125.9 USA	76.5 AUSTRIA	61.4 CROATIA	50.9 FRANCE	30.0 AZERBAIJAN
120.1 SAUDI ARABIA	75.7 POLAND	60.8 ECUADOR	48.8 THAILAND	28.2 BELARUS
119.4 ARGENTINA	74.7 URBURGUY	60.6 BRAZIL	48.7 PHILIPPINES	27.3 TUNISIA
94.4 COSTA RICA	71.8 NEW ZEALAND	60.2 TURKEY	48.0 GEORGIA	25.6 EGYPT
93.0 NETHERLANDS	71.5 UNITED ARAB EMIRATES	58.9 SINGAPORE	46.7 SLOVENIA	21.9 KAZAKHSTAN
91.9 GUATEMALA	69.3 MACEDONIA	58.7 ROMANIA	40.5 LATVIA	21.1 MOROCCO
91.4 BELGIUM	68.4 SERBIA	57.9 ESTONIA	39.4 GREECE	20.7 UKRAINE
88.1 CANADA	68.2 HUNGARY	57.8 SOUTH AFRICA	38.5 IRAN	14.8 INDONESIA
88.1 JAPAN	66.7 AUSTRALIA	55.3 NORWAY	37.4 LITHUANIA	14.7 UZBEKISTAN
83.8 GERMANY	65.6 TAIWAN	54.5 FINLAND	37.3 ALGERIA	12.5 NIGERIA
81.7 SWITZERLAND	65.3 HONG KONG, CHINA	54.4 PERU	37.1 BOSNIA-HERZEGOVINA	12.0 CAMEROON
80.1 ISRAEL	64.9 DENMARK	53.9 SWEDEN	36.4 VIETNAM	8.3 PAKISTAN
79.7 IRELAND	64.7 PORTUGAL	53.8 VENEZUELA	35.8 RUSSIA	7.4 KENYA
78.9 BULGARIA	63.3 CZECH REPUBLIC	52.9 COLOMBIA	34.6 SOUTH KOREA	4.5 INDIA

Source : Euromonitor Passport International Database and International Chair on Cardiometabolic Risk



ABOUT THE INTERNATIONAL CHAIR ON CARDIOMETABOLIC RISK

Founded in 2005 at Université Laval, the International Chair on Cardiometabolic Risk (ICCR) is composed of 25 internationally recognized experts. All are engaged in promoting knowledge on abdominal obesity and associated cardiometabolic risk, in improving the management of patients and in preventing chronic societal diseases resulting from unhealthy lifestyle habits. The ICCR pursues its mission of studying the causes and consequences of a sedentary lifestyle and of a poor-quality diet, including an overconsumption of sugar-sweetened beverages, which are largely responsible for the epidemic of abdominal obesity, type 2 diabetes and cardiovascular disease. Each year, the ICCR organizes symposia, educational activities and an international congress for the medical community, health professionals and the lay public.

ABOUT INSTITUTE

Annually, more than 15,500 people are hospitalized and 111,548 visits are made in outpatients. The catchment population is over 2 million people, or approximately 30% of the population of Quebec. Affiliated with Université Laval, establishment relies on the cooperation and dedication of nearly 3,000 employees, doctors, professionals, researchers, managers and volunteers to provide care and quality services to clients in hospital and outpatient services. The Institute programs include care and highly specialized services for the treatment of cardiopulmonary diseases and diseases related to obesity. Doctors and health professionals of the Institute have extensive expertise and contribute to advancing the science of medicine. The Institute also has a mission to evaluate technologies and methods of health intervention.

ABOUT THE RESEARCH CENTRE

The Quebec Heart and Lung Institute Research Centre is the only centre funded by the Fonds de recherche du Québec – Santé (FRQS) that regroups three research components (cardiology, respirology and obesity-metabolism) deemed to be a priority because of the considerable economic and social impact of their related diseases. Our centre is unique in that our research components perfectly complement the Institute's clinical missions. This enables health professionals and researchers to work in total synergy to the greatest benefit of patients. Since 2000, the personnel went from 268 to 815 employees, including 147 principal investigators.

ABOUT UNIVERSITÉ LAVAL

Université Laval, located in the world heritage city of Québec, is the oldest French-language university in North America. One of Canada's top research universities, it is ranked 6th among the country's institutions of higher learning, with a research budget of over \$325 million last year. Université Laval boasts over 3,685 professors, lecturers, and teaching staff who share their knowledge with some 42,500 students, including 13,000 at the graduate level.

For further information, please contact:

Joël Clément
Communications and Public Relations department
Quebec Heart and Lung Institute
418 656-4932
joel.clement@ssss.gouv.qc.ca

Catherine Nazair
Communications and Public Relations department
Quebec Heart and Lung Institute
418 656-4962
catherine.nazair@ssss.gouv.qc.ca