**What are Sugar-Sweetened Beverages (SSBs)?**

* soft drinks, energy drinks, fruit nectar drinks etc.
* one of the main sources of added sugar intake in Germany
* many associated health issues, that lead to decrease life quality of individual people and are also a burden on the public health system

**And why should they be taxed?**

* to internalize the external costs of high sugar consumption for the society
* higher prices of SSBs lead to lower consumption: proven for several countries
  + a 10% tax levied against SSBs has been shown to lead to an 8-10% reduction in purchase and consumption
  + a 20% tax on SSBs has been demonstrated to reduce the prevalence of overweight by 1-3% and the prevalence of obesity by 1-4%
  + SSB taxes can significantly reduce the incidence of type-2 diabetes, heart disease, stroke, and premature mortality
  + SSB taxes have resulted in substantial increases in government revenue
  + no evidence of negative impact on employment was found (UNICEF (2022))
* tax returns can be reinvested in health sector, further promoting health and well-being of the population
* alternative interventions to reduce sugar consumption on the individual and producer/retailer level often show effects slower and are more costly; they are still useful to accompany a tax introduction
* recommended by WHO and UNICEF because

**Why did we choose Germany?**

* Germany doesn’t have this kind of tax at the moment
* officially because “there is not enough scientifical evidence yet that a tax on SBBs will decrease sugar or total energy intake of the population in the long term and/or decrease obesity”

*Source: <https://www.bundestag.de/webarchiv/presse/hib/2020_12/810910-810910>*

* Instead, Germany has a national strategy (NRI, 2019-25) including the reduction of sugar contents of heavily processed food/drinks and awareness raising campaigns

*Source: https://www.bmel.de/SharedDocs/FAQs/DE/faq-reduktionsstrategieZuckerSalzFette/FAQ-reduktionsstrategieZuckerSalzFette\_List.html*

**Sanghyo’s map of countries with SSB taxes**

**Decision:** Introducing a tax on SSBs in Germany **Decision maker:** German government

**Underlying assumptions of the model**

* higher prices lead to lower consumption of SSBs
  + important to declare the tax separately on the label and explain about negative health consequences to make the tax more effective
  + awareness raising campaigns and public information also important
  + some people might feel patronized and consume even more
* lower consumption of SSBs leads to lower consumption of sugar
  + people might substitute with other sugar-rich products