

Nutrition information for sugary drinks and energy drinks*

Ranking by median sugar (g), then by median calories (kcal), then by maximum sugar (g), then by median caffeine (mg)

Rank	Company	Brand (sub-brand)	Category	# of varieties available	Serving size (oz)		Sugar (g)		Calories (kcal)		Juice (median %)	Caffeine (median mg)	Zero-calorie sweeteners**
					Median	Range	Median	Range	Median	Range			
1	Coca-Cola	Mello Yello	Regular soda	3	20	12-20	77	46-77	290	170-290	<1	51	
2	Dr Pepper Snapple Group	Canada Dry (Fruit Flavored Soda)	Regular soda	7	20	10-20	72	32-81	270	120-310	0	0	
3	Rockstar	Rockstar	Energy drink	2	16	--	61.5	61-62	260	--	0	200	✓
4	Hansen Beverage	Monster	Energy drink	1	16	--	54	--	230	--	0	160	✓
5	Coca-Cola	NOS	Energy drink	6	16	--	51.5	50-54	210	200-220	0	160	✓
6	Hansen Beverage	Monster (Juice)	Energy drink	4	16	--	49	37-55	205	170-230	16	157.5	✓
7	Gosling Brothers	Stormy Ginger Beer	Regular soda	1	12	--	47	--	180	--	0	0	
8	Dr Pepper Snapple Group	Snapple (Fruit Drink)	Fruit drink	16	16	--	46	34-54	190	150-230	10	0	
9	PepsiCo	Mtn Dew	Regular soda	3	12	--	46	44-46	170	--	0.5	54	
10	PepsiCo	Tropicana	Fruit drink	4	15.2	12-15.2	45	35-51	195	170-220	27.5	0	
11	Dr Pepper Snapple Group	Penafiel	Regular soda	6	20.3	--	45	29-60	175	110-230	1	0	✓
12	Coca-Cola	Gold Peak	Iced tea	6	18.5	12-18.5	44.5	36-48	180	140-190	0	34	
13	Milo's Tea	Milo's	Iced tea	3	20	12-20	44	20-48	180	80-200	0	50	
14	Coca-Cola	Fanta	Regular soda	14	12	12-20	44	37-61	160	140-230	0	0	
15	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	1	12	--	42	--	160	--	0	40	
16	Carolina Beverage	Cheerwine	Regular soda	1	12	--	42	--	150	--	0	47	
17	PepsiCo	Pepsi	Regular soda	7	12	--	41	35-42	150	130-160	0	38	
18	Coca-Cola	Coke (Classic)	Regular soda	4	12	--	40.5	39-42	145	140-150	0	34	
19	Dr Pepper Snapple Group	Dr Pepper	Regular soda	1	12	--	39	--	150	--	0	41	
20	Ocean Spray Cranberries	Ocean Spray	Fruit drink	20	12	--	39	30-39	150	120-165	12	0	
21	Coca-Cola	Simply	Fruit drink	12	11.5	11.5-12	38.5	30-48	155	130-190	11.5	0	
22	National Beverage Corp	Faygo	Regular soda	4	12	--	38.5	34-41	150	130-170	0	0	✓
23	Red Bull	Red Bull	Energy drink	8	12	--	38	38-39	160	157-160	0	114	
24	Coca-Cola	Sprite (Cranberry)	Regular soda	1	12	--	38	--	140	--	0	0	
24 (tie)	Dr Pepper Snapple Group	7-Up	Regular soda	3	12	--	38	--	140	--	0	0	
26	Dr Pepper Snapple Group	Snapple (Iced Tea)	Iced tea	6	16	--	37	30-51	155	120-210	0	37	
27	PepsiCo	Tropicana (Premium)	Fruit drink	9	12	--	36	24-38	150	120-165	12	0	
28	PepsiCo	Sierra Mist	Regular soda	2	12	--	36	35-37	140	--	0	0	
29	Dr Pepper Snapple Group	Canada Dry (Ginger Ale)	Regular soda	4	12	--	36	35-36	140	--	0	0	
29 (tie)	Dr Pepper Snapple Group	Canada Dry (Ginger Ale & Lemonade)	Regular soda	1	12	--	36	--	140	--	1	0	

continued

Nutrition information for sugary drinks and energy drinks* (continued)

Rank	Company	Brand (sub-brand)	Category	# of varieties available	Serving size (oz)		Sugar (g)		Calories (kcal)		Juice (median %)	Caffeine (median mg)	Zero-calorie sweeteners**
					Median	Range	Median	Range	Median	Range			
29 (tie)	Dr Pepper Snapple Group	Canada Dry (Ginger Ale & Orangeade)	Regular soda	1	12	--	36	--	140	--	1	0	
32	Coca-Cola	Sprite	Regular soda	4	12	12-20	36	33-64	135	120-240	0	0	
33	Interstate Beverage	Jarritos	Regular soda	5	12.5	--	34	34-44	141	141-172	0	0	
34	Dr Pepper Snapple Group	Snapple (Straight Up Tea)	Iced tea	2	18.5	--	33.5	22-45	135	90-180	0	27	
35	Pepsi Lipton	Pure Leaf	Iced tea	10	18.5	12-18.5	32.5	25-64	130	100-240	0	59	✓
36	Wonderful	Pom Wonderful (Antioxidant Super Tea)	Iced tea	4	12	--	29.5	28-32	130	120-140	0	1.5	
37	Nestle	Sanpellegrino	Fruit drink	8	11.15	--	28.5	26-31	130	120-140	16	0	
38	BA Sports Nutrition	BodyArmor	Sports drink	10	16	--	28	--	120	--	10	0	
39	Coca-Cola	Glaceau Vitaminwater	Flavored water	10	20	--	27	26-32	100	100-120	0	0	
40	Kill Cliff	Kill Cliff (Endure)	Sports drink	3	16	--	26	--	100	100-120	0	0	✓
41	Pepsi Lipton	Lipton (Iced tea mix)	Iced tea	2	12	--	25.5	25-26	102.5	100-105	0	4.5	✓
42	Pepsi Lipton	Lipton (Splash of Juice)	Iced tea	2	20	--	25.5	25-26	100	--	3	24	✓
43	Pepsi Lipton	Lipton	Iced tea	9	16.9	12-16.9	25	17-28	100	70-110	0	21	✓
44	Coca-Cola	Honest Tea	Iced tea	7	16.9	--	25	19-26	100	70-100	0	46	
45	PepsiCo	Mtn Dew (Spiked)	Regular soda	1	12	--	25	--	100	--	2	54	✓
46	PepsiCo	Mtn Dew (ICE)	Regular soda	2	12	--	25	--	95	90-100	1	54	✓
47	Coca-Cola	Coke (Life)	Regular soda	1	12	--	24	--	90	--	0	28	✓
48	Red Bull	Red Bull (Organics)	Regular soda	4	8.4	--	22	--	90	90-100	***	0	
49	PepsiCo	Pepsi (True)	Regular soda	1	10	--	22	--	80	--	0	28	✓
50	PepsiCo	Gatorade (Flow)	Sports drink	4	12	12-20	21	21-34	80	80-140	0	0	
50 (tie)	PepsiCo	Gatorade (Frost)	Sports drink	8	12	12-20	21	21-34	80	80-140	0	0	
52	Coca-Cola	Powerade	Sports drink	15	12	--	21	--	80	--	0	0	
52 (tie)	PepsiCo	Gatorade (Original)	Sports drink	14	12	--	21	--	80	--	0	0	
52 (tie)	PepsiCo	Gatorade (Powder)	Sports drink	6	12	--	21	--	80	--	0	0	
55	Pepsi Lipton	Pure Leaf (Organic Tea House Collection)	Iced tea	4	14	--	20	17-20	85	70-90	0	39	
56	PepsiCo	Mtn Dew (Kickstart)	Regular soda	9	16	12-16	19	14-20	80	60-80	5	90	✓
57	PepsiCo	Tropicana (Trop50 Lemonade)	Fruit drink	1	12	--	18	--	75	--	10	0	✓
58	Pepsi Lipton	Brisk	Iced tea	11	12	--	18	16-20	70	60-75	0	8	✓
59	Ocean Spray Cranberries	Ocean Spray (Light)	Fruit drink	3	12	--	17	15-17	75	--	25	0	✓
60	Pepsi Lipton	Brisk	Fruit drink	5	12	12-20	17	17-28	70	70-110	1	0	✓

continued

Nutrition information for sugary drinks and energy drinks* (continued)

Rank	Company	Brand (sub-brand)	Category	# of varieties available	Serving size (oz)		Sugar (g)		Calories (kcal)		Juice (median %)	Caffeine (median mg)	Zero-calorie sweeteners**
					Median	Range	Median	Range	Median	Range			
61	Nestle	Sanpellegrino (Organic)	Fruit drink	3	6.75	--	16	15-17	70	70-80	19	0	
62	Coca-Cola	Gold Peak (Slightly Sweet)	Iced tea	1	12	--	16	--	60	--	0	33	
63	Coca-Cola	Honest Tea (Just a Tad Sweet)	Iced tea	10	16	--	15	5-18	60	25-70	<1	61.5	
64	PepsiCo	Gatorade (Endurance Formula Powder)	Sports drink	4	12	--	13	--	90	--	0	0	
65	Milo's Tea	Milo's (M59)	Iced tea	1	12	--	12	--	55	--	0	0	✓
66	PepsiCo	Gatorade (G2 Powder)	Sports drink	3	20	--	12	--	50	--	0	0	✓
67	Sunshine Beverages	Sunshine	Energy drink	3	8.4	--	10	--	40	--	0	50	✓
68	Dr Pepper Snapple Group	Penafiel (Twist)	Regular soda	2	20.3	--	8	--	40	--	0	0	
69	Coca-Cola	Simply (Light)	Fruit drink	3	12	11.5-12	8	8-9	38	38-40	10	0	✓
70	Nestle	Sanpellegrino (Momenti)	Fruit drink	3	11.15	--	7	7-8	35	--	6	0	
71	PepsiCo	Gatorade (G2)	Sports drink	9	12	12-20	7	7-12	30	30-50	0	0	✓
72	Hansen Beverage	Monster (Lo-Carb)	Energy drink	1	16	--	6	--	30	--	0	140	✓
73	Hansen Beverage	Monster (Rehab)	Energy drink	4	15.5	--	5	4-8	25	20-40	3.5	163	✓
74	Dr Pepper Snapple Group	Dr Pepper (Ten)	Regular soda	1	12	--	2	--	10	--	0	50	✓
75	Kill Cliff	Kill Cliff (Ignite)	Energy drink	4	12	--	0	--	25	25-30	0	150	✓
76	Red Bull	Red Bull (Sugar Free)	Energy drink	3	12	--	0	--	15	10-15	0	114	✓
77	Celsius	Celsius	Energy drink	17	12	--	0	--	10	10-15	<1	200	✓
78	Innovation Ventures	5-hour Energy	Energy drink	2	1.93	--	0	--	4	--	0	215	✓
79	Innovation Ventures	5-hour Energy (Tea)	Energy drink	3	1.93	--	0	--	4	--	0	200	✓
80	Glanbia	BSN Endorush	Energy drink	5	16	--	0	--	0	--	0	350	✓
81	Rockstar	Rockstar (Xdurance)	Energy drink	5	16	--	0	--	0	--	0	300	✓
82	Rockstar	Rockstar (Pure Zero)	Energy drink	4	16	--	0	--	0	--	0	240	✓
83	Anheuser-Busch Inbev	Hiball	Energy drink	5	16	--	0	--	0	--	0	160	
84	Coca-Cola	NOS (Sugar Free)	Energy drink	1	16	--	0	--	0	--	0	160	✓
85	Rockstar	Rockstar (Sugar Free)	Energy drink	1	16	--	0	--	0	--	0	160	✓
86	Hansen Beverage	Monster (Zero)	Energy drink	6	16	--	0	--	0	0-10	0	140	✓
87	Zevia	Zevia	Energy drink	4	12	--	0	--	0	--	0	120	✓

*Includes all sub-brands offered by brands that spent \$100,000 or more in advertising in 2018, excluding children's drinks

**Checkmark indicates that at least one variety from the sub-brand contained zero-calorie sweeteners

***Information not available

Source: Nutrition analysis (March 2020)

Advertising spending by brands* and companies

Ranked by total advertising spending (\$000) in 2018 in all measured media

Rank	Company	Brand (sub-brand**)	Category	Total advertising spending (\$000)			2018 ad spending by medium (\$000)					
				2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
1	Coca-Cola	Coke (Classic, Life)	Regular soda	\$100,466	\$154,425	54%	\$131,928	85%	\$2,402	\$0	\$11,589	\$7,732
2	PepsiCo	Gatorade (Flow, G2, G Series, Frost, GX, Drink Mix)	Sports drink	\$108,729	\$133,556	23%	\$105,899	79%	\$5,022	\$22,363	\$1	\$271
3	PepsiCo	Pepsi	Regular soda	\$139,310	\$118,331	-15%	\$97,676	83%	\$3,347	\$0	\$10,155	\$7,103
4	PepsiCo	Mtn Dew (Kickstart)	Regular soda	\$41,112	\$106,613	159%	\$101,419	95%	\$4,468	\$0	\$725	\$0
5	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	\$54,286	\$66,753	23%	\$62,066	93%	\$954	\$512	\$2,526	\$696
6	Innovation Ventures	5-hour Energy (Tea)	Energy drink	\$98,842	\$60,452	-39%	\$53,410	88%	\$5,432	\$0	\$1,610	\$0
7	Red Bull	Red Bull	Energy drink	\$47,773	\$46,941	-2%	\$44,821	95%	\$1,076	\$0	\$3	\$1,041
8	Pepsi Lipton	Pure Leaf (Tea House Collection)	Iced tea	\$3,261	\$35,263	981%	\$20,822	59%	\$236	\$14,175	\$0	\$0
9	Dr Pepper Snapple Group	Canada Dry Ginger Ale	Regular soda	\$9,047	\$29,737	229%	\$29,731	100%	\$7	\$0	\$0	\$0
10	Coca-Cola	Gold Peak (Sweet)	Iced tea	\$369	\$29,566	7916%	\$25,649	87%	\$94	\$2,172	\$630	\$1,021
11	Coca-Cola	Coke	Soda brand	\$18,483	\$28,051	52%	\$16,781	60%	\$2,278	\$169	\$0	\$8,348
12	Coca-Cola	Coca-Cola	Drink brand	\$0	\$27,943	--	\$23,418	84%	\$1,477	\$283	\$0	\$2,720
13	PepsiCo	Pepsi	Soda brand	\$5,066	\$26,261	418%	\$19,496	74%	\$4,433	\$0	\$26	\$2,249
14	Coca-Cola	Sprite (Cranberry)	Regular soda	\$4,746	\$25,690	441%	\$25,525	99%	\$0	\$0	\$145	\$20
15	Coca-Cola	Powerade	Sports drink	\$17,841	\$21,387	20%	\$21,349	100%	\$31	\$0	\$7	\$0
16	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	\$14,743	\$17,705	20%	\$17,501	99%	\$35	\$0	\$166	\$0
17	Dr Pepper Snapple Group	Snapple (Straight Up Tea)	Iced tea	\$11,686	\$16,776	44%	\$16,646	99%	\$116	\$0	\$3	\$0
18	Ocean Spray	Ocean Spray (Lite)	Fruit drink	\$18,835	\$15,666	-17%	\$15,445	99%	\$222	\$0	\$0	\$0
19	Dr Pepper Snapple Group	7-Up	Regular soda	\$12,114	\$12,611	4%	\$12,140	96%	\$23	\$44	\$404	\$0
20	Coca-Cola	Honest Tea	Iced tea	\$0	\$10,897	--	\$9,221	85%	\$0	\$0	\$0	\$1,676
21	Coca-Cola	Simply (Light)	Fruit drink	\$0	\$8,682	--	\$8,513	100%	\$169	\$0	\$0	\$0
22	Coca-Cola	Fanta	Regular soda	\$927	\$5,206	462%	\$5,078	98%	\$0	\$0	\$1	\$127
23	PepsiCo	PepsiCo	Drink brand	\$1,096	\$3,669	235%	\$0	0%	\$502	\$0	\$0	\$3,166
24	BA Sports Nutrition	BodyArmor	Sports drink	\$0	\$3,607	--	\$483	13%	\$2,379	\$420	\$182	\$138
25	Hansen Beverage	Monster	Energy drink	\$0	\$3,280	--	\$772	24%	\$2,433	\$0	\$19	\$17
26	Coca-Cola	Mello Yello	Regular soda	\$144	\$3,030	1997%	\$2,134	70%	\$14	\$0	\$568	\$316
27	Coca-Cola	NOS	Energy drink	\$4,612	\$2,526	-45%	\$2,524	100%	\$0	\$0	\$3	\$0
28	Wonderful	Pom Wonderful	Drink brand	\$0	\$2,430	--	\$0	0%	\$0	\$0	\$0	\$0
29	Dr Pepper Snapple Group	Bai	Drink brand	\$0	\$1,944	--	\$0	0%	\$1,936	\$0	\$0	\$8

continued

Advertising spending by brands* and companies (continued)

Rank	Company	Brand (sub-brand**)	Category	Total advertising spending (\$'000)			2018 ad spending by medium (\$'000)					
				2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
30	Dr Pepper Snapple Group	Dr Pepper	Soda brand	\$1,891	\$1,672	-12%	\$8	0%	\$312	\$42	\$24	\$1,234
31	PepsiCo	Tropicana (Trop50)	Fruit drink	\$458	\$1,568	242%	\$1,467	94%	\$102	\$0	\$0	\$0
32	Coca-Cola	Glaceau Vitaminwater	Flavored water	\$15,603	\$1,429	-91%	\$169	12%	\$126	\$885	\$0	\$248
33	PepsiCo	Mtn Dew	Soda brand	\$0	\$1,403	--	\$19	1%	\$1,287	\$0	\$0	\$9
34	Hansen Beverage	Monster Mutant Super Soda	Regular soda	\$0	\$1,365	--	\$1,365	100%	\$0	\$0	\$0	\$0
35	Coca-Cola	Sprite	Soda brand	\$593	\$1,295	118%	\$191	15%	\$263	\$0	\$624	\$217
36	Dr Pepper Snapple Group	Canada Dry	Soda brand	\$845	\$1,274	51%	\$0	0%	\$298	\$0	\$24	\$952
37	Celsius	Celsius	Energy drink		\$1,016	--	\$22	2%	\$5	\$750	\$5	\$99
38	Pepsi Lipton	Brisk	Drink brand	\$0	\$1,003	--	\$0	0%	\$282	\$0	\$720	\$0
39	Dr Pepper Snapple Group	Snapple	Fruit drink	\$0	\$694	--	\$0	0%	\$694	\$0	\$0	\$0
40	Rockstar	Rockstar (Xdurance)	Energy drink	\$300	\$625	108%	\$257	41%	\$354	\$0	\$14	\$0
41	Dr Pepper Snapple Group	Snapple	Drink brand	\$15,638	\$589	-96%	\$24	4%	\$501	\$0	\$64	\$0
42	Gosling Brothers	Stormy Ginger Beer	Regular soda	\$0	\$563	--	\$0	0%	\$0	\$563	\$0	\$0
43	Coca-Cola	Glaceau	Drink brand	\$0	\$555	--	\$0	0%	\$555	\$0	\$0	\$0
44	Interstate Beverage	Jarritos	Soda brand	\$0	\$469	--	\$0	0%	\$36	\$0	\$309	\$124
45	Snow Beverages	Snow Drinks	Drink brand	\$0	\$361	--	\$0	0%	\$361	\$0	\$0	\$0
46	Nestle	San Pellegrino	Fruit drink	\$0	\$336	--	\$0	0%	\$300	\$0	\$0	\$0
47	PepsiCo	Tropicana	Drink brand	\$0	\$327	--	\$54	17%	\$273	\$0	\$0	\$0
48	Anheuser-Busch Inbev	Hiball	Energy drink	\$0	\$273	--	\$0	0%	\$273	\$0	\$0	\$0
49	National Beverage Corp	Faygo	Soda brand	\$136	\$239	75%	\$47	20%	\$0	\$0	\$8	\$184
50	Milos Tea	Milos	Iced tea	\$0	\$222	--	\$0	0%	\$0	\$0	\$0	\$209
51	PepsiCo	Sierra Mist	Soda brand	\$1,437	\$164	-89%	\$0	0%	\$0	\$0	\$164	\$0
52	Dr Pepper Snapple Group	7-Up	Soda brand	\$1,671	\$143	-91%	\$16	11%	\$94	\$0	\$0	\$0
53	Wonderful	Pom Wonderful Antioxidant Super Tea	Iced tea	\$0	\$129	--	\$0	0%	\$83	\$0	\$0	\$0
54	Dr Pepper Snapple Group	Dr Pepper Snapple	Drink brand	\$870	\$127	-85%	\$0	0%	\$0	\$0	\$0	\$127
55	Coca-Cola	Fanta	Soda brand	\$0	\$123	--	\$0	0%	\$19	\$0	\$0	\$104
56	Glanbia	BSN Endorush	Energy drink	\$0	\$122	--	\$120	98%	\$2	\$0	\$0	\$0
57	Red Bull	Red Bull Organics	Regular soda	\$0	\$116	--	\$114	98%	\$2	\$0	\$0	\$0
58	Dr Pepper Snapple Group	Penafiel	Soda brand	\$0	\$106	--	\$0	0%	\$0	\$0	\$0	\$106
59	Carolina Beverage Corporation	Cheerwine	Soda/soda brand	\$127	\$105	-17%	\$0	0%	\$0	\$0	\$35	\$50
60	Sunshine Beverages	Sunshine	Energy drink	\$0	\$103	--	\$0	0%	\$0	\$0	\$0	\$103
61	Zevia	Zevia	Drink brand	\$0	\$100	--	\$0	0%	\$0	\$100	\$0	\$0

continued

Advertising spending by brands* and companies (continued)

Rank	Company	Brand (sub-brand**)	Category	Total advertising spending (\$'000)			2018 ad spending by medium (\$'000)					
				2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
62	Pepsi Lipton	Brisk	Iced tea	\$0	\$85	--	\$0	0%	\$85	\$0	\$0	\$0
63	Kill Cliff	Kill Cliff Ignite	Energy drink	\$0	\$78	--	\$78	100%	\$0	\$0	\$0	\$0
64	Kill Cliff	Kill Cliff Endure	Sports drink	\$0	\$68	--	\$0	0%	\$68	\$0	\$0	\$0
65	Ocean Spray	Ocean Spray	Drink brand	\$0	\$68	--	\$0	0%	\$62	\$0	\$0	\$6
66	Kill Cliff	Kill Cliff	Drink brand	\$0	\$21	--	\$0	0%	\$21	\$0	\$0	\$0
67	Pepsi Lipton	Lipton	Drink brand	\$0	\$2	--	\$0	0%	\$0	\$0	\$0	\$0

Least

Company rankings

Rank	Company	Total advertising spending (\$'000)			2018 ad spending by medium (\$'000)					
		2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
1	PepsiCo	\$306,153	\$391,891	28%	\$179,449	46%	\$19,162	\$22,363	\$11,070	\$12,797
2	Coca-Cola	\$177,655	\$320,806	81%	\$101,419	32%	\$7,427	\$3,508	\$13,567	\$22,530
3	Dr Pepper Snapple Group	\$114,234	\$132,426	16%	\$78,935	60%	\$2,366	\$512	\$2,592	\$2,606
4	Innovation Ventures	\$98,842	\$60,452	-39%	\$62,066	103%	\$5,432	\$0	\$1,610	\$0
5	Pepsi Lipton	\$18,004	\$54,056	200%	\$17,579	33%	\$639	\$14,175	\$886	\$0
6	Red Bull	\$47,773	\$47,047	-2%	\$169	0%	\$1,078	\$0	\$3	\$1,041
7	Ocean Spray	\$18,835	\$15,734	-16%	\$5,078	32%	\$284	\$0	\$0	\$6
8	Hansen Beverage	\$0	\$4,645	--	\$2,134	46%	\$2,433	\$0	\$19	\$17
9	BA Sports Nutrition	\$0	\$3,607	--	\$191	5%	\$2,379	\$420	\$182	\$138
10	Wonderful	\$0	\$2,559	--	\$0	0%	\$83	\$0	\$0	\$0
11	Celsius	\$0	\$1,016	--	\$0	0%	\$5	\$750	\$5	\$99
12	Rockstar	\$300	\$625	108%	\$54	9%	\$354	\$0	\$14	\$0
13	Kill Cliff	\$0	\$167	--	\$114	68%	\$89	\$0	\$0	\$0
14	National Beverage Corp	\$136	\$239	75%	\$0	0%	\$0	\$0	\$8	\$184
15	Carolina Beverage Corporation	\$127	\$105	-17%	\$0	0%	\$0	\$0	\$35	\$50
16	Sunshine Beverages	\$0	\$103	--	\$0	0%	\$0	\$0	\$0	\$103
17	Zevia	\$0	\$100	--	\$0	0%	\$0	\$100	\$0	\$0

Most

Least

*Includes all brands with \$100,000 or more in 2018 advertising spending (combined across categories), excluding children's drinks

**Individual sub-brands advertised in 2018 (in addition to "original" varieties, if applicable)

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014

Exposure to TV advertising by children*

Ranked by ads viewed for children (6-11 years) in 2018

Includes average number of ads viewed by children on national (network, cable, and syndicated) and spot TV

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed								2018 targeted ratios***	
				Preschoolers (2-5 years)				Children (6-11 years)				Preschoolers	Children
				2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change		
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	3.9	6.2	24.7	297%	4.6	7.2	23.8	230%	0.38	0.37
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	10.2	13.7	15.3	12%	13.7	17.2	15.0	-13%	0.39	0.38
3	Red Bull	Red Bull	Energy drink	5.0	8.7	10.6	22%	6.1	9.7	10.3	6%	0.42	0.41
4	Coca-Cola	Coke (Classic, Life)	Regular soda	9.0	5.2	10.1	93%	11.8	5.6	9.4	68%	0.43	0.41
5	PepsiCo	Pepsi	Regular soda	3.6	12.9	9.0	-30%	4.5	13.7	8.6	-37%	0.38	0.37
6	Pepsi Lipton	Pure Leaf	Iced tea	<0.1	0.3	7.2	2031%	<0.1	0.3	6.9	2048%	0.40	0.38
7	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	2.1	3.3	6.7	105%	2.5	3.8	6.7	75%	0.40	0.40
8	Coca-Cola	Sprite (Cranberry)	Regular soda	4.2	0.9	6.0	537%	6.0	1.0	6.0	499%	0.43	0.43
9	Innovation Ventures	5-hour Energy (Tea)	Energy drink	37.7	25.4	6.0	-76%	45.5	29.9	5.8	-81%	0.36	0.35
10	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	7.7	5.9	6.2	5%	9.2	6.2	5.8	-6%	0.42	0.39
11	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	3.4	5.3	5.2	-2%	4.5	5.8	5.0	-13%	0.40	0.39
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	5.0	3.2	5.3	64%	6.5	3.4	4.9	43%	0.39	0.36
13	Coca-Cola	Gold Peak	Iced tea	<0.1	0.2	4.2	2165%	<0.1	0.2	4.2	2443%	0.38	0.38
14	PepsiCo	Pepsi	Soda brand	0.0	0.0	4.3	--	0.0	0.0	4.1	--	0.40	0.39
15	Ocean Spray	Ocean Spray	Fruit drink	7.4	5.8	4.1	--	8.4	5.8	3.8	--	0.46	0.42
16	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	3.2	--	0.0	0.0	3.0	--	0.34	0.32
17	Coca-Cola	Simply (Light)	Fruit drink	0.3	0.1	2.9	5079%	0.4	0.0	3.0	8097%	0.38	0.39
18	Coca-Cola	Fanta	Regular soda	0.2	0.1	2.1	2063%	0.4	0.1	2.3	3279%	0.45	0.49
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	2.0	--	0.0	0.0	2.2	--	0.60	0.64
20	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	1.6	--	0.0	0.0	1.7	--	0.38	0.39
21	Coca-Cola	Coke	Soda brand	0.1	0.7	1.1	64%	0.1	0.6	1.1	84%	0.44	0.43
22	Coca-Cola	NOS	Energy drink	0.1	0.4	0.5	15%	0.1	0.4	0.5	27%	0.32	0.36
23	PepsiCo	Tropicana (Trop 50)	Fruit drink	0.0	0.0	0.3	--	0.0	0.0	0.3	--	0.36	0.37
24	Coca-Cola	Powerade	Sports drink	0.6	0.4	0.3	-23%	0.6	0.3	0.3	-17%	0.36	0.35
25	Coca-Cola	Glaceau Vitaminwater	Flavored water	4.1	3.3	0.2	-94%	4.7	3.5	0.2	-95%	0.59	0.49
26	Coca-Cola	Sprite	Soda brand	0.1	0.1	0.1	-8%	0.2	0.1	0.1	15%	0.31	0.37
27	Hansen Beverage	Monster	Energy drink	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.38	0.31
28	Coca-Cola	Mello Yello	Regular soda	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.48	0.34

Exposure to TV advertising by children* (continued)

Company rankings

Most



Least

Rank	Company	Average # of ads viewed								2018 targeted ratios***	
		Preschoolers (2-5 years)				Children (6-11 years)				Preschoolers	Children
		2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change		
1	PepsiCo	24.5	33.6	53.6	60%	31.4	38.8	51.9	34%	0.38	0.37
2	Coca-Cola	20.0	11.3	31.1	175%	25.8	11.8	30.9	162%	0.41	0.40
3	Dr Pepper Snapple Group	25.8	19.5	21.4	9%	32.8	22.9	20.3	-11%	0.39	0.37
4	Pepsi Lipton	3.4	5.6	12.5	121%	4.5	6.1	12.0	96%	0.40	0.38
5	Red Bull	5.0	8.7	10.6	22%	6.1	9.7	10.3	6%	0.42	0.41
6	Innovation Ventures	37.7	25.4	6.0	-76%	45.5	29.9	5.8	-81%	0.36	0.35
7	Ocean Spray	7.5	5.8	4.1	-30%	8.5	5.8	3.8	-35%	0.46	0.42
8	Hansen Beverage	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.38	0.31

*Includes all brands advertised on TV in 2018, excluding children's drinks

**Individual sub-brands advertised on TV in 2018 (in addition to "original" varieties, if applicable)

***Ratios of TV ads viewed vs. adults (18-49y)

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014

Exposure to TV advertising by teens*

Ranked by ads viewed for teens (12-17 years) in 2018

Includes average number of ads viewed by teens on national (network, cable, and syndicated) and spot TV

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed				Teen-targeted ratio***	
				Teens (12-17 years)			2013-2018 change	2013	2018
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	12.0	17.2	32.2	87%	1.02	0.50
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	31.4	33.4	20.7	-38%	1.05	0.52
3	Red Bull	Red Bull	Energy drink	14.5	24.4	13.7	-44%	1.26	0.54
4	Coca-Cola	Coke (Classic, Life)	Regular soda	19.5	8.6	10.4	21%	0.69	0.44
5	PepsiCo	Pepsi	Regular soda	10.9	26.8	10.2	-62%	0.74	0.44
6	Innovation Ventures	5-hour Energy (Tea)	Energy drink	104.6	72.7	8.8	-88%	1.23	0.53
7	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	3.8	6.4	8.6	35%	0.80	0.52
8	Pepsi Lipton	Pure Leaf	Iced tea	<0.1	0.6	7.8	1292%	--	0.43
9	Coca-Cola	Sprite (Cranberry)	Regular soda	12.8	2.6	7.5	192%	1.23	0.54
10	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	18.8	12.4	7.4	-41%	0.85	0.50
11	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	7.2	10.2	6.1	-40%	0.71	0.47
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	11.2	5.5	5.4	-2%	0.63	0.40
13	PepsiCo	Pepsi	Soda brand	0.0	0.0	5.1	--	--	0.48
14	Coca-Cola	Gold Peak	Iced tea	<0.1	0.2	4.7	2104%	0.74	0.43
15	Ocean Spray	Ocean Spray	Fruit drink	10.8	7.9	3.7	-53%	0.43	0.41
16	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	3.6	--	--	0.39
17	Coca-Cola	Fanta	Regular soda	1.5	0.1	3.3	4197%	0.70	0.73
18	Coca-Cola	Simply (Light)	Fruit drink	0.5	0.1	3.3	4420%	0.96	0.44
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	1.8	--	--	0.54
20	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	1.7	--	--	0.41
21	Coca-Cola	Coke	Soda brand	0.2	1.0	1.2	19%	0.50	0.48
22	Coca-Cola	NOS	Energy drink	0.1	0.5	0.6	29%	0.27	0.43
23	PepsiCo	Tropicana (Trop50)	Fruit drink	0.0	0.0	0.3	--	--	0.41
24	Coca-Cola	Powerade	Sports drink	1.0	0.6	0.3	-46%	0.48	0.41
25	Coca-Cola	Glaceau Vitaminwater	Flavored water	11.5	9.9	0.2	-98%	1.38	0.60
26	Hansen Beverage	Monster	Energy drink	0.0	0.0	0.2	--	--	0.62
27	Coca-Cola	Sprite	Soda brand	0.5	0.1	0.1	-28%	1.28	0.51
28	Coca-Cola	Mello Yello	Regular soda	0.0	0.0	0.1	--	--	0.37

Most

Least

Exposure to TV advertising by teens* (continued)

Company rankings

Most
↓
Least

Rank	Company	Average # of ads viewed				Teen-targeted ratio***	
		Teens (12-17 years)			2013-2018 change	2013	2018
1	PepsiCo	71.6	78.1	68.6		-12%	0.90
2	Coca-Cola	50.0	23.7	35.4	50%	0.86	0.48
3	Dr Pepper Snapple Group	61.8	43.4	25.0	-42%	0.97	0.46
4	Pepsi Lipton	7.2	10.8	13.9	28%	0.72	0.44
5	Red Bull	14.5	24.4	13.7	-44%	1.26	0.54
6	Innovation Ventures	104.6	72.7	8.8	-88%	1.23	0.53
7	Ocean Spray	10.9	7.9	3.7	-53%	0.43	0.41
8	Hansen Beverage	0.0	0.0	0.2	--	--	0.62

*Includes all brands advertised on TV in 2018, excluding children's drinks

**Individual sub-brands advertised on TV in 2018 (in addition to "original" varieties, if applicable)

***Ratio of ads viewed by teens versus adults (18-49y)

Bolded ratio in 2018 indicates a higher-than-expected ratio (≥ 0.50) given differences in TV viewing times

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014

Exposure to Spanish-language TV advertising by Hispanic youth*

Ranked by ads viewed for Hispanic children (6-11 years) in 2018

Includes average number of ads viewed on Spanish-language TV by Hispanic youth

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed											
				Preschoolers (2-5 years)				Children (6-11 years)				Teens (12-17 years)			
				2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change
1	PepsiCo	Pepsi	Regular soda	0.0	12.2	17.6	44%	0.0	9.1	14.7	61%	0.0	8.9	10.5	17%
2	Dr Pepper Snapple Group	Dr Pepper	Regular soda	0.4	9.0	10.5	16%	0.3	7.3	9.3	27%	0.4	7.4	6.7	-10%
3	PepsiCo	Gatorade	Sports drink	0.0	0.0	8.5	--	0.0	0.0	7.5	--	0.0	0.0	6.3	--
4	Coca-Cola	Coke (Classic)	Regular soda	16.6	8.3	8.7	4%	11.2	6.0	7.1	20%	11.7	5.9	6.1	3%
5	Coca-Cola	Powerade	Sports drink	1.6	0.6	0.9	59%	1.5	0.6	1.0	73%	2.1	0.7	1.0	53%
6	Innovation Ventures	5-hour Energy	Energy drink	7.1	4.7	1.4	-70%	6.2	3.9	1.0	-75%	12.4	4.0	0.8	-79%
7	Coca-Cola	Coke	Soda brand	0.0	0.0	0.9	--	0.0	0.0	1.0	--	0.0	0.0	0.8	--
8	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	0.3	--	0.0	0.0	0.2	--	0.0	0.0	0.2	--
9	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.0	0.0	0.1	--
10	PepsiCo	Mtn Dew	Regular soda	0.0	0.9	<0.1	-99%	0.0	0.9	<0.1	-99%	0.0	1.3	<0.1	-99%

Most

Least

Company rankings

Rank	Company	Average # of ads viewed											
		Preschoolers (2-5 years)				Children (6-11 years)				Teens (12-17 years)			
		2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change
1	PepsiCo	0.2	13.1	26.1	100%	0.2	10.0	22.2	123%	0.2	10.2	16.8	64%
2	Coca-Cola	19.1	10.6	11.0	3%	13.5	8.0	9.5	19%	15.0	8.4	8.2	-3%
3	Dr Pepper Snapple Group	7.6	12.0	10.5	-13%	4.9	9.7	9.3	-5%	4.9	9.8	6.7	-32%
4	Innovation Ventures	7.1	4.7	1.4	-70%	6.2	3.9	1.0	-75%	12.4	4.0	0.8	-79%

Most

Least

*Includes all brands advertised on Spanish-language TV in 2018, excluding children's drinks

**Individual sub-brands advertised on Spanish-language TV in 2018 (in addition to "original" varieties, if applicable)

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014

Exposure to TV advertising by Black children*

Ranked by ads viewed for Black children (6-11 years) in 2018

Includes average number of ads viewed by Black preschoolers and children on national (network, cable, and syndicated) TV

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed				Black-targeted ratios***		
				2010	2013	2018		2018		
				Black children (2-11 years)	Black children (2-11 years)	Black preschoolers (2-5 years)	Black children (6-11 years)	2013-2018 change ¹	Preschoolers	Children
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	8.5	13.5	52.2	50.7	282%	2.52	2.50
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	22.2	28.8	33.4	33.7	17%	2.50	2.62
3	Red Bull	Red Bull	Energy drink	11.0	18.8	18.7	19.0	0%	1.89	2.06
4	Coca-Cola	Coke (Classic, Life)	Regular soda	15.1	12.2	16.2	15.5	30%	1.71	1.78
5	Coca-Cola	Sprite (Cranberry)	Regular soda	10.8	3.0	14.7	14.5	392%	2.80	2.94
6	PepsiCo	Pepsi	Regular soda	5.7	19.9	14.3	13.9	-29%	1.74	1.78
7	Pepsi Lipton	Pure Leaf	Iced tea	0.0	0.4	12.7	13.0	3169%	1.81	2.00
8	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	3.1	7.3	11.6	12.1	62%	1.87	2.00
9	Innovation Ventures	5-hour Energy (Tea)	Energy drink	97.0	60.4	11.9	11.9	-80%	2.15	2.25
10	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	6.9	10.5	10.4	10.7	1%	2.19	2.38
11	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	13.1	8.9	9.5	9.3	5%	1.55	1.65
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	9.4	4.8	8.5	8.1	74%	1.65	1.72
13	PepsiCo	Pepsi	Soda brand	0.0	0.0	6.9	7.2	--	1.76	1.94
14	Coca-Cola	Gold Peak	Iced tea	0.0	0.8	6.7	7.0	785%	1.70	1.79
15	Ocean Spray	Ocean Spray	Fruit drink	12.8	9.5	5.9	5.7	-39%	1.45	1.57
16	Coca-Cola	Fanta	Soda brand	0.0	0.0	5.0	5.6	--	2.67	2.90
17	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	5.5	5.2	--	1.79	1.85
18	Coca-Cola	Simply (Light)	Fruit drink	0.5	0.2	3.5	3.7	1800%	1.15	1.25
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	2.5	3.0	--	1.23	1.47
20	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	1.9	2.1	--	1.13	1.21
21	Coca-Cola	Coke	Soda brand	0.1	1.3	1.7	1.7	30%	2.18	2.17
22	Coca-Cola	NOS	Energy drink	0.0	0.3	0.6	0.7	104%	1.24	1.37
23	PepsiCo	Tropicana (Trop50)	Fruit drink	0.0	0.0	0.5	0.5	--	1.90	1.95
24	Coca-Cola	Glacéau Vitaminwater	Flavored water	9.2	8.7	0.6	0.5	-94%	5.71	4.22
25	Coca-Cola	Powerade	Sports drink	0.8	0.5	0.3	0.3	-38%	1.16	1.08
26	Coca-Cola	Sprite	Soda brand	0.4	0.4	0.2	0.3	-33%	5.43	6.74
27	BA Sports Nutrition	BodyArmor	Sports drink	0.0	0.0	0.1	0.1	--	3.95	4.24

Most

Least

Exposure to TV advertising by Black children* (continued)

Company rankings

Most
↓
Least

Rank	Company	Average # of ads viewed					Black-targeted ratios***	
		2010	2013	2018		2018		
		Black children (2-11 years)	Black children (2-11 years)	Black preschoolers (2-5 years)	Black children (6-11 years)	2013-2018 change ¹	Preschoolers	Children
1	PepsiCo	45.6	62.2	107.5	106.1	72%	2.31	2.36
2	Coca-Cola	38.5	27.4	54.0	55.0	99%	1.86	1.96
3	Dr Pepper Snapple Group	49.0	38.9	35.0	34.7	-10%	1.71	1.81
4	Pepsi Lipton	6.9	10.9	23.1	23.7	115%	2.21	2.38
5	Red Bull	11.0	18.8	18.7	19.0	0%	1.89	2.06
6	Innovation Ventures	97.0	60.4	11.9	11.9	-80%	2.15	2.25
7	Ocean Spray	12.9	9.6	5.9	5.7	-39%	1.45	1.57

*Includes all brands advertised on national TV in 2018, excluding children's drinks

**Individual sub-brands advertised on national TV in 2018 (in addition to "original" varieties, if applicable)

***Ratio of ads viewed by Black preschoolers or children versus White preschoolers or children

Bolded ratio indicates a targeted ratio higher than the ratio of TV viewing time for Black preschoolers and children compared to White preschoolers and children (1.39 and 1.69)

¹Calculated based on average of ads viewed by preschoolers and children in 2018

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014

Exposure to TV advertising by Black teens*

Ranked by ads viewed for Black teens (12-17 years) in 2018

Includes average number of ads viewed by Black teens on national (network, cable, and syndicated) TV

Rank	Company	Brand (sub-brand**)	Category	Black teens (12-17 years)						
				Average # of ads viewed				Black-targeted ratio***		
				2010	2013	2018	2013-2018 change	2010	2013	2018
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	20.1	30.6	69.2	126%	2.11	2.03	2.68
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	51.7	56.6	46.9	-17%	1.90	1.94	2.78
3	Red Bull	Red Bull	Energy drink	22.5	42.2	26.6	-37%	1.83	2.11	2.30
4	Coca-Cola	Sprite (Cranberry)	Regular soda	24.8	6.6	19.4	194%	2.55	4.13	3.57
5	Innovation Ventures	5-hour Energy (Tea)	Energy drink	200.7	137.8	17.9	-87%	2.14	2.18	2.29
6	Coca-Cola	Classic, Life	Regular soda	30.4	20.2	17.4	-14%	1.77	3.24	1.87
7	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	4.4	12.3	16.6	35%	1.17	2.27	2.25
8	PepsiCo	Pepsi	Regular soda	13.9	38.8	16.5	-57%	1.53	1.60	1.85
9	Pepsi Lipton	Pure Leaf	Iced tea	0.0	0.6	14.8	2456%	--	1.04	2.15
10	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	10.7	17.7	13.4	-25%	1.65	1.92	2.66
11	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	26.3	17.6	12.5	-29%	1.64	1.67	1.83
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	14.7	7.7	9.2	20%	1.40	1.43	1.79
13	PepsiCo	Pepsi	Soda brand	0.0	0.0	9.0	--	--	--	2.12
14	Coca-Cola	Fanta	Soda brand	0.0	0.0	8.8	--	--	--	3.42
15	Coca-Cola	Gold Peak	Iced tea	0.0	1.0	7.7	705%	--	33.61	1.83
16	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	6.1	--	--	--	1.80
17	Ocean Spray	Ocean Spray	Fruit drink	17.3	11.6	5.4	-54%	1.77	1.58	1.47
18	Coca-Cola	Simply (Light)	Fruit drink	0.7	0.4	4.0	10000%	1.30	19.40	1.25
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	2.4	--	--	--	1.34
20	Coca-Cola	Coke	Soda brand	0.2	1.7	2.2	30%	1.38	1.76	2.60
21	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	2.1	--	--	--	1.19
22	Coca-Cola	NOS	Energy drink	0.0	0.3	1.0	219%	0.23	0.56	1.61
23	Coca-Cola	Glaceau Vitaminwater	Flavored water	22.8	19.6	0.6	-97%	2.58	2.50	4.82
24	PepsiCo	Tropicana (Trop50)	Fruit drink	0.0	0.0	0.6	--	--	--	1.91
25	Coca-Cola	Sprite	Soda brand	0.9	0.8	0.3	-58%	2.66	49.88	4.95
26	Coca-Cola	Powerade	Sports drink	1.5	1.0	0.2	-75%	1.44	1.66	0.67
27	BA Sports Nutrition	BodyArmor	Sports drink	0.0	0.0	0.1	--	--	--	2.47

Most

Least

Exposure to TV advertising by Black teens* (continued)

Company rankings

Most
↓
Least

Rank	Company	Black teens (12-17 years)						
		Average # of ads viewed				Black-targeted ratio***		
		2010	2013	2018	2013-2018 change	2010	2013	2018
1	PepsiCo	102.4	126.1	142.3	13%	1.74	1.83	2.53
2	Coca-Cola	84.3	51.5	66.2	28%	2.03	2.89	2.18
3	Dr Pepper Snapple Group	88.5	73.0	44.4	-39%	1.65	2.00	1.95
4	Pepsi Lipton	10.7	18.3	28.2	54%	1.65	1.87	2.36
5	Red Bull	22.5	42.2	26.6	-37%	1.83	2.11	2.30
6	Innovation Ventures	200.7	137.8	17.9	-87%	2.14	2.18	2.29
7	Ocean Spray	17.4	11.6	5.4	-54%	1.76	1.58	1.47

*Includes all brands advertised on national TV in 2018, excluding children's drinks

**Individual sub-brands advertised on TV in 2018 (in addition to "original" varieties, if applicable)

***Ratio of ads viewed by Black teens versus White teens

Bolded ratio indicates a targeted ratio higher than the ratio of TV viewing time for Black teens compared to White teens (1.78)

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014