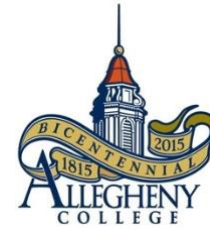




To What Extent is the Sugar-Sweetened Beverage Tax an Effective Government Intervention Towards Public Health? Reviewing Discrepancies Between Sales and Consumption.



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Introduction or Overview

The overconsumption of sugar-sweetened beverages (SSBs) is associated with the increasing prevalence of obesity and diabetes in the United States. In an effort to decrease consumption of sweetened beverages, in 2017 the city of Philadelphia implemented a sugar-sweetened beverage tax. This study investigates whether this tax is an effective government intervention towards decreasing sweetened beverage consumption by looking into the discrepancies between sales and consumption.

Research Hypothesis/Objectives

The main objective of the research project is to determine if the sugar-sweetened beverage tax implemented by Philadelphia was actually effective towards decreasing consumption of sweetened beverages.

Methodology or Approach

This study used online data to help address the main objective. For example, data regarding the volume of sales before and after the implementation of the tax was obtained from online sources. Information from other published papers were also used to address the main objective. All sources used are cited in the bibliography of the paper.

Major Outcomes, Results and Conclusion

- There was an instant drop in the volume of sweetened beverages purchased in the city of Philadelphia following the implementation of the sugar tax, however, the volume of sweetened beverages sold in the areas surrounding Philadelphia increased.
- In a 30-day period, consumption volume 12 months after the tax was implemented relative to comparison cities were not statistically significant. The change in volume in ounces for sweetened beverages was small with only a decrease of 51.65 ounces in a 30-day period.
- Reasons such as product alternatives, cross-border shopping, out of store purchase, lobbying and aggressive marketing and advertising by beverage companies explain the discrepancies between the reported decrease in sales and consumption of sugar sweetened beverages.