

C14 Assessments of total energy and sugar content and marketing advertising strategies of the pre-packaged sugar sweetened beverages in the supermarkets in Kelantan

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Consumption of pre-packaged sugar-sweetened beverages (SSBs) is linked to consumption of added or free sugar and negative health outcomes such as obesity and type 2 diabetes. However, little information has been conducted to assess the total energy and sugar content of pre-packaged SSBs in the supermarkets, especially in Kelantan, Malaysia. The aim of this cross-sectional study was to determine the total energy and sugar content of pre-packaged SSBs in the supermarkets in Kelantan. In general, eight categories (fruit juices and juice drinks, flavoured milk, carbonated drinks, chocolate drinks, milk tea and coffee, tea and herbal drinks, sports and energy drinks, and soy beverages) with five beverages from each category of pre-packaged SSBs were selected and photographed to be evaluated based on their nutritional information (total energy and sugar content). The findings of the study showed that chocolate and malt drinks had the significantly highest median of total energy (63.0, IQR 15.5), followed by milk tea and coffee (56.0, IQR 33.5), and tea and herbal drinks (18.0, IQR 21.5), which falls under the lowest median of total energy content among the eight groups. For the total sugar content, sports and energy drinks had the highest median of total sugar content (11.3, IQR 10.0), followed by chocolate drinks (7.9, IQR 3.6) and fruit juices and juice drinks (7.3, IQR 6.6). The products of tea and herbal drinks had the lowest median total sugar content (4.5, IQR 4.4). Based on the findings of the study, it is clearly shown that total energy and sugar content have a positive, strong significant association, which indicates that sugar contributes to the majority of energy in pre-packaged SSBs. In conclusion, this study provided the data of total energy and sugar content of pre-packaged SSBs for the use of other future research or the latest data in MyFCD according to the availability of current food and beverages in Malaysia. Additionally, the research must be conducted to represent the whole Kelantan population by conducting the research in other supermarkets and during several festival seasons in Kelantan.