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Statement on the WHO's 2025 Global Report on SSB Taxes

Attributable to International Council of Beverages Associations (ICBA) Executive Director Katherine Loatman:

"We share the goal of accelerating progress to reduce non-communicable diseases and believe that governments should focus on cost-effective actions backed by strong evidence.

That's why it is disappointing to see WHO continue to downplay proven sugar reduction measures such as reformulation and smaller portion sizes in favor of making unproven claims about taxes, which make daily life more expensive and do not help consumers achieve balanced diets. More than a decade of global evidence shows beverage taxes have not reduced obesity or improved health outcomes. The WHO itself has repeatedly concluded that such taxes are not "Best Buy" policies, meaning taxation is not among the most effective measures to address these complex issues.

For our part, the beverage industry continues to advance collaborative and innovative solutions like broadening access to low- and no-sugar beverage options, supporting transparent labeling, and upholding the highest standards for responsible marketing."

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The International Council of Beverages Associations (ICBA) is an international nongovernmental organization established in 1995 that represents the interests of the worldwide non-alcoholic beverage industry. The members of ICBA include national and regional beverage associations, as well as international beverage companies that operate in more than 200 countries and territories and produce, distribute, and sell a variety of non-alcoholic sparkling and still beverages, including soft drinks, sports drinks, energy drinks, bottled waters, flavored and/or enhanced waters, ready-to-drink teas and coffees, 100% fruit or vegetable juices, nectars and juice drinks, and dairy-based beverages.

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