



18 September 2025

International Council of Beverages Associations Statement on WHO “Saving Lives, Spending Less” Report

Attributed to International Council of Beverages Associations (ICBA) Executive Director Kate Loatman:

“We agree with WHO that countries should prioritize cost-effective actions, which should be backed by strong evidence and deliver further progress on addressing non-communicable diseases.

However, WHO itself has repeatedly found that taxes on sugar-sweetened beverages are not among the most effective interventions (“[Best Buys](#)”), and no country has reduced obesity through these taxes.

Real change comes from practical, evidence-based measures: expanding low- and no-sugar choices, reducing average calories in soft drinks, offering more portion options, providing clear front-of-pack labeling, and marketing responsibly. Our industry is delivering these actions and achieving measurable results. We continue to welcome the chance to work with governments, health experts, and communities on proven solutions that improve health for the long term.”

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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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