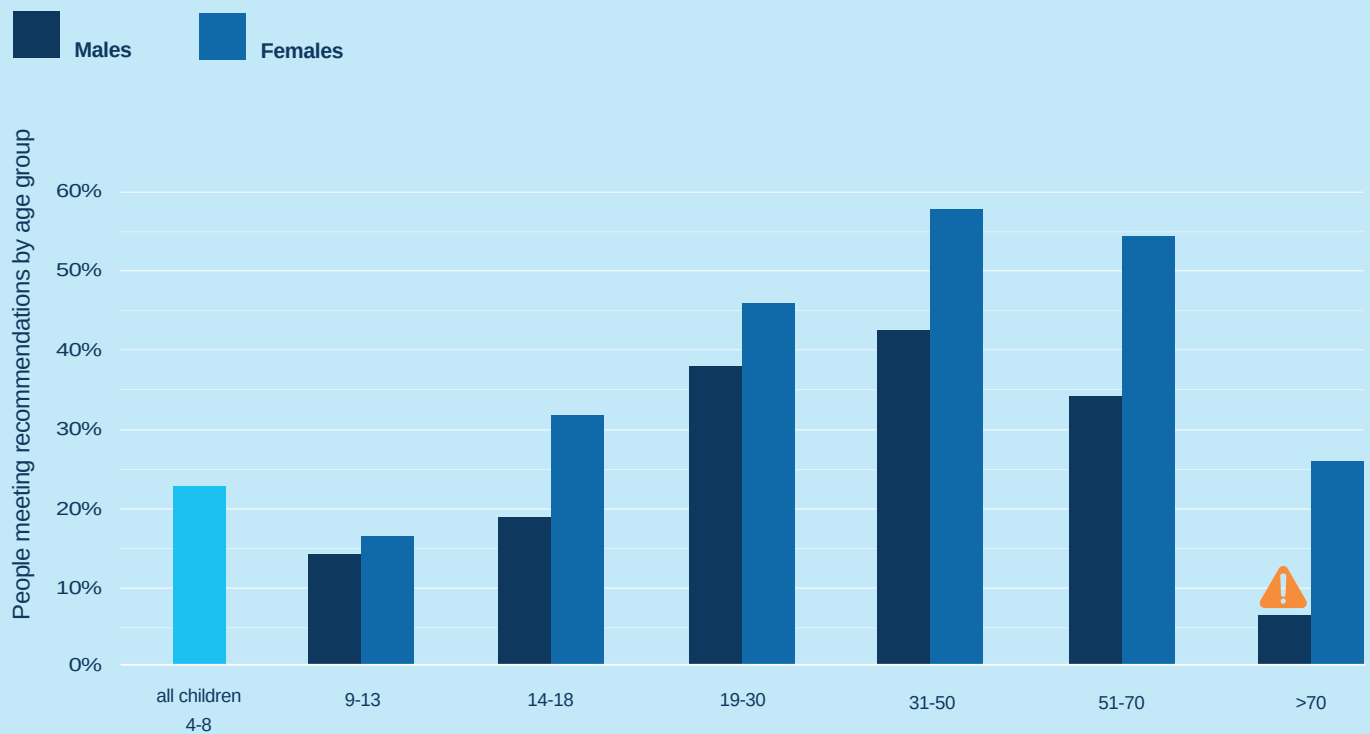


Health & Nutrition Sciences

Beverage Consumption Trends in the U.S.

PART 1 Getting Kids and Adults to Drink More Water

Only about 40% of the US population meet the National Academy of Medicine recommendations for adequate fluid intakes.¹




A greater percentage of women tend to meet recommendations compared to men. Older adults failed to meet recommendations, men over 70 in particular (95%).¹

People of all ages consume most of their water between 6 am and noon. Sugar-sweetened beverage (SSB) and other beverage consumption increases in the afternoon.²





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Other Beverages Consumed



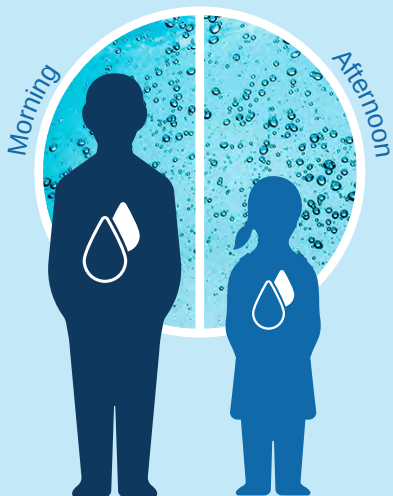
Adults
Adults are more likely to consume coffee & tea than water in the morning, and more likely to consume alcohol from 6 to 9pm.²

Children
Children ages 4-8 consume mostly milk and juice at breakfast. SSBs are mostly consumed at lunch, dinner, and in the afternoon.²



Strategies to Increase Water Consumption



Promoting more water consumption **by adults in the morning** and more water consumption **by children in the afternoon** might be a unique strategy to increase water intake.



The most effective strategies for behavioral change are those that **build on existing habits and consumption patterns**. Social marketing strategies to promote water consumption, tap or bottled, will need to **take these varied habits and consumption patterns into account.**

References:

1. Vieux, Florent, et al. "Trends in tap and bottled water consumption among children and adults in the United States: analyses of NHANES 2011–16 data." *Nutrition journal* 19.1 (2020): 10.
2. Vieux, Florent, et al. "The timing of water and beverage consumption during the day among children and adults in the United States: analyses of NHANES 2011–2016 data." *Nutrients* 11.11 (2019): 2707.