



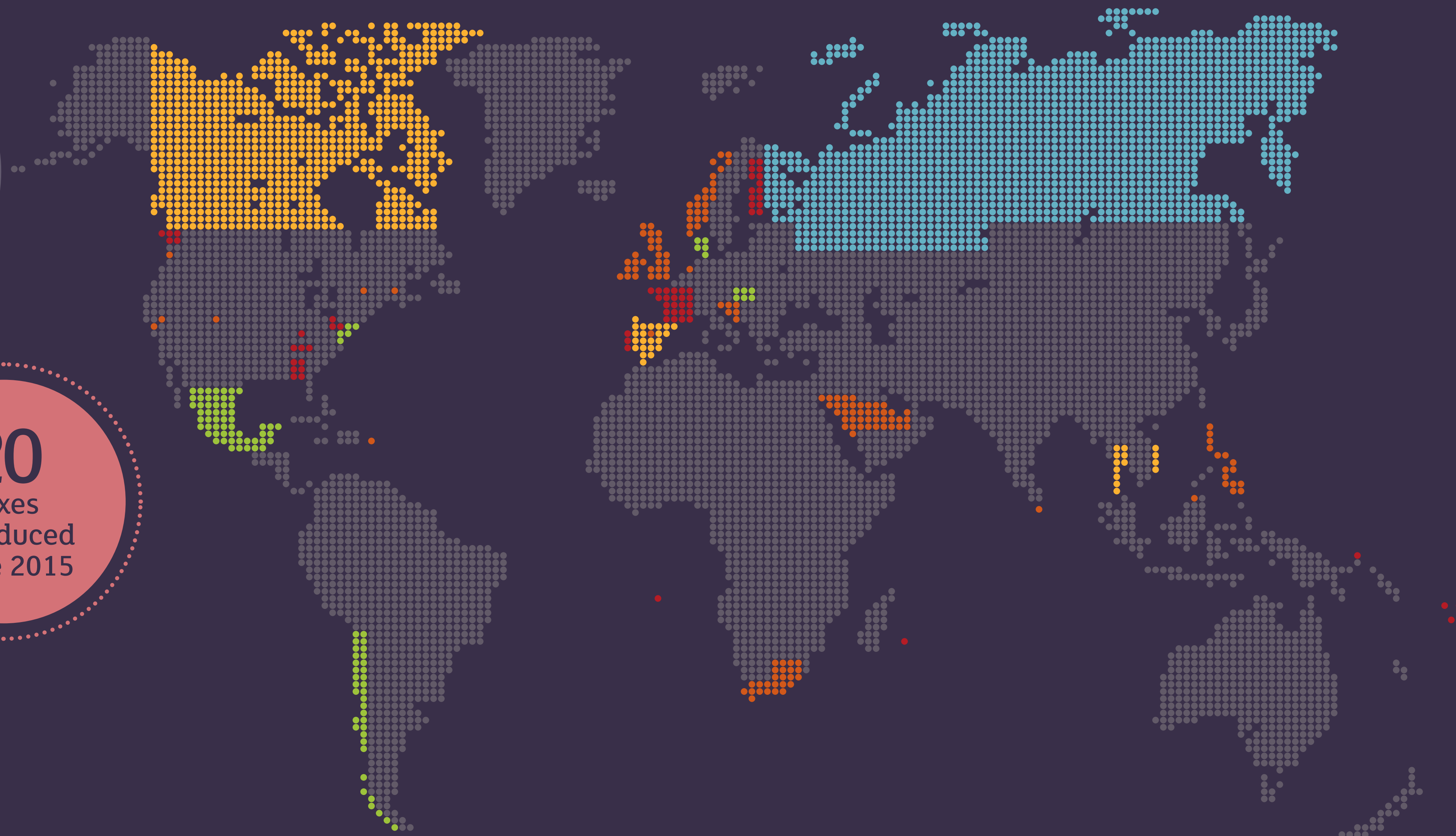
Leading to Better

# Global Map of the "Sugar Tax"

Ahead of tax introductions many global brands have committed themselves to significant nutritional optimisation

35+ authorities have now introduced sugar taxes

20 taxes introduced since 2015



### Most Common Exemptions



● SSB/Syrup tax

● Broader nutritional tax

● Other tax

● Introduced since 2015

● Pending/TBC