

Policy Extract

[Sugar Reduction: The evidence for action](#)

The findings from our review and our assessment of the evidence-based actions to reduce sugar consumption are set out in this report. The review first considers the need for action, the health issues associated with this and the benefits in reducing our intakes. It then moves on to draw conclusions about what drives our consumption and advises on actions that could be implemented to change our sugar intakes.

With regards to fiscal measures, the evidence shows that price, promotions and marketing are all effective strategies influencing preference for, and purchasing of, high sugar products in England. The evidence suggests that increasing the price of high sugar products by 10-20% or more through the use of a tax or levy would be likely to have an effect on purchasing behaviour and therefore sugar consumption at least in the short term.