

MEXICO'S HEALTH

Soda & Obesity

A Booming Industry

Per capita, Mexico drinks more Coca-Cola products than any other country...



Mexico represents **5%** of Coke's annual global sales.

and has surpassed the US in total soft drink consumption.



Liters of soft drink per person/yr

A Troubling Health Crisis

14% of Mexicans suffer from diabetes &

Mexico has the highest incidence of **sugary beverage-related deaths** in the world

Mexico's obesity rate is the highest in the world at 32.8%.



An epidemic that will cost 170 billion pesos by 2017.



References

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2. The State of Food and Agriculture, Food and Agriculture Organization of the United Nations. <http://www.fao.org/docrep/018/i3300e/i3300e.pdf>
3. Incidence of type 2 diabetes in Mexico. Results of The Mexico City Diabetes Study after 18 years of follow-up. Salud Pública Mex 2014; Vol. 56 (1): 11-17. <http://bvs.insp.mx/rsp/articulos/articulo.php?id=002944>
4. 180,000 deaths worldwide may be associated with sugary soft drinks. American Heart Association Meeting Report. <http://newsroom.heart.org/news/180-000-deaths-worldwide-may-be-associated-with-sugary-soft-drinks>