BCR30
BEVERAGE CHOICES ROADMAP TO 2030

Australian Beverages

# Beverage Choices Roadmap to 2030

## Building on decades of change

The Beverage Choices Roadmap to 2030 (BCR30) is the Australian Beverages Council Limited's (ABCL) framework for industry action through to 2030. It brings together practical commitments on consumer choice, responsible marketing, energy drinks, and consumer education. Industry progress will be independently assessed and publicly reported each year.

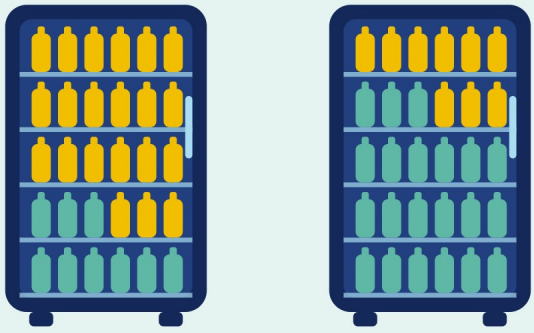
At the centre of BCR30 is the 'Fridge of the Future', an industry-wide ambition for 70% of water-based non-alcoholic drinks sold to be low- or no-sugar varieties by 2030.

AT THE HEART OF BCR30

## The 'Fridge of the Future'

The industry's picture of 2030: 70% of water-based drinks sold are low- or no-sugar varieties, with a full range of choices for every occasion.

- Low- and no-sugar
- Sugar-sweetened



**1997**
**30%**
low- and no-sugar

**2030**
**70%**
low- and no-sugar

## Building on a decade of voluntary action

BCR30 follows the industry's Sugar Reduction Pledge, which ended in 2025, with participating companies reducing sugar across their portfolios by 21%, avoiding more than 255,000 tonnes of sugar consumption in Australia, across 10 years.[1]

The results show what voluntary, industry-led action, including reformulation and innovation, can deliver. BCR30 builds on that progress with a broader framework.

**21%**
less sugar across participating portfolios, 2015 – 2025[1]

**255,000+**
tonnes of sugar avoided from Australian diets through the Sugar Reduction Pledge[1]

## A sustained shift in what Aussies are drinking

The peer-reviewed *28-Year Beverage Trends* study commissioned by ABCL, tracks Australian non-alcoholic beverage sales over almost 30 years, with low- and no-sugar options making up for 30% of water-based beverage sales in 1997, and 65% in 2024.[2] This shows a clear, long-term shift in consumer preference.

### GOVERNMENT DATA POINTS THE SAME WAY

- The latest National Nutrition and Physical Activity Survey found free sugar intake across Australian diets declined to 8.2% of total energy intake, within the WHO's recommendation of less than 10%.[3]
- Apparent consumption of sugar-sweetened soft drinks fell 6.6% between 2018–19 and 2023–24.[4]
- The share of Australians drinking a sugar-sweetened beverage on a given day fell from 43.2% in 1995-96 to 20.9% in 2023-24.[4]

# The BCR30 Framework

BCR30 brings together industry-wide action led by ABCL and voluntary initiatives chosen by individual members, with progress independently measured and reported each year.

## ABCL initiatives

### Responsible Marketing and Advertising

- Ongoing monitoring of member compliance with the ABCL Marketing and Advertising Code.
- Advocating for evidence-based labelling, that reflects nutritional profile, rather than how a food is prepared or processed.

### Energy Drinks

- ABCL members voluntarily comply with the ABCL Energy Drinks Commitments.
- Supporting evidence-based policies on the regulation of energy drinks.

### Consumer Awareness

- BCR30 will deliver consumer education on nutritional labelling, ingredients, recycling and sustainability, Health Star Rating system, serve sizes, and low- and no-sugar options.
- A dedicated digital campaign utilising the DrinkFacts platform.

### Consumer Choice

- Supporting consumers to make informed choice in the context of their diet and lifestyle.
- Continuing to work with members and industry partners to identify opportunities for collective action to promote the role of low- and no-sugar beverages.

## Member initiatives

**Members choose the initiatives that fit their business:**

- Investing marketing resources in the promotion of low- and no-sugar varieties.
- Launching new unsweetened, low- or no-sugar beverages.
- Reformulating products to reduce sugar.
- Growing smaller pack formats of sugar-sweetened beverages.
- Promoting the Health Star Rating on all products.
- Exploring opportunities to innovate portfolios in line with evolving consumer preferences and health expectations.
- Offering a low- or no-sugar variant when launching a flagship sugar-sweetened product.

**70%**
**BY 2030**

THE FRIDGE OF THE FUTURE

Industry target: 70% low- and no-sugar water-based drink sales by 2030.

**An independent, third-party progress report will be published annually.**

**About the Australian Beverages Council Limited**
The Australian Beverages Council Limited is the peak body for Australia's non-alcoholic beverages industry.

**Learn more:**
www.australianbeverages.org/BCR30
www.drinkfacts.com.au

**Sources**


1. KPMG, *Sugar Reduction Pledge Final Report*, 2026.
2. Starck CS, Cassettari T, Beckett E, Fayet-Moore F. Evolving Sweet Preferences: Temporal Trends in Australian Non-Alcoholic Beverage Sales from 1997 to 2024. *Nutrients*, 2026.
3. *National Nutrition and Physical Activity Survey,* 2023.
4. Australian Bureau of Statistics, *Apparent Consumption of Selected Foodstuffs, Australia.* 1995-96, 2018-19, and 2023–24 Releases.