



## **Sugarcoating the holiday season: 55% of Americans don't consider their sugar consumption during the holidays**

**New research from air up® unveils that a majority of Americans overload on sugar during the festive season**

- 55% of Americans confess to not thinking about the amount of sugar they consume during the holiday season
- 63% say that they drink more sugary beverages during the festive season than during other months of the year
- 53% of Americans admit to losing track of the amount of sugary beverages they drink

### **air up® - the world's first fillable scent-based drinking system - shares their tips to stave off excess sugar consumption in the winter months**

New York/Munich, 16. November 2023 – Affecting 37 million Americans with 1.4 million new diagnoses every year, diabetes costs Americans \$413 billion annually, according to the American Diabetes Association. On the occasion of National Diabetes Month, new research unveiled by [air up®](#) – the world's first refillable scent-based drinking system – shows that 55% of Americans confess to not thinking about the amount of sugar they consume during the festive season at all. With 96 million adults in America living with prediabetes, air up®'s research further reveals that a majority (52%) of Americans experience sugar overload during the holidays, indicating that all restraint goes out the window. For those putting off curbing sugar until the new year, the chances of success are mixed at best: 41% of all respondents admit to failing at New Year's resolutions to cut excess sugar out of their diet. To remedy a dependence on sugar, air up® has launched in the U.S. to inspire a healthier relationship with hydration, making simple tap water more exciting through the science of retronasal smell, flavoring water without artificial ingredients or sugar.

air up®'s new survey also reveals key insights into Americans' seasonal beverage preferences. Hot chocolate is unveiled as America's favorite fall and winter drink, closely followed by coffee. When it comes to keeping track of their liquid sugar intake, one in two Americans admit to losing track of the amount of sugary beverages they drink during the festive season.

#### **Sugar ambivalence**

With more than half (55%) of respondents stating that they do not consider their sugar levels during the holiday season—an attitude found to be most pronounced among



25-to-34-year-olds (66%)—Americans are consuming sugary drinks en masse during the festive season. Roughly two in three (63%) say that they drink more sugary beverages during November and December than during other months of the year, and half (53%) of respondents admit to losing track of the amount of sugary beverages they consume. Millennials again drive this trend, with 79% of 25-to-34-year-olds stating that they drink more sweet beverages during the festive season compared to less than half (46%) of 55-to-65-year-olds stating this.

Finding that hot chocolate reigns supreme as America's favorite fall and winter drink—71% of respondents rank it in their top five seasonal beverages—sugar is particularly present in America's seasonal hydration habits. Coffee (62%) and tea (49%) rank second and third, trumping seasonal classics like eggnog (41%) and pumpkin spice latte (34%) in popularity. However, not all generations sip the same way: while younger Americans (ages 18-24) opt for specialty coffee drinks like pumpkin spice latte (41%) and peppermint mocha (38%) in the colder months, older Americans (ages 55-65) are drawn to coffee (69%) and eggnog (53%). Regional differences also emerge in the data, with people in the Northeast and West being the only ones to rank wine in their top five seasonal drinks, while Southerners (76%) are the most obsessed with hot chocolate out of all regions.

**Siena Cid, MS, RD, Health and Nutrition Scientist air up®**, has provided a suite of tips to help avoid sugar overload this holiday season:

“While they're certainly delightful, seasonal drinks often harbor excess sugar. Enjoying them in moderation is key. Indulgence is part of the celebration, but completely overlooking your sugar intake is counterproductive, particularly given the challenge of maintaining sugar reduction goals in the new year.”

“Our bodies respond unfavorably to excess sugar, with both short- and long-term effects that don't align with optimal health outcomes.”

“That doesn't mean you need to go cold turkey. Instead, here a few simple strategies to avoid sugar overload this festive season”:

- **Limit Liquid Sugars:** Enjoy sugary drinks in moderation. When possible, opt for water or herbal teas without excessive sugar.
- **Stay Hydrated:** Drinking water can help you feel full and satisfied. For those who struggle to drink water, air up®'s scent-based drinking system is a great option, providing flavor through scent instead of artificial flavors or sugar.
- **Eat Balanced Meals:** Ensure that your meals are balanced with a mix of protein, healthy fats, and fiber-rich foods. This can help stabilize blood sugar levels and reduce sugar cravings.



- **Be Mindful:** Pay attention to portion sizes when indulging in sweet treats. Enjoy for satisfaction and listen to hunger cues to honor the portion that is right for you.

**Survey methodology:**

All figures are from Appinio. Total sample size was 2,000 U.S. adults who stated that they drink seasonal beverages during the fall/winter months. Fieldwork was undertaken between October 31–November 7, 2023. The survey was carried out online. The figures are representative of all U.S. adults ages 18+.

**About air up®**

air up® is the German company behind the world's first refillable scent-based drinking system that flavors water through scent alone. Since its launch in Europe in July 2019, air up® has raised more than EUR 60M over two funding rounds, and has grown into a company that operates in 11 countries including the U.S. The scale-up counts more than 300 employees all over the globe and enjoys a customer base of its innovative scent-based drinking system in the millions.

The managing directors of air up GmbH include Christian Hauth (CEO), Jannis Koppitz (CEO), Magdalena Jüngst (CCO), Simon Nüesch (CMO), Tim Jäger (Chief of Research and Development), and Tobias Klostermann (SVP Supply Chain & Logistics)

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