

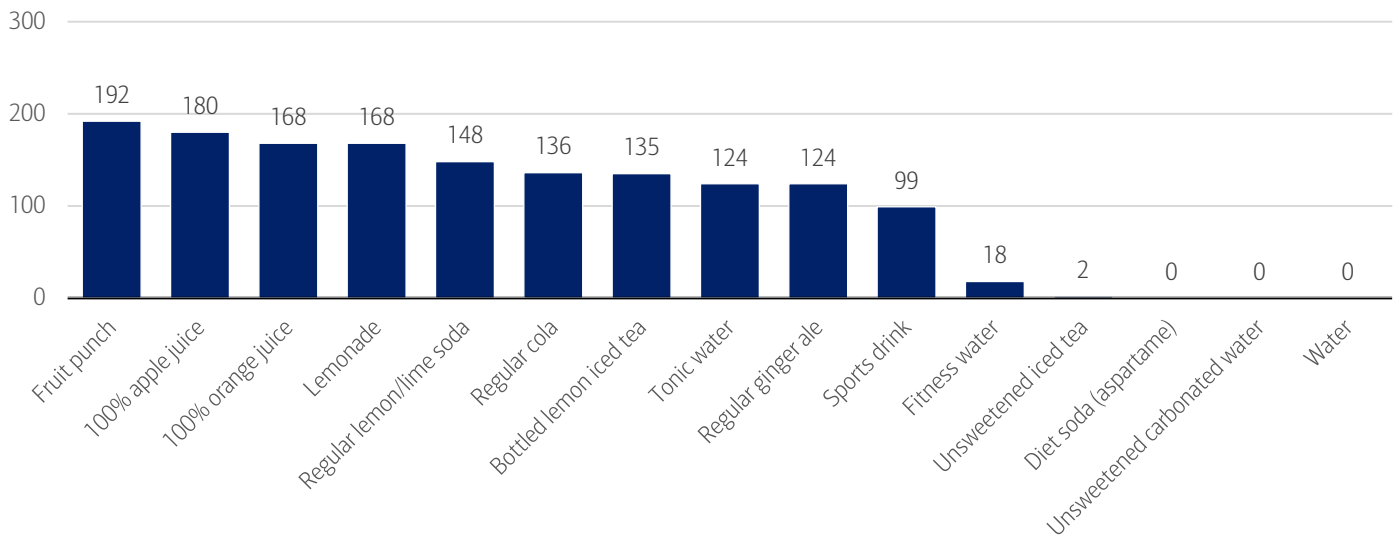
## Daily Insights

# Counting the calories in your cup

05 June 2026

### Full sugar juices and fruit punch rank high in calories compared to unsweetened iced tea and diet beverages

Typical calories per 12-ounce beverage



Source: US Department of Agriculture National Nutrient Database for Standard Reference, BofA Global Research

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The US liquid refreshment beverages market totaled \$287 billion in 2025, according to Euromonitor. So, what are consumers pouring into their cups?

Today, nearly 60% of beverages sold in the US contain no sugar, according to the American Beverage Association – reflecting efforts to expand choice and meet evolving consumer demand. This shift builds on a long history of innovation in low-calorie sweeteners, which date back more than a century to the introduction of saccharin in 1879, and the subsequent evolution of the diet soft drink category alongside growing health awareness.

However, brands are increasingly moving beyond low- or no-sugar offerings to promote beverages that support energy, mental focus, hydration, gut health and protein needs. As perceptions of what is “good for you” continue to evolve, these wellness-oriented products are helping shape consumer choices.

Read more on what’s driving wellness in [Wellness, part 1: The rise of the wellness economy](#).

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