

## ANSWER

Indeed, with changing lifestyle and proliferate growth of global beverage market, consumption of carbonated soft drinks is surging amid individuals. However, this situation can be better tackled by acquainting public about its ill effects along with imposing hefty taxes on their selling.

Admittedly, Changing food habits buoy selling rate of sugar sweetened beverages as most of the sugary drinks are loaded with addictive content like caffeine that has an instantaneous effect on the drinkers. A drink makes drinkers feel fresh and rejuvenated, but it also makes them addicted to the content, and the children are the easiest prey to and ultimately make consuming cold drinks a habit. All age groups are likely to have fast food with soft drinks which is more convenient to their way of living. Thus, soft drinks are considered to be an important part of every auspicious occasion. Another reason behind its popularity is creative advertising that allures more customers to consume it. To target audience, companies are strategically designed their campaigns, endorsement of the superheroes and film stars also promote the consumption of these drinks. Therefore, modern lifestyle along with effective promotion, increased the consumption of canned drinks.

Health education is an effective methodology to avoid the excessive use of sugar based drinks. People should be aware about the side effects as well as health problems related to the increased intake of sugar for example, Diabetes Mellitus. By doing this people would reduce consuming such drinks. Another method is related to the companies and anchors. For the companies, government should boost their tax, by which automatically they would hike cost of their product that becomes decline of usages in any manner. Furthermore, instruct the anchors who act in commercials, should learn the product quality and consequences of their performance. Hence, by conducting educational programs along with implementing taxes discourage consumers to drink these sugar sweetened drinks.

To conclude, modern living and wider promotion leadsto the popularity of sugar drinks. By enlightening public regarding negative consequences along with imposing additional charges this problem can be countered.