

Added Sugar

Body & health

Where it hides, what the guidelines say, and the names to look for.

Free sugars are those added to food, plus those naturally present in honey, syrups and fruit juice. Sugar inside whole fruit and milk is not counted, because it comes with fibre or protein.

ADULT LIMIT
~30 g/day

ONE TEASPOON
4 g

COLA, 330 ML
~35 g

- UK guidance: no more than 30 g of free sugars a day for adults.
- A 330 ml cola contains around 35 g.
- Fruit juice counts as free sugar; whole fruit does not.
- Ingredients are listed by weight, so several sugar names split the total.
- Names include syrup, dextrose, maltose, fructose, molasses, concentrate.
- Low-fat products often contain more sugar to compensate.

LOOK FOR IT

A single can of a sugary drink can exceed a whole day's recommended free sugars.

General public health guidance, not individual advice.