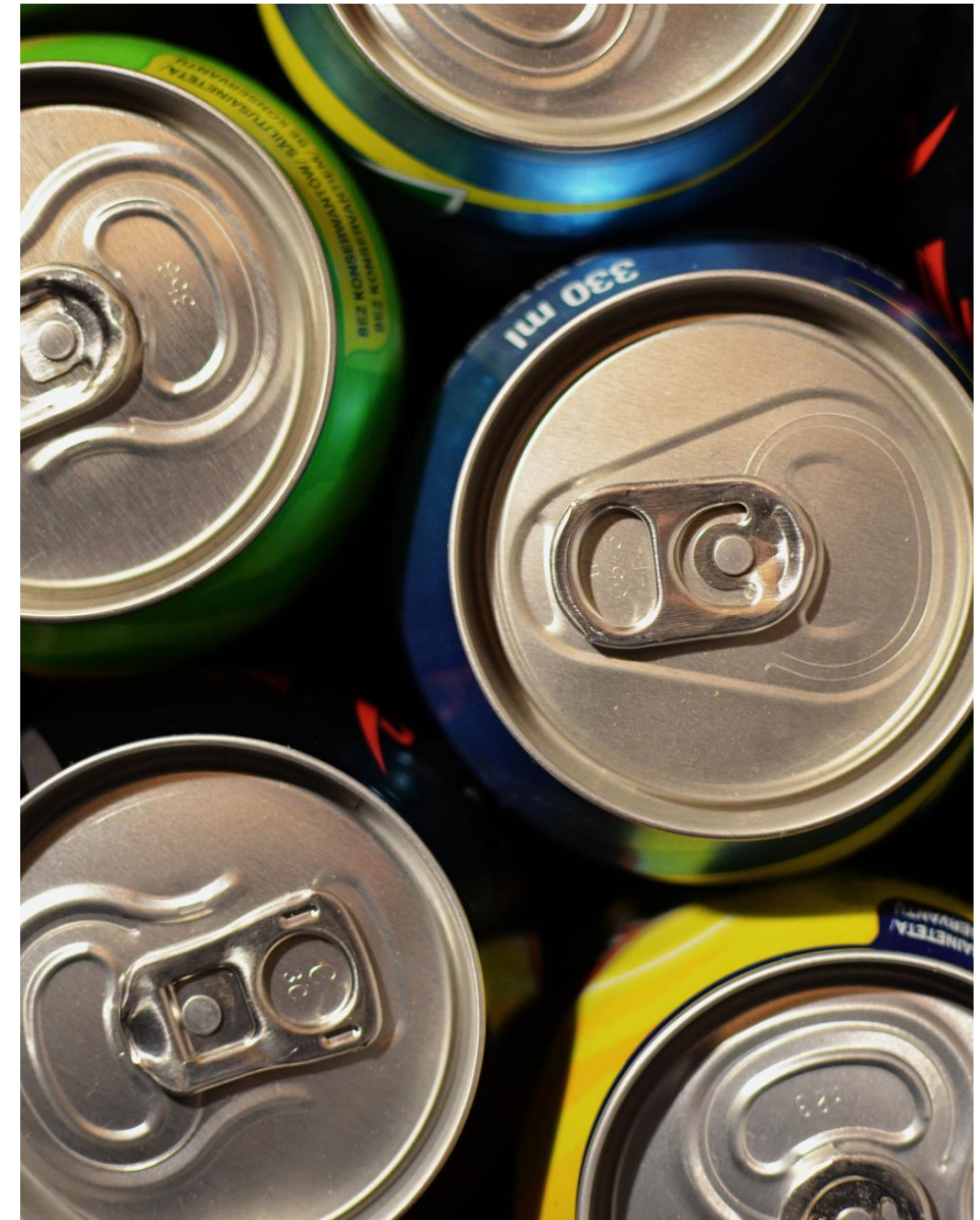


ENERGY DRINK REGULATION

G l o b a l R e v i e w

Kamila Niedbala,
Internship Student at the Directorate for Health Information
and Research



Poland

- Ban on the consumption of energy drinks under the age of 18.

Amendment to the Public Health Act restriction of consuming energy drinks

Since 1st of January 2024

Advertisement

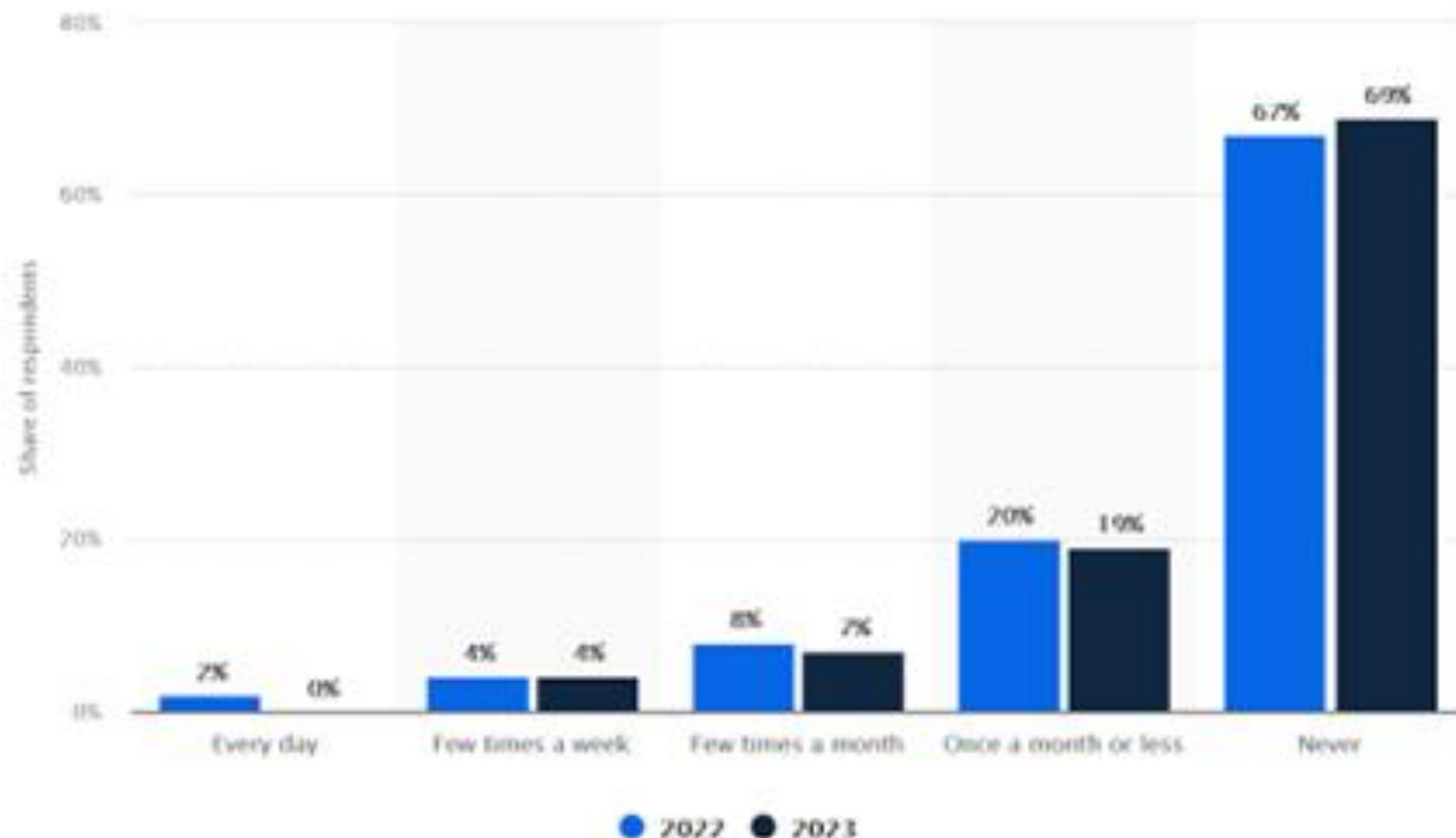
Currently, no restrictions on advertising energy drinks

Fines

Statistic



How often do you drink energy drinks?



Details: Poland; medonet; ARC Rynek i Opinia; 2022 to 2023; 18 years and older; Online users; Online survey



Lithuania

- Ban on the consumption of energy drinks under the age of 18.

Food Law; Amending Article 2 and Supplementing The Law by Article 6

Since 15th of May 2014

Advertisement

In Lithuania, regulations regarding energy drinks advertising include restrictions on content, placement, and airing times, aiming to protect public health and limit consumption among youth.

Fines

Statistic

Germany

EU regulations

- Caffeine: 320 milligrams per liter
- Taurine: 4000 milligrams per liter
- Inositol: 200 milligrams per liter
- Glucuronolactone: 2400 milligrams per liter



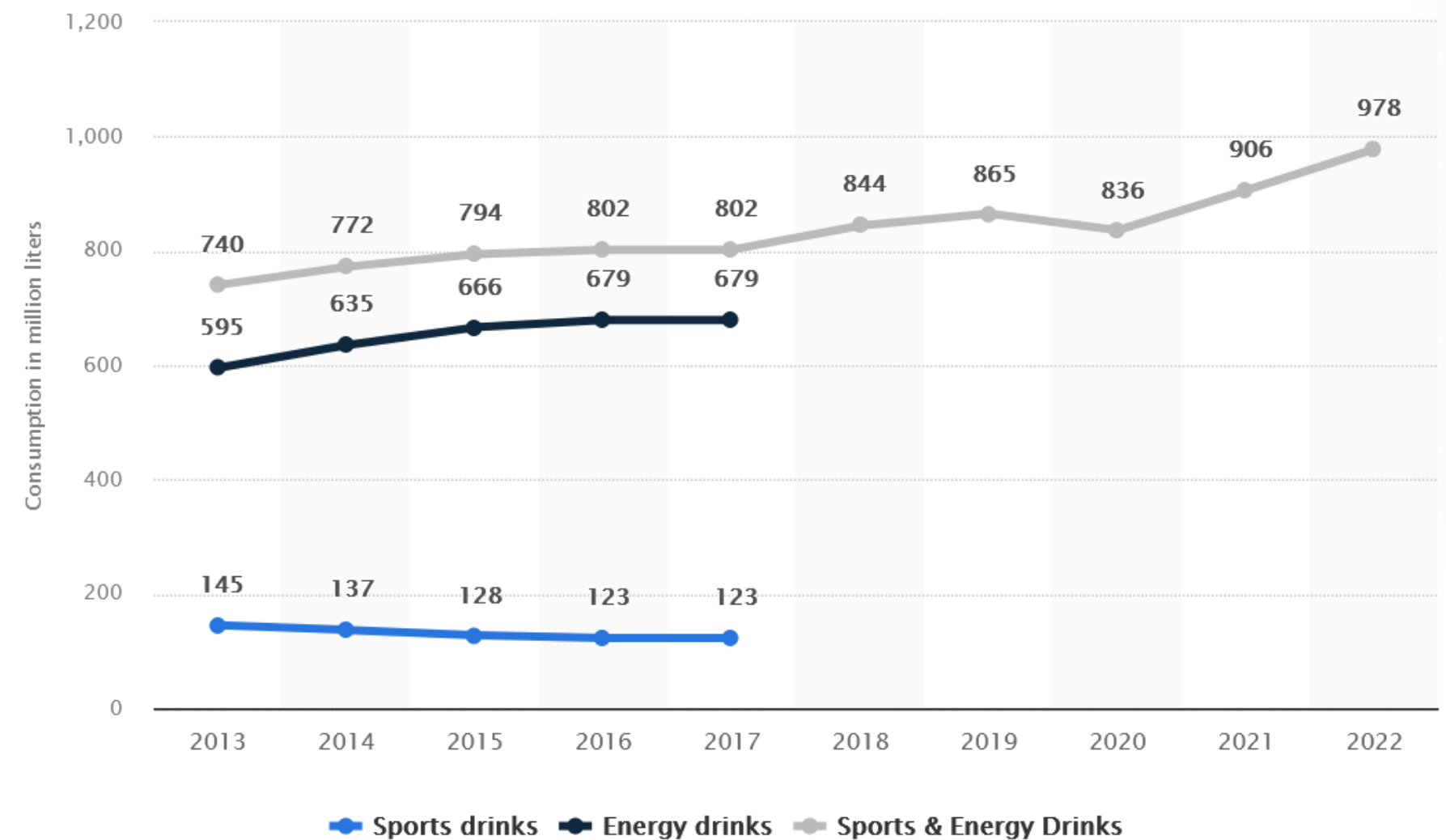
UNITED KINGDOM

- Ban on the consumption of energy drinks under the age of 16.



Consumer Goods & FMCG › Non-alcoholic Beverages

Consumption of sports and energy drinks in the United Kingdom (in million liters)



Canada

- Health Canada monitors and enforces regulations to ensure safety, labeling accuracy, and appropriate advertising of these products.

Canadian Food and Drugs Act

Since September 2010

Advertisement

Restrictions related to health benefits and limitations on marketing to children and youth.

Fines

Statistic



Saudi Arabia

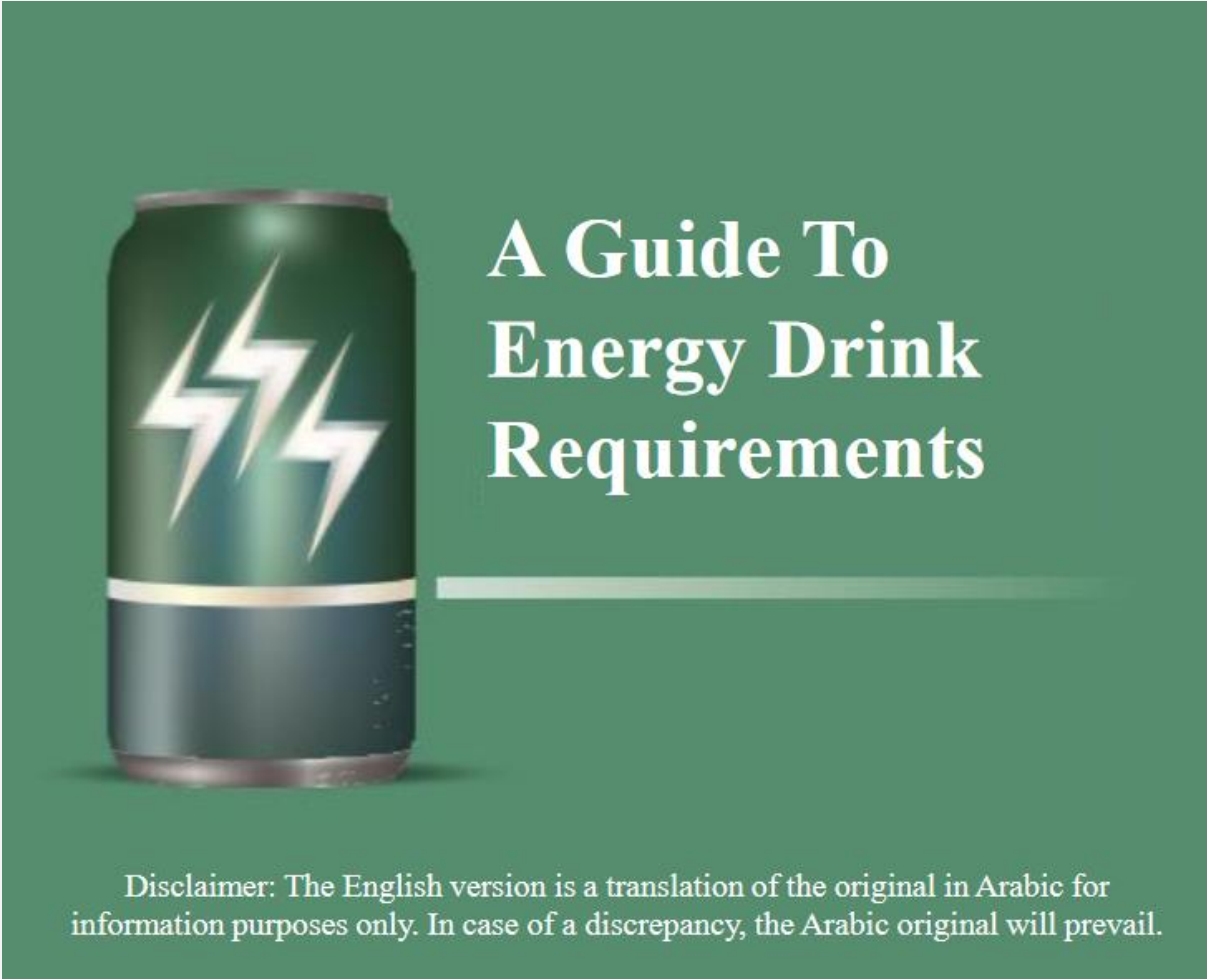
Saudi Food and Drug Authority

In 2020, Saudi Arabia, introduced a translated guide to energy drink requirements.

Statistic



Substance Type	Maximum Limits per Bottle
Caffeine	23mlgm/100ml
Inositol	20mlgm/100ml
Glucuronolactone	240mlgm/100ml
Taurine	400mlgm/100ml



REFERENCES

POLAND:

- HOLT, E. (2023B). POLAND BANS ENERGY DRINKS FOR UNDER 18S. LANCET, 401(10376), 540. [HTTPS://DOI.ORG/10.1016/S0140-6736\(23\)00322-7](https://doi.org/10.1016/S0140-6736(23)00322-7)
- AGATA. (2024, JANUARY 24). OGRANICZENIA W REKLAMIE ENERGETYKÓW - LISTONIC ADS. LISTONIC ADS. [HTTPS://ADS.LISTONIC.COM/AKTUALNOSCI/ENERGETYKI-REKLAMA/](https://ads.listonic.com/aktualnosci/energetyki-reklama/)

LITHUANIA

- XII-885 LIETUVOS RESPUBLIKOS MAISTO ĮSTATYMO NR. VIII-1608 2 STRAIPSNIO PAKEITIMO IR ĮSTATYMO PAPILDYMO 6. . . (N.D.). [HTTPS://E-SEIMAS.LRS.LT/PORTAL/LEGALACT/LT/TAD/DAAA9DD2DF4C11E3A0BE833418C290FB](https://e-seimas.lrs.lt/portal/legalact/lt/tad/DAAA9DD2DF4C11E3A0BE833418C290FB)
- LITHUANIA POLITICAL BRIEFING: LITHUANIA RANKED AS ONE OF THE COUNTRIES HAVING THE TOUGHEST POLICIES ON ALCOHOL CONSUMPTION IN EUROPE
- ENERGY DRINKS – THE DEFEAT THAT TURNED OUT TO BE A WIN-WIN - META ADVISORY. (2021, OCTOBER 1). META ADVISORY. [HTTPS://METAADVISORY.LT/CASE-STUDY/KUIDAS-SAADA-NADALAGA-TURULE-VEERAND-MILJONIT-INIMEST/](https://metaadvisory.lt/case-study/kuidas-saada-nadalaga-turule-veerand-miljonit-inimest/)

CANADA

- CANADIAN BEVERAGE ASSOCIATION RESEARCH (2020);

SAUDI ARABIA

- SAUDI FOOD AND DRUG AUTHORITY (2020): [HTTPS://WWW.SFDA.GOV.SA/SITES/DEFAULT/FILES/2021-04/GUIDETOENERGYDRINKREQUIREMENTS.PDF](https://www.sfda.gov.sa/sites/default/files/2021-04/guidetoenergydrinkrequirements.pdf)

UK

- ENERGY DRINKS. (N.D.). [HTTPS://WWW.BRITISHSOFTDRINKS.COM/POSITION-STATEMENTS/ENERGY-DRINKS](https://www.britishsoftdrinks.com/position-statements/energy-drinks)

GERMAN

- ENERGY DRINKS IN GERMANY – A STUDY ABOUT CONSUMERS, PERCEPTIONS, DRIVERS AND BARRIERS OF CONSUMPTION (2022)