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Headline: [WATCH] How much is the sugar tax on a can of Coke?

Blurb: Soft drink manufacturers in SA have been paying a “sugar tax” since 2018 to encourage them to decrease how much sugar goes into their drinks. We show you how to calculate the sugar tax paid on a can of Coke in this short video.

Bullets:

- **Since 2018, soft drink manufacturers in South Africa have been paying a “sugar tax” to encourage them to decrease the amount of sugar that goes into their drinks.**
- **The World Health Organisation says that you shouldn’t have more than 60g of sugar per day in order to stay healthy.**
- **But how much sugar goes into a 300ml can of coke? Watch this short video and find out.**

Byline:

Dylan Bush & Linda Pretorius

Soft drink makers in South Africa have been paying a “sugar tax”, called the [Health Promotion Levy](#), on their products since 2018.

The idea is that by making it expensive to add lots of sugar to soft drinks, manufacturers will adjust their recipes to less sweet versions.

For a healthy weight, the World Health Organisation says [people shouldn’t have more than 60g of sugar per day](#).

One 300ml can of Coke has about 32g of sugar.

[How much tax](#) does the manufacturer pay on every can?

The first 4 grams of sugar per 100ml is tax free.

For anything more, the manufacturer pays 2.1c per gram.

Coke has [10.6g of sugar per 100ml](#).

That means 6.6g of sugar in every 100ml is taxed.

So, a 300ml can of Coke has 19.8g of taxable sugar.

That means the manufacturer pays about 42c tax on every can.

$$2.1c \times 19.8g = 41.6c$$

Read [Mia Malan's interview](#) with Susan Goldstein, a public health researcher at [Priceless SA](#), to #obesityunderstand how having fewer sugary drinks can help keep South Africans healthier.

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