

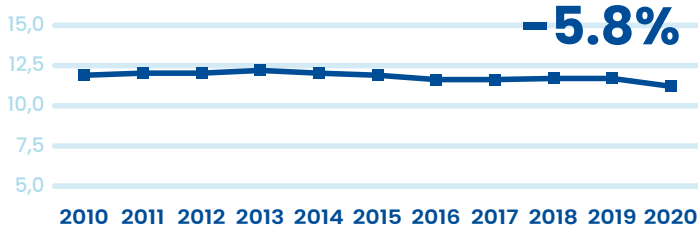
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in Austria are drinking less alcohol

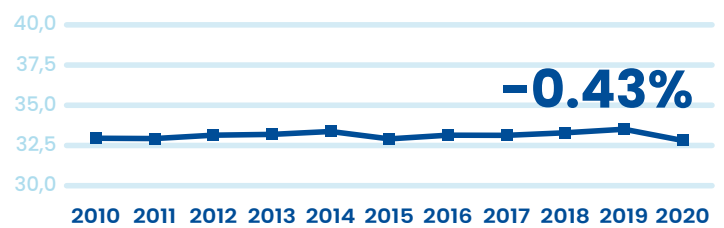
Alcohol consumption per capita (litres of pure alcohol)



Source:
WHO – Recorded alcohol consumption per capita, 15+
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-\(15-\)-consumption-\(in-litres-of-pure-alcohol\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-recorded-per-capita-(15-)-consumption-(in-litres-of-pure-alcohol))

Harmful drinking patterns are on the decline

Heavy episodic drinking (%)

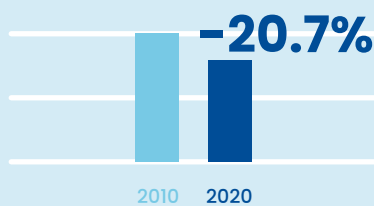


Source:
WHO – Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-)-age-standardized-with-95-ci)

AND

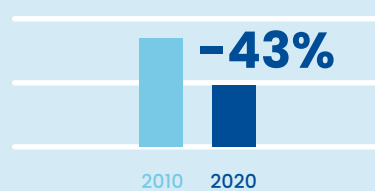
Austria is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



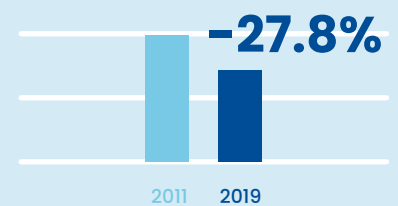
Source:
WHO Global Burden of Diseases 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6e582ebad97a1f444e68a34f>

Alcohol attributed road traffic injuries



Source:
WHO – Global Burden of Diseases – 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6e582ebad97a1f444e68a34f>

Underage drinking



Source:
ESPAD – 2024 – Any alcohol use over the last 30 days by 15-16 yo in EU 23 – www.espad.org

**SHARED GOALS,
SHARED
RESPONSIBILITY**

“For decades, the spirits sector has invested – through public-private partnerships – in education and information campaigns, helping to promote moderation and reduce harm.”

Hervé Dumesny,
Interim Director General of spiritsEUROPE

ALCOHOL TRENDS

THE BIGGER PICTURE



Drinks initiatives in Austria



The **“Don’t Drink and Drive”** campaign has been active since 2017. In 2024, two activations took place: one in summer, offering €10 Bolt vouchers for safe rides in major cities, and another in November, supported by Austrian influencers. The campaign reached around 2.5 million people both online and in person.



Promoting responsible drinking habits through the consumer information website **www.verantwortungsvoll.at** and the interactive quiz #RDQ, which invites users to test their knowledge about alcohol. The website was relaunched in 2022 and has seen steady growth, reaching over 10,000 visitors per month in 2024.



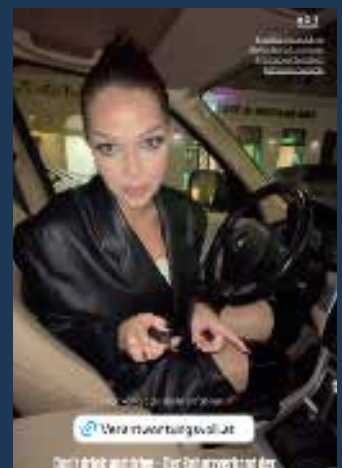
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Find out more at
www.drinksinitiatives.eu



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