

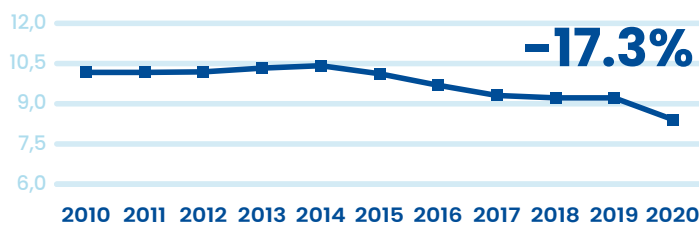
# ALCOHOL TRENDS THE BIGGER PICTURE



## OVER THE LAST DECADE...

### People in Belgium are drinking less alcohol

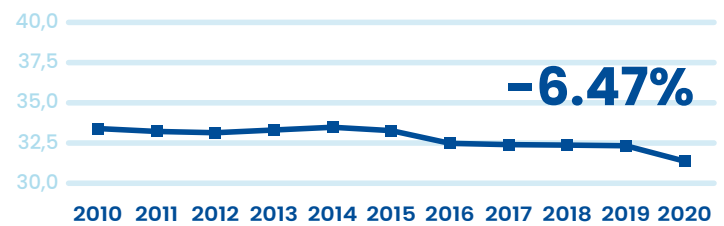
#### Alcohol consumption per capita (litres of pure alcohol)



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 (%)

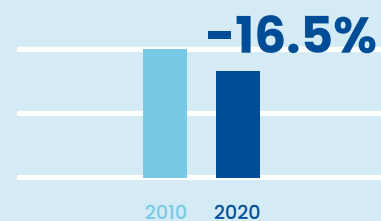


Source:  
WHO - Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized  
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-day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

AND

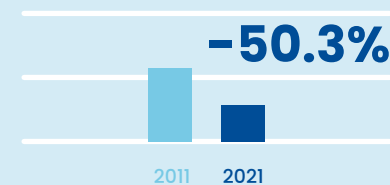
### Belgium is on-track to reach the objectives of reducing alcohol-related harm

#### Overall alcohol mortality



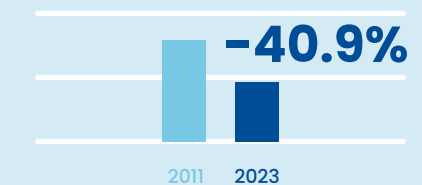
Source:  
WHO Global Burden of Diseases 2021 - IHME -  
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>

#### Alcohol attributed road traffic injuries



Source:  
WHO Global Burden of Diseases 2021 - IHME -  
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f> and other alcohol-related road deaths in Europe - 2022  
<https://etsc.eu/progress-in-reducing-drink-driving-and-other-alcohol-related-road-deaths-in-europe/>

#### Frequent alcohol consumption by 15/16 yo



Source:  
VAD - 2010/-2023 - Regular use of alcohol over the last 30 days ([www.vad.be](http://www.vad.be))

## SHARED GOALS, SHARED RESPONSIBILITY

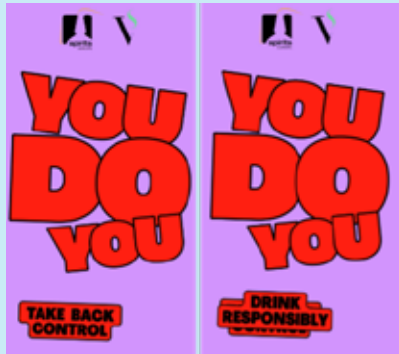
"For decades, the spirits sector has invested —through public-private partnerships—in education and information campaigns, helping to promote moderation and reduce harm."

Hervé Dumesny,  
Interim Director General of spiritsEUROPE

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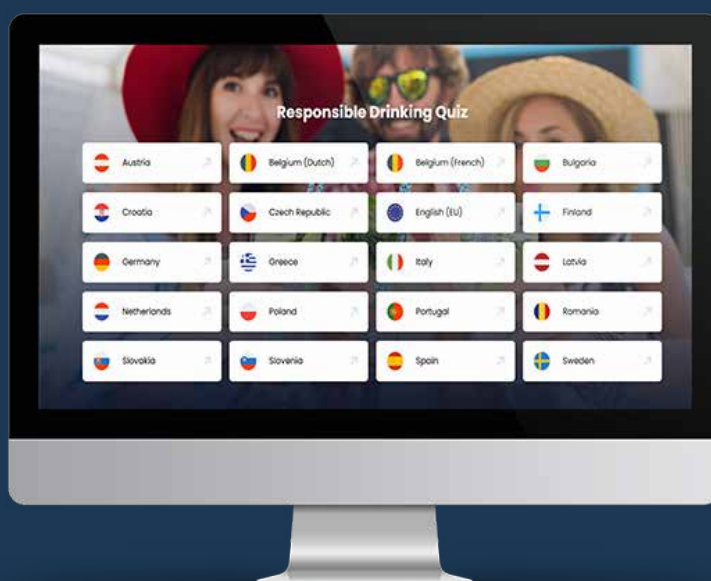
## Drinks initiatives in Belgium



In 2024, the **“You do You” Social media campaign** aimed to encourage young people to respect their limits and to say “no” to the social pressure that pushes them to consume alcohol. Two videos – in English, Dutch and French versions – reached more than 7 million views via Meta and YouTube.



**‘Catch Your Breath’** is an awareness campaign aimed at preventing drink-driving and promoting responsible alcohol consumption. **‘Catch Your Breath’** offers visitors a practical tool (electronic breathalysers) to help them make responsible choices without compromising their festival experience or their freedom.



Each month, an average of **12,000 visitors** explore the ResponsibleDrinking.eu website – a central hub guiding consumers to **25 national sites** and the interactive **#RDQ** quiz.



Find out more at  
[www.drinksinitiatives.eu](http://www.drinksinitiatives.eu)



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