

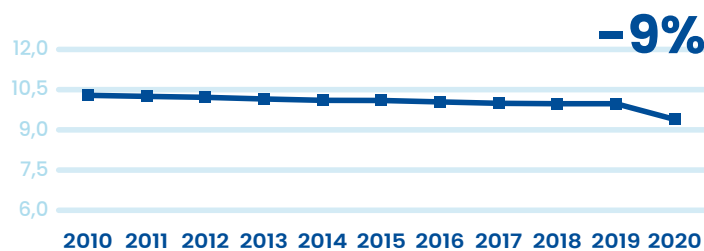
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

Consumption of alcoholic beverages by Estonian inhabitants remains steady

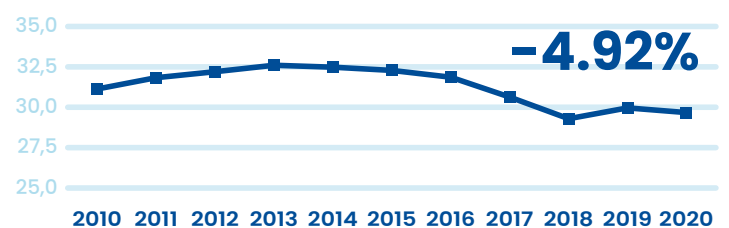
Alcohol consumption per capita (litres of pure alcohol)



Source:
Estonian Alcohol Market, 2022. Estonian Institute of Economic Research:
https://www.tai.ee/sites/default/files/2022-11/Alkoholi_Aastaraamat_2022.pdf

Harmful drinking patterns are on the decline

Heavy episodic drinking (%)

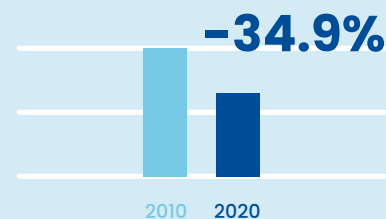


Source:
WHO – Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15+\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15+)-past-30-days-(-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

AND

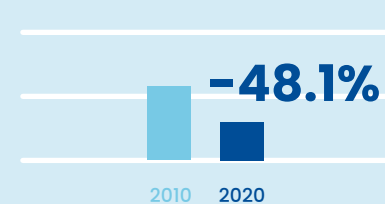
Estonia is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



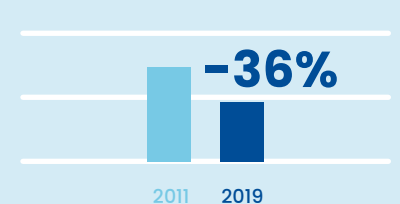
Source:
WHO Global Burden of Diseases 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f5e582ebad97a1f444e68a34f>

Alcohol attributed road traffic injuries



Source:
WHO – Global Burden of Diseases – 2021 – IHME –
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f5e582ebad97a1f444e68a34f>

Underage drinking



Source:
ESPAD.- 2019 – 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

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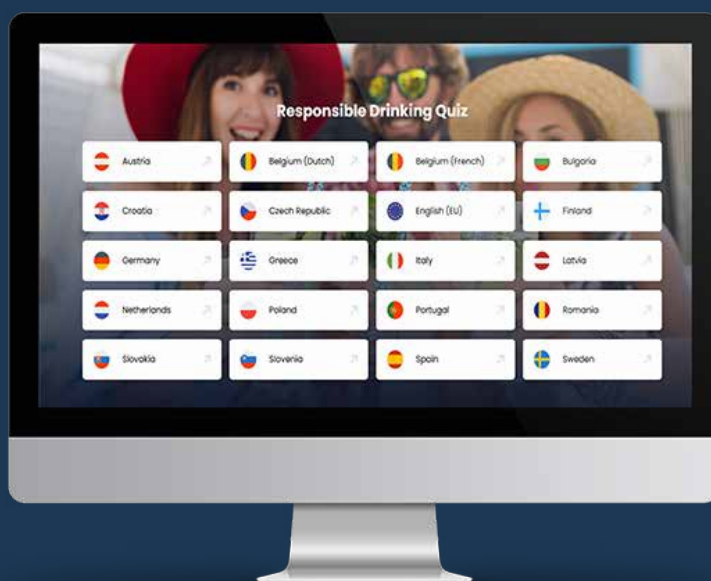
Drinks initiatives in Estonia



Launched in 2017, the **'Drink Water in Between'** campaign aims to promote responsible alcohol consumption by encouraging people to pace their drinking—specifically by having a glass of water between each alcoholic beverage.



In 2022 and 2023, Estonian alcohol producers and importers, in partnership with Estonian artists and entertainment venues, ran a campaign titled **"Earlier is Better"** to reduce alcohol abuse and related harm by shifting party culture and encouraging consumers to arrive at entertainment venues 1–2 hours earlier than usual.



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

spiritsEUROPE aisbl – Rue Belliard 12 – 1040 Brussels – www.spirits.eu – info@spirits.eu

