

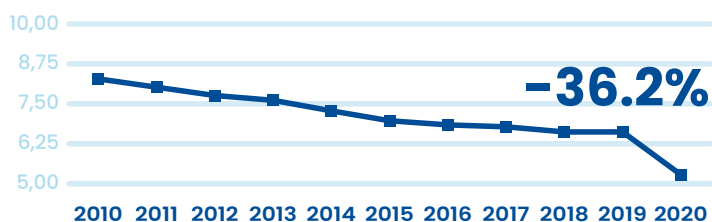
# ALCOHOL TRENDS THE BIGGER PICTURE



## OVER THE LAST DECADE...

### People in Greece are drinking less alcohol

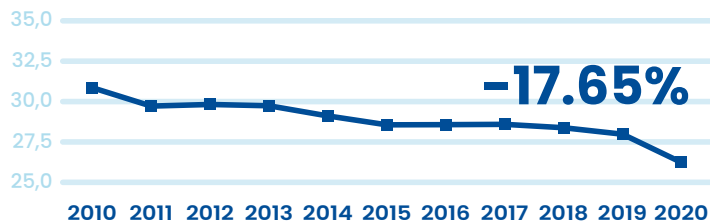
#### Alcohol consumption per capita (litres of pure alcohol)



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 (%)

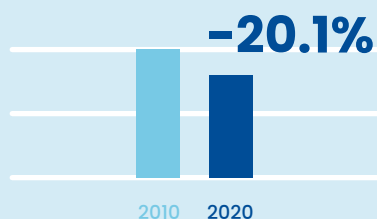


Source:  
WHO – Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized  
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(%\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-day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

AND

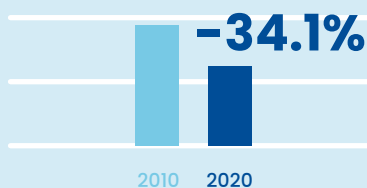
### Greece is on-track to reach the objectives of reducing alcohol-related harm

#### Overall alcohol mortality



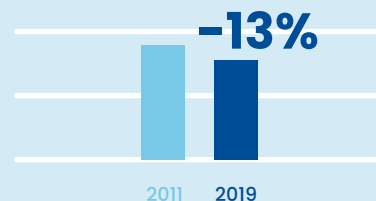
Source:  
WHO Global Burden of Diseases 2021 – IHME –  
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>

#### 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>

#### Underage drinking



Source:  
ESPAD – 2019 – Any alcohol use over the last 30 days by 15-16 yo in EU 23 – [www.espad.org](http://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 Greece

Since 2024, the Association of Drinks companies (ENEAP) partners with the Ministry of Health, jointly promoting the campaign “RETHINK DRINK”. In the context of the campaign, three separate videos inform consumers about how to calculate their alcohol intake and motivate abstinence by underage as well as drivers. In Year 1, the campaign has reached over 40 million impressions, 2.2 million video views, 1.2 million views from 601K unique Instagram users, 46K interactions, 32K+ native article views, and 158 press clippings. During the launch of the campaign, the Minister of Health commented: “The campaign «RETHINK DRINK» empowers our efforts to educate and sensitize people around the risk of drinking in excess. Through our coordinated efforts we can shape a healthier and safer society which prioritizes health and well-being».



The Ministry of Health endorses the revised code of Responsible Marketing Communications of alcohol beverages, a voluntary commitment of the spirits sector to responsibly advertise and promote its products across all media and physical channels. The revised code complements the previous version with guiding principles for responsible marketing practices in the social media and through influencers content. During the formal signing of the code the deputy Minister of Health commented: “The Ministry of Health unites efforts with the industry by jointly signing a binding framework, which sets the boundaries in the way that alcohol beverages advertise and communicate in digital media”.



The Association of Drinks companies (ENEAP) and its member companies partner with the Road Safety Institute “Panos Mylonas” in order to support nationwide initiatives that educate a broad audience of consumers. In the context of our partnership, the initiative “**Night without accidents**” educates every year thousands of citizens in more than 50 cities across Greece. Also, the program “**AVENUE for Traffic Safety**”, which has been supported in the past by the European Commission, has trained on Road Safety behaviors more than 220 thousand citizens (2010–2024) through simulations and experiential activities.

### #Ileniatalks

by Responsibility Alliance



In 2021 ENEAP launched the YouTube campaign “**ILENIA TALKS**” hosted by the influencer Ilenia Williams and featuring leading figures like the Olympic gold medallist Lefteris Petrounias. The video series of the campaign addressed responsible drinking themes and generated nearly 4 million impressions and 7.5K YouTube views.

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



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