

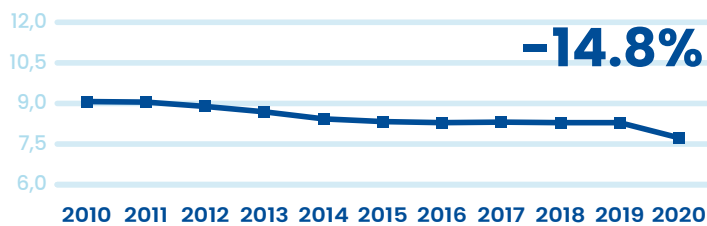
ALCOHOL TRENDS THE BIGGER PICTURE



OVER THE LAST DECADE...

People in The Netherlands are drinking less alcohol

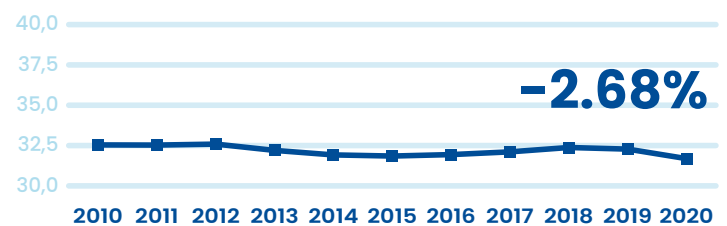
Alcohol consumption per capita (litres of pure alcohol)



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 (%)

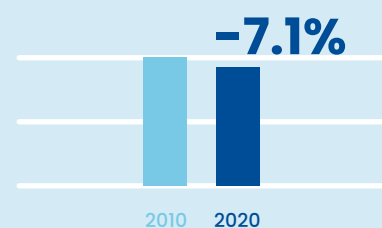


Source:
WHO - Alcohol, heavy episodic drinking (15+) past 30 days (%), age-standardized
[https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-\(15-\)-past-30-days-\(-\)-age-standardized-with-95-ci](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcohol-heavy-episodic-drinking-(15-)-past-30-days-(-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

AND

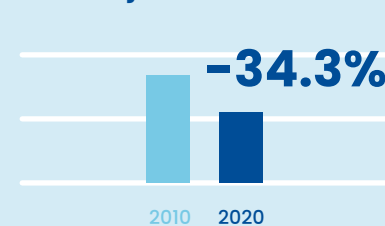
The Netherlands is on-track to reach the objectives of reducing alcohol-related harm

Overall alcohol mortality



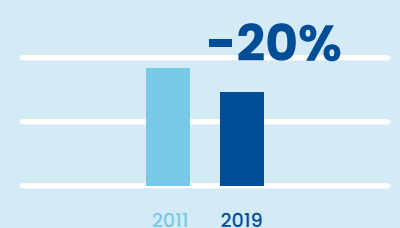
Source:
WHO Global Burden of Diseases 2021 - IHME -
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6be582ebad97a1f444e68a34f>

Alcohol attributed road traffic injuries



Source:
WHO - Global Burden of Diseases - 2021 - IHME -
<https://vizhub.healthdata.org/gbd-results/?params=gbd-api-2021-permalink/9394cd6f6be582ebad97a1f444e68a34f>

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

ALCOHOL TRENDS THE BIGGER PICTURE



Drinks initiatives in Netherlands

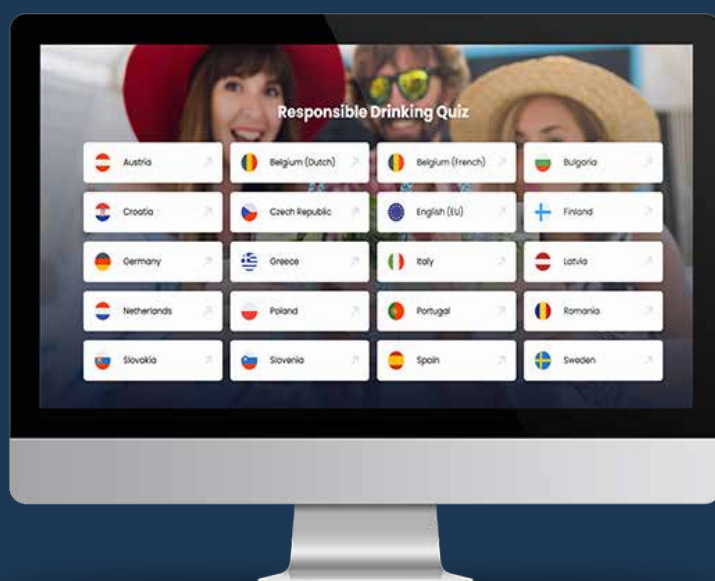


Started 25 years ago, the Bob campaign promotes sober driving, with Bob being the one who stays sober so that everyone gets home safely. The positive approach of the campaign makes it easier to discuss not drinking if you still have to drive and has become a widely supported norm.

In 2024, **578,000 people were reached** at festivals and events and **3,786 vehicles were checked** during alcohol road checks



Kikid Booze is a theater project that uses youth role models ages 18–24 to engage secondary school students in honest conversations about alcohol. The emphasis is on peer pressure. In 2024, **the campaign reached 11,213 students** through 113 live performances and a digital learning platform, demonstrating strong reach. A big part of the costs are covered by the sector, allowing Kikid to offer this project to schools at low cost.



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

