

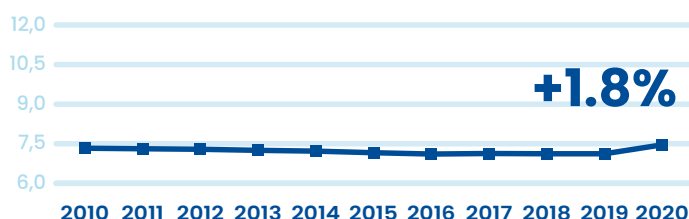
# ALCOHOL TRENDS THE BIGGER PICTURE



## OVER THE LAST DECADE...

**People in Sweden are drinking marginally more alcohol**

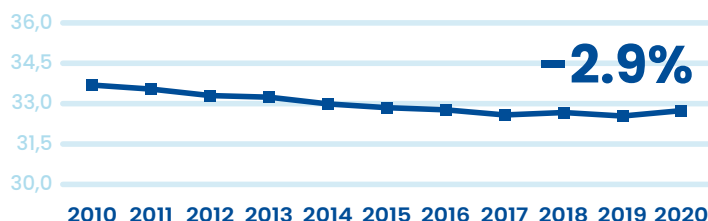
**Alcohol consumption per capita**  
(litres of pure alcohol)



**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))

**However, harmful drinking patterns are decreasing**

**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

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

**Overall alcohol mortality**

**-2%**

2010 2020

**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**

**-42.6%**

2010 2020

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

**Underage drinking**

**-34%**

2011 2019

**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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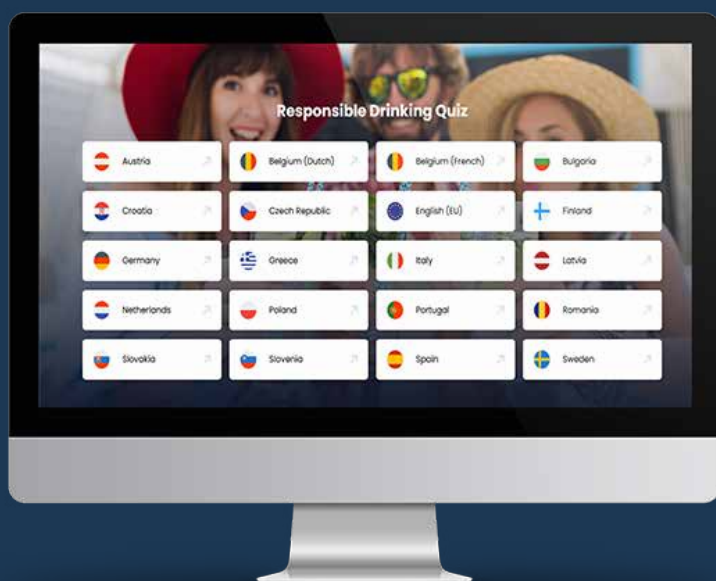
## Drinks initiatives in Sweden



The consumer information website aims to raise awareness of the responsible consumption of alcoholic beverages. It receives **around 10,000 unique visitors per year**.



The **"Talk About Alcohol"** school-based educational programme focuses on teaching pupils how to resist social pressure, peer pressure and learn a way to say "no" to alcohol. Around 75% of the targeted 2,700 schools have ordered the programme and has **reached upwards of 600,000 students**.



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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