



IARD

INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING



TRENDS REPORT: MEASURES OF HARMFUL DRINKING 2010–2021

ABOUT IARD

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to reducing harmful drinking. We are supported by the leading global beer, wine, and spirits producers, who have come together to be part of the solution in combating the harmful use of alcohol. To achieve this, we work with public sector, civil society, and private sector stakeholders.



INTRODUCTION

In 2019, IARD published three reports examining trends in [heavy episodic drinking](#) [1], [underage drinking](#) [2], and [drink driving](#) [3] around the world. In anticipation of the adoption of the Global alcohol action plan 2022–2030 to strengthen implementation of the Global Strategy to Reduce the Harmful Use of Alcohol, the World Health Organization (WHO) has updated its data. This IARD trends report highlights new data from WHO and member states, as well as gaps in the data, since the adoption of the Global Strategy in 2010. It combines data across the three areas covered by previous IARD reports into a single update.

WHOLE-OF-SOCIETY APPROACHES

The Global Strategy to Reduce the Harmful Use of Alcohol [4], the Global alcohol action plan 2022-2030, and the United Nations’ 2018 Political Declaration on Noncommunicable Diseases [5] all recognize that communities, governments, industry, and civil society can work in partnership to support government regulation and help reduce harmful use of alcohol.

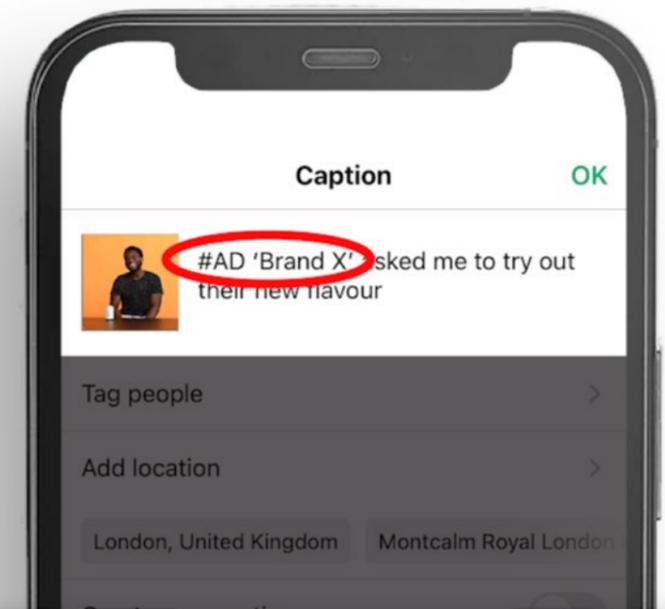
IARD’s members have been working to reduce alcohol-related harms through various new partnerships:

- Since 2018, IARD members have been [working with the world’s most prominent digital platforms](#) to establish new standards of marketing responsibility. Together, they have been making it easier for even the smallest producer or content creator to implement effective safeguards to prevent minors seeing alcohol marketing online. They have also partnered with major digital platforms to give people greater control over whether they see alcohol-related marketing online.



- In 2021, IARD’s members formed a [global partnership](#) with 14 prominent global and regional online retailers, and e-commerce and delivery platforms to launch global standards for the online sale and delivery of alcohol. Working together, they identified five key safeguards to help ensure that robust standards are in place throughout the entire supply chain and customer journey.
- In September 2021, IARD members formed a [unique partnership](#) with leading global advertising, public relations, and influencer agencies to lead the way in setting standards for marketing of alcohol by social influencers on digital channels.

There is still much more work that needs to be done worldwide to help combat alcohol-related harm. IARD’s members recognize this and are committed to harnessing their resources and expertise, within a whole-of-society approach, to reduce harms and help meet international targets.



HEAVY EPISODIC DRINKING

At the time of preparing this update, national-level estimates from the WHO's Global Information System on Alcohol and Health (GISAH) were available for age-standardized heavy episodic drinking (HED) among the population aged 15 years and above for the years 2010 and 2016 [6]. More recent estimates, and data for populations of men and women separately, were not yet available. WHO defines this measure of heavy episodic drinking as "the proportion of adults (15+ years) who have had at least 60 grams or more of pure alcohol on at least one occasion in the past 30 days".

PROGRESS AND IMPROVEMENT CANNOT BE ASSESSED WITHOUT DATA

Data gathering, analysis, and monitoring are all essential to better track and understand the evolving trends and to help identify the most appropriate strategies to tackle HED. Improved monitoring of HED prevalence, especially in places where trend data are not yet available, will help all stakeholders deliver a whole-of-society approach to reduce the harmful use of alcohol.

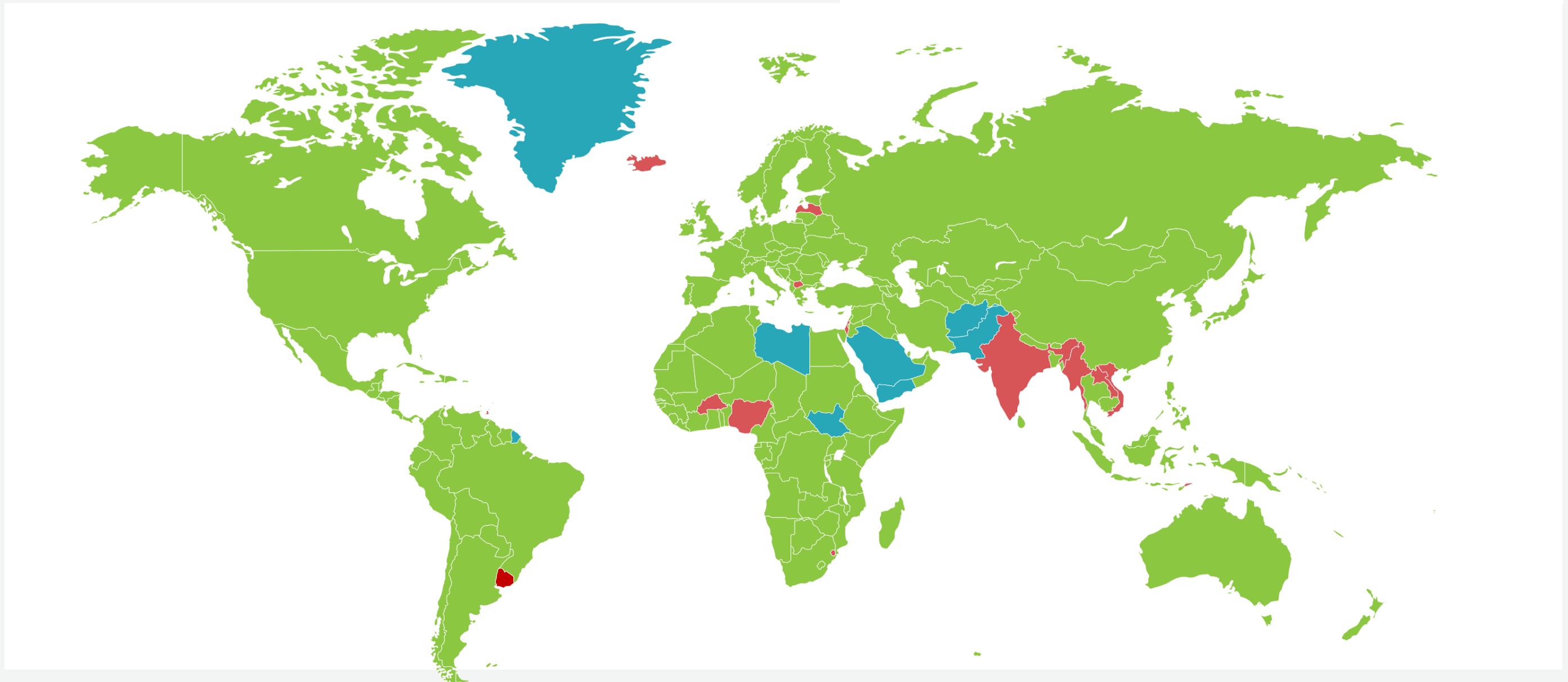
Map 1: Change between 2010 and 2016 in prevalence of age-standardized heavy episodic drinking among the total population aged 15 and older

Source: WHO, 2020

- Decrease
- No change
- Increase

Notes: The trend is illustrated based on the direction of change between the point estimates for 2010 and for 2016, as decrease, no change, or increase. Based on whether the confidence interval estimates for these two years overlap, trends can be summarized as:

- HED declined in 48 countries and nominally declined in another 116
- HED did not change in nine countries, including several with low prevalence of any drinking
- HED increased in 13 countries and nominally increased in another three, some of them concentrated in Southeast Asia



UNDERAGE DRINKING

Since 2010, underage drinking has fallen or stayed the same in three-quarters of the 62 countries where national data are available. It has fallen in half of these countries.

The illustrated measure is reported prevalence of having had one or more alcohol beverages in the past month, except in Australia and New Zealand (having had one or more alcohol beverages in the past year).

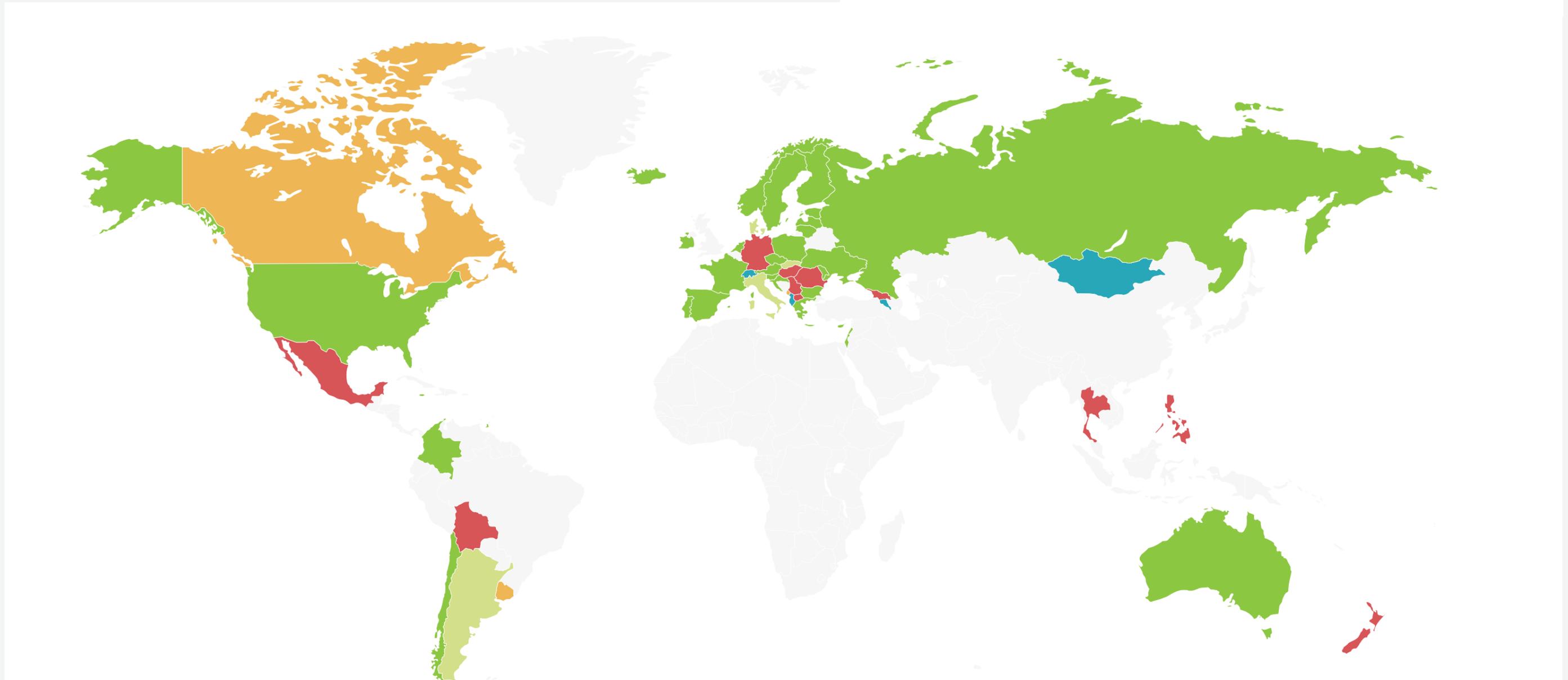
PROGRESS AND IMPROVEMENT CANNOT BE ASSESSED WITHOUT DATA

While data availability is improving over time, many countries – especially low- and middle-income countries – do not yet have the historical and recent data to indicate trends in underage drinking. Data gathering, analysis, and monitoring are all essential to better understand the evolving trends, and to help identify the most appropriate strategies to tackle underage drinking.

Map 2: Change between 2010 and 2021 in prevalence of underage drinking (years and age groups differ - see appendix for details and national data sources)

- Decrease
- No increase
- No change
- Opposite trends by sex
- Increase
- No trend data available

Notes: The trend is illustrated as decrease, no increase (a decrease in one sex and no change in the other), no change, opposite trends by sex, or increase, based on the direction of change of at least two percentage points between the first value available from 2010 onward and the most recent value available, without assessment of statistical significance. See Table 1 for details and data sources.



DRINK DRIVING

Since 2010, deaths from drink driving have declined or remained stable in 21 of the 25 countries where national data are available. They have declined in 19 of these countries.

“Data on drink driving remains limited in many countries and is necessary to understanding the magnitude of the problem as well as to evaluate the impact of efforts to prevent it.”

WHO, Global status report on road safety, 2018

DATA QUALITY
 Drink-driving deaths are measured and recorded differently around the world, meaning we cannot directly compare estimates between different countries. However, we can see trends in drink-driving deaths within the same country. Many countries do not routinely gather data on drink driving, making it difficult to identify trends.

Map 3: Change in deaths from drink driving between 2010 and most recent year available (see appendix for details and national data sources)

Notes: The trend is illustrated as decrease, no change, or increase, based on the direction of a percentage change between the first value available from 2010 onward and the most recent value available, without assessment of statistical significance. These data are not available separately for men and women. See Table 2 for details and data sources.

- Decrease
- No change
- Increase
- No trend data available

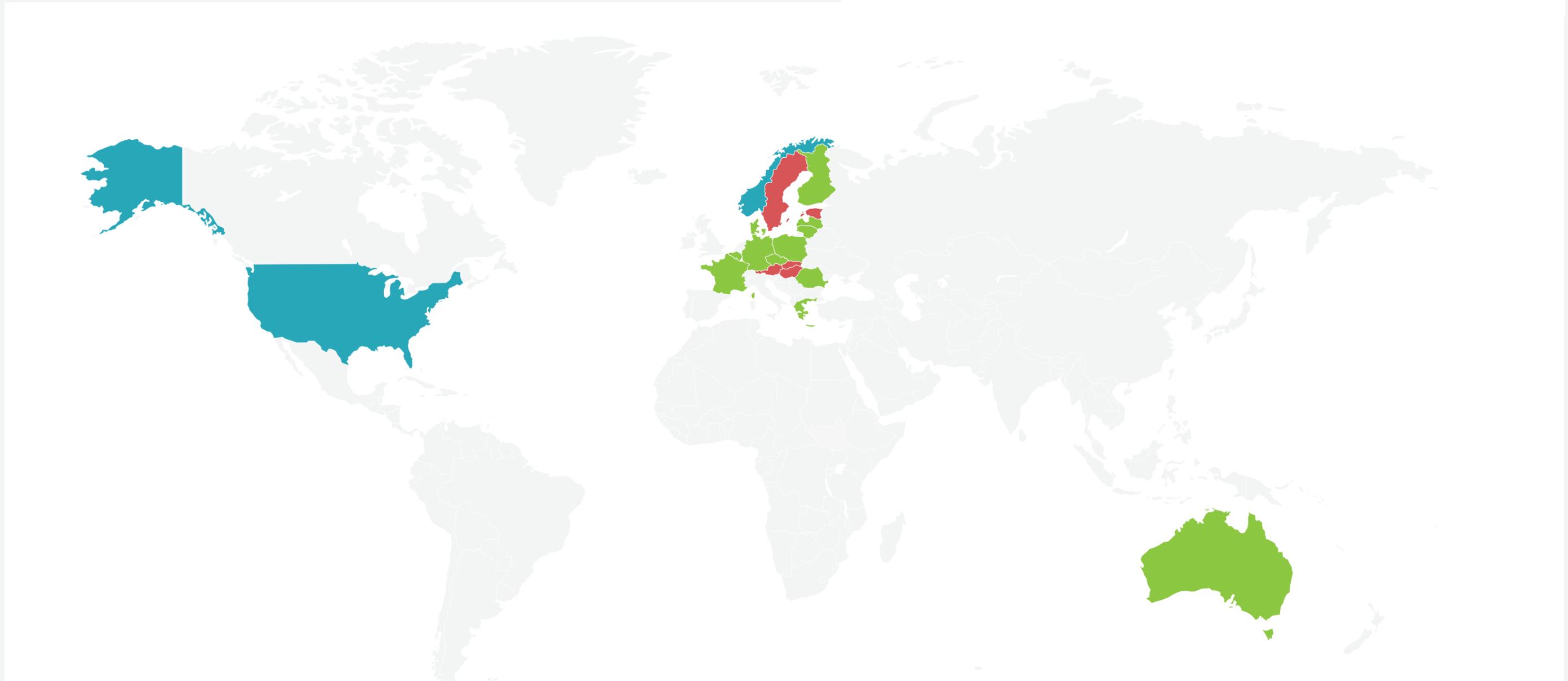


TABLE 1

Change between 2010 and 2021 in prevalence of underage drinking

In **Map 2**, the trend is illustrated as decrease, no increase (a decrease in one sex and no change in the other), no change, opposite trends by sex, or increase, based on the direction of change of at least two percentage points between the first value available from 2010 onward and the most recent value available, without assessment of statistical significance. The illustrated measure is reported prevalence of having had one or more alcohol beverages in the past month, except in Australia and New Zealand (having had one or more alcohol beverages in the past year).

Survey instrument abbreviations

ESPAD: European School Survey Project on Alcohol and Other Drugs, “a collaborative effort of independent research teams in more than 40 European countries...The overall aim of the project is to repeatedly collect comparable data on substance use among 15-16 year old students in as many European countries as possible.”

GSHS: Global school-based student health survey, a WHO-supported “collaborative surveillance project designed to help countries measure and assess the behavioral risk factors and protective factors in 10 key areas among young people aged 13 to 17 years”. GSHS findings are available between 2010 and 2021 from Kuwait, Morocco, Oman, and United Arab Emirates, but summary figures are not reported for past-month drinking for these countries.

HBSC: Health Behavior in School-Aged Children, a “research collaboration with the WHO Regional Office for Europe ... conducted every four years in 50 countries and regions across Europe and North America.”

SIDUC: Data collected by instruments conforming to the Inter-American Uniform Drug Use Data System (SIDUC)'s Protocol of the survey of secondary school students 2011 [7]; some countries switched from using this instrument to using the GSHS.

Country	Years	Values	Trends	Data source
Albania	2014-2018	Boys: 33% to 31% Girls: 15% to 16%	No change	HBSC [8] Change in past-month drinking % among 15-year-olds
Argentina	2012-2018	Boys: 49% to 45% Girls: 51% to 50%	Decrease in boys No change in girls	GSHS [10,11] Change in past-month drinking % among 13-15-year-olds
Armenia	2014-2018	Boys: 44% to 45% Girls: 25% to 24%	No change	HBSC [8] Change in past-month drinking % among 15-year-olds
Australia	2010-2019	All: 52% to 30%	Decrease	National Drug Strategy Household Survey (NDHS) [11] Change in past-year drinking % among people aged 14-17
Austria	2015-2019	Boys: 67% to 60% Girls: 69% to 65%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
	2014-2018	Boys: 50% to 49% Girls: 53% to 51%	No change	HBSC [8] Change in past-month drinking % among 15-year-olds
Bolivia	2012-2018	Boys: 16% to 20% Girls: 14% to 19%	Increase	GSHS [14,15] Change in past-month drinking % among 13-15-year-olds
Bulgaria	2011-2019	Boys: 66% to 57% Girls: 62% to 50%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Canada	2014-2018	Boys: 35% to 32% Girls: 36% to 39%	Decrease in boys Increase in girls	HBSC [8] Change in past-month drinking % among 15-year-olds
Chile	2011-2015	All: 35% to 31%	Decrease	SIDUC [16] Change in past-month drinking % among 13-17-year-olds
Colombia	2011-2016	All: 31% to 24%	Decrease	SIDUC [17] Change in past-month drinking % among 12-14-year-olds
Cook Islands	2011-2015	Boys: 29% to 29% Girls: 29% to 23%	No change in boys Decrease in girls	GSHS [18,19] Change in past-month drinking % among 13-15-year-olds

Croatia	2011-2019	Boys: 71% to 61% Girls: 61% to 54%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Cyprus	2011-2019	Boys: 78% to 63% Girls: 62% to 53%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Czech Republic	2011-2019	Boys: 81% to 63% Girls: 77% to 63%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Denmark	2011-2019	Boys: 77% to 73% Girls: 75% to 75%	Decrease in boys No change in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Estonia	2011-2019	Boys: 57% to 34% Girls: 60% to 40%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Fiji	2010-2016	Boys: 22% to 16% Girls: 11% to 9%	Decrease in boys No change in girls	GSHS [20,21] Change in past-month drinking % among 13-15-year-olds
Finland	2011-2019	Boys: 46% to 28% Girls: 50% to 32%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
France	2011-2019	Boys: 70% to 54% Girls: 64% to 52%	Decrease	ESPAD [15] Change in past-month drinking % among 15-16-year-olds
Georgia	2015-2019	Boys: 67% to 60% Girls: 69% to 65%	No change in boys Increase in girls	ESPAD [16] Change in past-month drinking % among 15-16-year-olds
Germany	2014-2018	Boys: 45% to 53% Girls: 47% to 54%	Increase	HBSC [8] Change in past-month drinking % among 15-year-olds
Greece	2011-2019	Boys: 76% to 62% Girls: 68% to 62%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
	2014-2018	Boys: 56% to 59% Girls: 56% to 55%	Increase in boys No change in girls	HBSC [8] Change in past-month drinking % among 15-year-olds
Hungary	2011-2019	Boys: 62% to 65% Girls: 60% to 58%	Increase in boys No change in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Iceland	2011-2019	Boys: 16% to 9% Girls: 19% to 13%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Ireland	2011-2019	Boys: 48% to 42% Girls: 52% to 40%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Italy	2011-2019	Boys: 70% to 60% Girls: 56% to 57%	Decrease in boys No change in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Jamaica	2010-2017	Boys: 58% to 55% Girls: 47% to 36%	Decrease	GSHS [22,23] Change in past-month drinking % among 13-15-year-olds
Lebanon	2011-2017	Boys: 37% to 21% Girls: 22% to 15%	Decrease	GSHS [24,25] Change in past-month drinking % among 13-15-year-olds
Latvia	2011-2019	Boys: 63% to 42% Girls: 67% to 53%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Lithuania	2011-2019	Boys: 63% to 24% Girls: 64% to 30%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Malta	2011-2019	Boys: 70% to 47% Girls: 66% to 49%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Mauritius	2011-2017	Boys: 28% to 20% Girls: 22% to 21%	Decrease in boys No change in girls	GSHS [26,27] Change in past-month drinking % among 13-15-year-olds
Mexico	2011-2016	Boys: 17% to 17% Girls: 12% to 15%	No change in boys Increase in girls	National Survey on the Use of Drugs, Alcohol and Tobacco (ENCO-DAT) [28] Change in past-month drinking % among 12-17-year-olds
Moldova	2014-2018	Boys: 42% to 36% Girls: 33% to 23%	Decrease	HBSC [8] Change in past-month drinking % among 15-year-olds
Monaco	2011-2019	Boys: 67% to 54% Girls: 71% to 53%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Mongolia	2010-2013	Boys: 7% to 5% Girls: 5% to 4%	No change	GSHS [29,30] Change in past-month drinking % among 13-15-year-olds
Montenegro	2011-2019	Boys: 48% to 43% Girls: 28% to 32%	Decrease in boys Increase in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Netherlands	2011-2019	Boys: 66% to 50% Girls: 63% to 52%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
New Zealand	2012/13-2020/21	All: 56% to 59%	Increase	New Zealand Health Survey (NZHS) [31-32] Change in past-year drinking % among 15-17-year-olds
Niue	2010-2019	All: 23% to 23% Boys: 36% to 26%	No change Decrease in boys	GSHS [33,34] Change in past-month drinking % among 13-15-year-olds

North Macedonia	2015-2019	Boys: 45% to 46% Girls: 32% to 37%	No change in boys Increase in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
	2014-2018	Boys: 33% to 40% Girls: 26% to 29%	Increase	HBSC [8] Change in past-month drinking % among 15-year-olds
Norway	2011-2019	Boys: 33% to 23% Girls: 36% to 27%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Philippines	2011-2019	Boys: 23% to 28% Girls: 15% to 19%	Increase	GSHS [36,37] Change in past-month drinking % among 13-15-year-olds
Samoa	2011-2017	Boys: 43% to 13% Girls: 25% to 7%	Decrease	GSHS [38] Change in past-month drinking % among 13-15-year-olds
Poland	2011-2019	Boys: 62% to 50% Girls: 58% to 58%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Portugal	2011-2019	Boys: 56% to 45% Girls: 50% to 42%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Romania	2011-2019	Boys: 62% to 50% Girls: 58% to 58%	Increase in boys No change in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Russia	2014-2018	Boys: 22% to 15% Girls: 19% to 12%	Decrease	HBSC [8] Change in past-month drinking % among 15-year-olds
Serbia	2011-2019	Boys: 59% to 59% Girls: 46% to 53%	No change in boys Increase in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Slovakia	2011-2019	Boys: 62% to 50% Girls: 58% to 58%	Decrease in boys No change in girls	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Slovenia	2011-2019	Boys: 68% to 54% Girls: 62% to 46%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Spain	2012-2021	Boys: 73% to 52% Girls: 75% to 55%	Decrease	National survey on drug use in secondary schools (ESTUDES) [39] Change in past-month drinking % among school population age 14-18
	2014-2018	Boys: 35% to 37% Girls: 40% to 39%	Decrease	HBSC [8] Change in past-month drinking % among 15-year-olds
Sweden	2011-2019	Boys: 34% to 23% Girls: 41% to 26%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
Switzerland	2014-2018	Boys: 43% to 41% Girls: 37% to 37%	No change	HBSC [8] Change in past-month drinking % among 15-year-olds
Thailand	2015-2021	Boys: 27% to 27% Girls: 19% to 29%	No change in boys Increase in girls	GSHS [40,41] Change in past-month drinking % among 13-17-year-olds
Tonga	2010-2017	Boys: 15% to 15% Girls: 18% to 6%	No change in boys Decrease girls	GSHS [42,43] Change in past-month drinking % among 13-15-year-olds
Trinidad and Tobago	2011-2017	Boys: 38% to 28% Girls: 35% to 32%	Decrease	GSHS [44,45] Change in past-month drinking % among 13-15-year-olds
United Kingdom (illustrated jointly as 'no trend data available')	2014-2018	England Boys: 40% to 43% Girls: 46% to 40%	England Increase in boys Decrease in girls	HBSC [8] Change in past-month drinking % among 15-year-olds
		Scotland Boys: 43% to 40% Girls: 48% to 48%	Scotland Decrease in boys No change in girls	
		Wales Boys: 43% to 49% Girls: 49% to 54%	Wales Increase	
	2016-2018	England Boys: 23% to 21% Girls: 24% to 24%	No change	Smoking, Drinking and Drug Use among Young People [9] Change in past-week drinking % among 15-year-olds This survey question was changed in 2016, so the data are not comparable as a single series.
	2011-2015	England Boys: 29% to 20% Girls: 27% to 17%	Decrease	Smoking, Drinking and Drug Use among Young People [9] Change in past-week drinking % among 15-year-olds
Ukraine	2011-2019	Boys: 53% to 39% Girls: 54% to 48%	Decrease	ESPAD [13] Change in past-month drinking % among 15-16-year-olds
United States of America	2011-2021	All: 26% to 15%	Decrease	Monitoring the Future (MTF) [46] Change in past-month drinking % among 12-18-year-olds
Uruguay	2012-2019	Boys: 47% to 41% Girls: 43% to 54%	Decrease in boys Increase in girls	GSHS [47,48] Change in past-month drinking % among 13-15-year-olds
Vanuatu	2011-2016	Boys: 10% to 15% Girls: 6% to 10%	Increase	GSHS [49,50] Change in past-month drinking % among 13-15-year-olds

TABLE 2

Change in deaths (number) from drink driving between 2010 and most recent year available

In [Map 3](#), the trend is illustrated as decrease, no change, or increase, based on the direction of a percentage change between the first value available from 2010 onward and the most

recent value available, without assessment of statistical significance. These data are not available separately for men and women. Note that the definition of drink-driving deaths may vary at national level.

*These data only represent Great Britain (do not include Northern Ireland).

Country	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Change (%) oldest - latest available year
Austria [51]	32	51	39	31	32	28	22	33				3%
Belgium [51]	41	45	48	31	34	41	40	37	30			-27%
Croatia [51]	152	151	147	96	85	115	99	92	72			-53%
Cyprus [51]	26	25	19	9	13	12	8	11	15			-42%
Czech Republic [51]	108	100	50	56	68	72	58	53	71			-34%
Denmark [51]	64	53	24	41	37	27	30	36	32			-50%
Estonia [51]	10	20	15	27	18	16	8	13	13			30%
Finland [51]	77	83	47	66	56	69	71	57	33			-57%
France [51]	1,230	1,220	1,130	952	958	1,057	1,009	1,035	985			-20%
Germany [51]	342	400	338	314	260	256	225	231	244			-29%
United Kingdom* [51]	240	240	230	240	240	200	230	250				4%
Greece [51]	88	101	100	94	76	71	98	54				-39%
Hungary [51]	61	57	52	49	47	80	77	69	65			7%
Israel [51]	14	7	8	9	5	12	10	5	8			-43%
Latvia [51]	32	24	41	32	49	17	16	16	22			-31%
Lithuania [51]	22	26	25	10	29	18	17	12	11			-50%
Luxembourg [51]	11					10	4	4	3			-73%
Norway [51]	40	31	34	28	29	22	29	20	40			0%
Poland [51]	455	559	584	523	470	407	383	341	370			-19%
Romania [51]	194	164	224	166	181	174	160	148	118			-39%
Slovakia [51]	26	37	32	23	38	35	40	29	31			19%
Slovenia [51]	49	35	43	38	25	37	41	32	22			-55%
Sweden [51]	17	18	24	19	16	26	24	25	26			53%
Switzerland [51]	63	53	57	48	29	38	37	38	30			-52%
Australia [52]	171	161	141	149	129	134	140	152	143	134	139	-19%
United States [53]	10,136	9,865	10,336	10,084	9,943	10,280	10,967	10,880	10,710	10,142		0%

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