

Progress Report: **Alcohol consumption and alcohol- related harm**

Based on 2010–2019 WHO data

About the International Alliance for Responsible Drinking (IARD)

IARD is a not-for-profit organization dedicated to reducing harmful drinking worldwide. IARD is supported by the leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking. To achieve this, IARD works with public sector, civil society, and private stakeholders.

IARD actively supports international goals to reduce harmful drinking, including the targets in the World Health Organization’s (WHO) Global Alcohol Action Plan 2022–2030 and United Nations’ Sustainable Development Goals (SDG) 3.5 and 17.16.







Associate members



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Foreword

This year’s UN High-Level Meeting on Noncommunicable Diseases (NCDs) in September 2025 is a major milestone on the road to meeting targets set by member states in the UN Sustainable Development Goals and the Global Strategy to Reduce the Harmful Use of Alcohol.

Alcohol and health remain critical components of the NCD agenda, and IARD and its member companies are fully committed to playing their part in the UN’s wholeof-society strategy to reduce the harmful use of alcohol. Tackling harmful drinking requires collaboration across government, civil society and the private sector. Working with partners across the value chain – from producers to retailers to e-commerce platforms – enables the private sector to drive forward solutions and embed safeguards within business practices.

Since the 2018 High-Level Meeting, the private sector has implemented substantial measures to eliminate the marketing and sale of alcohol to minors, responding directly to the UN’s call to action.

Encouragingly, the UN’s strategy is yielding results. According to the WHO, global alcohol-attributable mortality rates decreased by 20% from 2010 to 2019, a testament to the effectiveness of coordinated efforts.

However, national disparities persist, as illustrated in the accompanying analysis in this report, which has been compiled using data provided in the WHO’s Global Status Report on Alcohol and Health (June 2024).

This report provides an overview of trends in alcohol consumption and the key indicators of alcohol-related harm that have been agreed by UN member states. Some indicators have seen greater progress than others. Exploring these differences can help target interventions from all stakeholders to ensure the greatest impact. There is also regional variation. Identifying those countries and regions with the biggest reductions in harms can help us to understand which approaches are showing the best results.

IARD and the private sector stand ready to support the outcomes of the 2025 High-Level Meeting and to embrace new commitments that will further the UN’s goal of reducing harmful drinking by 2030. By working together we can build on this important progress.



Julian Braithwaite
IARD President / CEO



Executive summary

Data from the World Health Organization (WHO) shows that there has been impressive progress since the adoption of the *Global strategy to reduce the harmful use of alcohol* in 2010:



There has been marked progress on reducing harmful drinking – **111 member states are on track, or have already met**, the target to reduce the harmful use of alcohol according to at least one indicator.



Most progress has been made in reducing alcohol-attributable **mortality which has fallen 20.2% globally**, with 95 member states meeting, or on track to meet, the 2030 target.



However, not all indicators are moving in the right direction, and **not all countries and regions** are experiencing the same levels of success.

The data show a divergence between indicators – while alcohol-related harms have declined and are on track to meet or exceed targets, declines in average per capita consumption and heavy episodic drinking (sometimes referred to as “binge drinking”) have been less widespread.

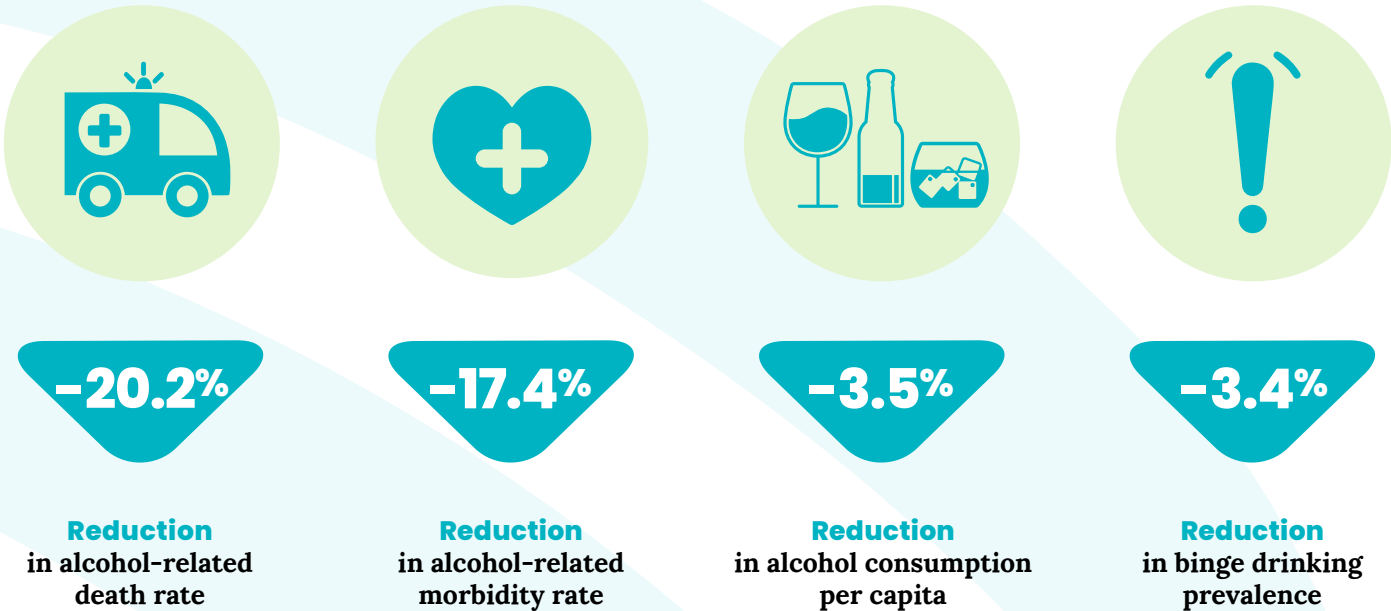
This divergence in progress according to indicators of consumption and harm underscores the need to measure alcohol-related harms holistically. Relying on a single indicator may overlook important dimensions of harm that require attention from policymakers and other stakeholders.

Trends at the member state level vary around the world. Understanding the drivers of changes in harmful drinking requires understanding the national context. This requires a comprehensive view of trends in all key indicators to identify both instances of progress and areas where harms may be rising.

This report provides an overview of the data to support evidence-based assessment of progress since 2010. It analyzes trends in indicators of harmful drinking against the targets agreed by WHO member states as part of the *Noncommunicable Diseases Global Monitoring Framework* between 2010 and 2019. These dates were selected as they include the most up-to-date WHO data available which covers all indicators comparably.

Key trends

WHO’s *Global Alcohol Action Plan 2022–2030* identified indicators of harmful drinking. Four key indicators showing positive trends globally between 2010 and 2019, according to WHO’s *Global status report on alcohol and health and treatment of substance use disorders 2024*.



IARD’s global standards and its members’ actions are supporting the positive trends evident in many countries showing progress in reducing harmful drinking in line with UN targets. We remain dedicated to achieving our shared public health and sustainable development goals.

For a comprehensive overview of trends in all indicators for each country, please see our Alcohol and health trends by country document here: <https://iard.org/science-resources/detail/2025HLM-AlcoholHealthTrends>

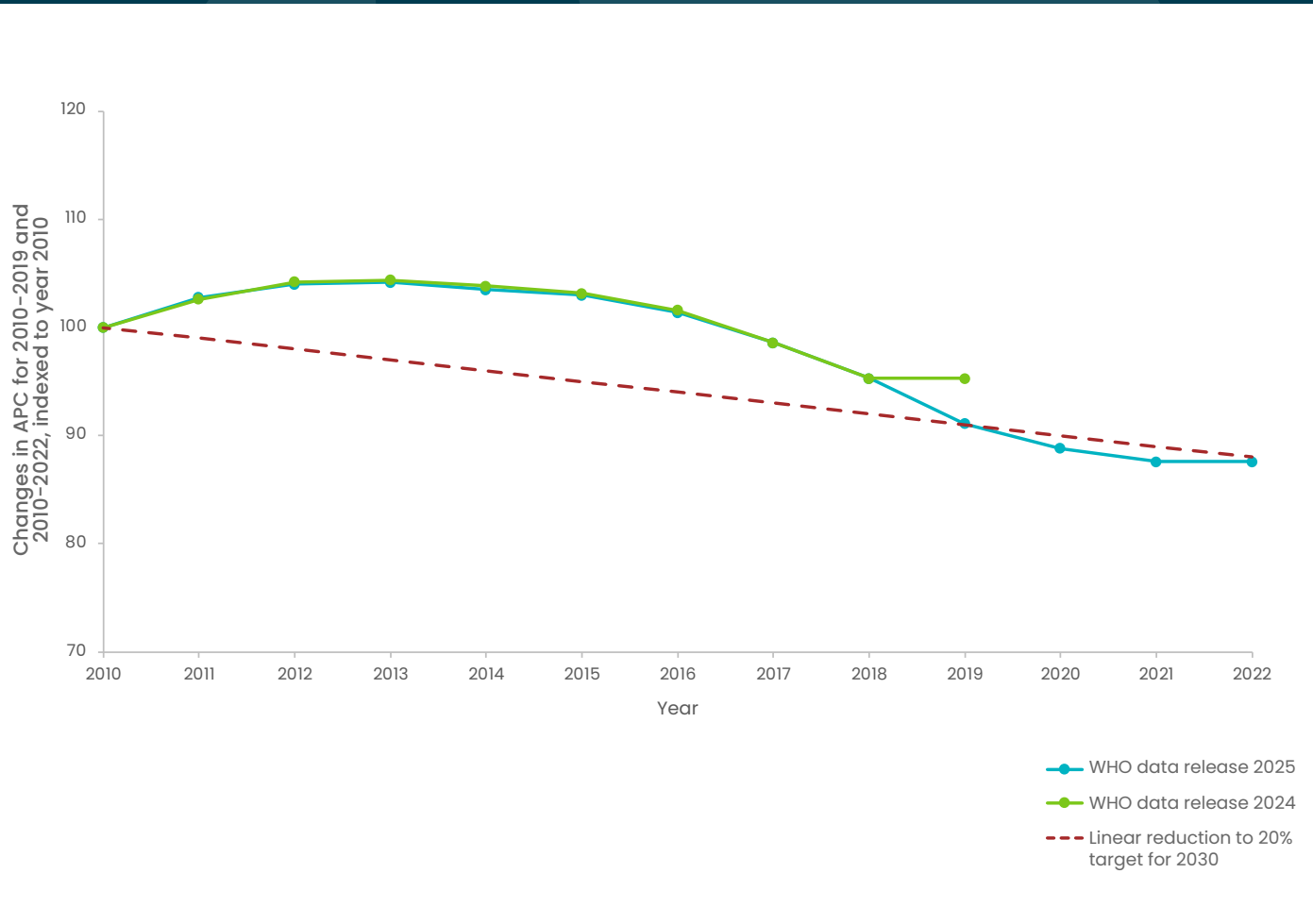


This report uses data published in 2024 as it represents the latest available data to provide comparable estimates for all four indicators included in the *Global Alcohol Action Plan* and *NCD Global Monitoring Framework*.

The WHO has since released new data as part of the UN Sustainable Development Goals process for one indicator: alcohol consumption per capita (APC). However, the new APC estimates cannot be compared with previous estimates of consumption or used in conjunction with the existing and unadjusted estimates of alcohol-related harms. Therefore, these new APC estimates are not included in the main body of this IARD Progress Report.

The new UN SDG data shows more progress since the COVID-19 pandemic than the 2024 estimates. The change in APC according to new estimates differs from that of previous estimates, particularly for more recent years.

Figure 1. Changes in APC, indexed to year 2010



The WHO World Health Statistics 2025 report states that:

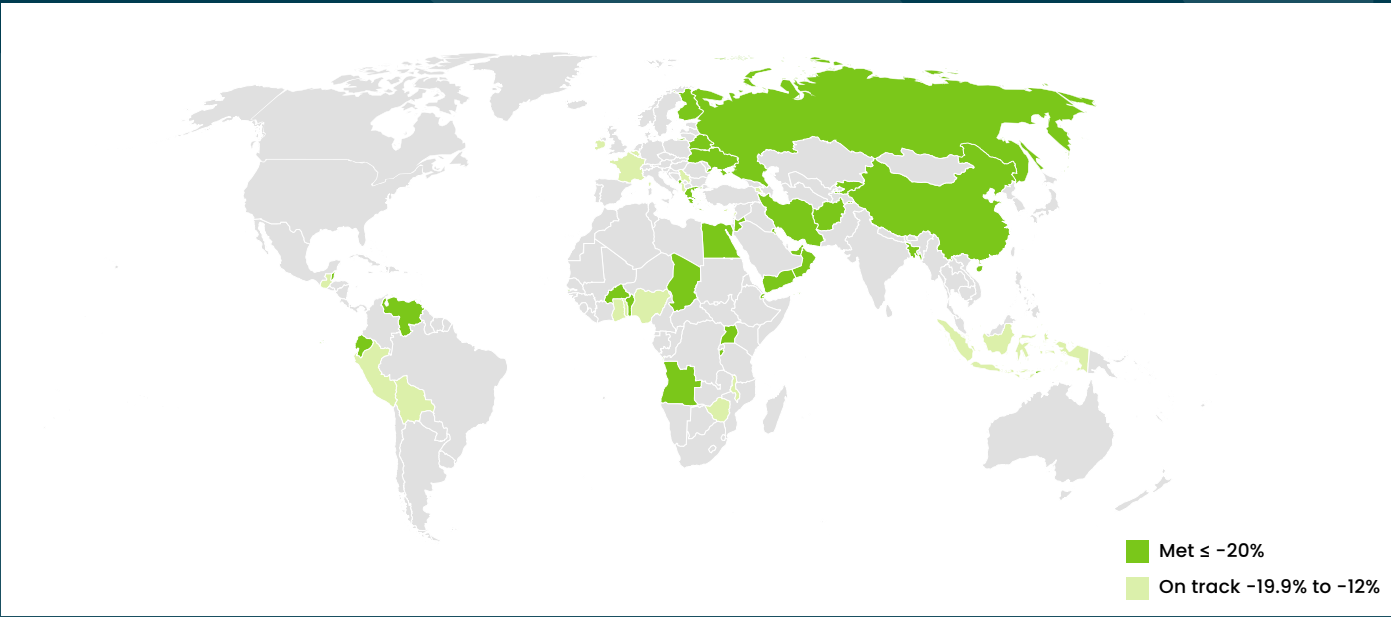
“Globally, the total APC declined by 12% from 5.7 litres (UI: 5.4–6.2) in 2010 to 5.0 litres (UI: 4.7–5.4) in 2022. If this rate of reduction is maintained, the global total APC will reach 4.6 litres in 2030, reaching the 20% reduction target. This is remarkable progress, especially given that in the early 2010s the global total APC was increasing, continuing the upward trend since 2000s, driven mainly by the rise in total APC in the South-East Asia Region and the Western Pacific Region.”

This contrasts with the UN Secretary General’s report from January 2025 which stated that:

“In 2019, global per capita alcohol consumption was 5.5 litres, a slight decline from 5.7 litres in 2010.¹² This rate of decline is insufficient to meet global targets of a minimum 10 per cent reduction by 2025 and a minimum 20 per cent reduction by 2030.”

At the time of publication there was not sufficient information publicly available about the changes to the WHO’s methodology for estimating consumption per capita. Nor is there a clear indication of when new data on trends in mortality, morbidity, or heavy episodic drinking will be available which are comparable to the new consumption estimates included on the UNSDG data portal. Publication of new data on the four indicators agreed by member states in the NCD Global Monitoring Framework will support efforts to identify countries and indicators that are on track to meet targets, as well as those areas that require greater attention.

Figure 2. Countries that met or are on track to meet the target to reduce alcohol per capita consumption (2010–2022), 182 total



WHO indicators

Reducing the harmful use of alcohol is an essential goal that IARD and its member support. It is the focus of various frameworks and strategies agreed by WHO member states including the *Noncommunicable Diseases Global Monitoring Framework* and the *Global Alcohol Action Plan*.

Member States agreed to measure the harmful use of alcohol with four indicators:

Figure 3. Indicators identified in the WHO NCD Monitoring Framework

Indicators and milestones for achievement

Global targets	Indicators
1.1. By 2030, at least 20% relative reduction (in comparison with 2010) in the harmful use of alcohol. ²⁵	1.1.1 Total alcohol per capita consumption defined as the estimated total (recorded plus unrecorded) alcohol per capita (aged 15 years and older) consumption within a calendar year in litres of pure alcohol, adjusted for tourist consumption. 1.1.2. Age-standardized prevalence of heavy episodic drinking. 1.1.3. Age-standardized alcohol-attributable deaths. 1.1.4 Age-standardized alcohol-attributable DALYs.

The WHO’s [Global Health Observatory](#) summary on the topic states: “Countries will select indicator(s) of harmful use of alcohol, as appropriate to national context and in line with WHO’s global strategy to reduce the harmful use of alcohol, which may include prevalence of heavy episodic drinking, total alcohol per capita consumption, and alcohol-related morbidity and mortality among others.”

Methodology

This report uses data published in the WHO [Global status report on alcohol and health and treatment of substance use disorders](#) (2024), accessed in April 2025. The report has been updated in September 2026 to reflect data as they appear in the WHO Global Health Observatory.

It compares trends in key indicators (see Figure 3) against the targets set by member states as part of the [WHO Noncommunicable Disease Monitoring Framework](#) (2011), and the [Global Alcohol Action Plan](#) (2022).

It uses data from 2010 to 2019 as this is the latest comparable data covering all four indicators published by the WHO at the time of publication.

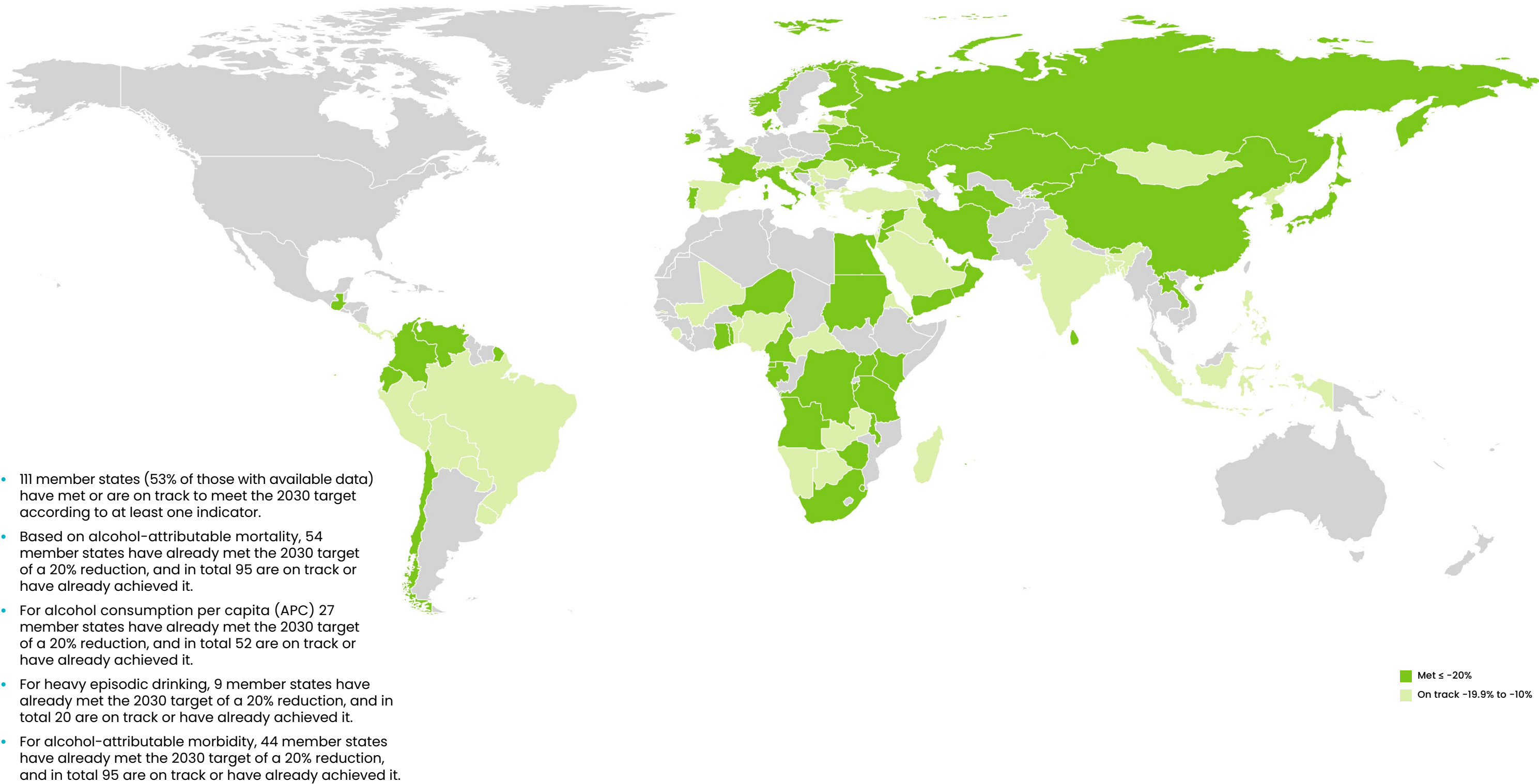
Member states [adopted](#) a target of a 10% reduction in the harmful use of alcohol, defined by four indicators, by 2025. In 2022, they [extended](#) the target to a 20% reduction by 2030.

Countries are defined as having met the target if the percentage change in estimates since the 2010 baseline year meets or exceeds the stated target. Countries are defined as on track if they meet the average reduction required to meet the target by 2030 – i.e. for data covering the years 2010–2019 a reduction of 10% is considered on track. This approach assumes that progress will continue into the next decade.

Harmful use of alcohol: all indicators

Figure 4. Countries that have met or are on track to meet at least one target for reducing harmful drinking (111 total)

	Already met target	Met or on track to meet 2030 target
Age-standardized alcohol-related mortality rate	54	95
Age-standardized alcohol-related morbidity rate	44	95
Alcohol consumption per capita	27	52
Heavy episodic drinking prevalence	9	20
At least one of the above	65	111

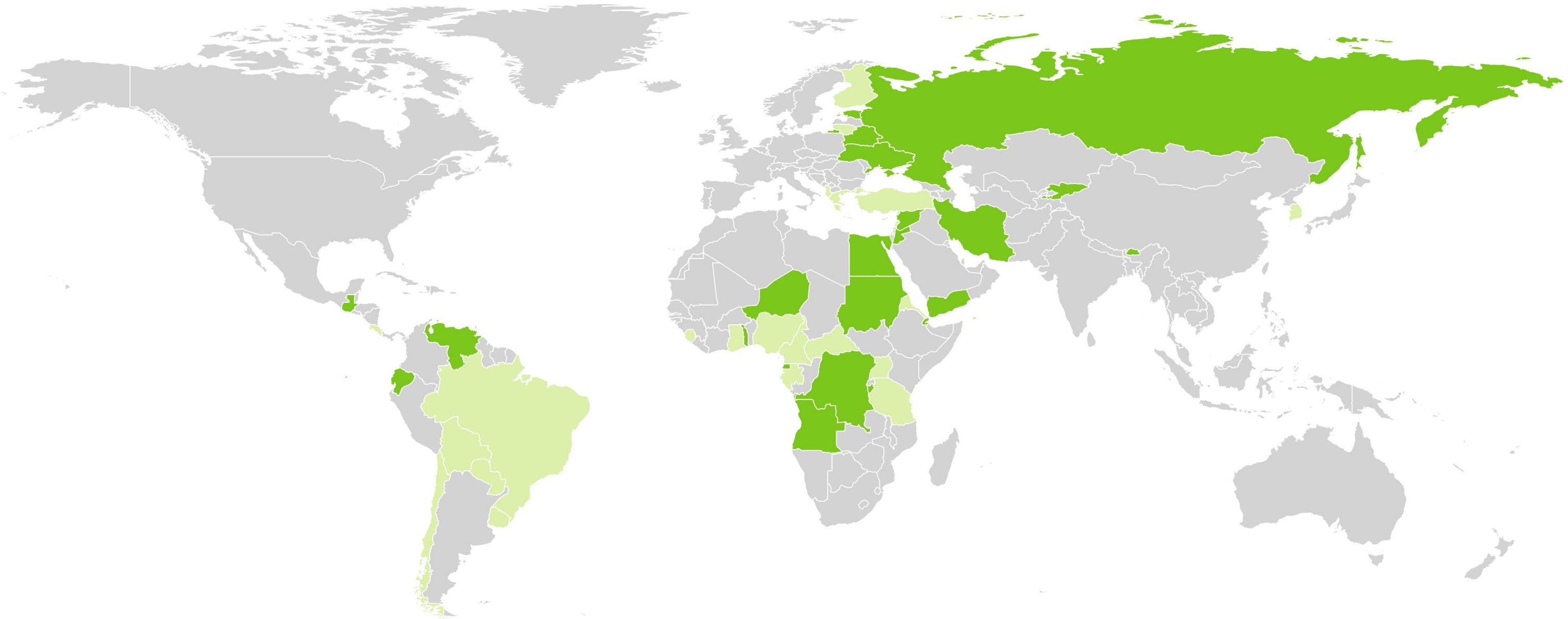


Change in alcohol consumption per capita

2010–2019

	Already met target	Met or on track to meet 2030 target
APC	27	52

Figure 5. Countries that met or on track to meet the target to reduce alcohol consumption per capita (52 total)



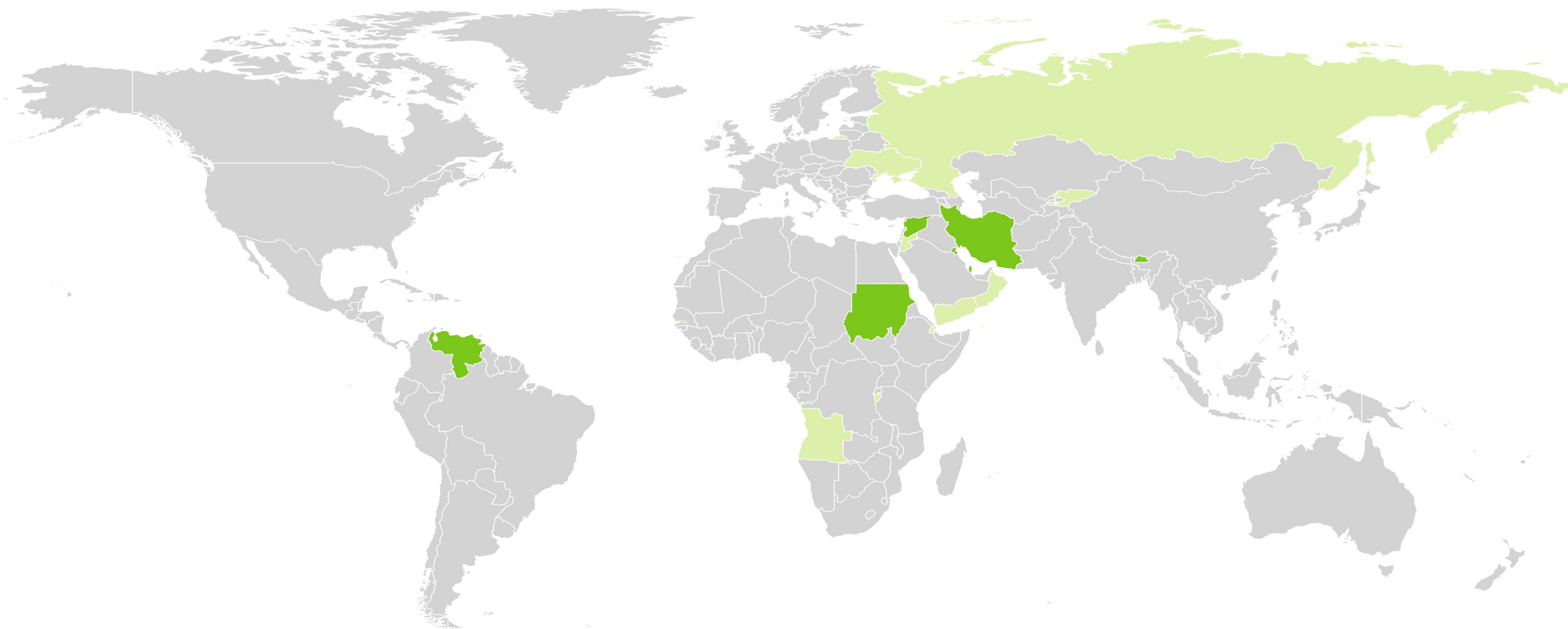
- Alcohol consumption per capita (APC) declined at rates that already met the 2030 target in 27 countries, or 15% of those with available data.
- A further 25 countries are on track to meet the target, which totals 52 countries, almost 28% of those with available data, that are on track or have already met the target based on the APC indicator.

Met ≤ -20%
On track -19.9% to -10%

2010-2019

	Already met target	Met or on track to meet 2030 target
HED	9	20

Figure 6. Countries that met or on track to meet the target to reduce heavy episodic drinking (20 total)



- Estimated heavy episodic drinking (HED) prevalence declined at rates that already met the 2030 target in 9 countries, roughly 5% of countries with available data.
- A further 11 countries are on track to meet the target, which totals 20 countries, or 11% of those with available data, that are on track or have already met the target based on the HED indicator.

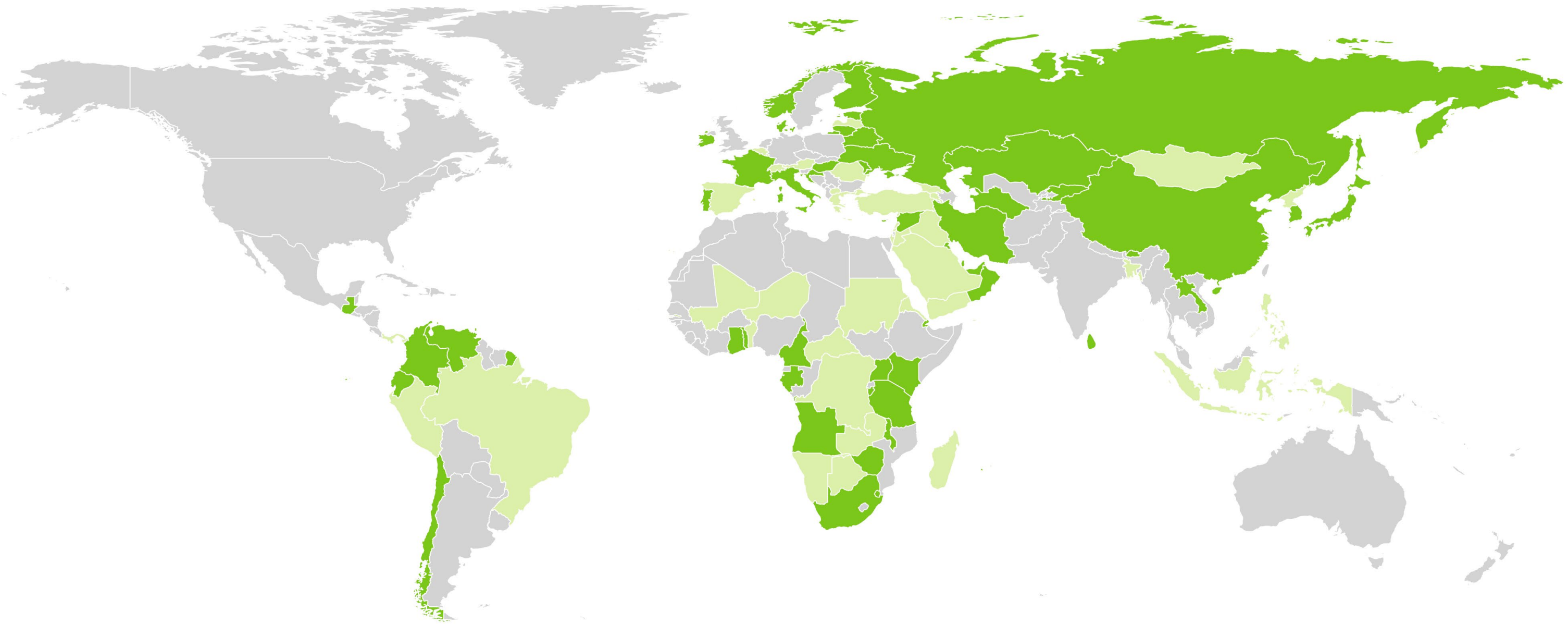
- Met $\leq -20\%$
- On track -19.9% to -10%

Change in alcohol-attributable mortality

2010–2019

	Already met target	Met or on track to meet 2030 target
Alcohol-attributable mortality	54	95

Figure 7. Countries that met or on track to meet the target to reduce mortality (95 total)



- Alcohol-attributable mortality declined at rates that already met the 2030 target in 54 countries or 30% of those with available data.
- A further 48 countries are on track to meet the target, which totals 95 countries, almost 53% of those with available data, that are on track or have already met the target based on the alcohol-attributable mortality indicator.

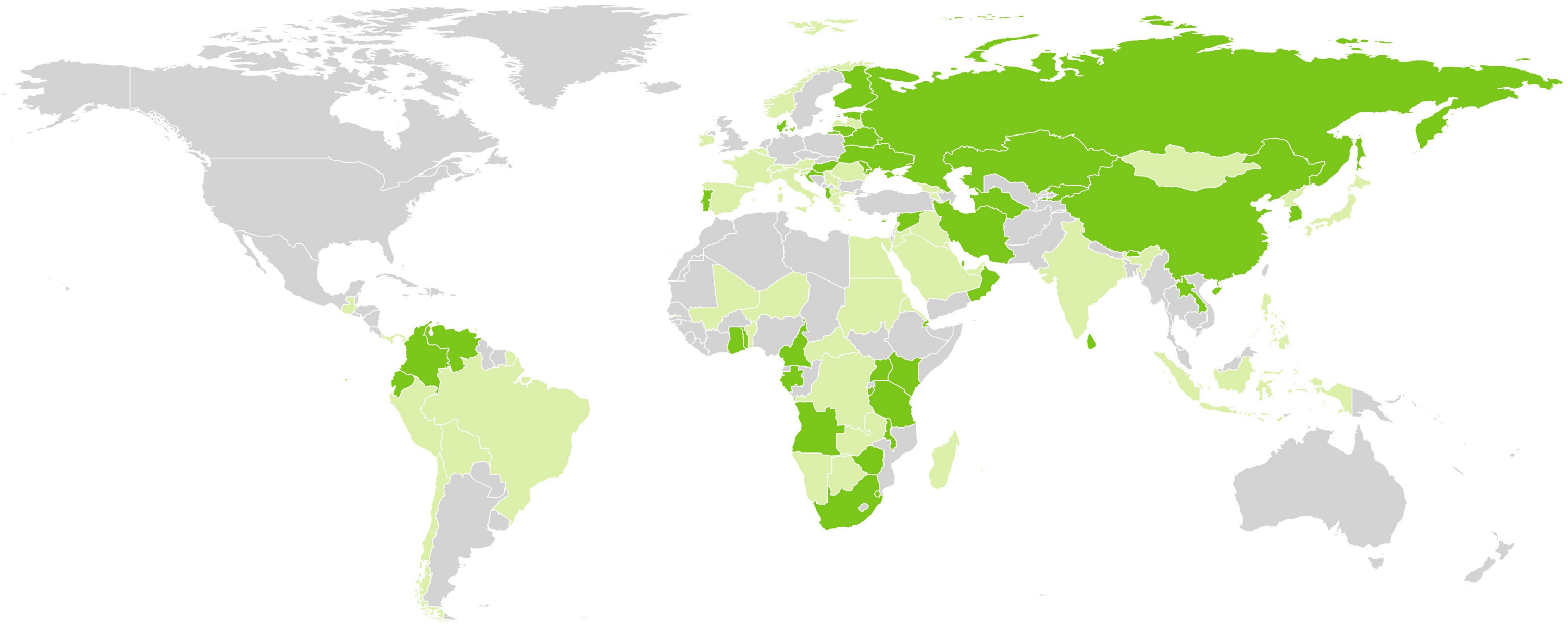
Met ≤ -20%
On track -19.9% to -10%

Change in alcohol-attributable morbidity

2010–2019

	Already met target	Met or on track to meet 2030 target
Alcohol-attributable morbidity	44	95

Figure 8. Countries that met or on track to meet the target to reduce morbidity (95 total)



- Alcohol-attributable morbidity declined at rates that already met the 2030 target in 44 countries, or 24% of those with available data.
- A further 51 countries are on track to meet the target, which totals 95 countries, 52% of those with available data, that are on track or have already met the target based on the alcohol-attributable morbidity indicator.

Met ≤ -20%
On track -19.9% to -10%

Actions by IARD members to support efforts to reduce harmful drinking

For more information see [IARD Standards in Action Report](#)



Global Standards Coalition (GSC)

Organizations across the globe united in further accelerating reductions in the harmful use of alcohol

For millions of adults in many cultures, enjoying beer, spirits, or wine in moderation is an important part of their social lives. Although our companies are very different, we have come together, each with our own areas of expertise, to further accelerate reductions in the harmful use of alcohol and promote moderation among adults who choose to drink. What we stand for as members of IARD's Global Standards Coalition:

- We firmly believe beer, wine, and spirits are adult drinks and oppose the marketing and sale of alcohol beverages to those below the legal purchase age.
- We put in place policies and practices to prevent marketing or sale of alcohol beverages to those below the legal purchase age.

- We equip our employees and partners with training and information to promote responsible business practices.
- We support and recognize those adults who choose not to drink alcohol.
- We work together to enhance safeguards and further raise standards to address the harmful use of alcohol.

We invite others in our value chain to join us to help demonstrate the positive impact that businesses play in promoting responsible consumption and reducing harmful drinking. By harnessing our resources alongside those of policy makers, regulators, healthcare professionals, and societal leaders, we can establish a positive movement for change.



IARD’s Global Standards Coalition: harnessing the power of partnership to help reduce the harmful use of alcohol

In 2023, IARD launched its groundbreaking Global Standards Coalition, bringing together leading retailers, e-commerce platforms, marketing and advertising agencies, sports bodies, travel retail and hospitality sectors, self-regulatory organizations and digital platforms to further accelerate reductions in the harmful use of alcohol.

These standards are a set of commitments that focus on three key areas: **promoting informed adult choice and moderation, preventing underage drinking, and tackling harmful drinking** – and our member companies are implementing them throughout their supply chains and markets, adapted in accordance with local laws and regulations. Today, the Global Standards Coalition has over 100 members; alongside IARD’s members, signatories include industry leaders such as Walmart, SPAR International, Meta, Google, Rappi, DoorDash, Uber Eats, the International Chamber of Commerce, and Duty-Free World.

IARD’s Global Standards for digital and influencer marketing

IARD’s members joined with global advertising, public relations, and influencer agencies to establish common standards to prevent influencer marketing reaching those underage. The new standards, which built on producers’ existing digital marketing commitments, apply to all influencers working with these leading agencies, delivering positive impact across the wider alcohol sector. The marketing codes are also embedded in contracts with advertising agencies.

IARD members’ global commitments on labelling

In 2021, the CEO Chair and Vice Chair of IARD, together with IARD’s CEO, made a public commitment to include symbols or written age-restriction reminders on all IARD members’ labels, including their non-alcohol extensions of brands, by 2024 worldwide.

This initiative is intended to send a clear message that those underage should not consume alcohol and help discourage underage sales. Additionally, products containing alcohol will carry symbols or a form of words warning against drinking during pregnancy and driving while intoxicated.

All three warnings will appear across markets globally, and IARD’s members will focus on providing this information about harmful drinking to those communities where there is no current regulatory requirement in place.



Global Standards for Online Alcohol Sale and Delivery

IARD members formed a global partnership with prominent global and regional online retailers, and e-commerce and delivery platforms; together they identified five key safeguards to help ensure that robust standards are in place throughout the entire supply chain and customer journey to combat harmful drinking and prevent sale and delivery of alcohol to those underage.



Global Standards for responsible sales and service

IARD members also support strict enforcement of legal purchase age requirements for retail sales and service. A core element of this is ensuring that retail staff are empowered to deny sale and service when necessary. IARD members accordingly promote the use of IARD’s resources that hospitality venues and retailers can use to empower their staff to sell and serve alcohol responsibly.

Partnering with digital platforms to enhance age assurance for online alcohol marketing

In June 2024, IARD’s partnership with leading digital platforms – Google, Meta, Pinterest, Snap, TikTok, and X – expanded and made new commitments to further enhance online safeguards, where necessary, to prevent those under legal purchase age inadvertently seeing alcohol advertising online and to provide confidence that age-assurance methodologies on digital platforms are robust by 2025.

As part of this unique collaboration, digital companies have shared transparency reports that summarize the platform-specific safeguards they have in place to assure age. [Reports: [Google](#), [Meta](#), [Pinterest](#), [Snap](#), [TikTok](#), [X](#)]

IARD members also apply five key safeguards on their digital channels, achieving an independently audited 98.2% full compliance rate in 2024.

NEW GLOBAL PARTNERSHIP: Digital platforms and leading beer, wine, and spirits brands unite to enhance age assurance for online alcohol marketing

We the members of the International Alliance for Responsible Drinking (IARD), together with leading digital platforms, are working to set robust standards for the marketing of alcohol beverages.

As a global alliance of responsible businesses, we want to create positive experiences for adults who choose to interact with alcohol brands, while taking action to prevent those under legal purchase age inadvertently seeing alcohol advertising online.

Since 2018, IARD members have actively strengthened marketing codes, embedded digital safeguards across online channels, and implemented industry-first standards for influencer marketing. Digital platforms, working alongside IARD members, have been enhancing age-screening mechanisms and introducing platform-specific technology. As businesses, we do not want those underage seeing alcohol advertising and we recognize our joint responsibility.

As technology evolves, IARD members and digital platforms are collectively committed to further strengthening safeguards, where necessary, by 2025 so all stakeholders can be confident that age-assurance methodologies on digital platforms are robust, as we strive to ensure online advertising only reaches those above legal purchase age.

Although our businesses are diverse, what connects us is our commitment to prevent the sales, marketing, and advertising of age-restricted products to those underage. We call on others to join us in these efforts and demonstrate responsible leadership in raising online marketing standards across the globe.



IARD AND DIGITAL PLATFORMS | June 2024



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