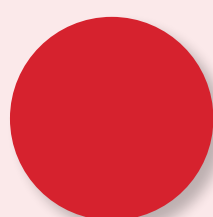
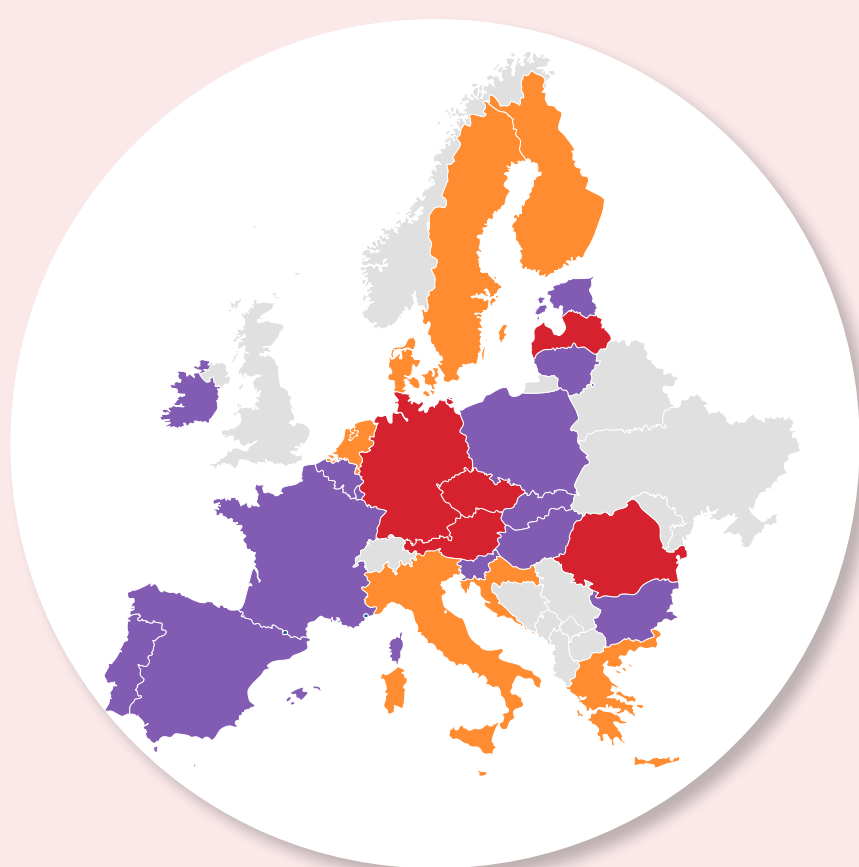


In 2019, WHO data showed EU adults (15+) consumed an average of around 11 litres of pure alcohol per year.

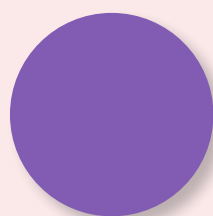


Alcohol consumption per capita in Europe



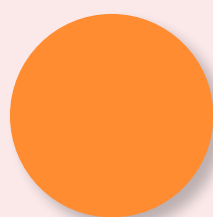
High-consumption countries

(12 litres of pure alcohol per capita per year)



Moderate-consumption countries

(10–12 litres of pure alcohol per capita per year)



Lower-consumption countries

(Less than 10 litres of pure alcohol per capita per year)



290,000
deaths

In the EU, approximately **290,000 deaths** each year are attributed to alcohol-related causes. This includes deaths from liver disease, cancers, accidents, and cardiovascular diseases



Alcohol use
across Europe

- In the **South**, daily moderate drinking with meals is more common.
- In **Northern and Eastern Europe**, binge drinking – especially among young adults – is more prevalent and poses serious health risks.



Economic
Burden

Alcohol-related harm costs the EU around **€125 billion** each year in healthcare, policing, and lost productivity. This economic burden drives support for stricter alcohol policies.