

UK Alcohol Facts Snapshot

August 2026

A moderate majority

4 in 5 

79% of UK adults do not exceed the CMO's recommended lower-risk guideline of 14 units per week ¹

Average weekly unit intake

12.8 units



¹

Low risk drinking

9 in 10 

89% of adults have 'low risk' drinking behaviour, according to the Alcohol Use Disorders Identification Test (AUDIT) which screens for 'problematic' alcohol use ²

Classed as 'higher risk' or possible alcohol dependence ²



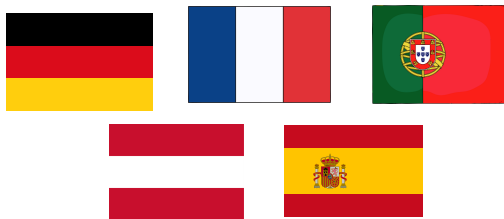
Over a decade of falls...

UK alcohol consumption

17%

over last 20 years ³

Lower than many countries including:



Since 2003, drink driving accidents down 61% and total casualties down 63% - close to two thirds ⁴

2/3



2/3

Accidents

Casualties

40%



Alcohol-related violent crime fallen by two-fifths since 2014/15 ⁵

Binge drinking* has fallen by a fifth between 2012 and 2022 ⁶



19%

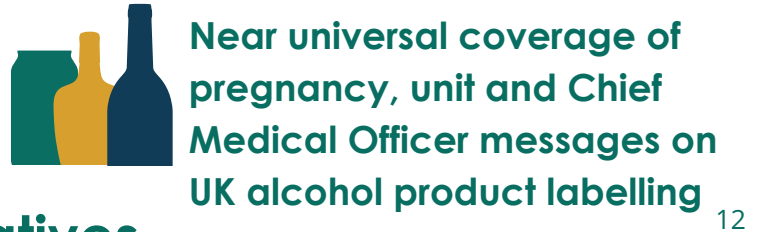
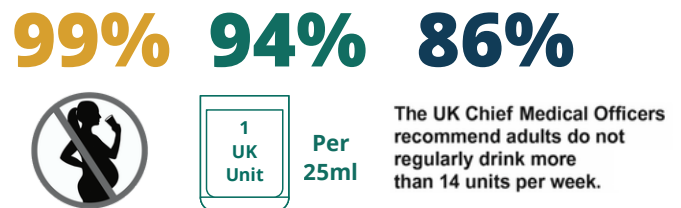
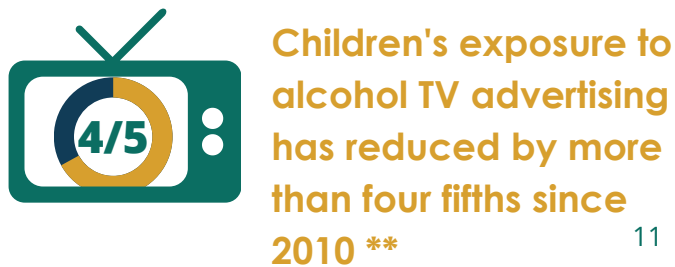


Increase in alcohol-specific deaths in 2024 versus 2019, though 6.3% fall versus 2023 ⁷

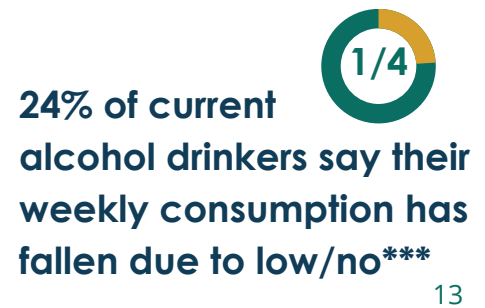
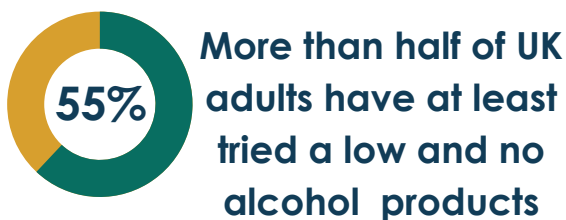
A spotlight on underage drinking



Responsible marketing



Low and no alcohol alternatives



Portman Group

- The Portman Group is the alcohol industry regulator and social responsibility body.
- For over 25 years it has operated the Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and since 2014 the Code of Practice on Alcohol Sponsorship.
- The Codes, supported with free advice and training, ensure that alcohol is marketed in a socially responsible way, only to those aged 18 and over, and in a way that does not particularly appeal to those who are vulnerable.
- The Code is effective, responsive and has no cost to the tax payer.
- The Independent Complaints Panel applies the Code, and their decisions have led to over 230 irresponsible and inappropriate products either being re-branded or removed from the market. This in turn drives industry changes and protects consumers.

8. [Scottish Health and Wellbeing Census](#), February 2023; 9. Health Behaviour in School-aged Children and 2018 survey, May 2019; 10. NI Young Persons Behaviour & Attitudes Survey, September 2023; 11. ASA, May 2024; 12. Portman Group Market Review 2024, September 2024; 13. Portman Group-YouGov Survey, January 2026

*stands at 7.4% in Scotland under new methodology; ** making up just 0.7 of TV ads seen by children each week; *** removing those who did not drink alcohol before first trying a low/no alternative