

# TRENDS REPORT

# Underage Drinking 2025 update



**IARD**  
INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

# 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.



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## GLOSSARY

- ▶ **Legal purchase age (LPA):** government regulation that forbids the sale, service, and supply of alcohol to underage people.
- ▶ **Underage drinking:** when children, or young people under the LPA, obtain and consume alcohol.
- ▶ **Whole-of-society approach:** all stakeholders from all parts of society contributing and working together to achieve a shared goal, as outlined by the United Nations in its 2012 Political Declaration on the prevention and control of noncommunicable diseases. For example, these stakeholders could include communities, academia, the media, governments, intergovernmental organizations, and the private sector.
- ▶ **Young people:** consistent with the United Nations definition, people under the age of 25.

## FOREWORD

*Preventing underage drinking is a shared global priority—and one area where sustained action is making a difference.*

*The Fourth UN High-Level Meeting on the prevention and control of Noncommunicable Diseases (NCDs) in September 2025 presents the most significant opportunity before 2030 to secure further commitments that will advance the UN's goals to improve public health. Alcohol and health remain critical components of the NCD agenda, and preventing underage drinking, rightly, remains a central focus.*

*IARD and its member companies are fully committed to playing their part in the UN's whole-of-society strategy to reduce underage drinking. At the UN's Third High-Level Meeting on NCDs in 2018, the private sector was explicitly tasked with taking concrete steps to eliminate the marketing and sale of alcohol to minors. Since then, IARD members have run a sustained campaign to do so—ensuring that both products and advertising reach only adults—directly responding to the UN's call to action.*

*These efforts span billions of product labels carrying age-restriction messaging each year. IARD members have also embedded industry-leading standards for online and influencer marketing and partnered with digital platforms to introduce age-screening technologies that prevent minors from engaging with alcohol marketing. Underpinning this, IARD's Global Standards Coalition brings together over 95 companies including the digital, retail, and hospitality sectors—the world's largest private sector movement dedicated to reducing the harmful use of alcohol.*

*Encouragingly, emerging data suggest that the UN's strategy and sustained private sector efforts are contributing to progress. Drawing on national data from 66 countries—the most comprehensive dataset of its kind—this report highlights where progress is being made and where challenges remain. It shows underage drinking has declined or stabilized in 59% of these countries since 2010, with decreases of 40% or more in countries such as the United States, Australia, and Japan.*

*While work remains to ensure equitable progress across all regions and to fill the gaps in these important data, these positive shifts reinforce the power of sustained action and collaboration. IARD also plays a role in providing commercial data to the World Health Organization, which monitors trends in the harmful use of alcohol on behalf of the UN.*

*Children and those below the legal purchase age should neither drink alcohol nor have access to it. IARD members now achieve 98.2% compliance with digital safeguards—a testament to our collective commitment. We stand ready to support the outcomes of the Fourth High-Level Meeting later this year and embrace commitments that will further the UN's goal of reducing underage drinking.*

*By continuing to collaborate and innovate, drawing lessons from initiatives in countries like Japan, Australia, and beyond, we can accelerate progress and build a healthier future for the next generation. Accurate data, as this report shows, are critical—not only for measuring impact but also for challenging misperceptions, as seen in Australia, where perceptions of increased underage drinking contrasted sharply with actual declines.*

*Together, we can ensure this positive momentum continues.*



A handwritten signature in blue ink, appearing to read 'J. Braithwaite', with a horizontal line extending to the right.

Julian Braithwaite  
IARD President / CEO



# WHAT DOES THIS REPORT CONTRIBUTE

## REPORT SCOPE AND APPROACH

This report focuses on national trends in underage drinking, using robust data from countries with at least two comparable survey points between 2010 and 2025. It builds on IARD's previous reports in 2019 and 2023, which also used all available national-level data.

This timeframe aligns with key global frameworks: the Global Alcohol Strategy (2010), the UN Political Declaration on NCDs (2018), and the Global Alcohol Action Plan (2022)—the central elements of the UN's strategy to reduce the harmful use of alcohol.

Using these data sources enables consistent measurement of progress on reducing underage drinking, as they apply similar methods and provide figures for comparable age groups—both essential for assessing trends across countries.

WHO data on young people's drinking, included in the Global Status Report on Alcohol and Health and Treatment of Substance Use Disorders (June 2024), indicate that 23% of 15–19-year-olds consumed alcohol beverages in 2010, with this figure remaining largely stable at 22% in 2019 [1]. Notably, the African Region experienced a small decrease from 13.8% to 13.5%, while other regions saw slight increases.

However, WHO data are limited to regional estimates up to 2019 and cover 15–19-year-olds, many of whom are legally permitted to purchase alcohol in their countries. Hence, these data do not allow tracking trends specifically in those underage.

Underage drinking has fallen or stabilized in **59%** of countries



## KEY TRENDS AND DATA GAPS

**SEE**  
Table 1 on p.13

National data show underage drinking has declined or stabilized in 59% of 66 countries since 2010.

Notably, reductions of 40% or more were recorded in the United States, Australia, and Japan.

However, progress is uneven. Among boys, underage drinking decreased in two-thirds (65%) of the 63 countries with sex-specific data, while among girls, it fell in just 43%. For example, in France, teenage drinking levels decreased by 16% among boys but increased by 3% among girls.

Increases in underage drinking were observed in countries including Germany, the Philippines, and Uruguay.

It is also concerning that two-thirds of countries—especially low- and middle-income countries—do not yet have sufficient historical and recent data to indicate trends in underage drinking. WHO data indicate that less than half of all countries conducted national adolescent surveys on harmful alcohol use between 2016 and 2021, and just over half conducted them for adult populations [2]. These gaps reflect the ongoing challenge of collecting and publishing data needed to track progress against the UN's prevention goals for NCDs.



**Two-thirds** of all countries don't have data to indicate trends in underage drinking.

## PERCEPTIONS OF UNDERAGE DRINKING

SEE  
Table 2 on p.16

Understanding trends in underage drinking can help to identify and address areas of concern and to reinforce positive societal norms. For example, in Australia more than half of adults polled in 2019 thought underage drinking had increased over the past ten years. But national data tell a different story: the share of 14- to 17-year-olds who drank alcohol in the past year decreased by 42% between 2010 and 2019 [3].

## IARD'S GLOBAL STANDARDS TO TACKLE UNDERAGE DRINKING

IARD members have introduced world-first Global Standards, embedding age-restriction messaging on billions of labels worldwide—including alcohol-free variants.



Our members uphold rigorous responsible marketing practices across traditional media, digital platforms, and influencer campaigns. They have championed the first-ever global standards to prevent e-commerce alcohol delivery to individuals under the legal purchase age by working with key partners like Uber Eats and Deliveroo.

On digital platforms, IARD members apply five key safeguards and, in 2024, achieved 98.2% compliance with these safeguards— independently audited and industry-leading.

To drive systemic change, IARD members have automated safeguards, engaged hundreds of digital leaders and agencies managing thousands of brands, and worked with platforms like Google and Meta to make responsible marketing the norm.

These IARD-led efforts represent significant and innovative action in response to the UN's 2018 call for the private sector to help reduce harmful alcohol use—specifically by eliminating marketing and sales to minors.



# IARD GLOBAL STANDARDS: Actions to prevent underage drinking

2020

## Product labels:

IARD members put age-restriction reminders on their product labels, including alcohol-free brand extensions.



### IMPACT:

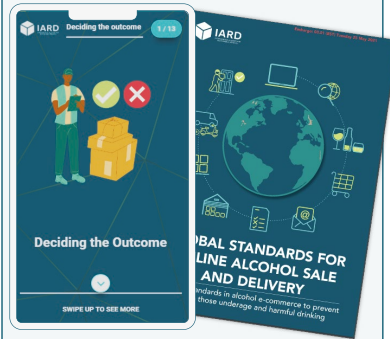
Over a billion beer, wine, and spirits product labels carry symbols or words with age-restriction reminders, including alcohol-free extensions of alcohol brands.

As part of ongoing marketing cycles, consumers will find warnings against drinking during pregnancy and driving while intoxicated, alongside energy, alcohol content and information about drinking and health. These are applied in accordance with local laws and regulations and where no requirements previously existed.

2021

## Online sales:

IARD members developed first-ever global standards to prevent delivery of alcohol to minors and those intoxicated, including training tools to help support delivery agents.



### IMPACT:

IARD's e-commerce standards reach over 800 million consumers through signatories including **Deliveroo, Uber Eats, Just Eat Takeaway, Grab, and JD.**



Local codes/standards developed in countries including **China, U.K., Ireland, Australia, the Philippines, and Netherlands.**

2022–2023

## Retailers and Hospitality:

IARD convenes retailers, hospitality venues, and other sectors across the value chain, and provides resources to help support responsible retail and service.



### IMPACT:

Over 95 signatories to IARD's Global Standards Coalition, including **Walmart, SPAR International, and the International Chamber of Commerce.**

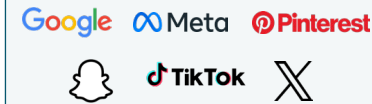


Signatories' staff trained and empowered to sell, serve, and deliver responsibly, and to deny transactions as necessary.

2018–2024

## Digital marketing:

IARD members promote standards for online advertising and influencer promotions, and partner with leading platforms to develop robust safeguards. Partners include:



### IMPACT:

New functionality to age-gate posts on **Instagram, Facebook, and YouTube.**

IARD members have five key safeguards in place on own marketing channels across tens of thousands of social media accounts and campaigns. **Exceeding 2024 target of 95% compliance.**

Leading global advertising, public relations, and influencer agencies including Dentsu, Publicis and McCann incorporate robust standards for alcohol marketing on social media. Part of contractual agreements with influencers.

2024

## Workplace alcohol policies:

IARD launches resources to support the development and implementation of alcohol in the workplace policies.



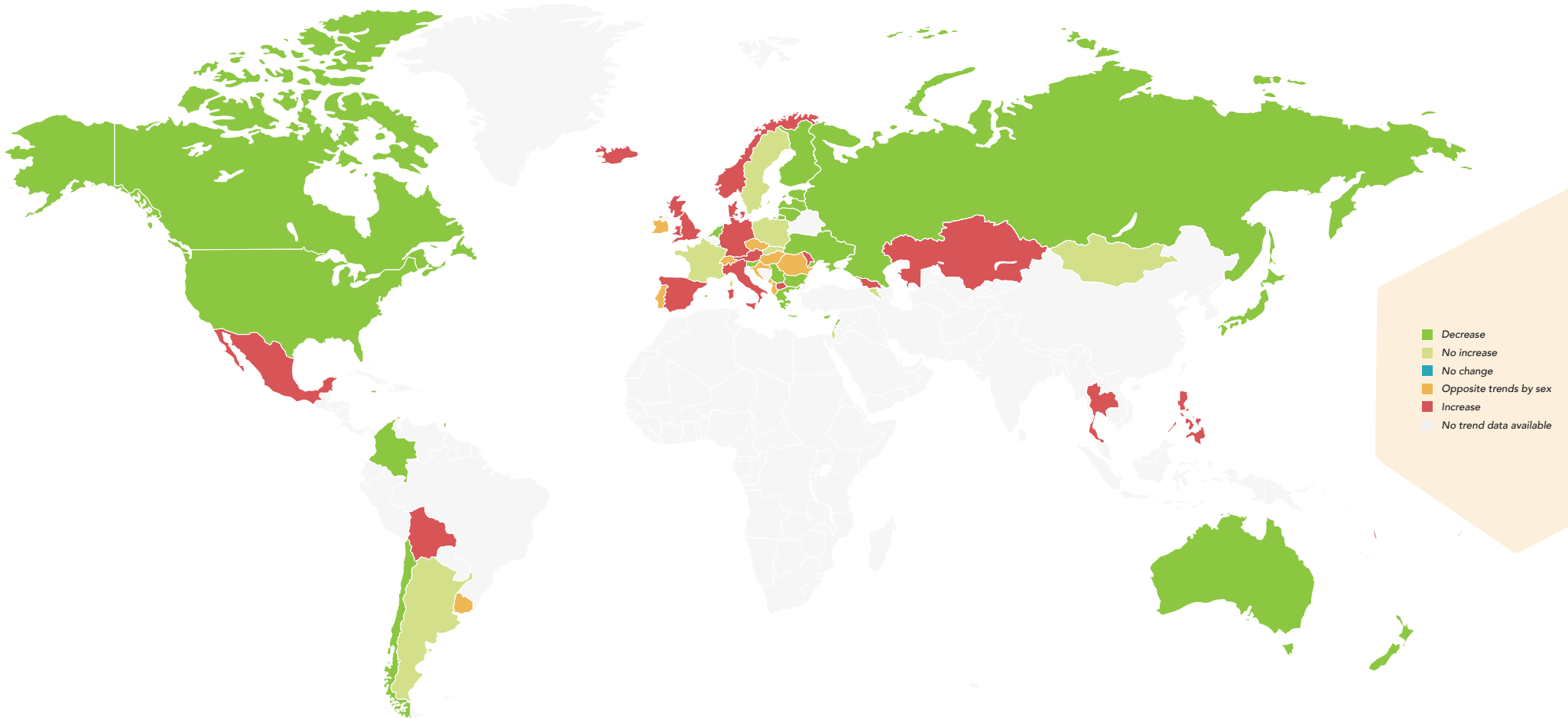
### IMPACT:

All IARD's members have alcohol in the workplace policies in place.

IARD's resources promote inclusion, workplace wellbeing, and support employees' choices to drink or not. These resources include guidance for managers to develop modern alcohol in the workplace policies, and tools for line managers to recognize signs of alcohol misuse and manage situations sensitively and effectively.

# MAP: Trends in underage drinking 2010-2024

Since 2010, underage drinking has fallen or stayed the same in a majority (59%) of the 66 countries where national data are available. It has fallen in 39% of the 66 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).



## Map 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 (pp. 13-15) for details and data sources. There is still much more work that needs to be done worldwide to help combat underage drinking. IARD and its members recognize this and are committed to harnessing their resources and expertise, as part of a whole-of-society approach to accelerate action against underage drinking and to build on

the positive trends we are seeing, so they become global. Whole-of-society actions, including legal purchase age (LPA) regulation, are the foundation of tackling underage drinking. The effectiveness of regulation is maximized when all parts of society – public and private sectors and communities – unite to deliver the message that underage

drinking is harmful and socially unacceptable. ► As of January 2025, LPA regulations were not in place in the following nine countries where sale is legal or permitted: Cambodia, the Central African Republic, Djibouti, Guinea, Guinea-Bissau, Haiti, São Tomé and Príncipe, Sierra Leone, and Timor-Leste. LPA regulations could not be verified in five

countries: Democratic Republic of Congo, Cote d'Ivoire, Iraq, Madagascar, and Syria. ► As of January 2025, age-verification requirements for LPAs could be verified for 55 of the 175 countries with regulations. For details, see [IARD Policy Table: Minimum legal age limits](#).



# IARD MEMBER ACTIONS: SELECTED CASE STUDIES

Underpinning IARD's Global Standards are a myriad of country and regional-level actions taken by leading beer, wine and spirits producers to tackle underage drinking across the world.

This report includes selected case studies of these actions being taken by IARD members and their partners, to support and help enforce government regulations and combat underage drinking.

In some countries, such as the United States, Australia, and Japan, industry-led campaigns have been accompanied by welcome declines in underage drinking in recent years.

In other countries where progress is less evident, such as Brazil, Cambodia, and Mexico, IARD members continue to work with local partners to deliver innovative programs and campaigns to reverse negative trends in underage drinking.

## WORKING IN PARTNERSHIP WITH RETAILERS TO STOP! SALES TO THOSE UNDERAGE IN JAPAN

In 2000, Japan's Ministry of Health released data that showed high levels of underage drinking: up to 49% of boys and 42% of girls in high schools had consumed alcohol within the last 30 days.



The latest national statistics indicate that the prevalence of drinking among 12th grade high school boys and girls was 3% in 2021



In response to this problem, the Brewers Association of Japan (BAJ) started developing its *STOP! Underage Drinking campaign*, working in partnership with multiple stakeholders including:

### Public Sector

- ▶ Ministry of Health, Labour and Welfare
- ▶ National Tax Agency

- ▶ Ministry of Education, Culture, Sports, Science and Technology (MEXT)
- ▶ Cabinet Office

### Private Sector

- ▶ Japan Spirits & Liqueurs Makers Association (JSLMA)
- ▶ Japan Chain Store Association
- ▶ Karaoke Box Association
- ▶ Japan Franchise Association (JFA)

The program was launched in 2005 and its goal is to help reduce underage drinking and, subsequently, alcohol-related injuries and other incidents. STOP! aims to accomplish this through education and awareness campaigns about the dangers and consequences associated with underage consumption, alongside measures to support the government's LPA restrictions.

The program also empowers children to refuse alcohol by roleplaying scenarios where

it might be offered to them, such as birthday, graduation, or new year celebrations. It also prompts them to think how underage drinking would affect their health and gives other compelling reasons to avoid underage consumption. The program also targets parents and teachers.

The campaign logo appears in all television and print ads for alcohol, on marketing materials, beverage containers, and packaging.

In 2021, the campaign evaluation indicated that the awareness rate for this campaign reached 69% among youth aged 19 years and below, and 74% among all ages: more than double the recognition rate of 30% from the first campaign in 2005.

The Brewers of Japan's members are IARD members Asahi, Kirin, Orion, Sapporo, and Suntory. BAJ and JSLMA are members of IARD's Partnership Council





## EMPOWERING EDUCATORS AND PARENTS TO TALK TO THOSE UNDERAGE

Responsibility.org launched *Ask, Listen, Learn: Kids and Alcohol Don't Mix* in the United States in 2003 to help tackle underage drinking; the program encourages parents and educators to talk with children about alcohol and its effects on the developing brain. Since its launch in 2003, conversations between parents and kids are up 38% and underage drinking is down 59%.

The initiative provides evidence-based resources for teachers, school counselors, nurses, other educators, and parents, informing children aged between nine and 13 years about the dangers and consequences of underage drinking. The suite of educational resources is free, accessible online, and includes animated videos, lesson plans, interactive classroom activities, and parent resources.

The program's content is aligned with the USA's National Health Education Standards (NHES), the Common Core

State Standards Initiative (CCSSI), and the Next Generation Science Standards (NGSS), ensuring that the resources are matched to the curriculum used by teachers.

The program was refreshed in 2016; since then, it has created a community of over 16,000 educators and parents and has an annual student impact of more than 900,000 children. A version of the program has run in Cameroon, Mexico, St. Lucia, Grenada, Dominica, and the Dominican Republic.

Through analyzing pre- and post-test student surveys, researchers learned:

Students reported an increase from **44%** to **95%** of dialogue between themselves and their teachers.

**74%** of students agreed that they could effectively explain to a friend how drinking alcohol affects the brain

Responsibility.org is supported by companies including IARD members Bacardi, Beam Suntory, Brown-Forman, Diageo, Moët Hennessy, Pernod Ricard, and William Grant & Sons

## ENCOURAGING PARENTS TO HELP PREVENT UNDERAGE ALCOHOL CONSUMPTION



Mexico's Social Research Foundation (FISAC) has been working for several years to spread the message that those underage should not drink alcohol. They have implemented school-based programs, training sessions, a guide for parents, educational campaigns, videos, and infographics to encourage parents to advise their children about the risks of drinking alcohol in an informed way, and to promote healthy behaviors and relationships.

FISAC is a member of IARD's Partnership Council



# HELPING PARENTS BRING ABOUT GENERATIONAL CHANGE IN ATTITUDES TO ALCOHOL

Australia's DrinkWise launched its *Kids Absorb Your Drinking* campaign in 2008, highlighting the strong positive correlation between the way parents drink and how their children grow up to drink. The campaign increases parents' awareness of the effects of role modelling, encouraging them to positively influence their children's future drinking behavior.

DrinkWise recognized that many parents found that talking to their kids about alcohol and setting clear boundaries to keep them safe was a daunting task. In response, DrinkWise developed its *DELAY 5 Point Plan* to provide practical advice on being a positive influence and delaying children's introduction to alcohol.

The multifaceted campaign included a major television commercial supported by outdoor, digital, and consumer information.

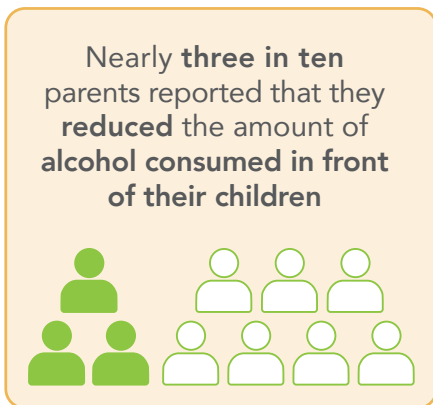
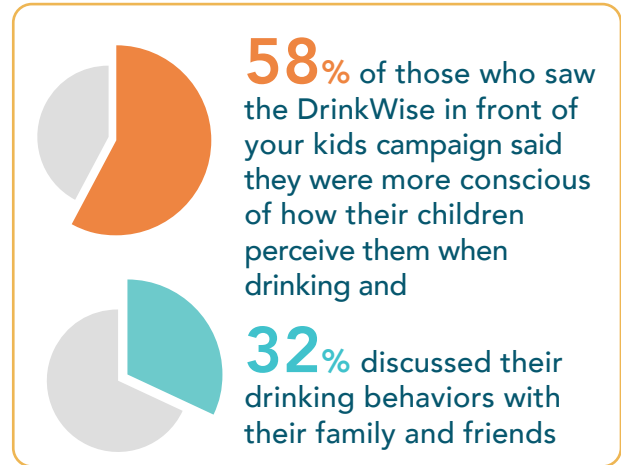
how children can form attitudes from their parents' behavior, which then has a resulting generational impact. DrinkWise partnered with the Outdoor Media Association (OMA) and with parents' social site Mamamia to spread campaign messages.

With underage abstinence increasing in Australia from 39% in 2007 to 73% in 2019, the norm has clearly shifted; the Australian Government's alcohol guidelines were recently revised to be more specific that underage teenagers should not consume alcohol. However, government research showed that when 14- to 17-year-olds consumed alcohol, the predominant source of the alcohol was their parents.

In response to this research, DrinkWise commenced a significant research project to better understand attitudes, behaviors, and social norms around underage consumption among parents and teenagers. DrinkWise found that the overwhelming majority (87%) of parents did not supply their teenage children with alcohol and that the overwhelming majority of teenagers (73%) didn't drink. These compelling social norming statistics were the basis of a new campaign for DrinkWise in 2022: **It's okay to say nay**. The campaign messaging

provided confidence and reassurance for parents that promoting abstinence is the best option to reduce the chance of future alcohol-related harm for their underage teenagers. The campaign highlights the decisions many parents face when talking to their teens about alcohol and reassures them that they can be confident that the overwhelming majority of parents don't supply their underage teens with alcohol, and that setting strong boundaries helps their kids to make smart choices.

Campaign tracking research indicates that the campaign is resonating with parents. Some of the attitudinal and behavioral changes found included: 86% not giving their teens alcohol to allow them to have a better start in adult life, compared to 77% previously; 66% agreeing that if they supply alcohol at home it will appear as though they are giving their teenagers permission to drink elsewhere, compared to 44% previously; 41% talking about the effects of drinking with their teenagers; 39% sharing the campaign with their kids; and importantly, 33% that had intended to supply their teenagers underage decided they would no longer do that – and 22% of parents that had already supplied alcohol to their teenagers wouldn't do so again after having seen the campaign.



DrinkWise followed up that campaign with *Kids and alcohol don't mix* from 2009 to 2012 to encourage parents to talk to their kids about the reasons why they should abstain from alcohol, highlighting the effects of alcohol on the developing adolescent brain.

The next iteration of the campaign – *DrinkWise in front of your kids* – focused on role modelling and responsible consumption in the home, conveying how impressionable children can be, and

Over half of parents that saw “Kids and alcohol don't mix” spoke to their teenage children about alcohol and 30% set firm family guidelines around alcohol.

DrinkWise is supported by companies including IARD members Asahi (Carlton & United Breweries), Bacardi-Martini Australia, Beam Suntory, Brown-Forman Australia, Diageo, Lion Australia, Pernod Ricard winemakers, also Coca-Cola Australia and Coca-Cola Europacific Partners Australia

## SUPPORTING GOVERNMENT EFFORTS TO ESTABLISH LEGAL PURCHASE AND CONSUMPTION AGES IN CAMBODIA

In May 2022, Cambodia’s government announced its intention to set a legal minimum age limit for consumption and, in January 2023, a multi-stakeholder dialogue attended by government, public, and private sector representatives agreed the need to also introduce an LPA.



Multi-Stakeholder Dialogue Held to Discuss a Legal Purchase Age (LPA) in Cambodia



Cambodia’s alcohol producers, distributors, and retailers, along with the hospitality, food, and beverage sectors, are united in their desire see these minimum age limits established

and, in February 2023, released a statement confirming their support for government efforts to do so. The signatories were AB InBev Cambodia and Laos, Attwood Import Export

Co. Ltd., APISWA, the Cambodia Restaurant Association, Cambrew (Carlsberg), Heineken Cambodia, Pernod Ricard Cambodge, and S-Liquor.

### Participants in the January 2023 dialogue:

- Government representatives: National Road Safety Committee (NRSC), Ministry of Public Works and Transport (MPWT), Ministry of

Education, Youth and Sport (MOEYS), Ministry of Information (MOI), Ministry of Commerce (MOC), Ministry of Health (MOH), Ministry of Industry, Science, Technology, and Innovation (MISTI), Ministry of Women’s Affairs (MWA), Ministry of Economy and Finance (MEF), Ministry of Labour and Vocational Training (MLVT), Ministry of Interior (MOI)

Cambodia (UYFC), Royal University of Phnom Penh (RUPP), INCOFIN, ASEAN Youth Advocate Network (AYAN), NGO Forum, MM4A D.A.T CO., LTD, Institute of Standard of Cambodia (ISC), British Embassy

We support the adoption of an LPA set at 18 years old, which is consistent with most jurisdictions in the region and globally. We stand ready to support and work with the responsible line ministries and civil society to realize this important regulation.

As a responsible industry, we have a role to play in contributing towards reducing the harmful use of alcohol and changing harmful consumption behaviours, acknowledging the value a whole-of-society approach can bring in this regard. Specifically, we stand ready to support in raising awareness around an LPA with the general population and ensuring those serving or selling alcoholic beverages are trained to identify and deny service to underage who attempt alcohol purchases.

- International organizations, NGOs, academics, and associations: CamSafe, Asian Vision Institute (AVI), Union of Youth Federations of

- Private sector: EuroCham, AmCham, IBC, The Asia Pacific International Spirits and Wines Alliance (APISWA), Wine Spirits Beer International Distributors Association (WSBIDA), Heineken, Carlsberg, Pernod Ricard, Attwood Import Export

APISWA’s members include IARD members Bacardi, Beam Suntory, Brown-Forman, Diageo, Moët Hennessy, Pernod Ricard, and William Grant & Sons

## USING SOCIAL MEDIA TO AMPLIFY MESSAGES AGAINST UNDERAGE DRINKING ACROSS BRAZIL

Trade association ABRABE launched the platform *Sem Excesso* in 2010 to help fight harmful drinking.


Today, the platform partners with federal, state, and municipal government, other beverage and

hospitality sector associations (such as the bar and restaurant association ABRASEL), and the popular Rádio Capital 1040 AM to share key messages across outlets including Instagram, Facebook, and LinkedIn about responsible drinking, including a campaign against underage drinking. *Sem Excesso* does not communicate directly to those underage, instead

1M listeners to Rádio Capital hear the campaign messages



ABRABE’s members include IARD members Bacardi-Martini of Brazil, Brown-Forman Beverages Worldwide, Diageo Brazil, Heineken Brazil, Moët Hennessy of Brazil Wine and Spirits, Pernod Ricard Brazil, Suntory Liquors of Brazil. ABRABE is a member of IARD’s Partnership Council.


3.1M

**Sem Excesso** has made **3.1M impressions** across social media

amplifying information to promote awareness among the adult population that it is illegal to sell and serve alcohol to those underage.

**7M followers engage with Sem Excesso through 12 influencer partnerships.**



# WHAT DRIVES UNDERAGE DRINKING?

There are many potential drivers of underage drinking that vary from community to community. However, researchers have identified several common factors that may influence when—and if—young people start drinking and their drinking patterns. These include:

► **The accessibility of alcohol for minors** [5-14]

Carpenter et al. suggest a variety of public policies could have important roles in reducing underage drinking, including “the direct command and control mechanism of regulating minimum legal drinking ages, manipulating prices...and indirectly affecting alcohol use by toughening drunk driving laws for youths.” [7]

“friendship networks among adolescents promoted their risky behaviors, including drinking alcohol, smoking, sexual intercourse, and marijuana use.” [24]

► **Their personal attitudes towards drinking** [25, 26]

DiBello et al. found that “[o]verall, the results indicate that one’s attitude toward heavy alcohol use is a stronger predictor of drinks

► **Their character traits and conditions, such as impulsivity** [27] **and hyperactivity** [28, 29]

Stautz and Cooper’s meta-analysis findings “indicate that excessive alcohol consumption during adolescence may be driven in part by the desire to seek novel and exciting experiences. Problematic use, specifically amongst older adolescents, may be a consequence of a tendency to act rashly when in a heightened positive or negative mood.” [27]

Charach et al.’s meta-analysis found that “Childhood [attention-deficit hyperactivity disorder] is associated with alcohol and drug use disorders in adulthood and with nicotine use in adolescence” [28].

► **Their socioeconomic status (SES)** [30]

Lemstra et al. conducted a meta-analysis, finding “that adolescents with low SES are 22% more likely to engage in marijuana and alcohol risk behavior than other adolescents with higher SES.” [30]

The influence of these factors varies by social and cultural context, making local data collection, monitoring, and analysis critical. This knowledge helps society better understand underage drinking and address it appropriately for different communities.



► **Their family environment, including the behavior of parents and siblings** [15-20]

Yap et al. discuss protective parenting factors in their review, stating that evidence indicates “that parent skills training programmes that provide strategies for parents to be aware of and involved in their adolescent’s life within the context of a trusting and supportive parent–child relationship are more likely to be effective” than programs that focus only on parents’ attitudes and rules about underage alcohol use [16].

per week, binge frequency, as well as alcohol related problems when directly compared to norms.” [30] Furthermore, Huang et al. found that “a negative attitude toward alcohol use was the strongest predictor of being an abstainer.” [25]

► **The drinking behavior of their peers** [20-24]

Jeon and Goodson reviewed studies that use social network analysis, finding that in all cases,





# TABLE 1: Trends in underage drinking 2010-2024

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). For countries with multiple data sources available, the longest time period and most recent data points were selected for mapping.

## 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 2021](#)**; some countries seem to have moved from using this instrument on to using the GSHS.

Country	Years	Prevalence	Trends	Data source
Albania	2014–2022	Boys: 33% to 29% Girls: 15% to 21%	Decrease in boys Increase in girls	HBSC [31] 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 [32, 33] Change in past-month drinking % among 13–15-year-olds
Armenia	2014–2022	Boys: 44% to 39% Girls: 25% to 25%	Decrease in boys No change in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Australia	2010–2022/23	Boys: 51% to 27% Girls: 53% to 35%	Decrease	National Drug Strategy Household Survey (NDHS) [3] Change in past-year drinking % among people aged 14–17
Austria	2014–2022	Boys: 50% to 52% Girls: 51% to 54%	Increase	HBSC [31] Change in past-month drinking % among 15-year-olds
Bolivia	2012–2018	Boys: 16% to 20% Girls: 14% to 19%	Increase	GSHS [34, 35] Change in past-month drinking % among 13–15-year-olds
Bulgaria	2014–2022	Boys: 59% to 55% Girls: 55% to 53%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Canada	2014–2022	Boys: 35% to 23% Girls: 36% to 31%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Chile	2011–2021	Boys: 35% to 21% Girls: 35% to 27%	Decrease	SIDUC [36] Change in past-month drinking % among 13–17-year-olds
Colombia	2011–2022	All: 60% to 44%	Decrease	SIDUC [37] Change in past-month drinking % among 16-year-olds
Cook Islands	2011–2015	Boys: 29% to 29% Girls: 29% to 23%	No change in boys Decrease in girls	GSHS [38, 39] Change in past-month drinking % among 13–15-year-olds
Croatia	2014–2022	Boys: 54% to 50% Girls: 40% to 52%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Cyprus	2011–2019	Boys: 78% to 63% Girls: 62% to 53%	Decrease	ESPAD [40] Change in past-month drinking % among 15–16-year-olds
Czech Republic	2014–2022	Boys: 50% to 46% Girls: 48% to 50%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Denmark	2014–2022	Boys: 62% to 69% Girls: 59% to 68%	Increase	HBSC [31] Change in past-month drinking % among 15-year-olds
Estonia	2014–2022	Boys: 46% to 26% Girls: 46% to 30%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds

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Fiji	2010–2016	Boys: 22% to 16% Girls: 11% to 9%	Decrease	GSHS [41, 42] Change in past-month drinking % among 13–15-year-olds
Finland	2014–2022	Boys: 39% to 30% Girls: 34% to 24%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
France	2014–2022	Boys: 44% to 37% Girls: 39% to 40%	Decrease in boys No change in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Georgia	2015–2019	Boys: 53% to 53% Girls: 33% to 41%	No change in boys Increase in girls	ESPAD [40] Change in past-month drinking % among 15–16-year-olds
Germany	2014–2022	Boys: 45% to 54% Girls: 47% to 56%	Increase	HBSC [31] Change in past-month drinking % among 15-year-olds
Greece	2014–2022	Boys: 56% to 48% Girls: 56% to 49%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Hungary	2014–2022	Boys: 58% to 48% Girls: 53% to 56%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Iceland	2014–2022	Boys: 11% to 11% Girls: 12% to 15%	No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Ireland	2014–2022	Boys: 23% to 18% Girls: 23% to 27%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Israel	2014–2022	Boys: 35% to 23% Girls: 17% to 18%	Decrease in boys No change in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Italy	2014–2022	Boys: 54% to 55% Girls: 38% to 57%	No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Jamaica	2010–2017	Boys: 58% to 55% Girls: 47% to 36%	Decrease	GSHS [43, 44] Change in past-month drinking % among 13–15-year-olds
Japan	2012–2021	Boys: 14% to 3% Girls: 15% to 3%	Decrease	National survey on smoking and drinking behavior among junior high and high school students [4] Change in past-month drinking % among 16-18-year-olds
Kazakhstan	2018–2022	Boys: 4% to 6% Girls: 3% to 6%	Increase	HBSC [31] Change in past-month drinking % among 15-year-olds
Lebanon	2011–2017	Boys: 37% to 21% Girls: 22% to 15%	Decrease	GSHS [45, 46] Change in past-month drinking % among 13–15-year-olds
Latvia	2014–2022	Boys: 31% to 25% Girls: 38% to 31%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Lithuania	2014–2022	Boys: 36% to 26% Girls: 39% to 34%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Luxembourg	2014–2022	Boys: 36% to 35% Girls: 33% to 34%	No change	HBSC [31] Change in past-month drinking % among 15-year-olds
Malta	2014–2022	Boys: 52% to 38% Girls: 55% to 41%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Mauritius	2011–2017	Boys: 28% to 20% Girls: 22% to 21%	Decrease in boys No change in girls	GSHS [47, 48] 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 (ENCODAT) [49] Change in past-month drinking % among 12–17-year-olds
Moldova	2014–2022	Boys: 42% to 42% Girls: 33% to 39%	No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Monaco	2011–2019	Boys: 67% to 54% Girls: 71% to 54%	Decrease	ESPAD [40] Change in past-month drinking % among 15–16-year-olds
Mongolia	2010–2013	Boys: 7% to 5% Girls: 5% to 4%	Decrease in boys No change in girls	GSHS [50, 51] 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 [40] Change in past-month drinking % among 15–16-year-olds
Netherlands	2014–2022	Boys: 44% to 39% Girls: 46% to 42%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
New Zealand	2011/12–2022/23	All: 60% to 51%	Decrease	New Zealand Health Survey (NZHS) [52] 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 [53, 54] Change in past-month drinking % among 13–15-year-olds
North Macedonia	2014–2022	Boys: 33% to 34% Girls: 26% to 35%	No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Norway	2014–2022	Boys: 24% to 24% Girls: 23% to 28%	No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Philippines	2011–2019	Boys: 23% to 28% Girls: 15% to 19%	Increase	GSHS [55, 56] Change in past-month drinking % among 13–15-year-olds

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Poland	2014–2022	Boys: 40% to 39% Girls: 38% to 35%	No change in boys Decrease girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Portugal	2014–2022	Boys: 34% to 28% Girls: 27% to 36%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Romania	2014– 2022	Boys: 58% to 47% Girls: 33% to 45%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Russia	2014–2018	Boys: 22% to 15% Girls: 19% to 12%	Decrease	HBSC [57] Change in past-month drinking % among 15-year-olds
Samoa	2011–2017	Boys: 43% to 13% Girls: 25% to 7%	Decrease	GSHS [58, 59] Change in past-month drinking % among 13–15-year-olds
Serbia	2018–2022	Boys: 56% to 50% Girls: 51% to 46%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Slovakia	2014–2022	Boys: 39% to 31% Girls: 36% to 35%	Decrease in boys No change in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Slovenia	2014–2022	Boys: 49% to 47% Girls: 48% to 44%	Decrease	HBSC [31] Change in past-month drinking % among 15-year-olds
Spain	2014–2022	Boys: 35% to 34% Girls: 40% to 44%	No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Sweden	2014–2022	Boys: 25% to 23% Girls: 33% to 34%	Decrease in boys No change in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Switzerland	2014–2022	Boys: 43% to 39% Girls: 37% to 40%	Decrease in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
Thailand	2015–2021	Boys: 21% to 27% Girls: 17% to 29%	Increase	GSHS [60, 61] Change in past-month drinking % among 13–15-year-olds
Tonga	2010–2017	Boys: 15% to 15% Girls: 18% to 6%	No change in boys Decrease girls	GSHS [62, 63] 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 [64, 65] Change in past-month drinking % among 13–15-year-olds
United Kingdom	2014–2022	<b>Scotland</b> Boys: 43% to 42% Girls: 48% to 50%	<b>Scotland</b> No change in boys Increase in girls	HBSC [31] Change in past-month drinking % among 15-year-olds
		<b>Wales</b> Boys: 43% to 44% Girls: 45% to 54%	<b>Wales</b> No change in boys Increase in girls	
		<b>England</b> Boys: 40% to 39% Girls: 46% to 53%	<b>England</b> No change in boys Increase in girls	
	2016–2023	<b>England</b> Boys: 23% to 17% Girls: 24% to 14%	<b>England</b> Decrease	Smoking, Drinking and Drug Use among Young People [66] Change in past-week drinking % among 15-year-olds
Ukraine	2011–2019	Boys: 53% to 39% Girls: 54% to 48%	Decrease	ESPAD [40] Change in past-month drinking % among 15–16-year-olds
United States of America	2011–2024	All: 27% to 11%	Decrease	Monitoring the Future (MTF) [67] Change in past-month drinking % among 15–16-year-olds
Uruguay	2012–2019	Boys: 47% to 41% Girls: 43% to 54%	Decrease in boys Increase in girls	GSHS [68, 69] Change in past-month drinking % among 13 15-year-olds
Vanuatu	2011–2016	Boys: 10% to 15% Girls: 6% to 10%	Increase	GSHS [70, 71] Change in past-month drinking % among 13 15-year-olds

## TABLE 2: Polling results in 9 countries

IARD contracted YouGov to conduct polling on adults' perceptions about how underage drinking and measures to prevent it have been evolving in nine countries. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 12,137 adults in the UK, Germany, France, Australia, Japan, Mexico New Zealand, the United States & South Africa. Fieldwork was undertaken between 19th June – 4th July 2019. The surveys were carried out online. The figures have been given an even weighting for each country to produce an 'average' value.

	Australia	Mexico	South Africa	France	USA	Germany	UK	Japan	New Zealand
Thinking about the last 10 years (i.e. since June 2009)... In general, do you think that instances of underage drinking have increased or decreased in your country, or has it stayed about the same?									
Increased (a lot or a bit)	53%	92%	87%	69%	40%	44%	30%	26%	54%
Stayed about the same	29%	6%	9%	19%	33%	27%	34%	39%	32%
Decreased (a lot or a bit)	11%	1%	3%	4%	12%	19%	24%	23%	7%
Don't know	7%	0%	2%	8%	15%	9%	13%	12%	7%
Who, if anyone, of the following do you think has responsibility for preventing underage drinking in your country?									
Family members (e.g. parents, siblings)	76%	89%	84%	59%	65%	58%	76%	73%	84%
Education professionals (e.g. teachers)	38%	37%	41%	24%	26%	26%	28%	35%	33%
The national government	32%	34%	43%	31%	12%	15%	26%	22%	29%
Healthcare professionals (e.g. doctors)	23%	23%	19%	23%	17%	15%	12%	8%	20%
Law enforcement (i.e. the police)	42%	25%	56%	28%	30%	20%	37%	21%	48%
Social services	21%	21%	37%	13%	14%	14%	11%	7%	21%
The alcohol industry	46%	42%	58%	36%	31%	33%	44%	35%	52%
Community groups or charities	17%	13%	36%	10%	15%	13%	10%	19%	17%
Other	5%	3%	4%	4%	7%	6%	4%	8%	4%
Thinking about current government regulations that are in place to prevent underage drinking in your country... How well enforced, if at all, do you think the regulations against each of these are?									
Very well or fairly well enforced	53%	18%	24%	24%	51%	35%	35%	53%	48%
Not very well or not at all enforced	41%	81%	75%	67%	37%	54%	53%	38%	46%
Don't know	6%	1%	1%	8%	12%	11%	12%	8%	7%
Thinking about generally about teenagers (i.e. young people aged 13 to 19)...Which, if any, of the following do you think are issues teenagers in your country typically face today? (Please select all that apply)									
Problems from drinking too much alcohol	56%	72%	75%	60%	41%	46%	32%	8%	62%
Spending too much time on social media	80%	83%	86%	75%	71%	75%	76%	71%	83%
Obesity	57%	64%	42%	47%	48%	57%	46%	10%	52%
Problems from the use of recreational drugs, excluding alcohol and nicotine products	67%	70%	73%	58%	52%	44%	42%	19%	61%
Problems from the use of tobacco and/or nicotine products (e.g. cigarettes, e-cigarettes etc.)	38%	56%	66%	51%	47%	36%	24%	11%	45%
Spending too much time playing video games	63%	66%	60%	70%	59%	62%	54%	55%	65%
Involvement in violent crime	44%	51%	65%	26%	31%	25%	42%	21%	38%
Mental health problems (e.g. depression, anxiety etc.)	73%	54%	67%	32%	62%	42%	65%	42%	75%
None of these	1%	2%	0%	1%	5%	3%	2%	7%	1%
Don't know	2%	0%	0%	4%	7%	6%	5%	6%	2%



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# Trends Report: Underage Drinking 2025 update

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