

Why Raise Taxes on Alcohol?

Almost 105,000 deaths in Brazil were attributed to alcohol consumption in 2019.

Alcohol use causes enormous health, economic and social harms. Yet, consumption remains high largely because most people are unaware of many of its short- and long-term effects, and because alcohol is inexpensive, available and widely advertised.

Raising tax rates on alcohol can make it less affordable, leading to reduced consumption and better health, social and economic outcomes.

Health

In Brazil, there were almost 105,000 deaths attributable to alcohol in 2019—the vast majority (86%) among men.¹

Globally, alcohol consumption was associated with more than 740,000 new cases of cancer in 2020.

Economy

In 2019, consumption of alcoholic beverages cost Brazil R\$ 18.8 billion.¹

Every \$1 dollar spent on alcohol policy development can result in \$76 dollars in social benefits.

Violence

Data for Brazil shows that in 2016, 36.7% of male deaths in road crashes were alcohol-related.

Women are more likely than men to suffer from the consequences of their partners' alcohol use, such as domestic violence, the most common type of violence against women.

Youth

Young Brazilians (ages 25–29) are most at risk of dying from alcohol-related violence and injuries compared to other age groups.

Young people in Brazil between the ages of 18 and 39 are the most likely to binge drink—defined as five or more drinks on a single occasion for men, and four or more for women.

REDUCING ALCOHOL HARMS IN BRAZIL

The most effective ways to reduce the harms of alcohol and the long-term health care costs associated with alcohol-related diseases and injuries are to increase alcohol taxes, limit marketing and restrict availability.

RESET Alcohol works with civil society, government leaders, research organizations and global public health leaders to advance the World Health Organization's [SAFER](#) package of policies, which includes increasing taxes, limiting marketing and restricting availability.

THE TIME TO ADVANCE TAX REFORM IS NOW

Currently, 67% of Brazilians consider alcohol to be relatively inexpensive. Laws regulating alcohol consumption in Brazil are generally weak, including those that regulate alcohol advertising.

Raising taxes sufficiently almost always results in alcoholic beverages becoming less affordable, leading to reduced consumption, better health outcomes and a stronger economy.

Learn more about RESET at: <https://www.vitalstrategies.org/programs/alcohol-policy>

“Brazil needs policies that protect kids, making the healthy choice the easy choice and guarding against industry influence. RESET Alcohol is doing just that through strong partnerships with government, civil society leaders and academia.”

– Pedro de Paula, Country Director, Brazil, Vital Strategies