

Brazilians Support Alcohol Taxes

More than 9 out of 10 (94%) support raising taxes on products that are harmful to health and the environment, such as cigarettes, alcohol and ultra-processed foods.¹

Datafolha Polling Results¹

The survey found:

- 73% support using revenue from alcohol taxes for the public health care system.
- 71% think alcohol should be taxed more.
- 57% are against tax incentives for sectors that produce products that are harmful to health.

Vital Strategies Polling Results²

- 78% of Brazilians would sign a petition that asks the government to address alcohol harms.
- 77% agree that “It is the government's responsibility to address problems with alcohol consumption.”
- 67% consider alcohol relatively inexpensive.
- 65% agree that the alcohol industry interferes with alcohol policy.
- 62% agree that greater taxation on alcohol would effectively help reduce consumption.

Brazil's tax reform can reduce the health and social impact of alcohol if the tax rates are increased enough to reduce consumption.

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

