

Taxing Alcohol Protects Brazil's Youth

Young people are at greater risk of dying from alcohol-related causes than any other age group.

- In Brazil, nearly 105,000 deaths are attributable to alcohol every year.¹
- National surveys have found that 23% of Brazilians between the ages of 18 and 39 report consuming alcohol heavily and often. People in this age group are most likely to binge drink, defined as five or more drinks on a single occasion for men, and four or more for women.²

Increased alcohol taxation can raise prices, which can discourage young people from buying alcohol and dissuade heavy drinking.

- 60% of males under the age of 17 have tried alcohol in Brazil. Of this group, 66% did so before the age of 14.³
- 67% of females under the age of 17 have tried alcohol in Brazil. Of this group, 71% did so before the age of 14.³
- Among those under the age of 17 who say they have used alcohol, 29% say they have had access to alcoholic drinks at parties and 11% drank with friends or family. Almost 27% say they were able to purchase beverages in stores or supermarkets, even though there is a law in Brazil that prohibits the sale of alcoholic beverages to people under the age of 18.³
- 26% of both males and females under the age of 17 have had at least one episode of binge drinking.
- Worldwide, alcohol consumption causes death and disability relatively early in life. In people aged 20–39 years, approximately 13.5% of total deaths are attributable to alcohol.⁴
- Alcohol-related traffic crashes and violence are the main causes of death among young adult males in Brazil.⁵
- Among people between 25 and 39 years old, 21% say they have driven after drinking. The figure was 16% for those between the ages of 18 and 24.⁶



Brazil's tax reform holds the potential to protect Brazil's youth, if new tax rates that are high enough to reduce consumption are put in place. There is good evidence that an alcohol tax increase that results in higher prices can reduce harms for young people, including suicides, traffic injuries and sexually transmitted diseases.

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