

Alcohol consumption and price in Scotland, 2015

Excessive alcohol consumption causes harm to:



Communities



Families



Public services



The economy



Individual health

It is therefore crucial that trends in consumption are monitored.

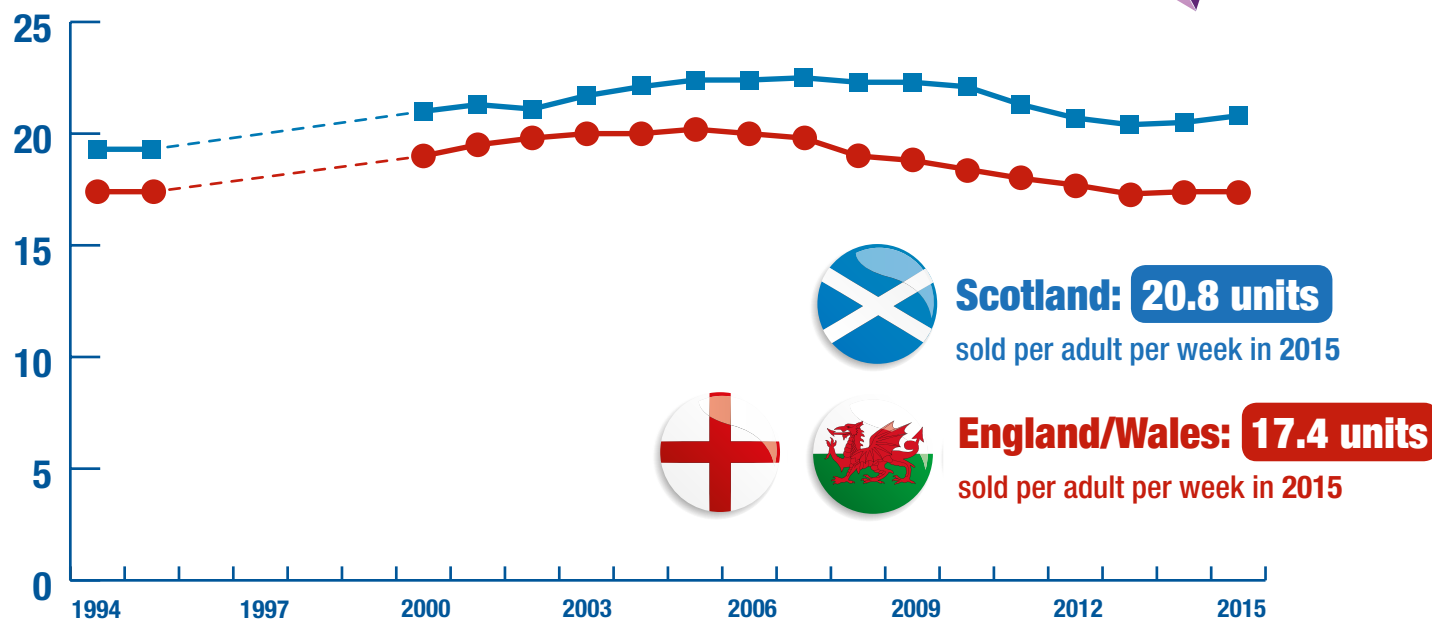
How are consumption levels estimated?

Consumption levels are best estimated using alcohol sales data.

What do sales data show?

The latest data show that after a fall between 2009 and 2013, alcohol sales in Scotland have increased in the past two years.

Units of alcohol sold per adult per week, Scotland and England/Wales, 1994-2015



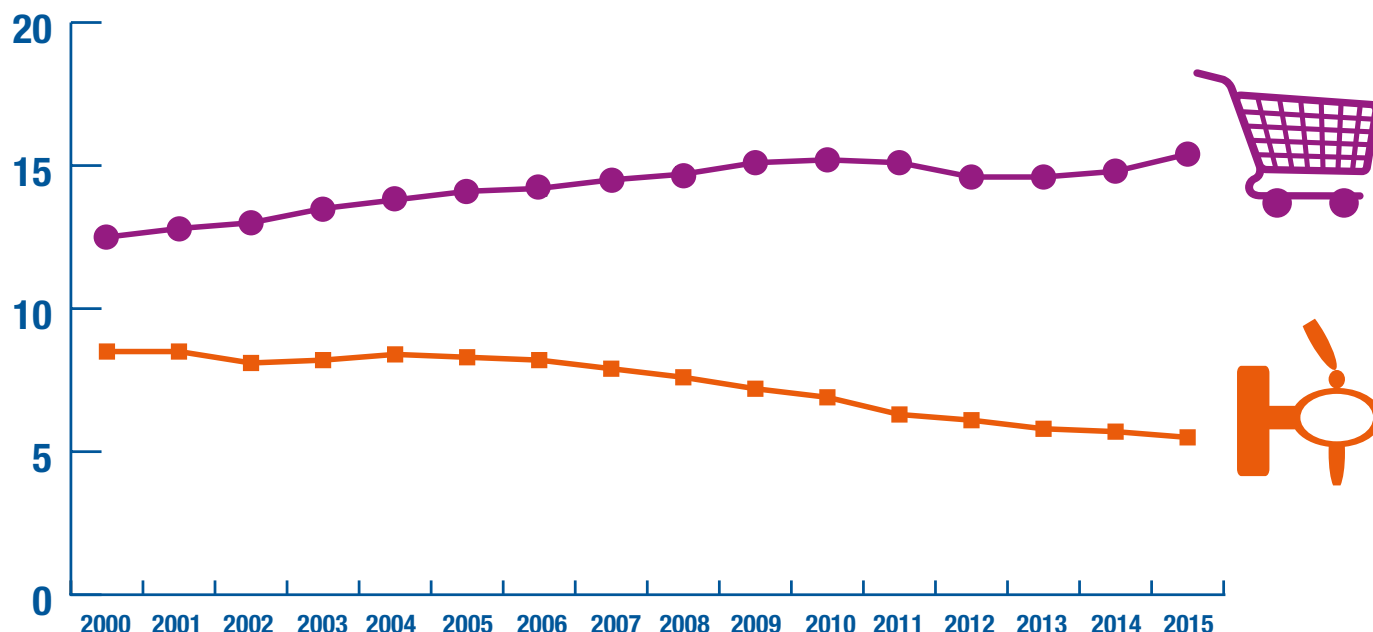
20%

more alcohol sold per adult in Scotland than England/Wales in 2015. . . and almost all of this (97%) was because of higher sales in supermarkets and off-licences

Why are sales increasing in Scotland again?

The increase in alcohol sales in Scotland is due to more alcohol being sold in supermarkets and other off-licences, which increased by 5% between 2013 and 2015 to reach its highest ever level.

Units of alcohol sold per adult per week, Scotland, 2000-2015



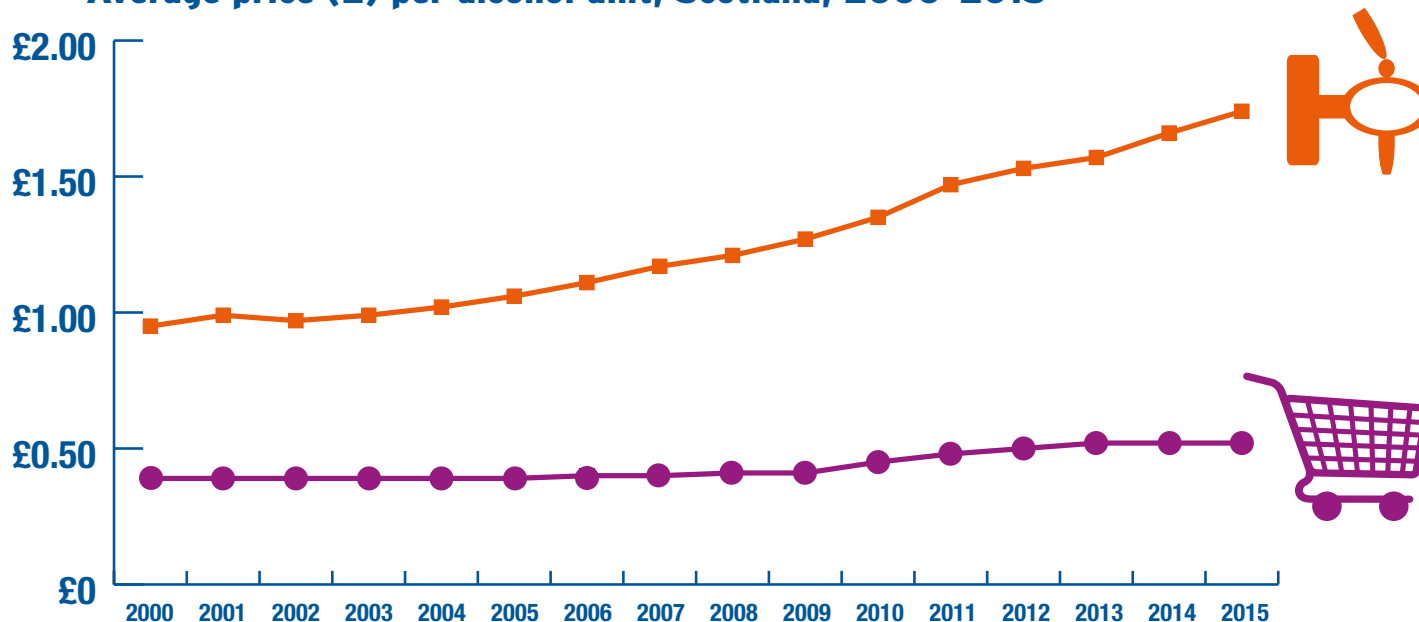
In 2015, almost three-quarters of alcohol sold in Scotland was sold in supermarkets and off-licences



What about the price of alcohol in Scotland - has that changed?

Sales data can also be used to look at alcohol prices. The average price of a unit of alcohol sold in supermarkets and off-licences has stayed the same since 2013, while the price in pubs and clubs continues to increase.

Average price (£) per alcohol unit, Scotland, 2000-2015



Average price per unit in Scotland, 2015...



pubs, clubs and restaurants

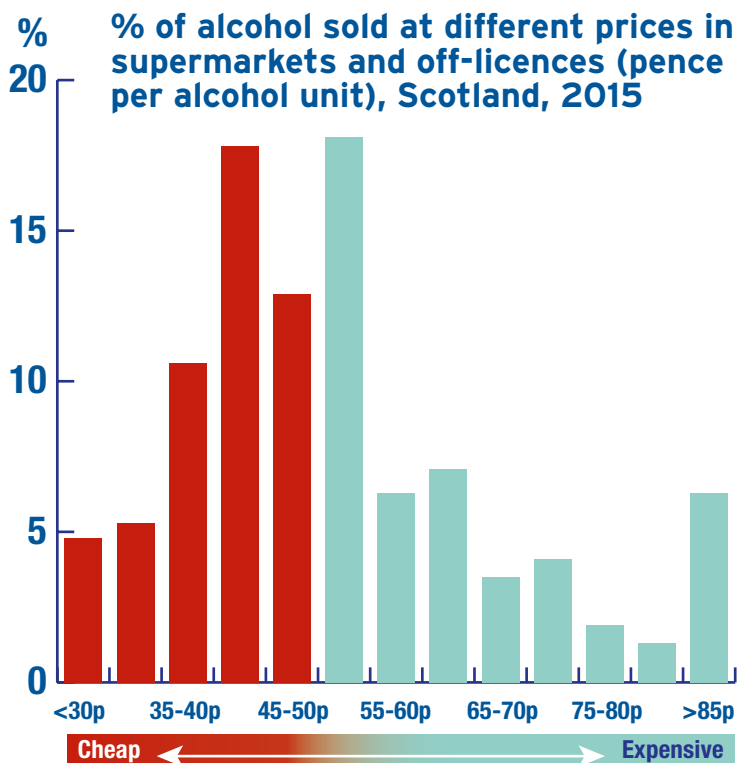


supermarkets and off-licences

How much of the alcohol sold in supermarkets and off-licences was sold at low prices?

More than half (51%) of alcohol sold in supermarkets and off-licences was sold at less than 50p per unit... which is similar to the past two years

% of alcohol sold at different prices in supermarkets and off-licences (pence per alcohol unit), Scotland, 2015

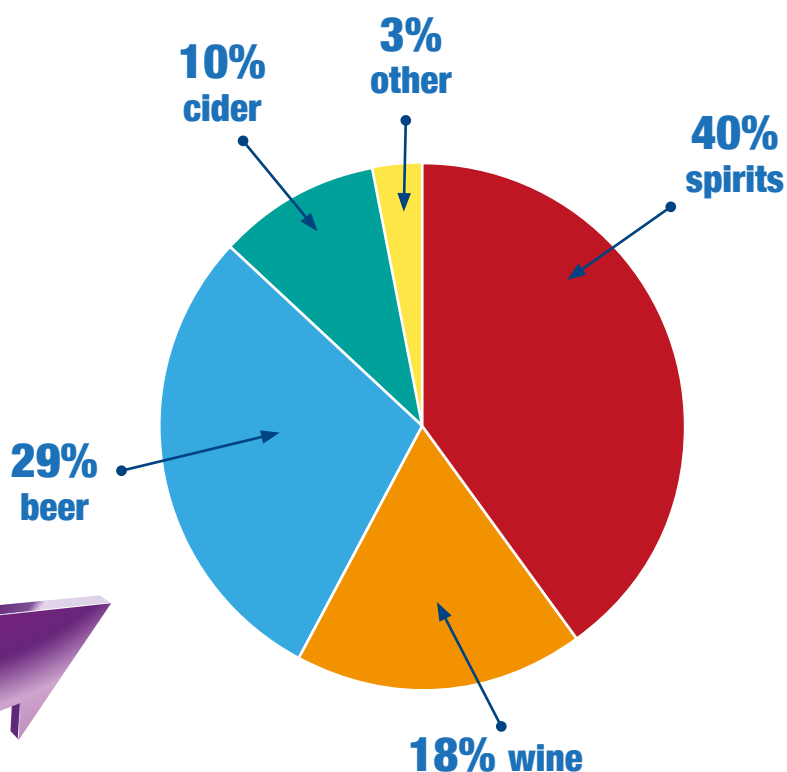


What drink types are sold at lower prices?

Alcohol sold at less than



in Scotland, 2015



Other key statistics on alcohol sales in Scotland

1994 **Beer sales**

in Scotland have stabilised since 2013

2013 - 2015

after declining each year since 1994.



Spirits

sales in Scotland increased in 2015 for the first time in six years.



Wine sales in Scotland

in 2015 reached their highest level for over 20 years.

Take home message

The downward trend in alcohol sales in Scotland has reversed. . .



due to higher sales through supermarkets and off-licences. . .



which coincides with a flattening of the price of alcohol sold by these retailers.

