

2024



# Trend Survey on **ALCOHOL**

Annual Trend Survey on Alcohol  
Consumption in Sri Lanka

**ADIC**  
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# **TREND SURVEY ON ALCOHOL**

## **Annual Trend Survey on Alcohol Consumption in Sri Lanka**

### **2024**

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## Executive Summary

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The Alcohol and Drug Information Centre (ADIC), Sri Lanka has been conducting trend surveys on alcohol consumption annually since 1998. The trend survey analysis (also known as the SPOT Survey) is conducted under the main aim of mapping and tracing current trends of alcohol consumption across Sri Lanka. This report presents the findings of the trend survey for the year 2024 which was aimed at determining trends of alcohol consumption across the country, thereby assisting policymakers and relevant stakeholders in formulating effective alcohol policies that aid further alcohol reduction and prevention.

Data was collected through a survey administered among the population of males above 15 years of age across eleven selected districts in Sri Lanka: Colombo, Kalutara, Galle, Puttalam, Jaffna, Vavuniya, Anuradhapura, Ampara, Matale, Kegalle and Badulla. Data analysis and results on alcohol consumption patterns were formulated based on valid responses obtained from 2779 survey participants. From this survey population, 29.1% (n=809) were current consumers. The sample was divided into three age groups for analysis as: 15-24 years, 25-39 years and 40 years and above. When inquired regarding the frequency of alcohol use, the majority of the current consumers (31.4%) reported that they consumed alcohol few times a month. More frequent alcohol consumption rates were reported by higher age categories, which is consistent with previous trend surveys.

When considering the district-wise comparison, Ampara district reported the highest alcohol consumption rate (36.1%), while Jaffna reported the lowest (21.3%), in consistent with the previous survey. Beer and arrack were the most prominently consumed alcohol products among the majority of the current consumers. Toddy<sup>1</sup>, kasippu<sup>2</sup> and other alcohol products showed low consumption rates among the current consumers. Initiation of alcohol use has occurred mostly during the age 18-20 years (41.1%). The most common type of alcohol product consumed at initiation was beer (53%). The survey revealed that a significant number of current alcohol consumers reported their initiation occurred with friends (46.6%), which indicates that peer influence has a significant impact on alcohol initiation.

From the survey participants, 27.9% had been successful in quitting alcohol consumption at the time of administering the survey. The reasons for quitting alcohol use were different among the three age groups. Perceiving alcohol use as a purposeless behavior, health concerns and financial constraints were the most prominent reasons for quitting. To build on this positive trend, it is essential to further disseminate knowledge about the health, social, and economic impacts of alcohol use, encouraging more individuals to quit the habit. Furthermore, a notable 18% of the survey participants below the age of 21 years were identified to be current alcohol consumers, highlighting a significant concern which requires careful attention and addressing from the educational authorities and other relevant stakeholders.

Therefore, the survey findings emphasize the need for further awareness among communities, especially vulnerable populations, alcohol taxation, pricing policies and effective alcohol

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<sup>1</sup> A local alcoholic drink made by fermenting the sap of the coconut flower

<sup>2</sup> Illicit alcohol

prevention strategies to reduce alcohol initiations and overall alcohol use in the country. The survey also provides a platform for further discussions on the importance of delaying or preventing initiation and banning sales of alcohol products for underage persons.

## 1. Introduction

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Being a challenge of global significance, alcohol use contributes to over 200 diseases and injuries and results in approximately 3 million deaths annually, representing 5.3% of all deaths.<sup>3</sup> Its detrimental effects extend beyond the individual alcohol user to include societal impacts such as violence and road accidents. These consequences impose substantial economic burdens on countries, estimated to range from 2.1% to 2.5% of their Gross Domestic Product in middle and high-income countries respectively.<sup>4</sup> As a country, Sri Lanka too confronts numerous economic, health, and social issues as consequences of alcohol use. Approximately 50 preventable deaths occur daily due to alcohol consumption, resulting in between 15,000 - 20,000 preventable deaths annually. Similarly, it is evident that alcohol does not contribute positively to our country's economy. Although the government's revenue from alcohol taxes in 2022 amounted to 165 billion rupees, recent studies revealed that the health and economic costs associated with alcohol use in our country totalled to 237 billion rupees within the same year.<sup>5</sup> These findings demonstrate that the health and economic costs of alcohol significantly outweigh the revenue generated from excise taxes, creating a significant burden on the country's health system and economy.

Alcohol control policies encompass regulatory measures designed to mitigate the negative public health impacts associated with alcohol consumption. These policies are multifaceted, targeting various aspects such as pricing, availability, advertising, and taxation to influence patterns of consumption. At their core, alcohol policies aim to reduce the societal and individual harms linked to alcohol use, including but not limited to, alcohol-related diseases, injuries, and social consequences, while increasing the revenue of governments, which is a win-win situation for nations. Considering this situation, successive governments have taken several steps to control the prevalence of alcohol in the country. For instance, the National Authority on Tobacco and Alcohol (NATA) Act was established in 2006 to enact strong legal aspects for alcohol prevention in Sri Lanka. Some of the measures taken through the act to control alcohol use include prohibition of the sale of any alcohol product to persons under twenty-one years of age, prohibition on installation of vending machines for dispensing alcohol products, prohibition of alcohol advertisements and sponsorships, as well as the free distribution of alcohol products.

Under such circumstances, increasing the alcohol taxes according to a scientific framework can be identified as an important step in minimizing and preventing alcohol consumption in Sri Lanka, and reducing the economic, health and social harms associated with alcohol use. The 34% increase

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<sup>3</sup> <https://www.who.int/news-room/fact-sheets/detail/alcohol>

<sup>4</sup> WHO technical manual on alcohol tax policy and administration, 2023

<sup>5</sup> Investment Case for Alcohol Control in Sri Lanka 2022 - United Nations Development Fund

in excise duty for alcohol products, which was enacted as a policy decision by the Sri Lankan government in 2023 and 2024 has already resulted in positive benefits which can be perceived. However, in order to ensure the sustainability of the positive effects of tax increases, there needs to be a systematic framework for alcohol tax indexation, to increase the alcohol taxes annually based on the inflation rate and economic growth in the country.

Therefore, the year 2024 alcohol trend survey findings put emphasis on the need to implement and facilitate necessary policy initiatives including indexation for alcohol products, awareness programmes and community interventions in order to counter the marketing strategies of the alcohol industry, as well as empower people to identify the harm and negative impact of alcohol consumption for their well-being and development.

## **1.1 Objectives**

- To determine different trends of alcohol use within the country in terms of different products, age groups and districts.
- To analyse the trends of alcohol use and compare the results with surveys conducted in previous years.
- To identify the underlying attitudes and reasons for alcohol use among different age groups and districts.
- To determine the age of initiating alcohol use.

## **2. Methodology**

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### **2.1 Survey design and setting**

The trend survey was conducted as a cross-sectional study, which spanned across eleven selected districts in Sri Lanka, namely, Colombo, Kalutara, Galle, Puttalam, Jaffna, Vavuniya, Anuradhapura, Ampara, Matale, Kegalle and Badulla in the year 2024. The selected survey locations incorporated urban and rural populations as well as all ethnicities living in the country.

### **2.2 Survey population**

The male population of 15 years of age and above living in the selected districts in Sri Lanka were included in the survey. Nonconsenting participants and participants with hearing or speech impairment were excluded from the survey.

### **2.3 Sample size and sampling**

The total sample size used for the trend survey was 2810 survey participants from all eleven districts. The trend survey participants were recruited using a multi-stage sample design, that incorporated stratified and systematic sampling methods.

In the next stage of sampling, age was divided into three sub-groups as 15-24 years, 25-39 years, and 40 years and above, to obtain a representative sample of males above 15 years. Since it was found from the previous surveys that the first two age groups have lower usage, it was purposively oversampled. Therefore, the planned sample allocation for the chosen age groups were 40%, 40% and 20% respectively. This was determined based on population figures from the census and statistics. However exact sample size might have had slight variations during the survey.

## **2.4 Data collection and analysis**

Trend survey data were collected by trained interviewers using a validated questionnaire, in July 2024. The ADIC trend survey is a unique survey that approaches participants in public places of the selected districts. This is to ensure high coverage of males who have a tendency to use alcohol, so that results will not be an underestimate of actual alcohol consumption rates in the country. The questionnaire was prepared in both native (Sinhala and Tamil) languages and was administered in the field according to the language preference of the survey participants. The first few questions were developed for gathering demographic information of the participants. Few questions were reserved for the contemporary issues directly affecting alcohol use. The rest of them were composite questions which were developed to obtain information regarding alcohol consumption patterns.

Data collected by the survey was analysed using the Statistical Package for Social Sciences (SPSS) and figures that represent trends were compiled using Microsoft Excel.

Trends of alcohol use were analysed in different aspects and the following terminologies were defined and used for this purpose. Three groups, namely, current consumers, last 30-day abstainers and lifetime abstainers were identified. '**Current consumers**' were defined as individuals who have consumed alcohol within the past 30 days at the time the survey was administered, while '**Last 30-day abstainers**' were individuals who had consumed alcohol all long, however, have abstained during the past 30 days at the time of the survey. Individuals who have never consumed alcohol in their lifetime were referred to as '**lifetime abstainers**'. Apart from initiation and cessation, the rest of the survey results were obtained based on the responses of current consumers. Key analysis of this report is based on the valid responses of current consumers.

### 3. Results

#### 3.1 Geographical distribution of the survey participants

A total of 2810 responses from males aged 15 years and above were received for the trend survey. However, the response rate for each question may vary from the overall sample. A summary of the status of responses from all eleven districts is stated below.

TABLE 1: GEOGRAPHICAL DISTRIBUTION OF THE SURVEY PARTICIPANTS

District	Province	Age group			Total
		15-24 years	25-39 years	40 years and above	
<b>Colombo</b>	Western	106	101	48	255
		41.6%	39.6%	18.8%	
<b>Kalutara</b>	Western	105	101	49	255
		41.2%	39.6%	19.2%	
<b>Galle</b>	Southern	100	90	66	256
		39.1%	35.2%	25.8%	
<b>Puttalam</b>	North-Western	102	106	55	263
		38.8%	40.3%	20.9%	
<b>Jaffna</b>	Northern	96	95	67	258
		37.2%	36.8%	26.0%	
<b>Vavuniya</b>	Northern	105	98	47	250
		42.0%	39.2%	18.8%	
<b>Anuradhapura</b>	North Central	98	91	65	254
		38.6%	35.8%	25.6%	
<b>Ampara</b>	Eastern	102	89	64	255
		40.0%	34.9%	25.1%	
<b>Matale</b>	Central	94	95	64	253
		37.2%	37.5%	25.3%	
<b>Kegalle</b>	Sabaragamuwa	96	96	64	256
		37.5%	37.5%	25.0%	
<b>Badulla</b>	Uva	95	93	67	255
		37.3%	36.5%	26.3%	
<b>Total</b>		1099	1055	656	2810
		39.1%	37.5%	23.3%	

### 3.2 Demographic Information of the survey participants

This section consists of the demographic information of the survey participants. It represents the distribution of the participants based on the age categories, level of education and occupational sector.

#### 3.2.1 Age category of the survey participants

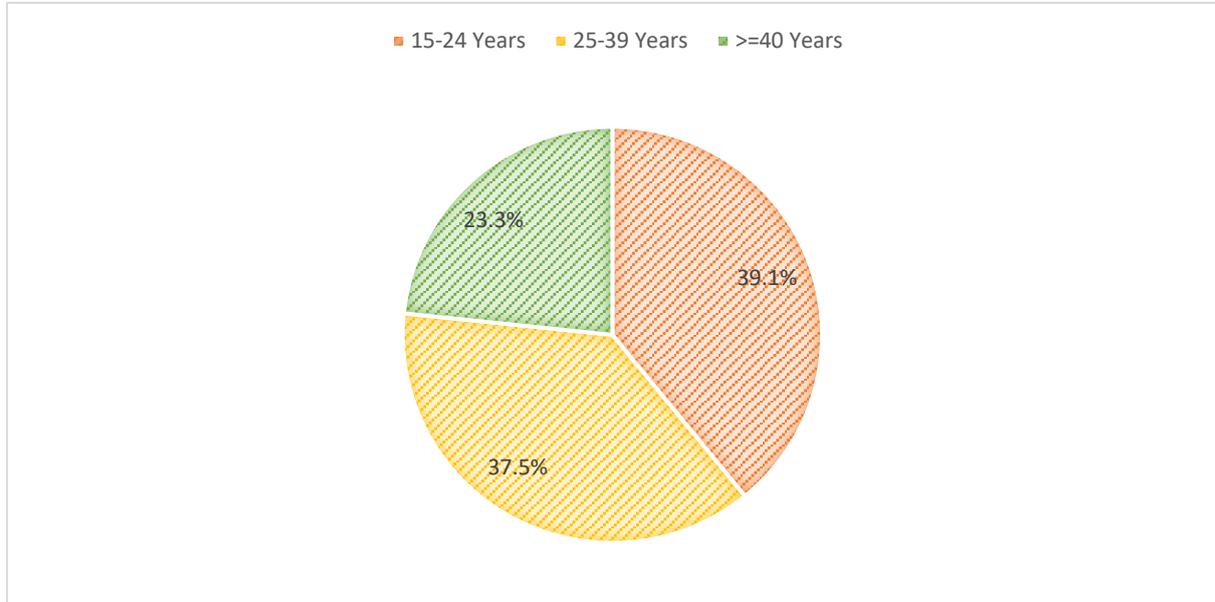


FIGURE 1: AGE CATEGORY OF THE SURVEY PARTICIPANTS

From the survey participants, the majority (39.1%) belonged to the age group 15-24 years. Furthermore, 37.5% were in the age group 25-39 years and 23.3% were in the age group 40 years and above. These figures showed a slight deviation from the initially allocated figures, as expected.

#### 3.2.2 Education level of the survey participants

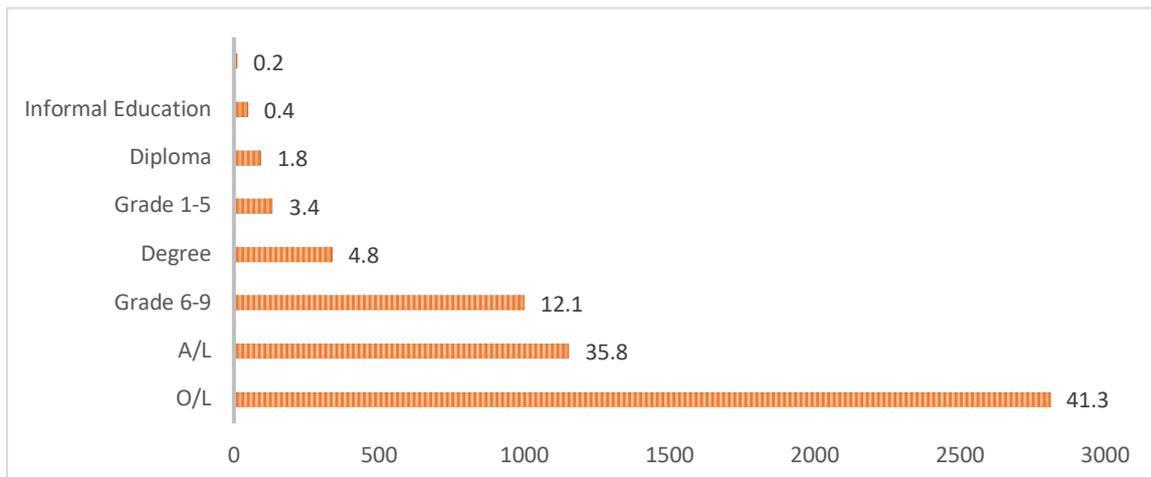


FIGURE 2: EDUCATION LEVEL OF THE SURVEY PARTICIPANTS

The survey participants belonged to various education levels. The highest percentage of participants (41.3%) had completed G.C.E. Ordinary Level (O/L), while the second highest percentage (35.8%) had completed G.C.E. Advanced Level (A/L).

### 3.2.3 Occupation sector of the survey participants

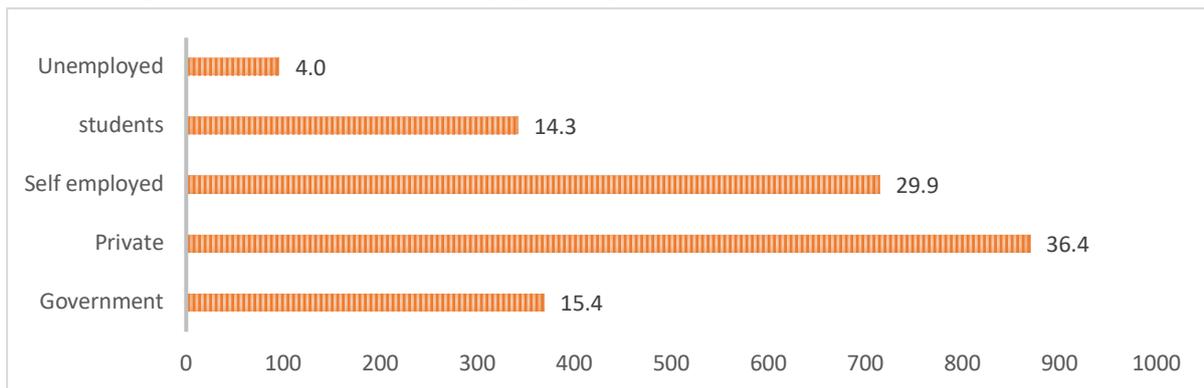


FIGURE 3: OCCUPATION SECTOR OF THE SURVEY PARTICIPANTS

The highest percentage of the survey participants were employed in the private sector (36.4%), while the second highest percentage were self-employed (29.9%). From the participants, 15.4% were in the government sector, 14.3% were students and 4.0% were unemployed.

### 3.3 Results obtained from the survey

#### 3.3.1 Status of alcohol consumption among the survey participants

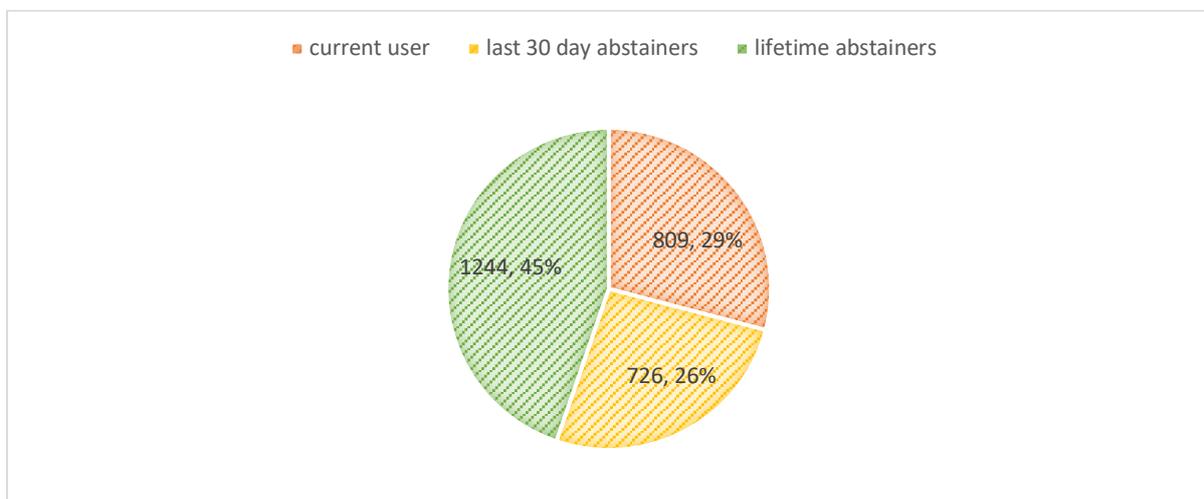


FIGURE 4: STATUS OF ALCOHOL CONSUMPTION

According to the findings of the survey, majority of the survey participants were lifetime abstainers (45%). Furthermore, 29% of the participants were current consumers, while 26% had reported that they had not consumed alcohol during the last 30 days at the time of the survey.



FIGURE 5: COMPARISON OF ALCOHOL USE WITHIN THE 3 AGE GROUPS IN THE LAST 3 YEARS

The above figure shows a comparison of the consumption of alcohol in the years 2022, 2023 and 2024. Alcohol consumption in all three age groups shows a slight increase within the three years.

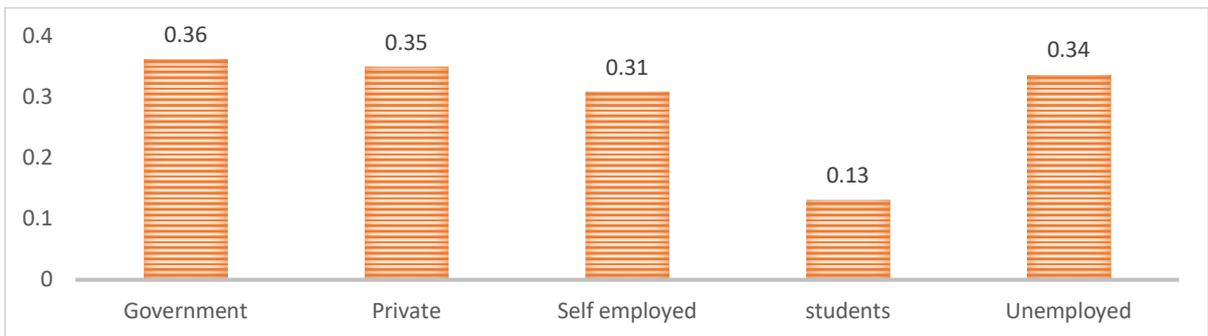


FIGURE 6: ALCOHOL CONSUMPTION AMONG SURVEY PARTICIPANTS IN DIFFERENT OCCUPATIONAL SECTORS

The highest alcohol use was reported by the survey participants working in the government sector (36%), while students reported the lowest alcohol consumption rate (13%).

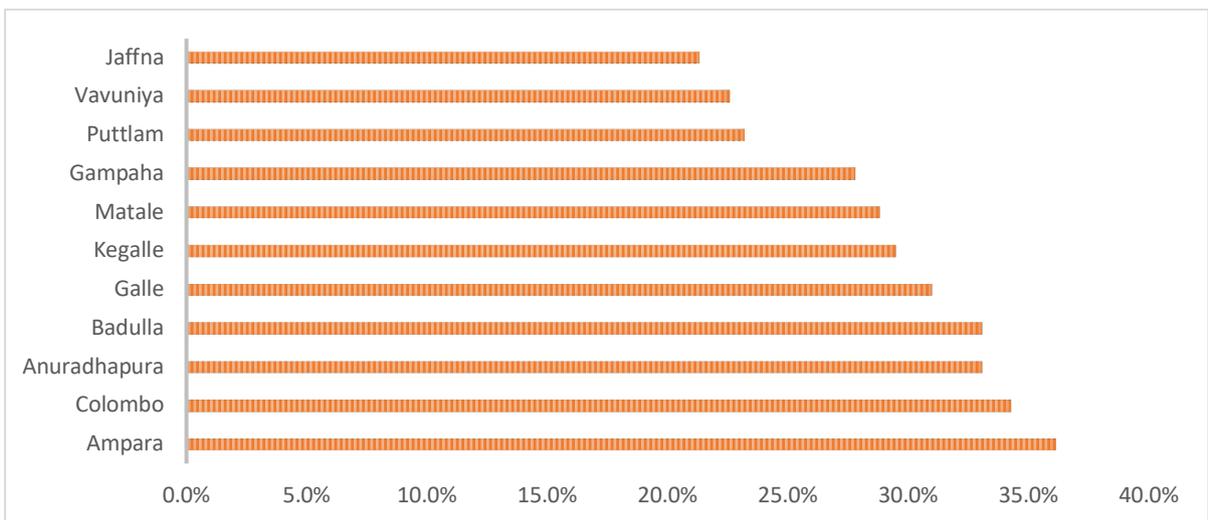


FIGURE 7: STATUS OF ALCOHOL CONSUMPTION IN THE SELECTED DISTRICTS

When considering the districts included in the survey, the highest percentage of alcohol users was reported from Ampara district (36.1%). The lowest number of alcohol users was observed in Jaffna (21.3%) district.

### 3.3.2 Frequency of alcohol use among the survey participants

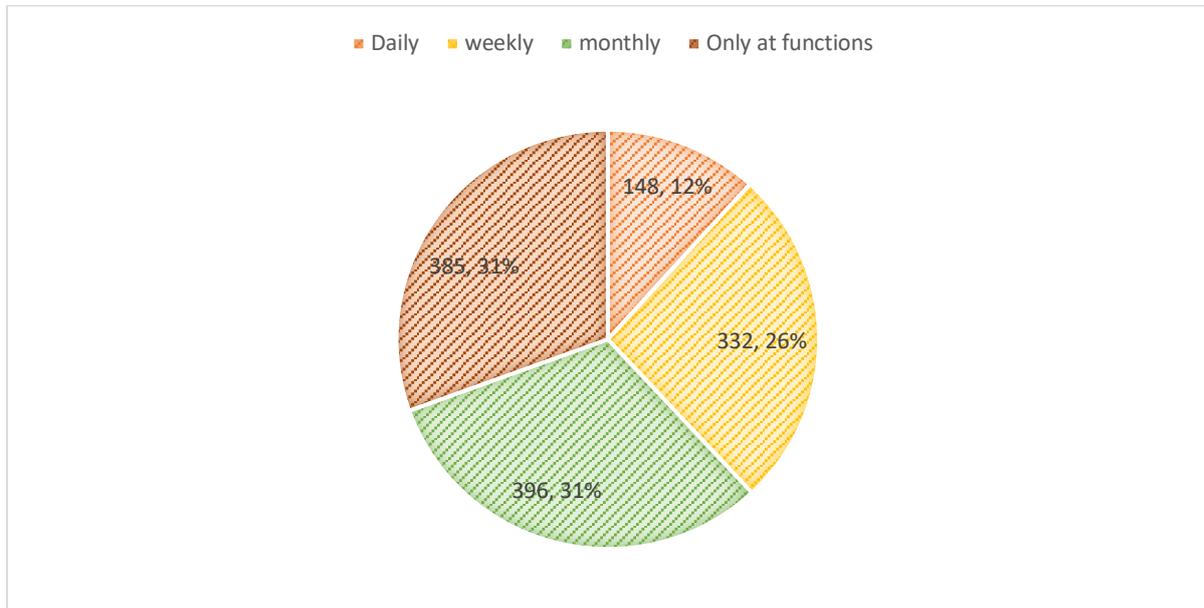


FIGURE 8: FREQUENCY OF ALCOHOL CONSUMPTION AMONG CURRENT CONSUMERS

It was observed that the majority of current consumers were monthly alcohol users (31%), while 12% were daily alcohol users and 31% were individuals who consumed alcohol only in functions. From the current consumers, 26% reported that they consumed alcohol weekly.

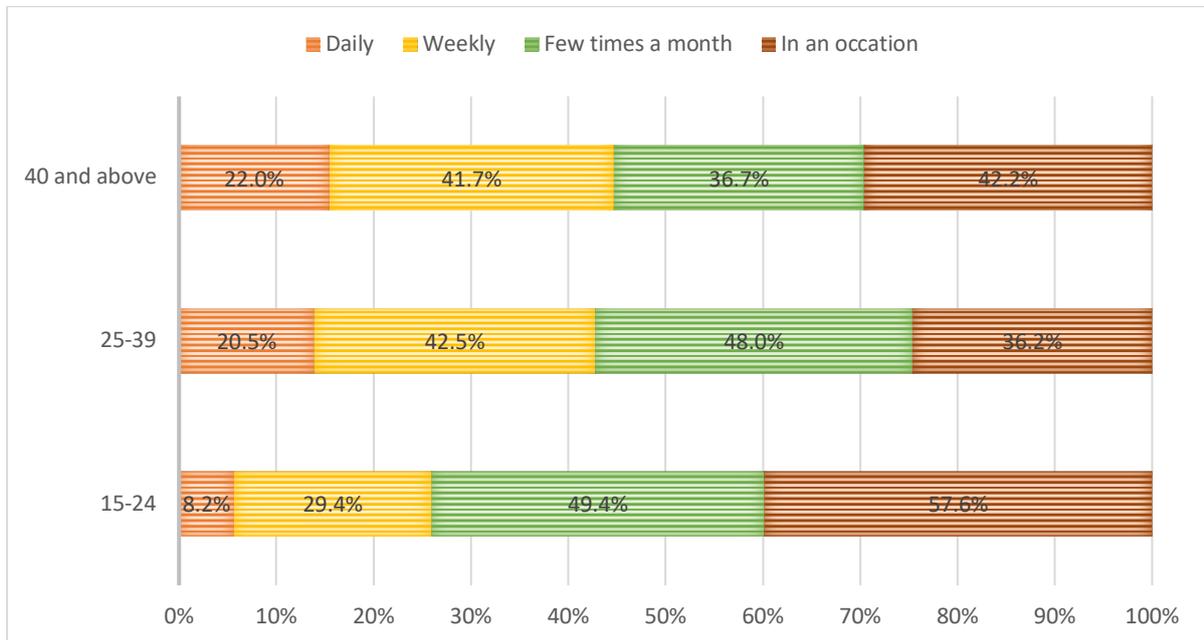


FIGURE 9: FREQUENCY OF ALCOHOL CONSUMPTION WITHIN THE AGE CATEGORIES

Daily alcohol use was highest in the age category 40 years and above (22%), while only 8.2% of the current consumers in the age category 15-24 were daily alcohol users.

### 3.3.3 Types of alcohol products consumed

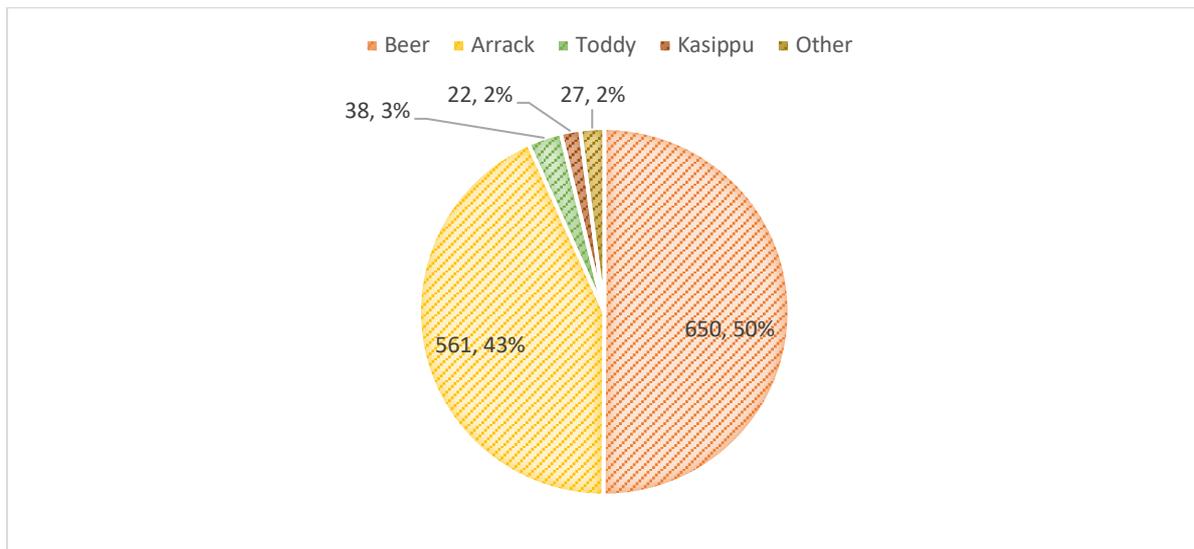


FIGURE 10: TYPES OF ALCOHOL PRODUCTS CONSUMED BY ALL CURRENT CONSUMERS

Beer is the most popular type of alcohol product, with 50% of the current consumers having reported the commonly consumed alcohol product as Beer. The second most popular product is Arrack (43%), while only 3% consume Toddy. Very few percentages have reported the use of other alcohol products such as Kasippu (2%), which was not specified in detail as the consumption rate is very low.

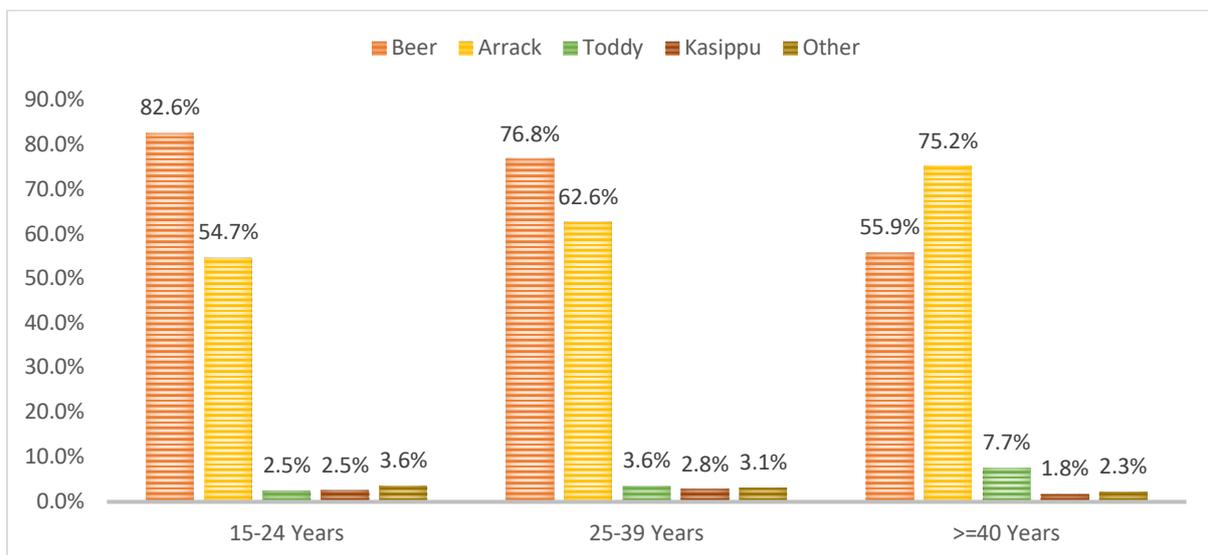


FIGURE 11: FREQUENCIES OF CONSUMING DIFFERENT ALCOHOL PRODUCTS BY CURRENT CONSUMERS IN DIFFERENT AGE CATEGORIES

The above figure is an indication of types of alcohol products consumed by current consumers in different age categories. Beer and Arrack were the most consumed alcohol product among all age categories.

### 3.3.4 Alcohol initiation

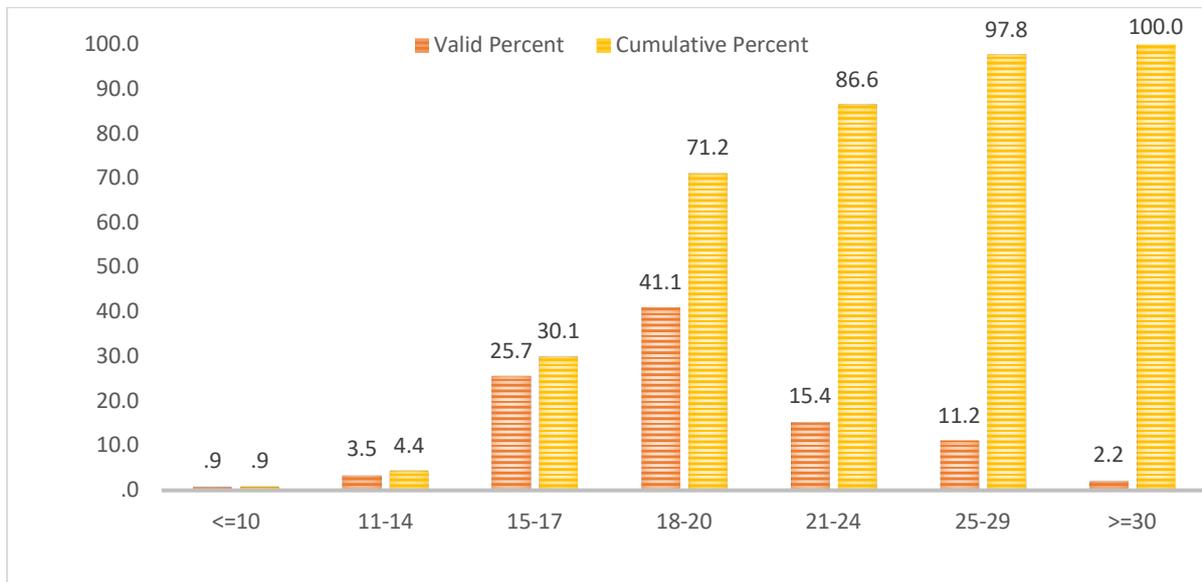


FIGURE 12: ALCOHOL INITIATION AGE

The highest percentage of initiations (40.3%) was reported at the age range of 18-20 years (41.1%).

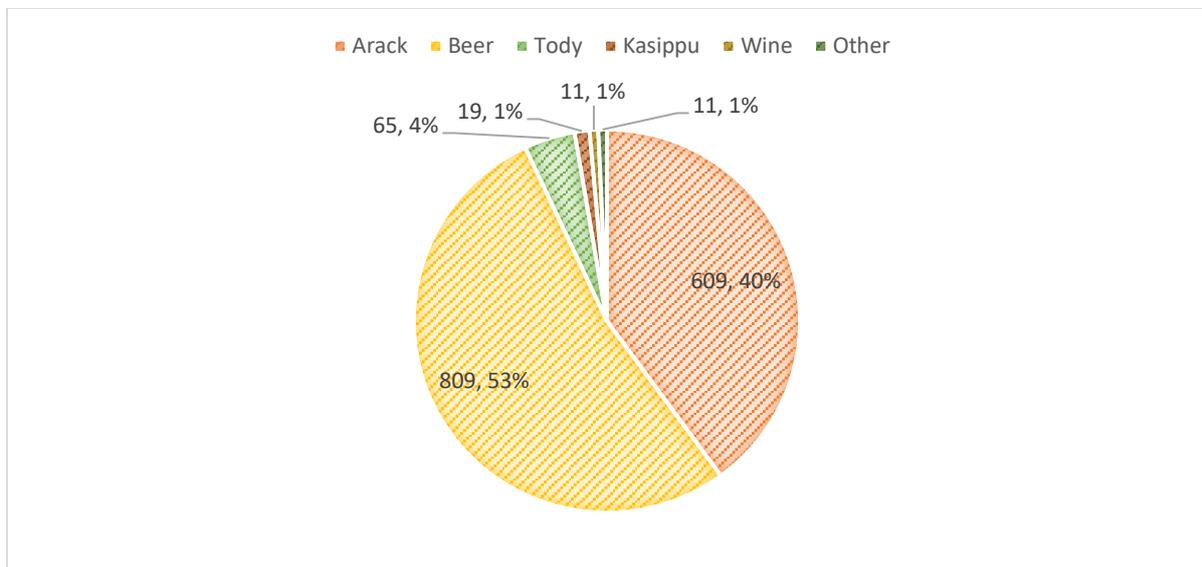


FIGURE 13: TYPE OF ALCOHOL PRODUCT CONSUMED AT INITIATION

At the time of initiation, the highest percentage of users (53%) had used beer, while the second highest percentage of users (40%) had used arrack. Consumption of Toddy, Kasippu and other alcohol products is comparatively low.

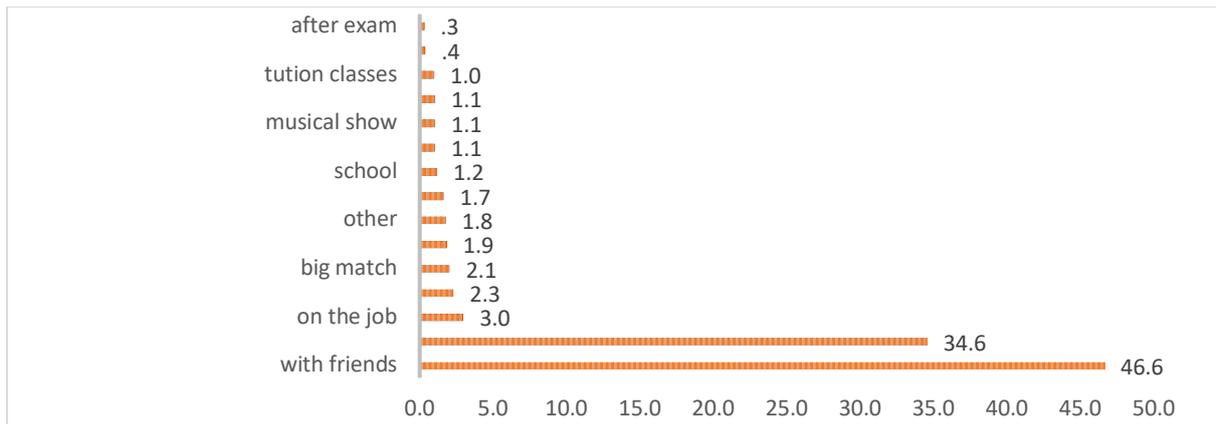


FIGURE 14: ALCOHOL INITIATION OCCASION

The highest percentage of survey participants (46.6%) has reported that initiation of alcohol use occurred with friends, while several other reasons were given by other users. Parties was another common occasion (34.6%) which caused onset of alcohol use among the survey participants.

### 3.3.5 Cessation of alcohol use



FIGURE 15: QUITTING ALCOHOL CONSUMPTION

From the survey participants, 27.9% had been successful in quitting alcohol consumption at the time of administering the survey.

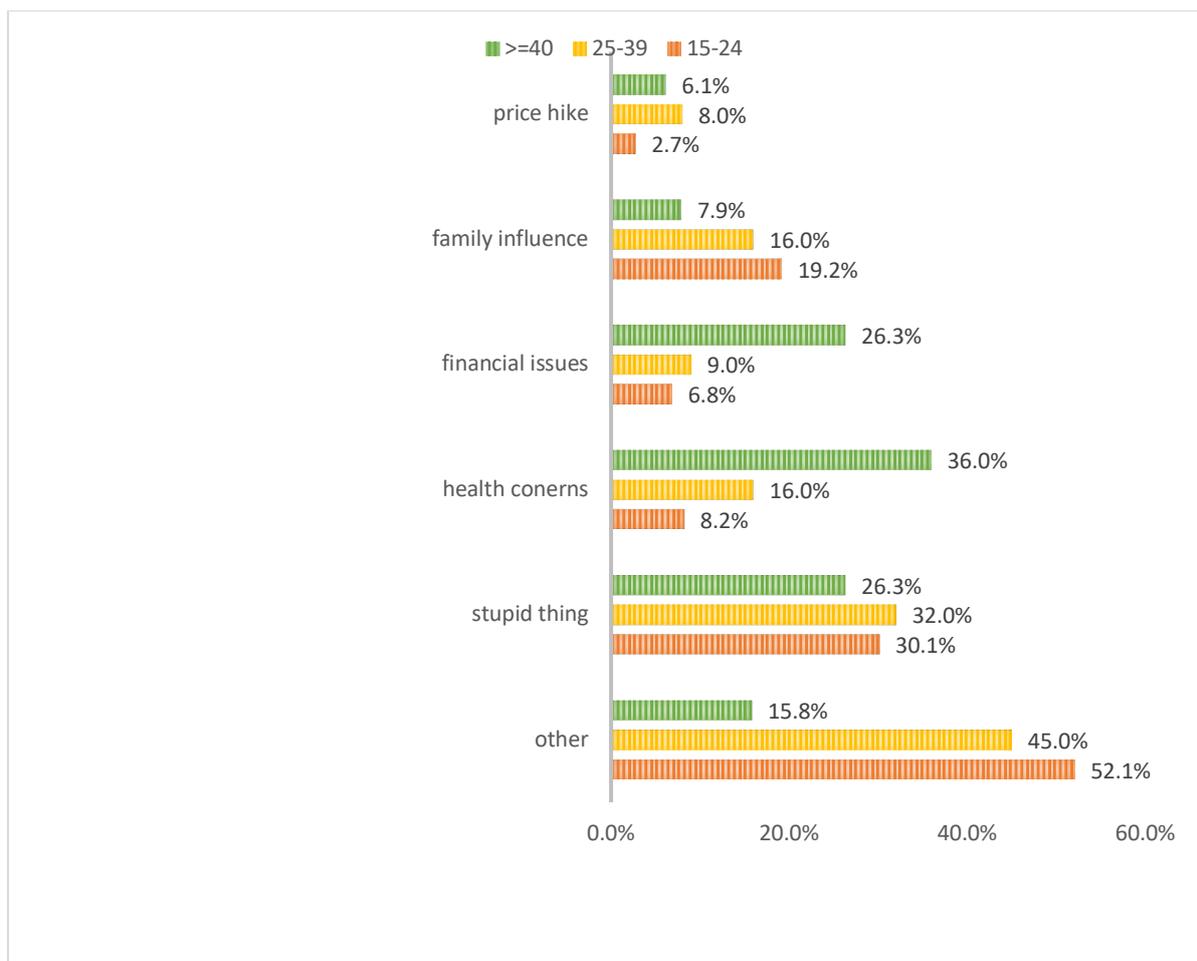


FIGURE 16: REASONS FOR QUITTING ALCOHOL USE

During the survey, the alcohol consumers in all three age groups were asked about the reasons which caused them to change their alcohol consumption pattern in the six months prior to the survey. Health concerns were given as the most prominent reason by the participants in the higher age groups, while perceiving alcohol consumption as a useless behaviour were presented by most of the survey participants in the lower age groups. Financial issues and family influence were also reported as reasons for changing the alcohol consumption pattern.

TABLE 2: THE IMPACT OF PRICE CHANGES ON ALCOHOL CONSUMPTION

		Age group			Total
		15-24	25-39	>=40	
<b>reduce usage</b>	Count	117	184	142	443
	% within age group	46.8%	51.1%	60.9%	

The survey participants were inquired about the effect of the change in alcohol prices on their consumption patterns. According to the statistics presented in the above table, most of the participants in all three age groups have reduced their alcohol consumption due to the tax and price increases.

### 3.3.6 Expenditure on alcohol

TABLE 3: MONTHLY EXPENDITURE ON ALCOHOL AMONG DIFFERENT AGE GROUPS

	No: of participants	Median (in rupees)	Interquartile Range (in rupees)	Min - Max (in rupees)
<b>All current users</b>				
15-24 years	237	2000.00	11500	100-210000
25-39 years	361	5000.00	8000	300-210000
40 years and above	211	2700.00	5000	100-80000

Table 3 represents data on monthly expenditure among current alcohol consumers based on the age category. Median value of the monthly expenditure is highest among the age group 25-39 years (Rs. 5000.00).

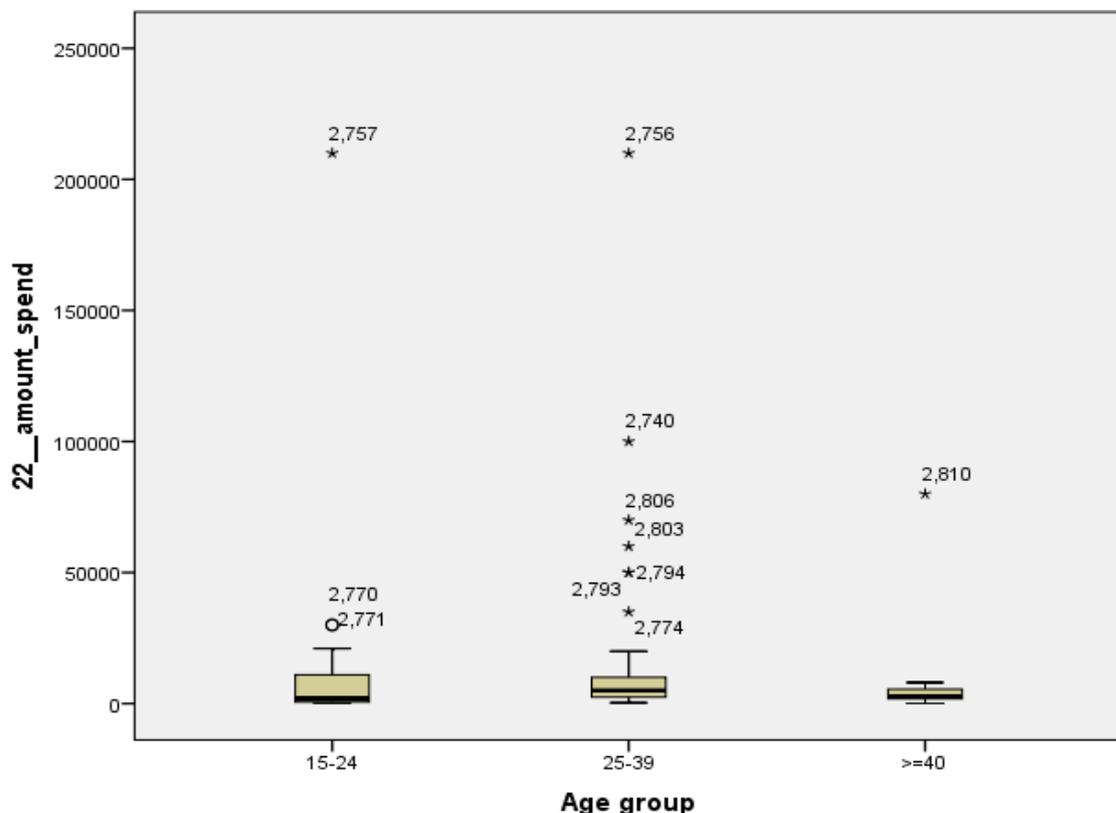


FIGURE 17: MONTHLY EXPENDITURE ON ALCOHOL IN DIFFERENT AGE GROUPS

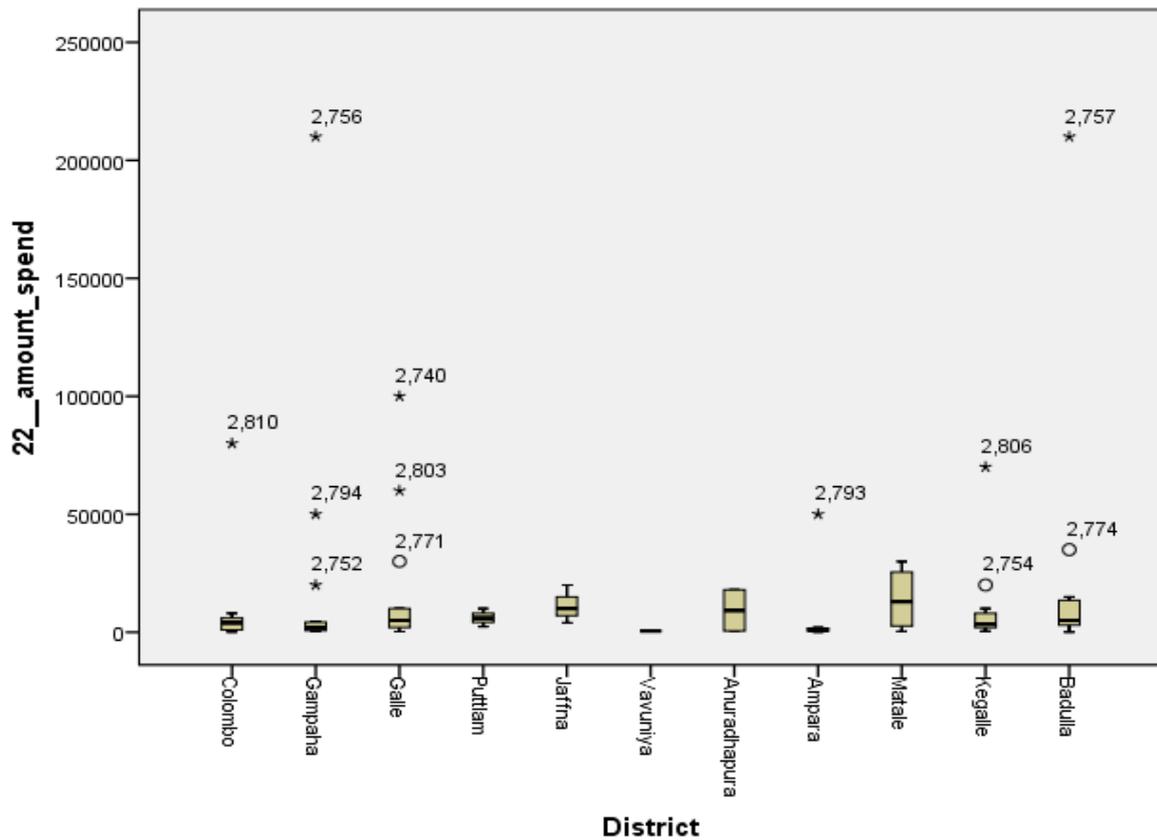


FIGURE 18: MONTHLY EXPENDITURE ON ALCOHOL IN SELECTED DISTRICTS

### 3.3.7 Miscellaneous results

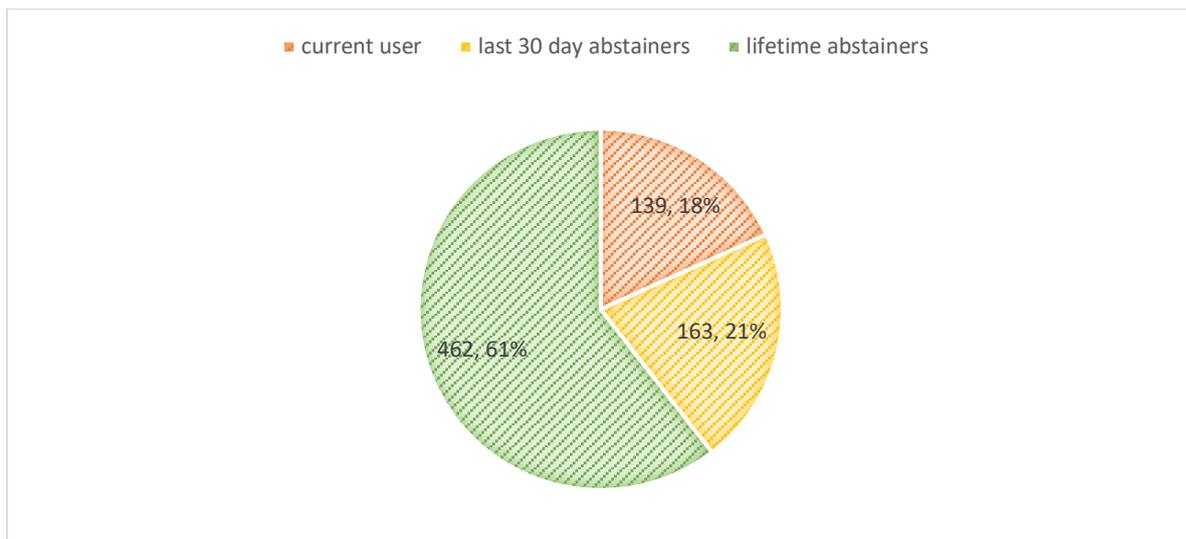


FIGURE 19: STATUS OF ALCOHOL CONSUMPTION BELOW 21 YEARS

There is still a percentage of 18% under the legal age of 21 years who are current users of alcohol, even though the majority (61%) of this age group are lifetime abstainers.

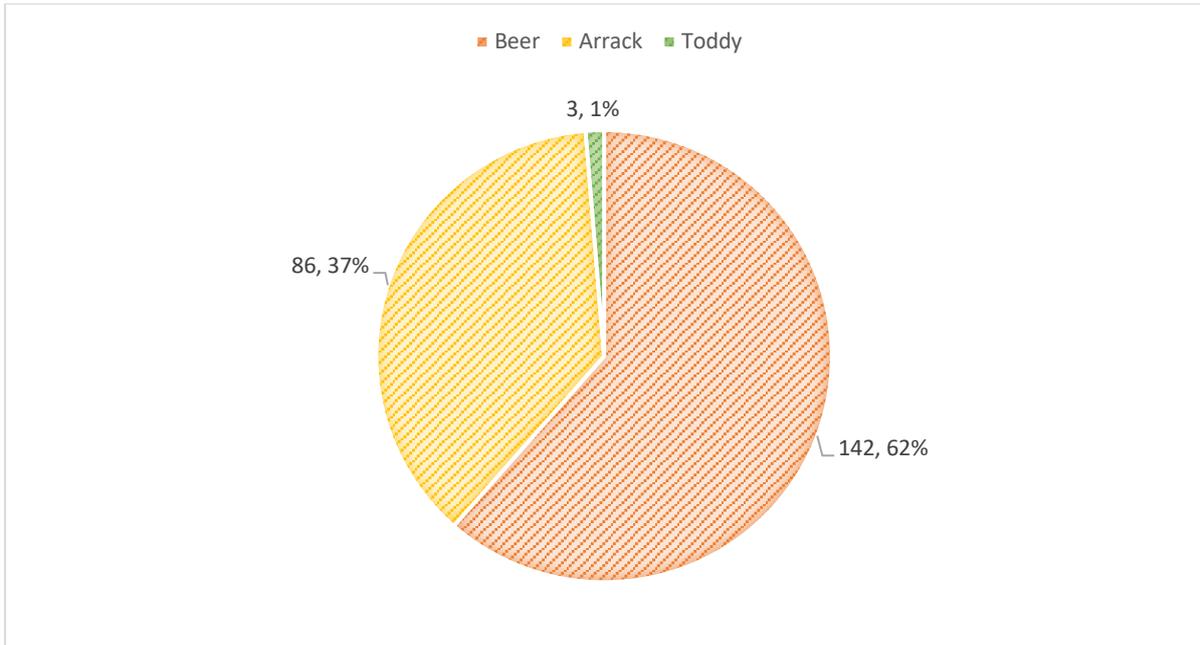


FIGURE 20: TYPE OF ALCOHOL PRODUCTS USED BY CONSUMERS BELOW 21 YEARS

The majority (62%) of the current alcohol consumers below the age of 21 years have reported that they consume Beer while the second most popular product among these survey participants was reported as arrack (37%). Consumption of toddy is comparatively low among this age group (1%).

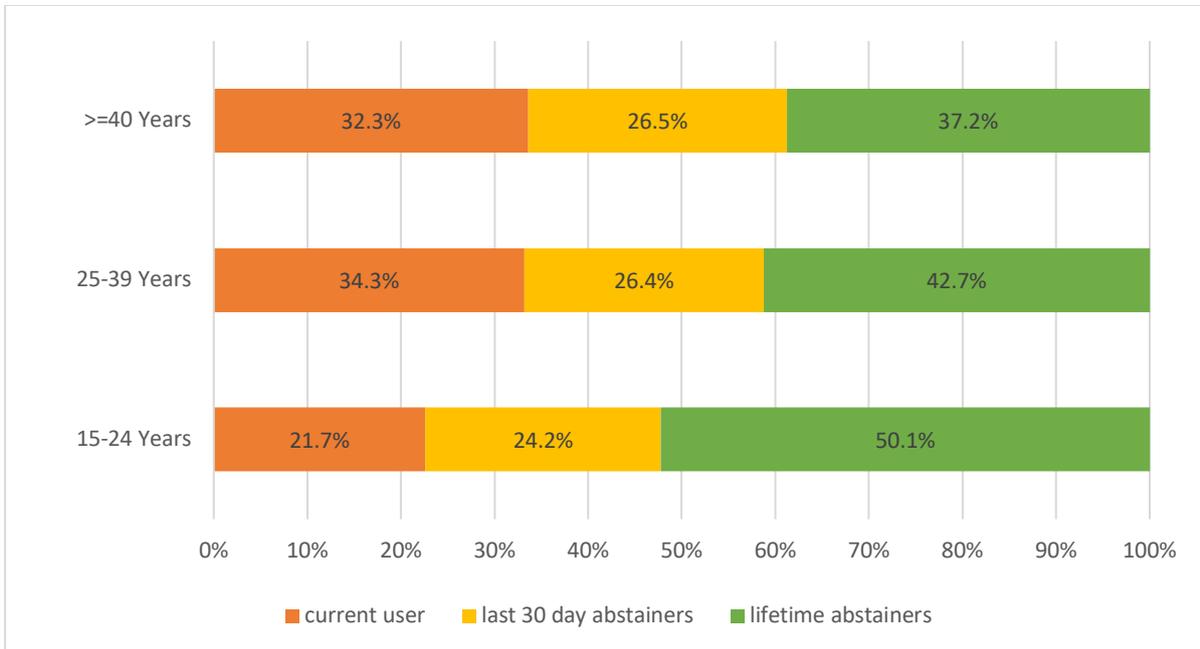


FIGURE 21: USAGE OF ALCOHOL WITHIN THE THREE AGE GROUPS

In all three age categories, lifetime abstainers were prominent. From the three age groups, the highest percentage of lifetime abstainers was present in the age group 15-24 years (50.1%). Current users were highest in the age group 25-39 years (34.3%).

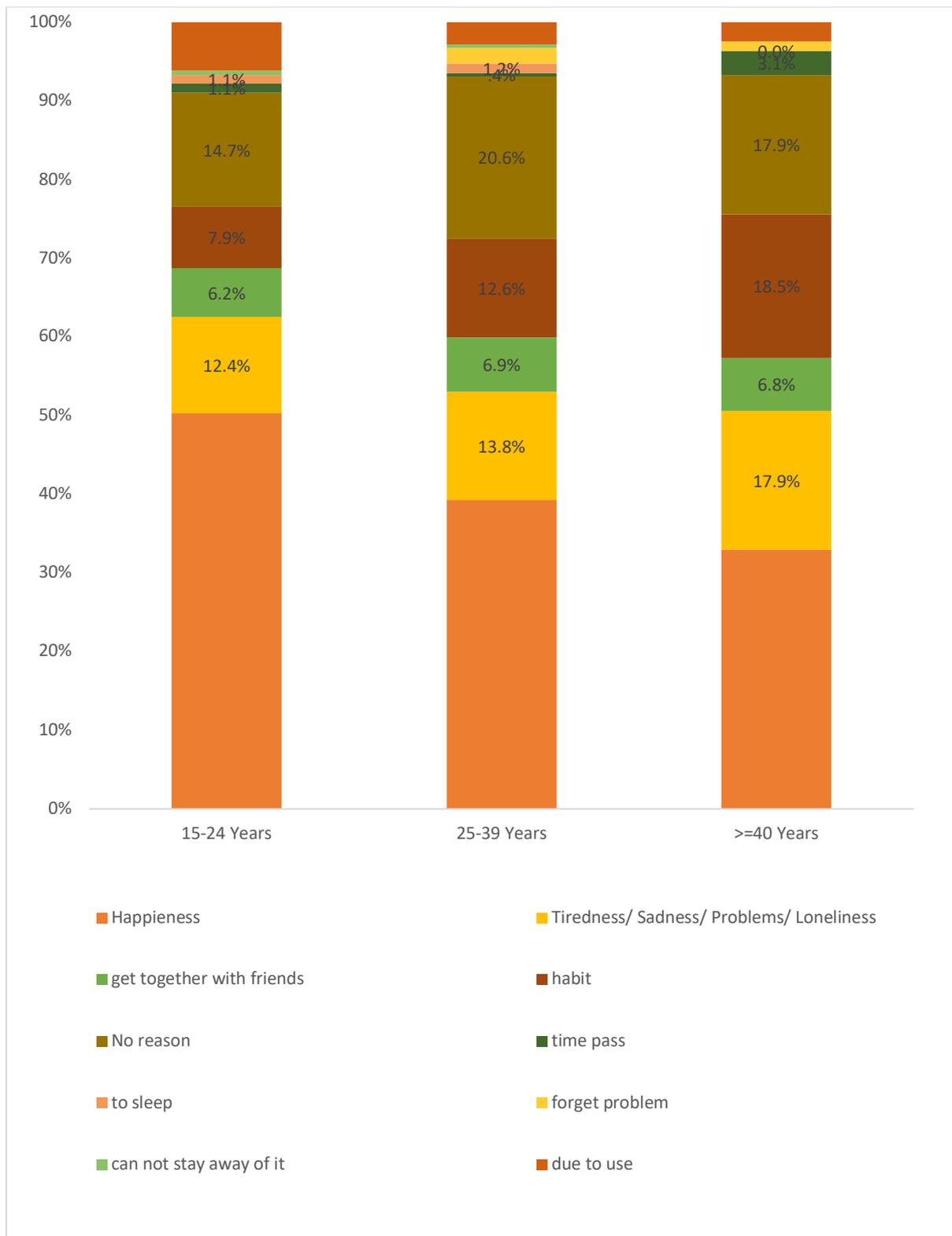


FIGURE 22: REASONS FOR ALCOHOL CONSUMPTION

Numerous reasons have been given by the current consumers for their alcohol consumption. However, the reasons given by the survey participants seem to be different from one another, making them controversial.

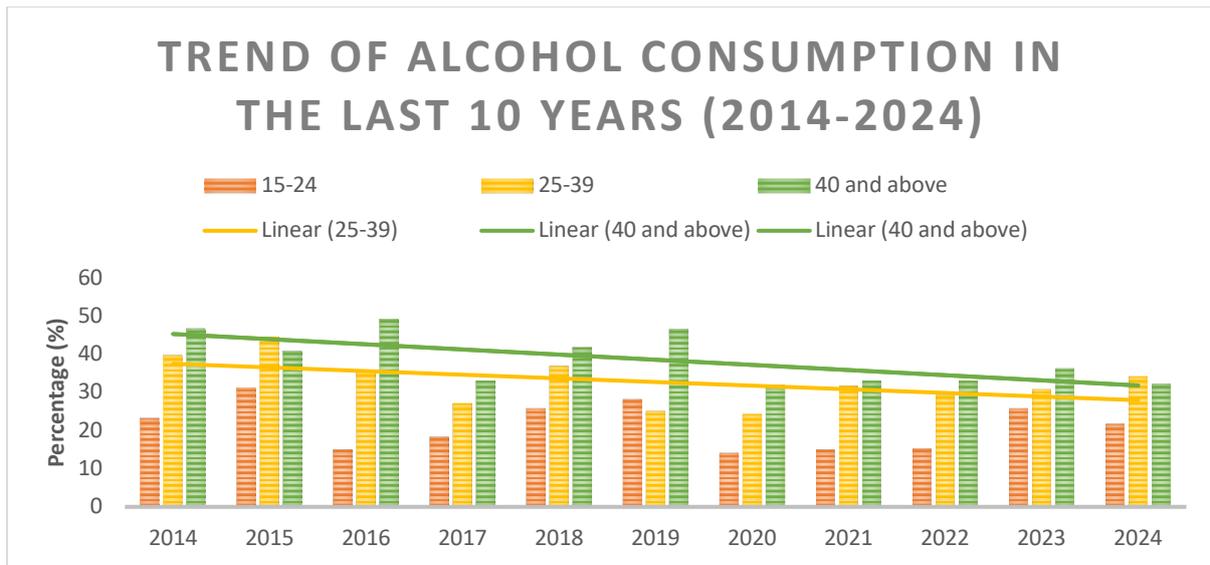


FIGURE 23: TREND OF ALCOHOL CONSUMPTION WITHIN THE LAST 10 YEARS

An overall decreasing trend in alcohol use can be observed during the last ten years, from 2014 to 2024.

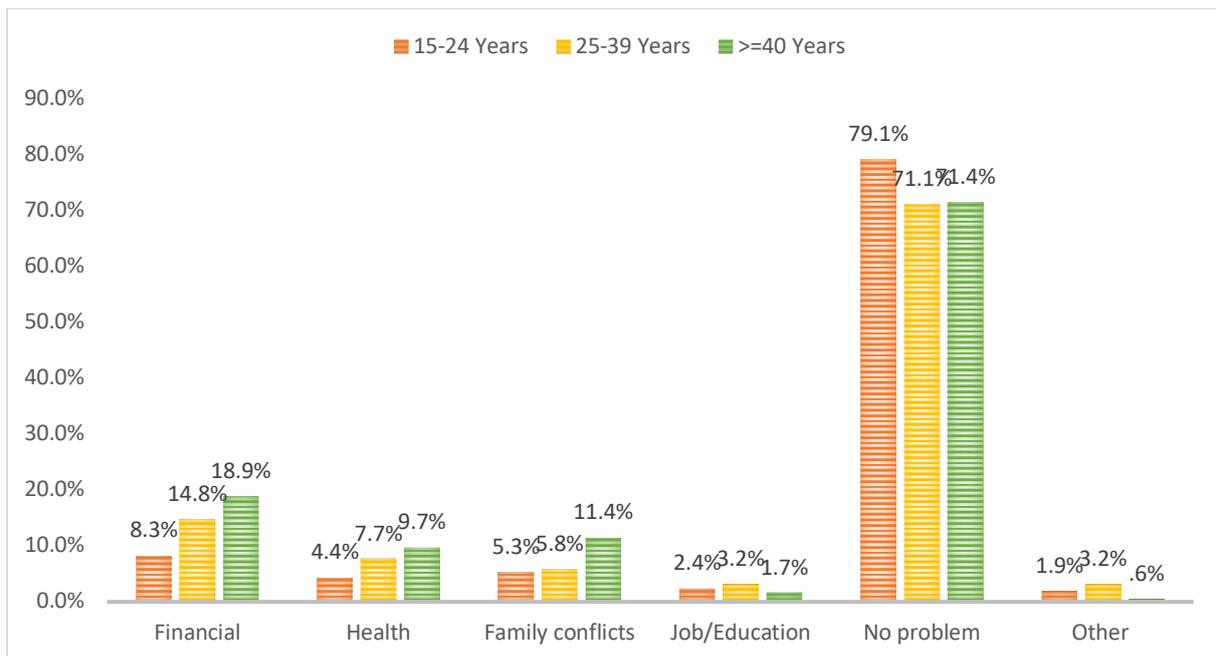


FIGURE 24: PROBLEMS FACED BY ALCOHOL CONSUMERS

The majority of the alcohol consumers have stated that they do not face any issues due to alcohol use, indicating lack of knowledge regarding the harm of alcohol use. Apart from that, financial problems, family conflicts and health problems have been stated as issues associated with alcohol use by other users.

## 4. Discussion

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ADIC has been conducting trend surveys on alcohol consumption within Sri Lanka since 1998, to identify the status of alcohol use within the country, and to use the data obtained through the surveys to support effective implementation of alcohol control policies and to develop successful community interventions for alcohol prevention. The present alcohol trend survey provides a detailed overview of alcohol consumption patterns in 2024 and the change in alcohol consumption trends compared to previous years.

In Sri Lanka, alcohol consumption occurs in differing levels within different cultural, demographic and socio-economic groups. Alcohol consumption at any volume or any frequency leads to a significant range of harmful effects among users. Alcohol has been identified as a main causal factor in 7 out of 10 deaths occurring in Sri Lanka. Therefore, alcohol has been recognized as a significant risk factor behind mortality and burden of health expenditure of the country, exacerbating prevailing economic issues within communities. As our country gradually recovers from the severe economic crisis of recent years, the additional strain on the health sector and communities due to alcohol use is unwarranted and therefore, requires further attention and action.

When considering the district-wise comparison, the highest alcohol usage was reported in Ampara district, while the lowest usage was reported in the Jaffna district. Regardless of the type of product, age category and occupation, the majority of the current users were monthly or occasional users. Beer and arrack are the most popular products among all types of users according to the survey findings, a trend consistent with 2023 findings. Even at the initiation of alcohol use, beer was reported to be the most prominently used product. Arrack and Beer are commercially produced and advertised through the media, which might be the cause of them being perceived as the most popular alcohol products among the majority of current consumers.

The survey findings revealed that the tax increases on alcohol products in 2023 and 2024 had resulted in reduced alcohol consumption among most of the current consumers in all three age categories. This further implies that the increase in excise duty for alcohol products has caused a reduction in alcohol consumption among individuals due to the increased prices and decreased affordability of alcohol. This finding supports the recommendation by the World Health Organization (WHO), where alcohol taxation and pricing policies are among the scientifically proven most effective and cost-effective alcohol control measures. An increase in excise taxes on alcoholic beverages is a proven measure to reduce alcohol use, while reducing initiations, and it further provides governments revenue to offset the economic costs of alcohol use.<sup>6</sup> In simpler terms, increasing excise duties result in reduced alcohol consumption and increased government revenue.

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<sup>6</sup> <https://www.who.int/initiatives/SAFER/pricing-policies>

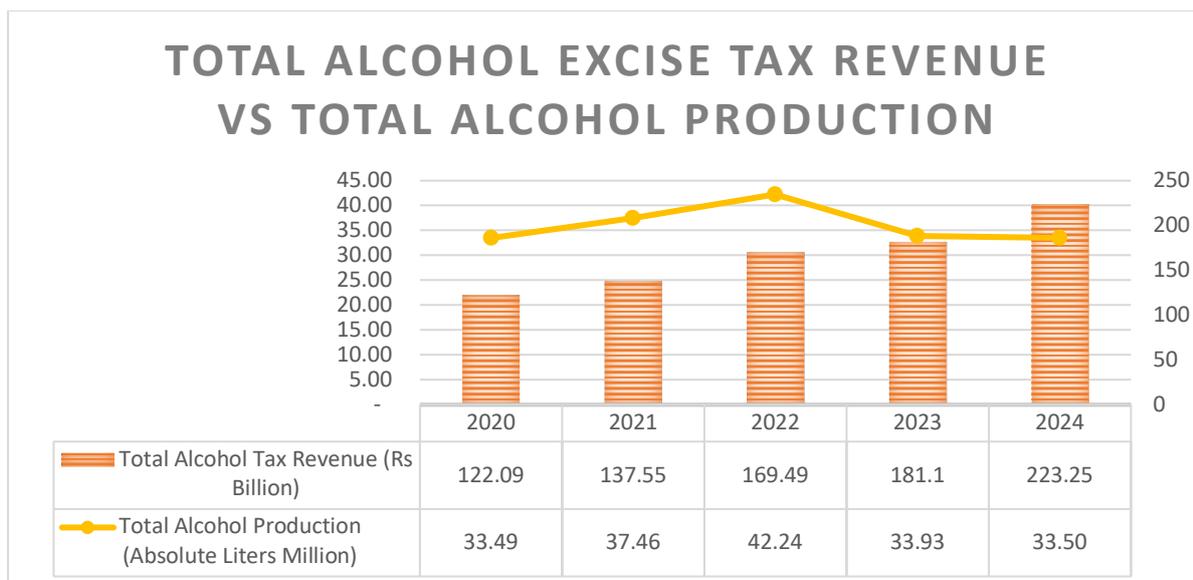


FIGURE 25: TOTAL ALCOHOL EXCISE TAX REVENUE AND TOTAL ALCOHOL PRODUCTION FROM 2020-2024

The graph illustrates the trends in total alcohol excise tax revenue (LKR billion) and total alcohol production (measured in Absolute Liters million) in Sri Lanka from 2020 to 2024. The data indicates a sharp decline in total alcohol production after 2022, and a continued rise in excise tax revenue, possibly influenced by the government's successive increases in excise duties on alcohol products; a 20% increase in June 2023, a 14% increase in January 2024, and a 6% increase in January 2025. In 2022, the excise revenue was LKR 169.49 billion, while in 2024, it has increased to LKR 223.25 billion. This trend indicates a significant growth in government revenue from alcohol excise taxes over the past few years. This situation highlights the effectiveness of taxation measures in increasing government income, as recommended by the WHO. This also serves as a tangible step toward reducing the initiation of alcohol use. Reducing alcohol consumption among the population will benefit the entire country. Lowering alcohol use leads to decreased health costs, healthier communities, and increased happiness and harmony within families.

The survey highlights the strong social influence on alcohol initiation, with most of the current consumers reporting that their first experiences with alcohol occurred with friends or at parties. This emphasizes the importance of addressing peer pressure and social environments in prevention efforts, particularly among young people. From the survey participants, 27.9% had been successful in quitting alcohol consumption at the time of administering the survey. The most common reasons for quitting were given as health concerns and the realization that alcohol consumption is a purposeless behavior, by higher and lower age groups respectively. Therefore, the findings suggest that motivations for quitting alcohol differ across age groups, highlighting the need for age-specific intervention strategies that address the distinct values and priorities of each group.

The survey findings further challenge the already established alcohol policies within Sri Lanka. The NATA Act imposes legal boundaries on alcohol sales, prohibiting sales of any alcohol product to individuals under the age of 21 years. However, the survey reveals that 18.0% of individuals under 21 years are current consumers, indicating a persistent prevalence of alcohol sales to underage individuals despite existing legal prohibitions in the country. Therefore, it is imperative

for educational and other relevant government authorities to take required action to mitigate this situation, to reduce alcohol initiations and protect the vulnerable groups, particularly children and youth, from the influence of the alcohol industry.

#### **4.1 Suggestions and recommendations**

The overall trend of alcohol use within the last decade depicts a decline in the consumption of alcohol. The alcohol control policy measures and community interventions established by interested parties have significantly contributed to this positive change. The findings of the survey demonstrate the latest situation of alcohol consumption in Sri Lanka. The information will provide guidance to all interested organizations and individuals to choose appropriate approaches to enforce evidence-based alcohol control policies and develop prevention interventions targeting user specific consumption patterns in the country. In addition, ADIC, Sri Lanka underscores the pressing need to promptly implement the following proposals aimed at addressing the alcohol problem in the country, while building on the positive trend of reduced alcohol use.

- Implement a national prevention program aimed at children and youth to discourage the use of alcohol, with the goal of preventing initiations among these vulnerable groups.
- Enforce existing laws and policies to reduce alcohol use and promotion and expedite the adoption of proposed amendments to the National Authority on Tobacco and Alcohol (NATA) Act which was approved by the cabinet in 2019.
- Implement a scientific tax formula that increases excise duties on alcohol each year, aligned with inflation and economic growth.
- Cease the issuance of temporary liquor licenses and stop granting liquor licenses under the pretext of the tourism industry.
- Enhance law enforcement to control illegal alcohol and strengthen the institutions responsible for these efforts.
- Prepare and implement counselling, treatment, and other support services to assist individuals struggling with alcohol use issues.
- Prevent interventions by the alcohol industries that aim to weaken existing policies and block the introduction of new ones.



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