

Trend Survey on Alcohol Consumption in Sri Lanka - 2024

FACT SHEET

ADIC, Sri Lanka (Alcohol and Drug Information Centre)

ADIC has been conducting trend surveys on alcohol consumption annually since 1998, for mapping and tracing current trends of alcohol consumption across Sri Lanka. The survey was conducted as a cross-sectional study, which spanned across eleven districts in 2024, namely, Colombo, Kalutara, Galle, Puttalam, Jaffna, Vavuniya, Anuradhapura, Ampara, Matale, Kegalle and Badulla. The male population of 15 years of age and above living in the selected districts were included in the survey. The participants were recruited using a multi-stage sample design, that incorporated stratified and systematic sampling methods. Data was collected by trained interviewers using a validated questionnaire. The demographic information of the participants, contemporary issues directly affecting alcohol use and details regarding alcohol consumption patterns were obtained during the survey.

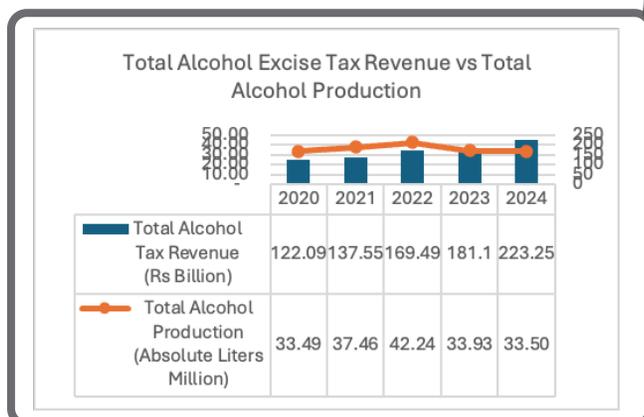
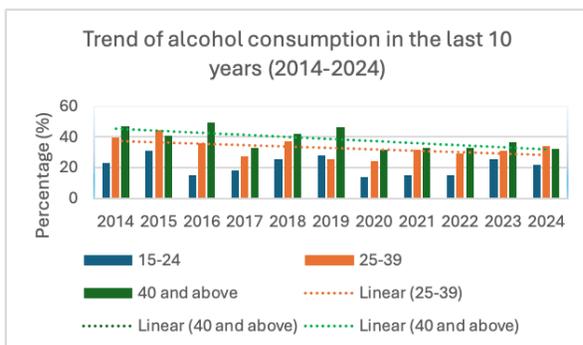
'current consumers'

(individuals who have consumed alcohol within the last 30 days prior to the survey).



29.1%

The overall trend of alcohol use within the last decade depicts a decline in the consumption of alcohol. The alcohol control policy measures, public awareness initiatives and community interventions which highlight alcohol as an obstacle to happiness, freedom and development, and expose industry interference, have significantly contributed to this positive trend.



This 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 (source: data from Excise Department of Sri Lanka).

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, and reducing alcohol harm, as recommended by the World Health Organization (WHO).

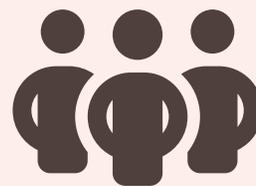


**Current consumers
'between 15-21 years
of age'**

18.0%

ADIC, Sri Lanka underscores the pressing need to promptly implement the following proposals aimed at reducing initiations and addressing the health, social and economic impact of 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.



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

The prominent reasons for quitting alcohol use were;

- Health concerns – in higher age groups
- Perceiving alcohol use as a purposeless behavior – in lower age groups

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.

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 highlights
the strong social
influence on alcohol
initiation, with most of
the current consumers
reporting that their first
experiences with
alcohol occurred with
friends.**

46.6%

This emphasizes the importance of addressing peer pressure and social environments in prevention efforts, particularly among young people.

