

# ALCOHOL CONSUMPTION IN UKRAINE: BEHAVIOUR AND ATTITUDE

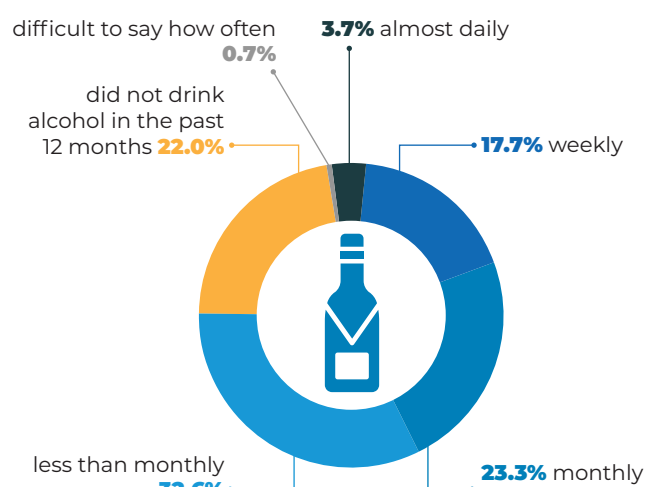
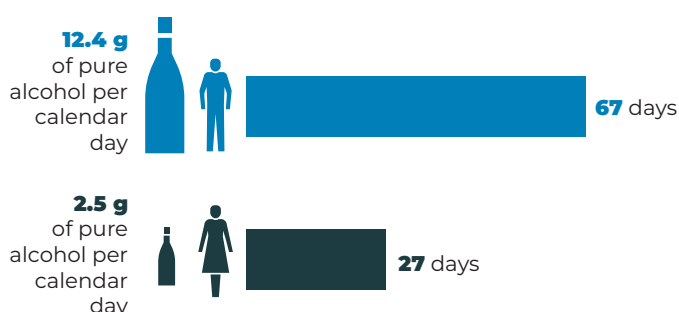
SOCIOLOGICAL SURVEY RESULTS AMONG ADULTS 18 YEARS AND OVER

## November 2024: Key findings

### Alcohol consumption

Overall alcohol consumption in adults across the 12 months preceding the survey can be summarized as follows:

- Current alcohol consumers (current drinkers): **78.0%** (**82.0%** of men and **74.6%** of women). No significant changes compared with 2023.
- 57.3%** of current drinkers were active drinkers consuming alcohol once a month or more often (**73.5%** of men and **42.5%** of women). The active drinkers cohort increased from 50.8% (62.7% of men and 40.3% of women) in 2023.
- Current alcohol consumption is more prevalent in younger age groups: 18–29 years: 85.8%; 30–44 years: 83.0%; 45–59 years: 79.5%, 60+ years: 67.2%.
- Frequency of consumption, current drinkers: **46 days** on average (men: **67 days** and women: **27 days**). No significant changes compared with 2023.
- The frequency of reported heavy episodic drinking increased from 49.2% in 2023 to **54.2%** in 2024 among current drinkers.





- Abstainers: **22.0%** had not drunk alcohol at all during the 12 months, of which **11.0%** were lifetime abstainers (had never drunk alcohol) and **11.0%** had previously drunk alcohol but stopped.

The average daily intake among current drinkers was **7.3 g** of pure alcohol per calendar day (men: **12.4 g**, women: **2.5 g**). No significant changes were noted compared with 2023.<sup>1</sup>

### Frequency of alcohol consumption among current drinkers

The frequency of alcohol consumption among current drinkers across the 12 months preceding the survey can be summarized as follows, and is detailed in Table 1.

**Table 1. Comparison of alcohol consumption among current drinkers, 2023 and 2024**

Frequency	2023	2024
Once a month or more often (%)	50.8	57.3 
Frequency (days per year)	41	46
Consumption per person per year of pure alcohol (g)	3113	2662
Consumption per person per day of pure alcohol (g)	8.5	7.3
Reported cases of heavy drinking (%)	49.2	54.2 

Note: only changes within the difference at the statistical significance threshold (> 0.05) are highlighted.



**46 days per year** drink alcohol on average in 2024

The alcohol consumption per drinker, in grams of pure alcohol per year, was:



<sup>1</sup> The average daily intake among drinkers was calculated based on reported drinking volume, type of alcohol and consumption pattern in the 12-month period.

## Consumption by type of alcohol

In 2024 **53.6%** of Ukrainian adults consumed beer, **53.4%** wine and **51.2%** spirits, with no significant changes in drinking patterns (Table 2).

**Table 2. Frequency and volume of consumption per occasion (past 12 months)**

Type of alcohol	2023			2024		
	Frequency among consumers of this type of beverage (days/year)	Volume per typical consumption day; among consumers of this type of beverage (ml)	Volume per typical consumption day; among consumers of this type of beverage, pure alcohol (g)	Frequency among consumers of this type of beverage (days/year)	Volume per typical consumption day; among consumers of this type of beverage (ml)	Volume per typical consumption day; among consumers of this type of beverage, pure alcohol (g)
Beer	29	744	26.4	36	773	27.4
Wine	19	284	25.8	17	288	25.1
Spirits	31	233	70.3	29	202	63.1

Despite the similarity in the proportion of adults consuming different types of beverages, spirits accounted for the largest share of alcohol consumption: **53.3%** of the total annual volume in grams of pure alcohol, with beer accounting for **33.2%** and wine **13.5%**.



## Socioeconomic status of current drinkers

Alcohol consumption is more common among people with higher socioeconomic status (education and income). This means that among people with higher levels of education and wealth, there are more who have consumed alcohol in the last year, but the frequency of consumption (in days per year) is nearly the same across different groups (Table 3).

At the same time, financial status affects not only the likelihood of alcohol consumption, but also the amount consumed. The average daily consumption was higher among people with lower financial status, and there was also significant variation, with some individuals consuming significantly more alcohol than the average. This indicates the prevalence of particularly risky patterns of alcohol consumption in this group.

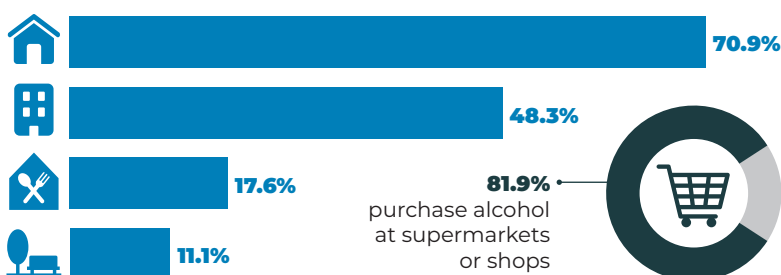
**Table 3. Drinking prevalence by socioeconomic status**

Socioeconomic status/education		Current drinkers, beer (%)	Current drinkers, wine (%)	Current drinkers, spirits (%)
Education	Vocational, secondary general or lower	45.8	38.0	42.4
	Secondary special, incomplete higher (technical school, college)	44.4	46.1	46.4
	Higher (university)	61.3	62.7	56.9
Income groups	Do not have enough money for food and basic necessities	29.3	36.4	32.6
	Have only enough money for food and basic necessities	45.3	50.4	46.3
	Comfortable but cannot yet afford more expensive items (apartment, car)	63.5	57.0	55.4
	Have already purchased an apartment and a car/other luxury items	64.3	62.5	64.7

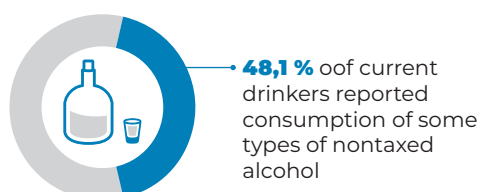
## Places of alcohol consumption and purchasing

- Current drinkers drank at their own homes (**70.9%**), at another person's home (**48.3%**), at cafés, bars or restaurants (**17.6%**) and outdoors (**11.1%**).
- Current drinkers purchase alcohol at supermarkets or shops (**81.9%**), from another person (**3.1%**), on the Internet (**2.9%**), abroad (**2.6%**) or at other places (**0.6%**).

The places where alcohol is purchased and consumed have not changed compared with the previous year.



## Unrecorded alcohol<sup>2</sup>

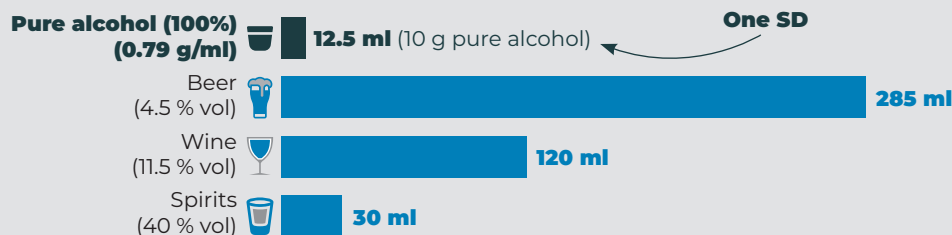


- 48.1%** of people who currently consume alcohol reported consuming some types of alcohol that are not taxed. The most commonly consumed beverages are homemade (**42.3%**) or imported (**10.3%**).
- Consumption of homemade alcohol is more common among rural residents (**48.5%**) than urban residents (**39.5%**).
- The survey did not reveal any significant changes in the prevalence of consumption of nontaxed alcohol.

<sup>2</sup> Unrecorded alcohol is alcohol that is not accounted for in official statistics on alcohol taxation or sales in the country where it is consumed, because it is usually produced, distributed and sold outside formal channels under government control.

## Heavy episodic drinking (past 12 months)

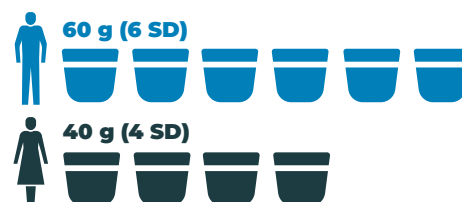
One standard drink (SD) is defined as 12.5 ml or 10 g of pure alcohol



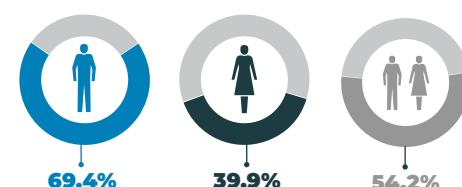
**IMPORTANT:**  
«one standard drink»  
does not mean «safe  
drink». There is no  
safe level of alcohol  
consumption and any  
dose of alcohol may  
cause harm to health.

- Heavy episodic drinking (HED) is defined as consuming **60 g** or more of pure alcohol (**6 SDs**) for men or **40 g** or more of pure alcohol (**4 SDs**) for women on a single occasion.
- 54.2%** of current drinkers reported heavy episodic drinking (**69.4%** of men and **39.9%** of women). This demonstrates a slight increase compared with 2023, when 49.2% of drinkers reported heavy episodic drinking (64.0% of men and 36.0% of women).
- By age group, the share of those who had at least one occasion of heavy episodic drinking in the past year was highest in younger age groups and decreased with age, from **67.0%** of current drinkers aged 18: 29 to **34.2%** of those aged 60 years and older.
- The average amount of alcohol consumed during an occasion of HED: about **eight SDs** or **80 g** of pure alcohol (**12 SDs** for men and **5 SDs** for women).
- 16.8%** of current drinkers (**26.1%** of men and **7.7%** of women) had episodes of HED once a month or more often.
- 3.4%** of alcohol consumers reported having a drink in the morning as soon as they woke up.

### Heavy episodic drinking



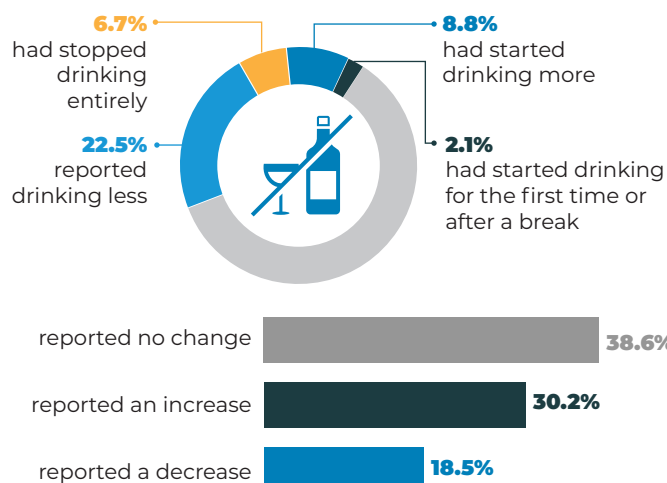
### Heavy drinking episodes



## Perceptions of changes in alcohol consumption

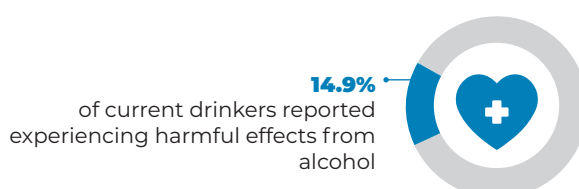
- According to respondents' own statements, the proportion of those who had reduced or stopped alcohol consumption over the 1-1.5 years up to the survey exceeded the proportion of those who had started drinking or increased their consumption.
- 21.8%** of those who have ever consumed alcohol reported drinking less compared with before the 1-1.5 year period, and **5.4%** had stopped drinking entirely.
- 6.8%** reported drinking more and **2.6%** had either started drinking for the first time or returned to drinking after a period of abstinence.
- Compared with directly before the full-scale war began in 2002 in Ukraine:
  - 22.5%** reported drinking less
  - 6.7%** had stopped drinking entirely
  - 8.8%** had started drinking more
  - 2.1%** had started drinking for the first time or after a break.
- According to respondents' perceptions, the majority (**42.8%**) did not notice any changes in alcohol consumption among their surroundings compared with 1-1.5 years before the survey. Meanwhile, **26.2%** reported an increase in consumption, while **18.5%** noted a decrease.
- When asked about their perceptions of changes in their surroundings' drinking behaviours compared with the period before the full-scale invasion, **38.6%** of respondents reported no change in others' alcohol consumption. Meanwhile, **30.2%** observed an increase and **18.5%** noted a decrease.

Зміни в поведінці самих респондентів та оточуючих їх людей порівняно з періодом до повномасштабного вторгнення



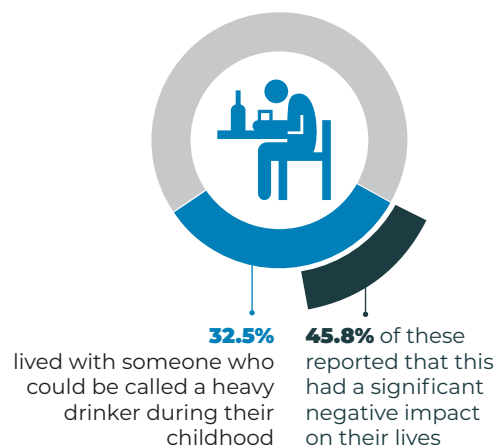
## Consequences of alcohol consumption (past 12 months)

- 14.9%** of current drinkers reported experiencing harmful effects from alcohol, including negative impacts on physical health (**9.1%**) and material well-being (**5.9%**).
- 25.7%** of current drinkers reported one or more of the following negative effects: **19.6%** felt guilty or remorseful after drinking, **7.8%** felt that it impacted their daily responsibilities and **8.0%** felt that it impacted their memory.



## Impact of others' alcohol consumption

- **32.5%** of respondents stated that they lived with someone who could be called a heavy drinker during their childhood; **45.8%** of these reported that this had a significant negative impact on their lives.
- **42.8%** of respondents had contact with someone they considered a heavy drinker.
- Among them, **7.4%** reported having a heavy drinker in their own household and **25.1%** a more distant relative.
- All forms of negative consequences of personal alcohol consumption assessed in the survey in 2024 remained at approximately the same level in 2023.
- However, among those who lived with a heavy drinker, the share of those who had experienced negative impact increased from **70.3%** in 2023 to **85.3%** in 2024.



## Alcohol consumption, health care and awareness



- **55.5%** of current drinkers had visited a doctor or another health-care provider (49.5% in 2023); **19.9%** of them were asked about their drinking status (18.3% in 2023). Of those asked, **27.9%** were advised by a doctor to reduce or stop drinking (27.4% in 2023).
- **72.7%** of respondents disagreed that alcohol is «an ordinary commodity that does not need special restrictions or regulations», while **22.4%** agreed.
- **54.5%** of respondents agreed that «adults are responsible enough to protect themselves from the harm caused by alcohol consumption» and 40.9% disagreed.
- **67.9%** of respondents supported the statement that «during the war and martial law, the authorities should take additional efforts to further implement alcohol control policies by limiting sales time, increasing prices or reducing the number of outlets, etc.» while **27.5%** disagreed.
- In general, the survey showed relative stability in attitudes to alcohol regulation policy compared with 2023.

## Health risk awareness

When asked about the risks that alcohol consumption poses, respondents agreed in the following percentages to these outcomes.



Among those who chose cancer as a condition that is linked to alcohol consumption and were further asked about specific types of cancer that are linked to alcohol use, 95.4% indicated liver cancer, 72.7%: colon cancer, 61.3%: oral cancer and 47.4%: breast cancer. Awareness of cancer as a potential consequence of alcohol consumption was lower than for other health risks, with particularly low recognition of oral and breast cancer as a possible outcome, highlighting specific knowledge gaps in cancer risk perception.

There have been no significant changes in public awareness of the risks of alcohol consumption compared with 2023.

## Methodology

This fact sheet reflects the data obtained from two rounds of the population survey conducted in Ukraine by the Kyiv International Institute of Sociology, with the financial and technical support of WHO.

The survey was carried out through a telephone interview (Computer Assisted Telephone Interviewing: CATI) with residents of Ukraine aged 18 and older. A random sampling of mobile phone numbers generated via random digit dialling was used. Response rates for the two rounds are shown in Table 4.

**Table 4. Survey rounds and response rates**

	2023	2024
Survey period	24 November to 8 December 2023	7 to 15 November 2024
Number of respondents	2015	2028

At the data processing stage, the findings were weighted to correspond to the gender and age structure of the permanent residents according to the data of the State Statistics Service of Ukraine as of 1 January 2021<sup>3</sup>. People living in temporarily occupied territories where Ukrainian mobile operators do not operate did not participate in the survey.

For the purposes of the survey, WHO and KIIS adapted a questionnaire from the Standardized European Alcohol Survey, keeping the structure of the survey and including several additional questions. All questions referred to the same 12-month period.

Two rounds of the survey were conducted with the financial support of the European Union and the government of the Netherlands.

<sup>3</sup> For the purposes of weighting, respondents' places of residence before 24 February 2022 were used (macroregion and settlement type).