



Increase Alcohol Tax



A 20% rise in alcohol tax would result in an average of 2,096 avoided cancers in Europe⁽¹⁾

Increasing Alcohol Tax and Doubling Duties



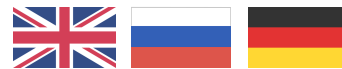
4,850 alcohol-related cancer deaths could be avoided annually by doubling current duties on alcoholic drinks⁽¹⁾

Increased Taxation



Breast and colorectal cancer are the main types of cancer that could be avoided by increasing alcohol taxation⁽²⁾

Increased Taxation



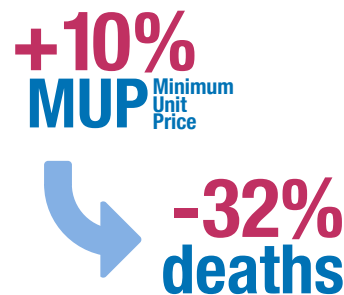
40% of lives could be saved by increasing alcohol taxation in the United Kingdom, the Russian Federation, and Germany⁽¹⁾

National Excise Duties



In 2019, almost 11,000 cases and about 5,000 deaths could have been avoided if national excise duties were increased by 100%⁽²⁾

Minimum Unit Price



A 10% increase MUP shows a 32% fall in directly attributable alcohol death rates⁽³⁾

1. Euro.who.int. 2021. 5000 alcohol-related cancer deaths could be prevented every year by doubling alcohol taxes in the European Region, says WHO/Europe:

<https://www.euro.who.int/en/media-centre/sections/press-releases/2021/5000-alcohol-related-cancer-deaths-could-be-prevented-every-year-by-doubling-alcohol-taxes-in-the-european-region,-says-who/europe> [Accessed 2 November 2021].

2. Kilian, C., Rovira, P., Neufeld, M., Ferreira-Borges, C., Runggay, H., Soerjomataram, I. and Rehm, J., 2021. Modelling the impact of increased alcohol taxation on alcohol-attributable cancers in the WHO European Region. The Lancet Regional Health Europe: [https://www.thelancet.com/journals/lanepi/article/PIIS2666-7762\(21\)00210-6/fulltext](https://www.thelancet.com/journals/lanepi/article/PIIS2666-7762(21)00210-6/fulltext) [Accessed 2 November 2021].

3. Health Scotland. (2021). Retrieved 2 November 2021, from <http://www.healthscotland.scot/media/2943/evaluating-the-impact-of-mup-on-population-alcohol-consumption-and-alcohol-attributable-health-harms-study-protocol.pdf>