



Addicts account for a substantial share of both tobacco and alcohol consumption across Europe

tobacco
addicts
alcohol
share of consumption

A report produced as part of the ALICE RAP project offers a synthetic estimate of the proportion of alcohol/tobacco consumption that is accounted for by those dependent on alcohol/tobacco across Europe. It combines (i) survey data on consumption in each country, with (ii) risk functions on the relationship of consumption with addiction, and (iii) new methods to deal with the under-reporting of alcohol consumption. We should stress that there are a number of methodological caveats with these synthetic estimates, particularly around the link between consumption and dependence, and that the ranges given below do not capture the full range of uncertainty around the estimates.

Nevertheless, the estimates are likely to be reasonably accurate, and allow us to conclude that:

- **Addicts account for a substantial share of both tobacco and alcohol consumption across Europe.**
- **Addicts seem to account for a greater share of total consumption for tobacco vs. alcohol.** While this is perhaps to be expected given that tobacco use has sometimes been equated to tobacco dependence in ways that are not true for alcohol, it is perhaps surprising that the share of tobacco addicts is lower than we might expect (38-64% of cigarette consumption depending on the definition of dependence), and the share of alcohol addicts is perhaps higher than we might expect (15-20% of total consumption).
- **We estimate that tobacco addicts spend €49-88bn on cigarettes across the EU, while alcohol addicts spend €44-63bn on alcoholic drinks.** This combines industry data on the size of these markets in Europe with the preceding estimates; again, we should stress that while the estimates are likely to be reasonably accurate, they are subject to some uncertainty.

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Baumberg, B. (2014): *Addicts' share of alcohol and tobacco expenditures*. In Disley, E. et al (2014) *Addiction revenues*. Addictions and lifestyles in contemporary Europe - Reframing addictions project (ALICE RAP). [Deliverable 10.1](#)