Alcohol Guidelines

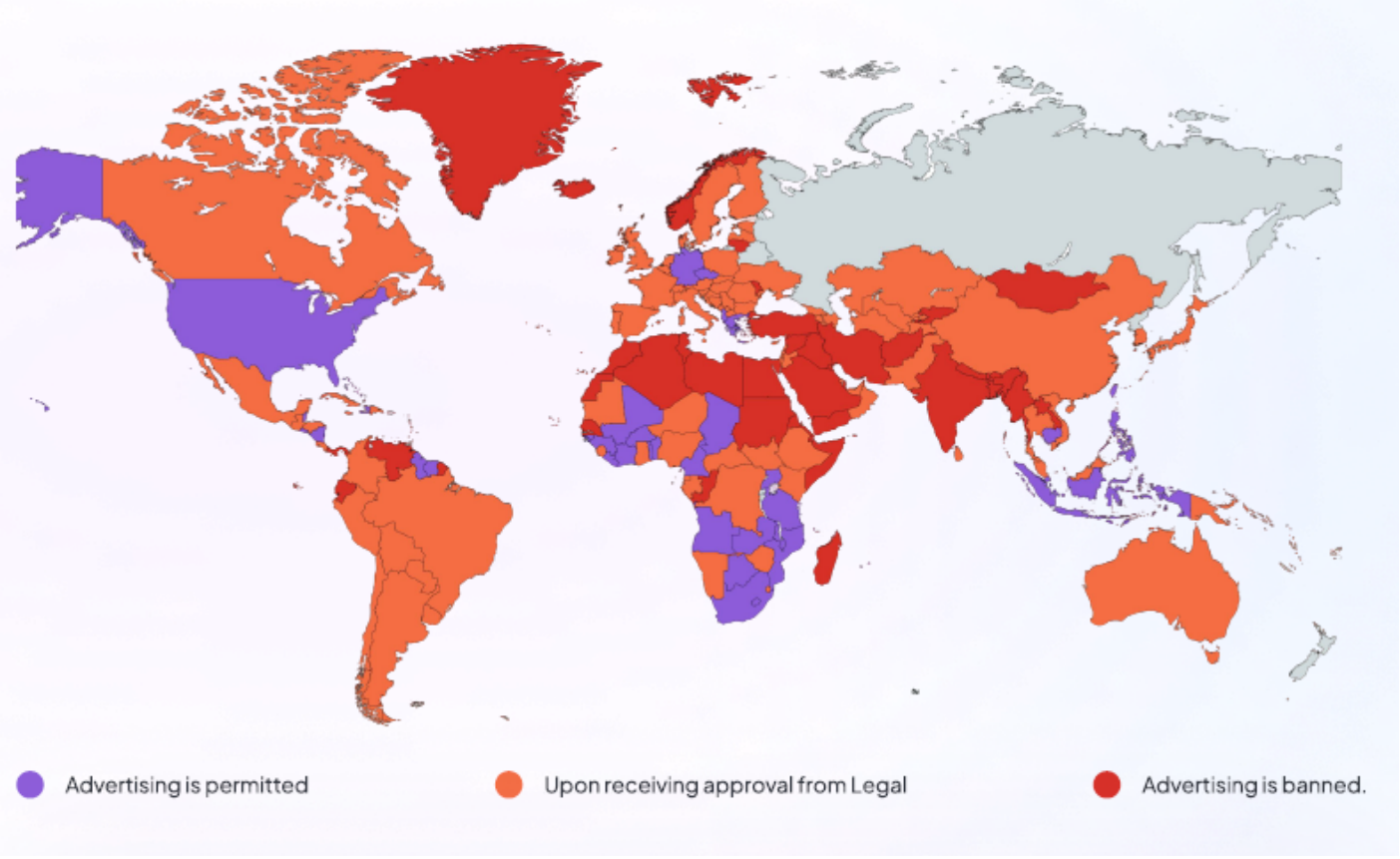
Guidance for alcohol advertising

Many countries around the world have recognized the need to restrict alcohol advertising as a crucial public health measure. Similar to tobacco control efforts, these restrictions aim to mitigate the negative effects of alcohol consumption on society.

The push for alcohol advertising bans stems from growing evidence that exposure to alcohol marketing significantly influences drinking behavior, especially among youth. By limiting the visibility of alcohol promotions, governments can reduce the likelihood of underage drinking and encourage healthier consumption patterns among adults.

Implementing advertising restrictions is essential for promoting responsible drinking and reducing alcohol-related harms, such as addiction, accidents, and health issues. Ongoing support for these initiatives is vital in creating a safer, healthier environment for all.

The map uses the following color coding to reflect legal conditions for alcohol ads:



All alcohol advertisements must receive legal approval before launching any campaign. Approval is valid only for the specific country reviewed.

Link to article

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