

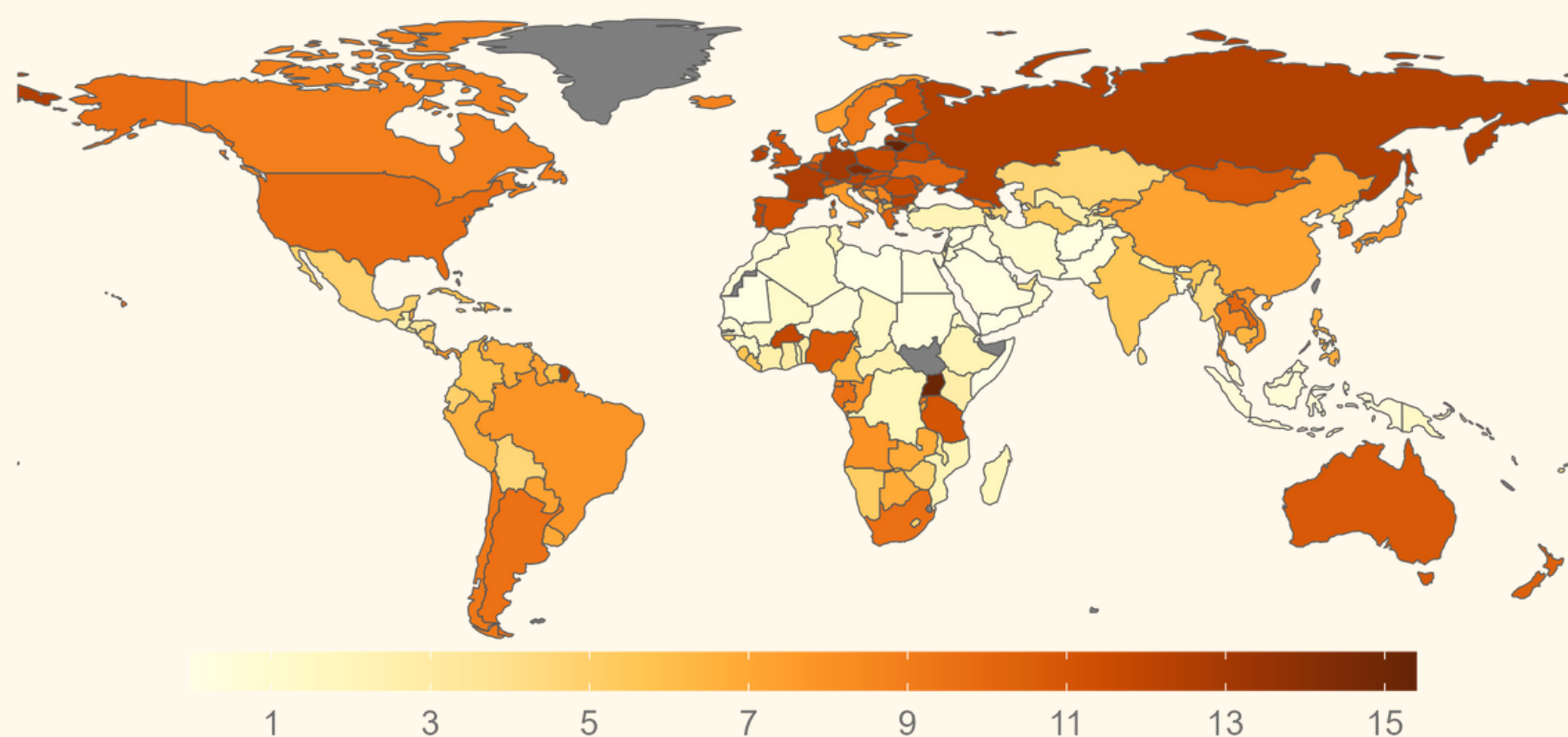


## WHY ARE MEN WINNING?

Furthermore, social constructs and cultural expectations play a pivotal role in shaping drinking behaviors. Societal norms often perpetuate the notion that drinking, especially in copious amounts, aligns with masculinity. From an early age, men may encounter subtle or explicit messages associating alcohol consumption with notions of manhood, strength, and social acceptance. These societal pressures might influence their drinking habits, leading to higher consumption rates compared to women.



Total alcohol consumption per person (litres of pure alcohol), 2018



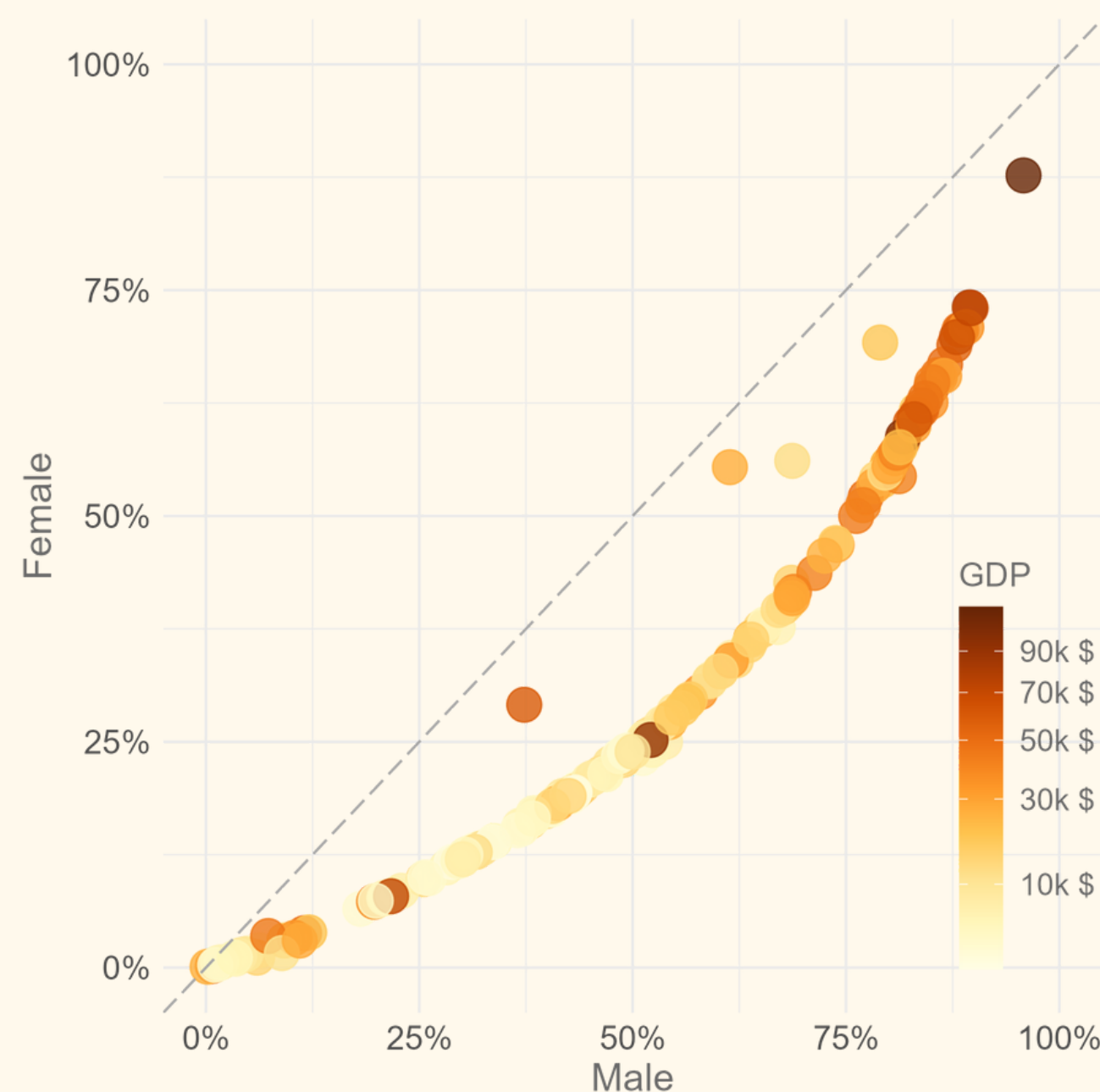
## Cultural heritage

EACH COUNTRY HAS ITS OWN TASTE

Cultural norms play a pivotal role in shaping drinking behaviors. In many developed countries, there exists a historical acceptance of alcohol consumption. It's often intertwined with social rituals, celebrations, and even religious practices. From spirits like vodka, whiskey, and rum to the varied flavors of beer and the nuanced profiles of wines, each category holds its own significance within global drinking cultures.

However, alcohol consumption can also pose challenges. Excessive drinking can lead to health issues, including addiction, liver problems, and increased risk of accidents. Moreover, societal problems like alcohol-related violence and family disruptions underscore the darker side of its consumption.

Share of men and women who consumed alcohol in the last year  
in different countries, along with their respective GDP per capita



## Money -> Alcohol?

THE PLOT ON THE LEFT AND THE PLOT ABOVE BOTH SHOW THAT DEVELOPED COUNTRIES TEND TO CONSUME MORE ALCOHOL

In more developed nations, several intertwined factors contribute to the tendency for higher alcohol consumption rates. One significant aspect is the correlation between economic prosperity and alcohol consumption. Greater affluence in these countries often means increased disposable income, allowing individuals to afford more alcohol and leisure activities that involve drinking.

Moreover, the high-stress lifestyle prevalent in many developed nations can contribute to increased alcohol consumption. The pressures of demanding jobs, competitive environments, and fast-paced lifestyles can lead individuals to seek alcohol as a means of relaxation or coping mechanism, resulting in higher consumption rates.

Comparison of different alcohol beverages consumption in 2018 for selected countries (liters of pure alcohol)

