

**ADVANCING COUNTER MEASURES  
FOR THE ALCOHOL INDUSTRY  
PARADIGM DISTRIBUTION SHIFT**

---

**Regulating Commercial and Public Availability of Alcohol and  
Restricting Alcohol Advertising, Promotion, Sponsorship.**

# INTRODUCTION

---

- Alcohol consumption poses significant health risks globally
- Approximately 3 million people dying each year due to alcohol use(WHO).
- Alcohol-related deaths mostly in low- and middle-income countries.
- Particularly affecting young people between 18 -34years(Statista).

# FEMINISATION OF ALCOHOL

---

- Recent tactics shifted to aligning alcohol products with the idea of women empowerment- 'commodity feminism' or 'femvertising.'
- A clear feminization of alcohol products and increased targeting of women.

# ENHANCED AVAILABILITY IN SUPERMARKETS AND LOCAL SHOPS.

---

- Led to normalization and cultural acceptance.
- Encouraged impulse purchases.
- Caused shift in consumer behaviour

# MASSIVE ONLINE ALCOHOL DISTRIBUTION

---

- Distribution tactics increasingly pervasive driven by massive online alcohol distribution.
- Proliferation of online distribution platforms and related infrastructure e.g real time home deliveries. e.g Jumia , Jiji
- This widespread access to alcohol exacerbates the issue, particularly for vulnerable demographics

# PACKAGING

---

- Easy to store, convenient to carry, hence easy to move products around hence facilitating distribution.
- Packaged to mimic “innocent”, everyday use products.
- “pocket friendly”, easily affordable amounts. e.g. sachets, small bottles.

# RECOMMENDATIONS

---

- Strengthen and enforce alcohol control laws and regulations.
- Consider a complete ban on alcohol advertising, promotions and sponsorship especially those targeting young women, youth and children.
- Conduct Research and Monitoring in order to understand trends, patterns and harms to inform alcohol control policies and programs.
- Regulate hours of access to alcohol consumption.

# RECOMMENDATIONS

---

- Empower youth, children and young women through education and mass sensitization.
- Support Civil Society Initiatives aimed at alcohol control.
- Implement Health Warning Labeling on all alcohol products.
- Restrict and regulate online distribution of alcohol.
- Restrict age of purchasing alcohol in all outlets,

# CONCLUSION

---

- Addressing the paradigm shift in alcohol distribution requires sustained decisive action and commitment from all levels of society.
- Constant monitoring assessments and research are critical to unravelling the ever changing distribution tactics of the alcohol industry and designing appropriate interventions.

