

# Alcohol Marketing and Its Impact on People with or at Risk of an Alcohol Problem

## Summary

Alcohol Focus Scotland commissioned the University of Nottingham to explore how alcohol marketing affects people who have, are at risk of, or are in recovery from an alcohol problem. They reviewed existing research, which included both numerical data and personal experiences.

The research found that alcohol marketing likely has an effect on alcohol consumption amongst people with or at risk of an alcohol problem and can act as a trigger for people in recovery.



## What were the key findings?

- 1 People who drink heavily are more likely to notice and be drawn to alcohol adverts.
- 2 Marketing can make people think and feel positively about alcohol, which can lead to increased consumption.
- 3 For people in recovery, seeing alcohol marketing can act as a trigger. Exposure to adverts can spark cravings and make it harder to resist the urge to drink.
- 4 The content of adverts can be challenging for people in recovery, such as music and party scenes that create an association with good times.
- 5 Some people in recovery reported coming up with their own strategies to avoid alcohol advertising and coming into contact with alcohol in shops, making every-day tasks more difficult.
- 6 In some studies, people in recovery reported negative emotions when seeing adverts, such as loss, lack of belonging, sadness, guilt and excluded from the 'norm'.

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## AFS takeaways

Alcohol marketing is particularly harmful to people with or at risk of an alcohol problem because it encourages drinking, makes it harder to reduce or stop, and threatens recovery.

Regulation on alcohol marketing is needed to protect people with or at risk of an alcohol problem from its harmful effects.

[Read the full report](#)

[Read the journal article](#)