

# Moray

## Alcohol Profile

March 2026

There are **366 places to buy alcohol in Moray:**

**262 on-sales premises**  
(pubs and restaurants)

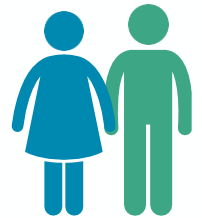


**104 off-sales premises**  
(supermarkets and shops)

*Scottish Liquor Licensing Statistics 2021-22.*

In Moray, **20% of people** drink above the Chief Medical Officers' low-risk guidelines.

This includes **15% of women** and **26% of men.**



This compares to **20% of people** in Scotland who drink above the guidelines.

*Scottish Health Survey.*



Parental drinking was a concern identified for **23% of children** on the child protection register in Moray.

*Children's Social Work Statistics 2022-23.*

**57% of S2 and S4 students** in Moray drink alcohol.

**27% of S2 and S4 students** in Moray drink alcohol at least once a month.

*Health and Wellbeing Census Scotland 2021- 2022.*



There were **189 alcohol-related hospital admissions** in Moray in 2024-25.

*Alcohol related hospital statistics 2024-25.*

The admission rate was lower than for Scotland as a whole.

*Alcohol related hospital statistics 2024-25.*



In Moray, **17 people** died because of alcohol in 2024, from conditions solely caused by alcohol.

*Alcohol-specific deaths 2024 (NRS, 2025).*

The death rate was lower than Scotland as a whole.

*Alcohol-specific deaths 2024 (NRS, 2025).*



The **true number** of alcohol deaths is **over twice as high** when including conditions such as cancer and cardiovascular diseases.

*Public Health Scotland.*

Every year, alcohol costs Moray **£33.31m or £380 per person.**

This includes:

Health Service	£2.83m
Social Care	£4.43m
Crime	£14.60m
Productive Capacity	£11.46m



*The Societal Cost of Alcohol Misuse in Scotland for 2007.*

For full references and methods, visit [www.alcohol-focus-scotland.org.uk/harm-profiles/](http://www.alcohol-focus-scotland.org.uk/harm-profiles/)

### About Alcohol Focus Scotland

Alcohol Focus Scotland (AFS) is the national charity working to prevent and reduce alcohol harm.

Alcohol Focus Scotland is a Registered Scottish Charity (SC009538) and a Company Limited by Guarantee (Scottish Company No. SC094096)