

Zero and Low alcohol beverages: real improvement or apparent solution?

Webinar

23 June 2022, 13:30 – 15:00 CET

Background

Zero and low-alcohol beverages (NoLos) consumption has been significantly growing during the last years, although it accounts for a small market share. NoLos could generate significant health improvements at the individual level if it leads to reduced levels of alcohol consumption. However, NoLos consumers are disproportionately young, men and higher income. Furthermore, some drinkers appeared to consume NoLos in addition to stronger drinks.

At the population level, evidence of the benefits of this expanding market is limited. Experts have raised concerns about the impact of NoLos in reducing the harm caused by alcohol consumption and the possible drawbacks and implications. For example, NoLos may include zero and low alcohol content, misleading minors, pregnant women, abstainers or those seeking to stop drinking.

The fragmented and inconsistent governance of NoLo products, including their regulation on standards, labelling and marketing across countries, raises concerns about managing the risks associated with the NoLos consumption.

The contribution of NoLos as a harm reduction approach and their overall contribution to reducing alcohol-related harm is unclear given the low market share, irregular consumption pattern and the high proportion of consumers reporting no change in alcohol consumption.

Many other issues remain unsettled: implications of NoLos branded and displayed close to their main alcoholic beverages; are NoLos a new drinking behaviour that would lead to an actual decrease in alcohol consumption; what data is needed to scope the problem and its implications for public health?

What do we aim to achieve?

This webinar aims at raising awareness about NoLos by untapping their potential and hidden pitfalls, scoping existing policy and regulatory gaps and identifying potential harm and public health measures to address a future increase in NoLos consumption.

Who should participate?

The target audience include Government officials, civil society associations, researchers, local authorities, consumer associations and the general public.

Participation in this event is by invitation. However, if you have not received one, you can still register and your application will be considered.

This event is co-organized by the Less Alcohol Unit of the Health Promotion Department at the World Health Organization and the Istituto Superiore di Sanità- Italian National Institute of Health.

For more information, contact us: lessalcohol@who.int

[**webinar registration link**](#)