

Latvia – state of illegal alcohol?

People meet with illegal or non-excise alcohol that turns out to be harmful or even lethal not only in illegal places selling non-excise alcohol.

Acquaintances may offer to buy a drink as if manufactured in a factory “from hand” – in plastic vessels or in fake glass bottles. Perhaps it is served in some parties, perhaps in a café. How well-informed are people in Latvia and what is their attitude like towards the non-excise alcohol?

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Data from population inquiry about purchase and usage of non-excise alcohol (October 2012) and from the research initiated by LADRIA and EFRD (*European Forum for Responsible Drinking*) (November 2011).

40% of respondents have bought non-excise alcohol.



7,5 of 10 users of illegal alcohol state that they can freely buy it.



2 of 10 are ready to use illegal alcohol.



1 of 10 would recommend others to buy non-excise alcohol.

Market of illegal alcohol in Latvia is equivalent

~5 000 000 liters per year or



55,9% respondents are not aware that non-excise alcohol is a topical problem.



53% think that they couldn't distinguish between a fake bottle of alcohol from a well known brand and an original one.



57% know where to buy illegal alcohol in rural territories.



44% know where to buy illegal alcohol in Riga or territories close to Riga.

70% users of illegal alcohol have found out about the places where to buy it from the acquaintances.