

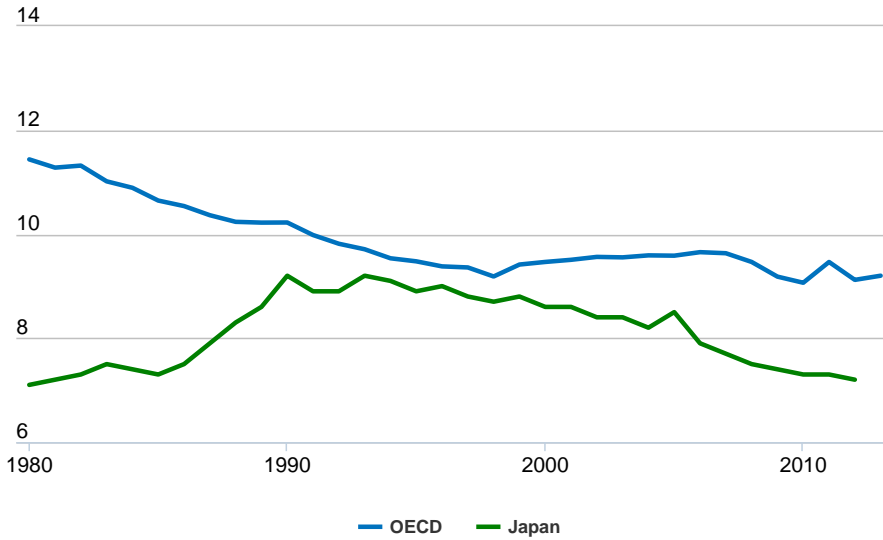
Tackling Harmful Alcohol Use

Country note - Japan

Consumption Trends

Levels of alcohol consumption in Japan are slightly below the OECD average and have slightly decreased in the last 20 years. In 2012, an average of 7.2 litres of pure alcohol per capita was consumed in Japan, compared with an estimate of 9.1 litres in the OECD.

Annual alcohol consumption per capita
liters of pure alcohol component, 15-year-olds and older



Drinking and Social Disparities

Socio-economic disparities in hazardous drinking rates exist, but to a smaller extent in Japan compared with other OECD countries. The probabilities of an average individual aged 40 to engage in hazardous drinking (i.e. having a weekly amount of pure alcohol of 140 grams or more for women, and 210 grams or more for men) are depicted below by level of education. In Japan, men with high education are 1.3 times more likely to be hazardous drinkers than less educated men, while the social gradient for women is not clear-cut.

Share of hazardous drinkers by education level and gender

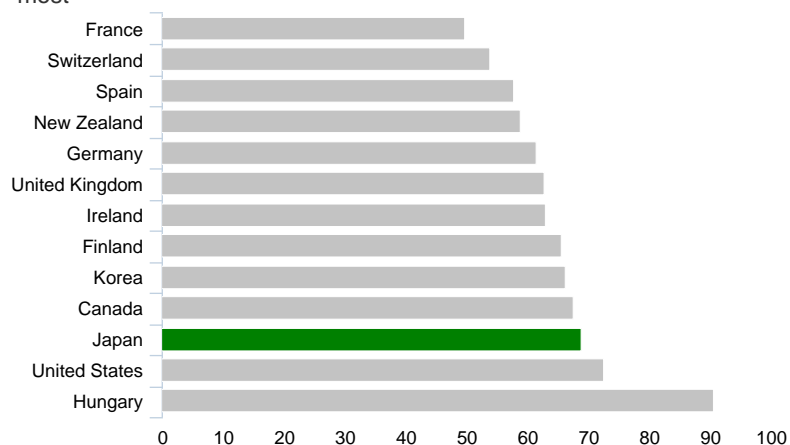
	Japan		Country 2	
	men	women	men	women
Low education	25.4	4.2		
Medium education	23.7	6.5		
High education	19.6	4.9		

Heavy Drinkers

The distribution of alcohol drinking is heavily concentrated. In Japan the heaviest-drinking 20% of the population drink almost 70% of all alcohol.

Concentration of alcohol consumption

Share of total alcohol consumed by the 20% of the population who drink the most



Taxes & Legal Framework

Compared with other countries in the OECD area, Japan enforces medium levels of taxation of alcohol, high for beer and mild for spirits. The blood alcohol concentration (BAC) limit for the general population is 0.03% which is lower than many other OECD countries (the majority of countries have a maximum BAC level of 0.05%). Japan has adopted a policy of minimum age for selling alcohol which is set at 20, one of the highest across the OECD countries and Key Partners (i.e. Brazil, China, India, Indonesia, Russian Federation and South Africa), but other legally binding policies (e.g. advertisement and promotion of alcohol beverages, time/place restrictions for on- and off-premise sales) are not applied.

	Japan	[Country 2]
National legal minimum age for off-premise sales		
beer	20	
wine	20	
spirits	20	
National legal minimum age for on-premise sales		
beer	20	
wine	20	
spirits	20	
Restrictions for on-/off-premise sales of alcoholic beverages		
time (hours/day)	N/N	
location (place/density)	N/N	
specific events	N	
intoxicated persons	N	
petrol stations	N	
National maximum legal blood alcohol concentration (%)		
all drivers	0.03	
young drivers	0.03	
professional drivers	0.03	
Legally binding regulations of		
advertisement	N	
product placement	N	
sponsorship	N	
sales promotion	N	
health warnings (advert/containers)	N/N	

Related Publication

Tackling Harmful Alcohol Use

<http://www.oecd.org/health/tackling-harmful-alcohol-use-9789264181069-en.htm>



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