

# *The opportunity costs of alcohol consumption: Evidence from Vietnam*

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**EPP47-14**

Track 1 - Stemming the tide: innovations in prevention and screening

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EPP47-14

Disclosure of interest: None declared

Abstract presented before: N



Paris, France  
31 Oct–3 Nov 2016

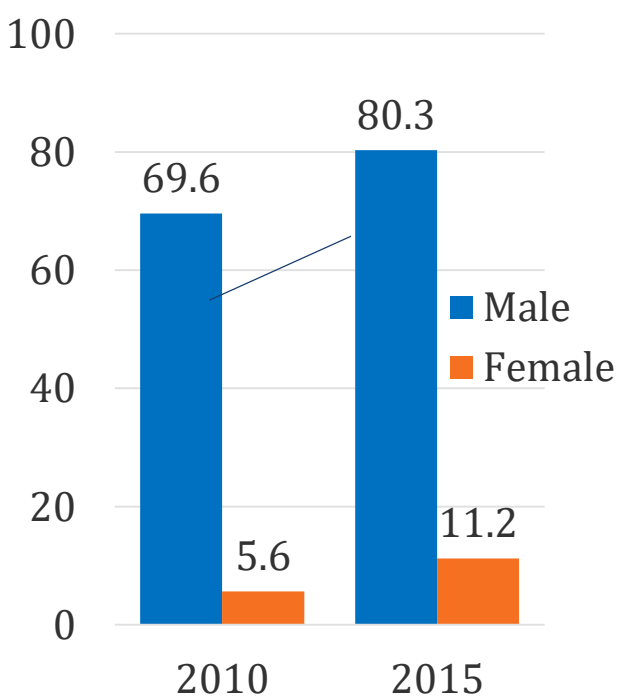
Mobilising  
Action  
Inspiring  
Change



# RATIONALS

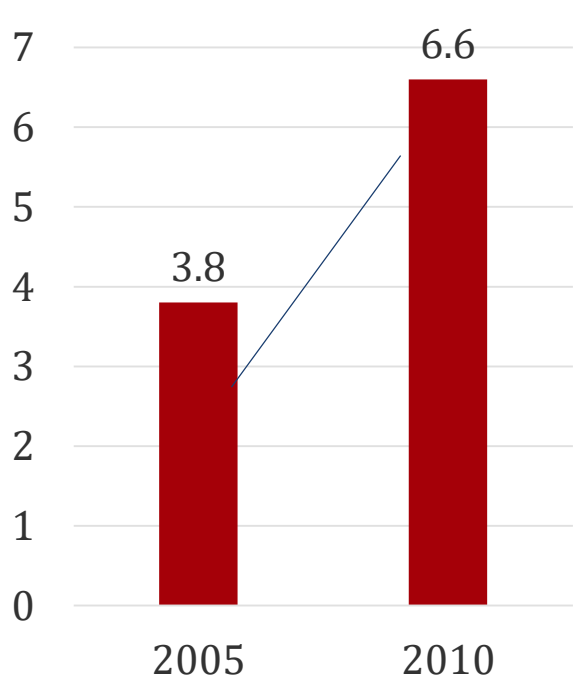
- Alcohol consumption has been increased rapidly in Vietnam, especially in young generation.
- Alcohol consumption worsen the poverty among the poor by increasing the expenditure for treatment of alcohol related diseases/injuries; The expenditure on alcohol will diverge limited household budget that would be used for basic needs.
- The poverty is a sensitive political issue in Vietnam but we lack the evidences on the link of poverty and alcohol consumption.
- Lack of comprehensive law; Existing policies are weak and poorly enforced → need evidences to advocate for the need of alcohol control law.

*Figure 1: Proportion of alcohol use (aged 25-64) in Vietnam (%)*



VN MOH, STEPS 2015

*Figure 2: Pure alcohol consumption per capita in adults (15+) (liters)*



WHO, 2014

## OBJECTIVES

- Defining the alcohol expenditure of “drinking” households
- Comparing the expenditure on alcohol with expenditure on other basic needs: foods, health, education...
- Estimate opportunity cost of alcohol consumption
- Investigating the socio-demographic characteristics of drinking households

## METHODOLOGY

- Cross sectional analysis using data of Vietnam Household Living Standard Survey 2010.
- Sample size: 9400 households

# KEY FINDINGS

- **57.7%** of Vietnamese households “regularly” consume alcohol. The households that headed by a man; that have more numbers of men.
- Average “drinking” household’s expenditure on alcohol is **733.058 VND/year (appr 37.6 USD)**
- Total expenditure on alcohol of Vietnamese in 2010 is 16,372 billion VND (appr 982,369 USD) that would be used to buy **1,770.000 tone rice to feed 21 million people/year**
- The members of “drinking” households are likely less invested for education, nutrition and health care than the members of “non-drinking” ones, across all income groups but most visible among the low income group. The expenditure on education and health care of drinking households of this groups is only **48% và 60%** compared to non-drinking household of the same income groups.
- The drinkers of drinking households consume at least 2 cups of beer each five days, while the children of these households have less than one cup of milk per year. If money used to alcohol would be used to buy the milk, the children of these families would have a cup of milk each three days
- If excluding alcohol expenditure from household expenditure then the number of poor households would increase by 90568 households

**Thanks for your attention!**