

NordAN Open Day Copenhagen 24.3.26

Raising the age limit for sale of alcohol to 18 in Denmark

- Status quo of the political process

Agenda

- The Prevention Plan 2023
- Public opinion
- Stakeholders
- The political landscape





Who is Alcohol & Society?

Alkohol & Samfund is a Danish national NGO.

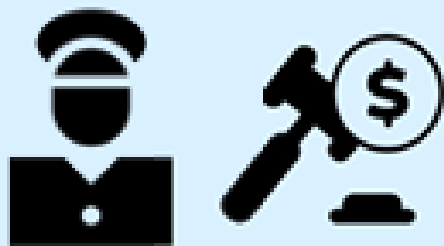
Our vision is to create a more sustainable alcohol culture in Denmark. For us, this means a culture where alcohol does not harm the people who drink it or their surroundings.

Through political advocacy, we push to achieve structural measures, which reduce the harmful alcohol consumption.

The Danish Prevention Plan

In 2023, the government adopted the Prevention Plan, together with a number of supporting parties. Since then, the implementation of the plan has been ongoing.

This also means that it will be some time before we can see the effect of the plan itself and that the decline in youth drinking, hardly can be attributed to the prevention plan itself.



Styrket kontrol og hårdere straffe



Begrænset tilgængelighed

Summary of the Prevention Plan on alcohol

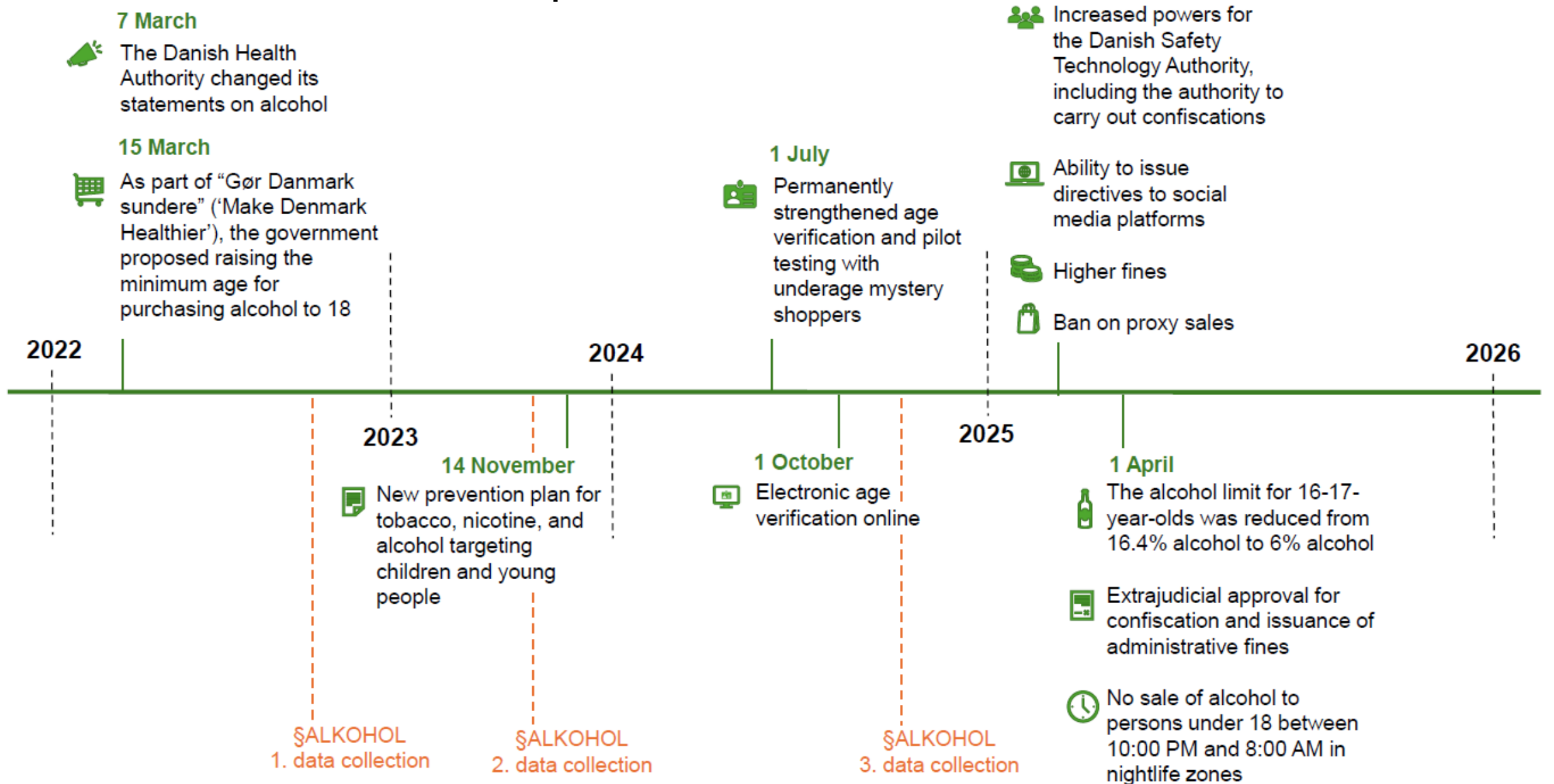
Higher fines and strengthened control

- Permanently strengthened age control and experiments with young control buyers
- Higher fines
- Ban on proxy-sales

Limiting availability

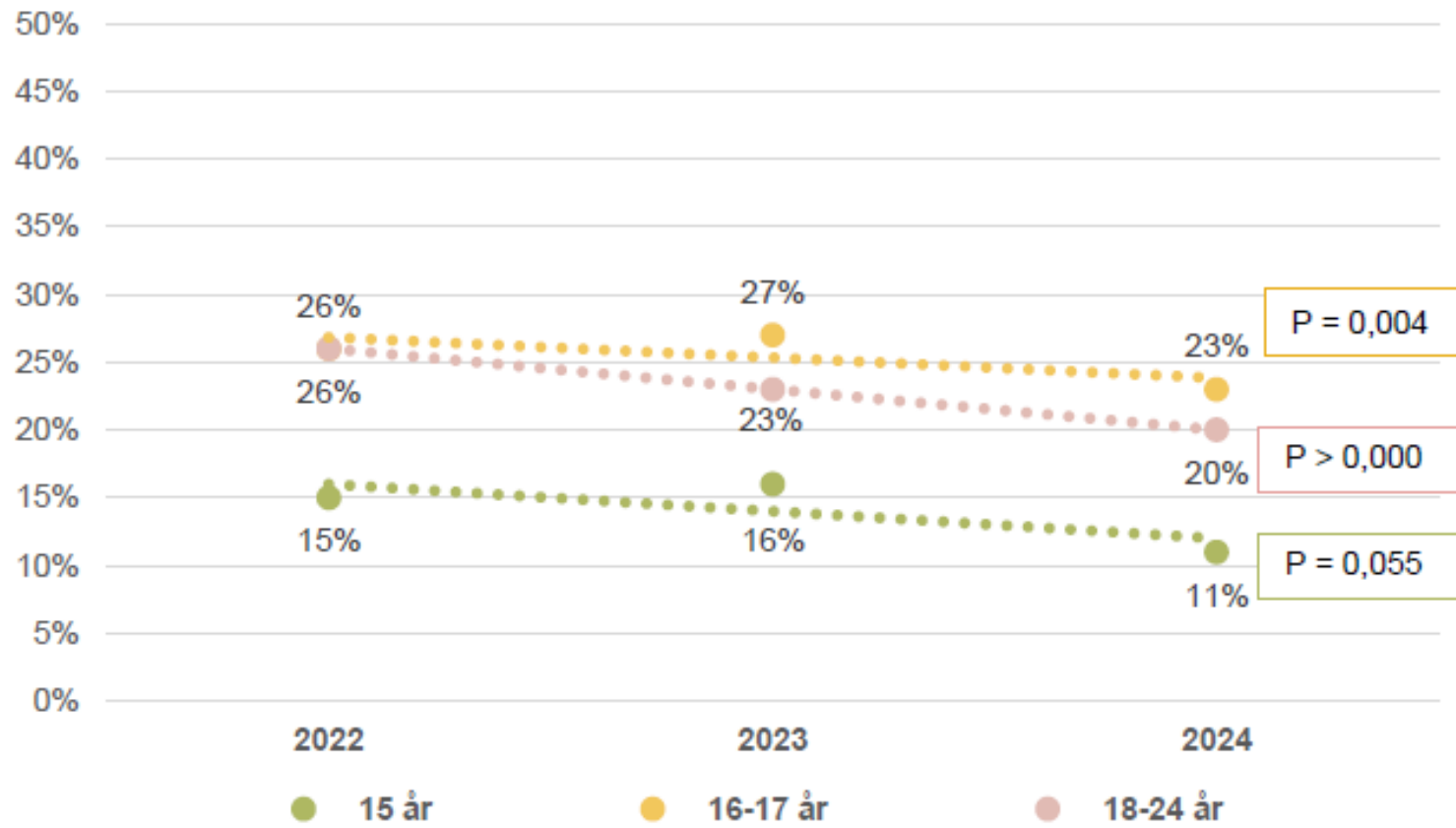
- Lowering the alcohol percentage from 16,4% to 6% for sales of alcohol to 16 years olds.
- Limit of sales of alcohol in stores in night life-zones (10pm-8am)
- Specifications on placement of alcohol in stores
- Electronic age verification on online sales

Status implementation of the Prevention Plan



Status on youth binge-drinking

Figur 3.3.1: Udvikling i andelen, der har binge-drukket ≥ 4 gange, opdelt på alder



2 ud af 3 danskere
er enige eller meget enige i,
at politikerne bør hæve
aldersgrænsen for al salg
af alkohol i butikker
fra 16 til 18 år



Public opinion on raising the age limit to 18 years

64,1% of the Danes
agrees that politicians
should raise the age limit
from 16 to 18 years old.

Danish youth's **opinion** on a raising the age limit to 18

Tabel 7.1.5: Enighed i udsagnet 'Alkohol bør kun sælges til unge, som er fyldt 18 år', opdelt på køn og alder

	Total n = 11.425	Mænd n = 4.905	Kvinder n = 6.520	15 år n = 820	16-17 år n = 2.381	18-24 år n = 8.224
Meget enig/enig	44 %	39 %	49 %	30 %	22 %	51 %
Hverken enig eller uenig	22 %	22 %	23 %	23 %	22 %	22 %
Meget uenig/uenig	30 %	35 %	24 %	42 %	51 %	23 %
Ved ikke	4,8 %	4,9 %	4,8 %	4,6 %	5,3 %	4,8 %

Kilde: §Alkohol, SIF, 2024

Stakeholders



Alkohol & Samfund



HØRESTA



Drukfri Ungdom 18



Ny forebyggelsesplan kritiseres for at forsømme de mest effektive tiltag mod unges druk og røg

Dyrere cigaretter og en alkoholgrænse på 18 år er afgørende for regeringens ønskede opgør med unges alkohol- og nikotinvaner, understreger eksperter, som savner initiativerne i ny forebyggelsesplan

Louise Schou Drivsholm



Stakeholders action limited

“Drukfri Ungdom” – “Drunk free Youth” was a collaboration between 25 organizations who advocated for raising the age-limit to 18 years.

- The *window of opportunity* was busted when the Prevention Plan was decided in 2023.
- Criticizing the politicians for not using effective measures to prevent youth drinking
- Currently work: Hearings on the implementation of the Prevention Plan
- Still a support among the stakeholders

Danish Brewers' Association successfully kept beer available

From Minister to Director: In 2022, Nick Hækkerup went directly from being Minister of Health in the Social Democratic government to Director of the Brewery Association.

Political legitimacy: Earlier invited to a summit on the Prevention Plan together with the Wine and Spirits Organization in Denmark.

“Responsible Youth”: It was the Brewery Association and their lobbyists who were behind the youth organizations' initiative "Responsible Youth", which was intended to prevent the introduction of an 18-year age limit for the sale of alcohol.

Advocating for

”A responsible alcohol culture”

Vi har samlet en række gode råd og anbefalinger til at håndtere unges alkoholdebut, så vi sikrer en fornuftig og ansvarlig alkoholkultur.

Bryggeriforeningen har disse forslag til at fremme en ansvarlig alkoholkultur blandt unge:

1. Effektiv håndhævelse: Flere årsværk til Sikkerhedsstyrelsen og automatisk kontrol af alder via betalingskort.
2. Forhøjet bødestraf til salgssteder, der sælger alkohol til mindreårige.
3. Sænkning af alkoholprocenten, så de 16-17-årige kun kan købe alkohol med f.eks. under 7% alkohol og dermed undgå debut med hård spiritus.
4. Oplysning til forældre og opfordring til at indgå aftaler om alkohol med de unge.
5. Obligatorisk alkoholpolitik på alle skoler og øvrige uddannelsesinstitutioner.



Diageo on raising the age limit

Diageo did a campaign in the summer 2025. Called "**Spin the bottle**" questioning who's responsible for the drinking culture of young people.

But unclear who was the messenger as it said "DrinkIQ". And links let to a website with quizzes with misinformation.

The industry appears responsible and as part of the solution to youth drinking



Alkohol X Krop

Hvem peger flaskehalsen på?



DRIK MED
RESPEKT

En folketing...

TUBORGEN er et politisk debatprojekt med Tuborg som samtalestarter – for at få flere unge til at engagere sig i politik. Via spørgsmål på Grøn Tuborgs halsetiketter har vi nu hjulpet den gode diskussion i gang.

Det er dansk demokrati på flasker!




TUBORGEN
Bæver af landlige lækkerier



“Danish Democracy on a bottle”



Where does **political actors** currently stand?

Forebyggelsesplanen 2023

For



Alternativet

Venstre



Socialistisk
Folkeparti

Socialdemokratiet



Konservative
Folkeparti

DANMARKS
DEMOKRATERNE

Hverken for/ eller imod



Enhedslisten



Radikale Venstre

Imod



Dansk Folkeparti



Liberal Alliance



Nye Borgerlige

Lars Boje Mathiesen

Nor for or against – because it was not effective enough

Radikale Venstre (Danish Social Liberal Party) & Enhedslisten (The Red-Green Alliance)

“First, they choose not to raise the age limit to 18 for the sale of alcohol, even though all experts and experiences from other countries show that it would work. Instead, they lower the permitted alcohol percentage to 6%, which helps to give the green light to the unhealthy alcohol culture because it allows exactly the products that young people primarily drink. This does not solve the problem but sends a signal that the Danish Health Authority's official advice is wrong and J-Dag is completely fine.

We cannot support that.”

For the Prevention Plan – but **NOT** raising the age limit

Forebyggelsesplanen 2023

For



Alternativet Venstre



Socialistisk Folkeparti Socialdemokratiet



Konservative Folkeparti

DANMARKS DEMOKRATERNE

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Radikale Venstre

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Dansk Folkeparti



Liberal Alliance



Nye Borgerlige

Lars Boje Mathiesen

Socialdemokraterne - Frederik Vad (*The Social Democratic Party*)

"Is it a social problem that two 17-year-old apprentices drink a beer with their master after work on Friday afternoon? I don't think so," he said, for example, on [P1 Morgen](#).

Venstre – Sophie Løhde (*The Liberal Party*)

"The Liberal Party does not support raising the age limit for purchasing alcohol from 16 to 18 years, which would mean that the 17-year-old apprentice would be prohibited from buying a beer after work."

Socialistisk Folkeparti – Karsten Høge (*Green Left*)

"It's first and foremost about prevention and information – just like in relation to adults. But stores need to become much better at complying with the law."

Danmarkdemokraterne – Peter Skaarup (*The Denmark Democrats*)

"Prohibition is not the right way to go. The age limit for buying alcohol in stores is reasonable today, but for a start we could do more to enforce the age limit."

Konservative – Mette Abildgaard (*The Conservative People's Party*)

"We have tightened the age limit so that young people under 18 can no longer buy hard alcohol. We think that is appropriate. The biggest problem is that the rules are not enforced in retail stores. But we also think that at 17 you are old enough to choose whether you want to drink a beer with your fellow students or colleagues."

Kilde: <https://www.ft.dk/samling/20241/lovforslag/l53/39/149/afstemning.htm>
Alkohol & Sanfund
alkohol | Kristeligt Dagblad

Forebyggelsesplanen 2023

For



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Liberal Alliance



Nye Borgerlige

Lars Boje Mathiesen

Against

Dansk Folkeparti – Morten Messerschmidt (Danish People Party)

“The alcohol age limit is fine as it is. However, I would like to see information campaigns focus on young people's drinking habits.”

Liberal Alliance – Alex Vanopslagh

Voted “strongly disagree” in the survey, with no comment

Kilde: [Det mener partierne om højere aldersgrænse for køb af alkohol | Kristeligt Dagblad](#)

What's next?

**TODAY General Election –
maybe a new beginning to discuss
Public Health and youth drinking !**

