

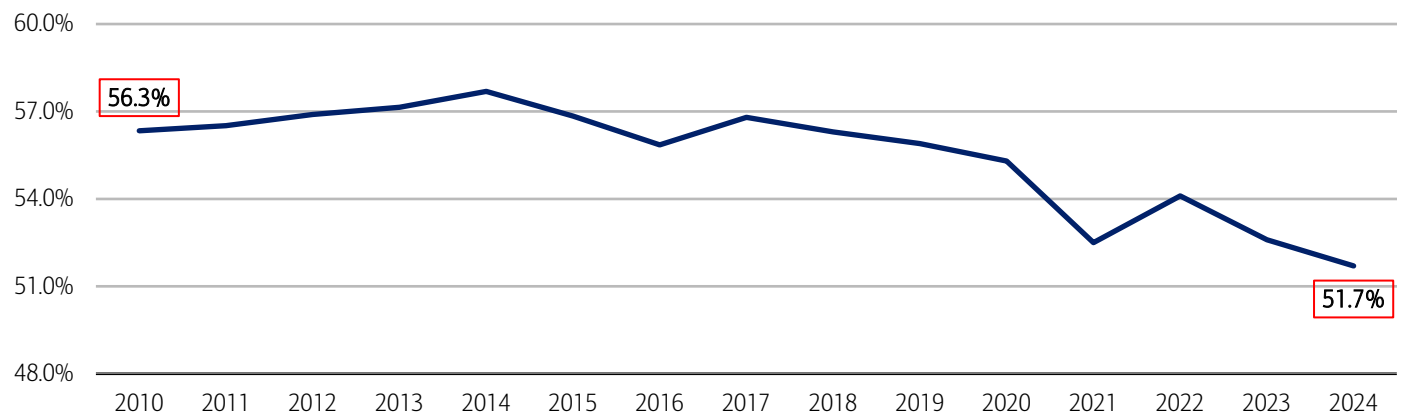
## Institute Daily Insights

# Drinking is on the decline

05 September 2025

**The percentage of alcohol users between 2010 and 2024 declined 460bps to 51.7% from 56.3%**

Percent share of alcohol users for those 21 years of age or older



**Source:** Substance Abuse and Mental Health Service Administration (SAMHSA.gov) National Survey on Drug Use and Health (NSDUH) 2013-2024

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Cheers to the weekend – or maybe not: alcohol consumption is trending down. The share of adults 21+ who drink alcohol fell from just over 56% in 2010 to 51.7% in 2024. And in Bank of America internal data, we found that Gen Z may be driving the decline, spending 15% less on alcohol this past “Dry January” than January 2023. Older generations, however, continue to imbibe, leading spending at bars, according to our data.

For more on this topic, read our February publication, [Raising the bar or last call?](#)

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