

# **Can Promotion of Lower Alcohol Products Help Reduce Alcohol Consumption?: A Rapid Literature Review**

Author(s)

Jones L, Bellis MA

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## **Abstract**

Lower alcohol products have been commercially available for many years, and in recent years, producers have sought to extend their ranges due to increasing consumer demand for healthier products. Lowering the alcohol content of drinks offers health benefits for drinkers and at a population level, policies that promote the production and consumption of lower alcohol products have the potential to contribute to reductions in alcohol-related harms.

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