

# Alcopop study

Research on why youngsters drink alcopops is to be presented at the first national conference on underage drinking today. Alcopop sales now top £250m a year, with Bass-owned Hooch – which has about 70% of the market – selling three million cans a week



Percent

60

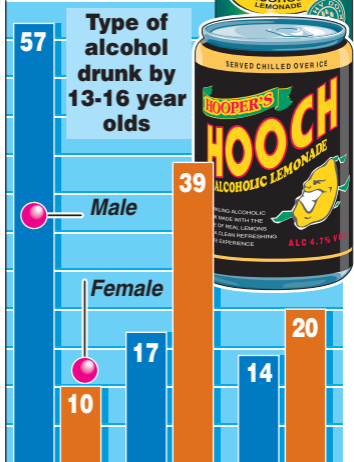
50

40

30

20

10



Beer, lager  
and stout

Cider

Alcopops

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