

# Adults Turning to Cannabis and Psychedelics Over Alcohol

## UK Adults Shift from Alcohol to Psychotropic Drugs, Study Finds

**London, UK** — A recent report by High & Dry in collaboration with KAM Insight has revealed a significant shift in substance consumption among UK adults. The study found that 58% of UK adults are reducing their alcohol intake in favor of psychotropic drugs such as cannabis and [psychedelics](#). This trend is even more pronounced in the US, where THC is more widely available, with 70% of adults making a similar shift.

### Survey Insights

The comprehensive report, titled “The Future of Socializing,” surveyed 975 adults across the US and UK to understand current consumption trends involving CBD, THC, psychedelics, and functional mushrooms compared to alcohol. Key findings include that 74% of UK adults are actively trying to moderate their alcohol consumption. This has resulted in 2.6 million fewer adults consuming alcohol weekly in 2023 compared to 2021.

### Motivations and Trends

Relaxation at home is a primary motivator for 77% of UK psychotropic users, while 64% use these substances at social events like gigs and festivals. These motivations closely mirror those traditionally associated with alcohol consumption. Additionally, the report highlights significant investments from major alcohol companies into cannabis-infused brands, with THC drinks already valued at \$1 billion across 23 US states.

### Social and Financial Drivers

Blake Gladman, Strategy & Insights Director at KAM, pointed out that financial concerns and mental wellness are leading more UK adults to drink less frequently. Notably, 47% of respondents cited mental wellness as a key factor for reducing their alcohol intake.

### Cannabis Reform Support

The study also suggests that support for cannabis reform is robust among younger adults, which could drive broader availability in the UK. According to the National Centre for Social Research, 80% of Gen-Z support cannabis legalization, with 63% favoring sales through licensed shops and 17% advocating for unrestricted sales.

### Implications for the Future

This shift in substance preference from alcohol to psychotropic drugs indicates a significant change in social behaviors. The trend may have profound implications for future legislative and market trends in both the UK and the US. With major alcohol companies already investing heavily in cannabis-infused products, the

landscape of socializing substances is poised for substantial transformation.

As society continues to evolve, understanding these trends will be crucial for policymakers, businesses, and consumers alike. The move towards psychotropic drugs reflects broader changes in attitudes towards mental health, wellness, and responsible consumption.

Email: [info@cannabisriskmanager.com](mailto:info@cannabisriskmanager.com) | Phone: +855-507-2622

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