

Alcohol pricing and promotions market study terms of reference

The Jersey Competition Regulatory Authority (the Authority) will be carrying out a market study into the impact of the Attorney General's Guidance (Licensing (Jersey) Law 1974) on Drinks pricing and promotions on the Alcohol market in Jersey. The study will analyse the impact of this guidance, using a variety of evidence, to assess its impact and if any changes should be recommended. The study will be carried out against the published terms of reference set out below, which have been set by reference to an initial analysis of the market and engagement with the Attorney General's Office who requested the study take place.

The Authority shall conduct a market study into the impact of the Attorney General's Guidance (Licensing (Jersey) Law 1974) on Drinks pricing and promotions on the Alcohol market on Jersey. The study will consider the economic impact of the Guidance and how it may affect competition and consumers.

In particular the study will consider:

- The economic impact of the Guidance on the on and off-licence trade and consumers;
- Comparable international experience of similar policies; and
- Any actions that could help mitigate any unintended consequences found and support broader policy objectives.

For the purposes of this study the alcohol market includes the on and off-licence trade. Where on-licence trade includes 1st, 2nd, 3rd, 4th, 5th and 7th category licences set out in the Licensing (Jersey) Law 1974. The off-licence trade refers to 6th category licence set out in said Law. Further, while the Authority recognises the health/social impact of this market, the focus of the study will be on the economic impact.

The study will start October 2021 and take approximately four months to complete. Further details about the study are available in the Frequently Asked Questions document issued alongside these terms of reference.