

# Alcohol pricing and promotions market study: Recommendations

The recommendations aim to increase competition and benefit consumers. They have been made from an economic perspective and are for the consideration of the Attorney General/licensing assembly and Government.

From an economic perspective, the pricing restriction on the on-licence trade should be removed i.e. to allow on-licences to price freely. This would ensure that benefits of competition and innovation are passed on to consumers in the form of lower prices.



For the on-licence trade, to consider using alternative measures that distort competition less but ensure that promotions do not lead to excessive drinking.



For the off-licence sector, to review the impact of minimum unit pricing after a sufficient length of time post-COVID has passed. This review should be holistic and cover the economic, health and social impacts of the policy.

The restrictions on promotion for the on-licence trade, when considered from an economic perspective, should be removed or eased. The restrictions limit on-licences' ability to compete and to attract price sensitive customers. They may also affect the level playing field in the market.



For the Authority to monitor the impact of tied house relationships and exclusive wholesale supply deals after restrictions imposed by the Guidance are relaxed. If competition issues persist, to take appropriate action to address this.