



NEWS RELEASE

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Public views sought on grocery shopping in Jersey

The Jersey Competition Regulatory Authority (the Authority) has commissioned independent consumer research as part of its study of the Groceries market, announced in November last year.

The research will be carried out independently by Jersey-based 4insight, drawing views from Islanders, as well as inviting written and telephone responses.

The research aims to discover where people buy their groceries, how often and average weekly spend, as well as understanding what factors influence consumers when deciding where to shop, both in physical stores and online. The results will help inform the market study and will be published later this year.

Peter Hetherington, Senior Case Officer said, “To understand this market better, we think it is vital to hear from consumers about their experience of shopping for groceries in Jersey, how they make their purchasing decisions and what they think, if anything, could improve things for them. This study has been launched at a time when the cost of living is rising, and households are feeling pressure on their budgets. I would urge people to take part in the research if they can.”

A market study is a flexible tool to explore whether a market, or feature of a market, is working well for Jersey consumers. It is important to note that a market study is on the structure and behaviour of the market itself, not the action of any specific business or firm.

Formal work on the Groceries market study has begun and a draft report is due to be published in the summer and the study completed by the end of the year.

Recent Market Studies conducted by the Authority have included Jersey's Freight Logistics market, Telecoms Retail Pricing and Alcohol Pricing and Promotions.

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NOTES TO EDITORS:

A summary of the most frequently asked questions about the groceries market study and the terms of reference can be found at the Authority's website:

<https://www.jcra.je/cases/2022/m-007-groceries-market-study/>

4insight is a professional behavioural insight and marketing research agency.

4insight major on human-centric Qualitative Research, CX, UX and Eye-tracking in addition to Surveys. www.4insight.info

The survey link is here: [Survey Link](#) and QR code is here.



About The Jersey Competition Regulatory Authority:

The Authority was established under the Competition Regulatory Authority (Jersey) Law, 2001. It is responsible for administering and enforcing the Competition (Jersey) Law 2005 and also regulates the telecoms and postal sectors and the Ports of Jersey.

The Authority strives to ensure that the markets work well for the benefit of all stakeholders, including Government, business, citizens and consumers facilitating best value, choice and access to high quality services.