

School Uniforms Market Study: Key findings & recommendations

The Jersey Competition Regulatory Authority (the Authority) has concluded its study of the market for school uniforms in Jersey. It is clear the market for school uniforms in Jersey is a sizeable market and the Authority believes there is scope to improve the market for the benefit of consumers.

£1.6m

estimated annual value
of school uniform market



The Authority has concluded the study with four key findings and makes three recommendations.

- Market is sizeable
- Consumer choice is largely determined by uniform policy
- Proportion of branded items is high
- There is scope for market to adhere to previous guidance and wider best practice

It is not uncommon for the number of branded and compulsory items to be

greater than 40%

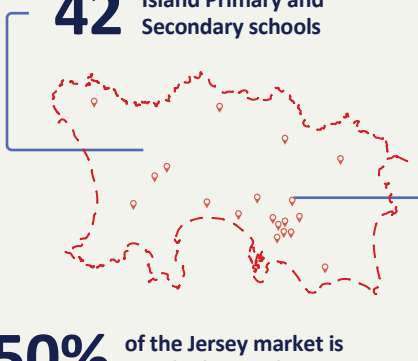
of the total number of listed school uniform items



3

main retailers of branded school wear items on-island

42 Island Primary and Secondary schools



50% of the Jersey market is supplied on exclusive terms

Target date for implementation of recommendations
September

2024



Recommendation 1

Government to further consider policy developments and practice in other jurisdictions.



Recommendation 2

Schools to conduct regular reviews of all contracts and supply arrangements relating to school uniforms.



Recommendation 3

The Authority to work with Government on developing more specific guidance on the design and operation of competitive tenders for school uniforms.

