

Off-premise alcohol retailer beverage pricing in New South Wales

A pilot study



UNSW
NDARC
National Drug & Alcohol Research Centre



The study collected data on **alcohol pricing** from the websites of five **major online alcohol retailers** in multiple physical locations in **New South Wales** at monthly intervals from **July to September 2023**. It assesses the **feasibility** of using retailer websites for pricing information, reports on **product availability** and **prices per standard drink**, and summarizes information on **sales practices, policy adherence, legislation compliance, and harm reduction practices** collected from the websites.

AVAILABILITY

82,452



Jul...Aug...Sep23

82,452 **listings** of available **alcohol products** were collected in July, August and September 2023 across 3 locations in NSW.

56.3% - 59.2%



Wine

16.1% - 22.2%



Spirits

12.5% - 15.4%

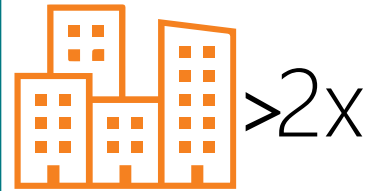


Beer & Cider

7.7% - 10.7%



Premix



City locations (i.e. capital city and other major city locations) had at least **two times** as many **available product listings** compared with non-city locations.

The **majority** of product listings were **wine** across all locations, followed by spirits, beer and cider, and premix.

PRICE PER STANDARD DRINK

Wine

products had the **BIGGEST RANGE** in **PRICE**



Beer & Cider

\$2.21 - \$2.22



Wine

\$2.41 - \$2.56



Spirits

\$3.07 - \$3.22



Premix

\$3.69 - \$3.72

Median prices of **premix** products were the **highest** with **beer and cider** being the **cheapest** products.



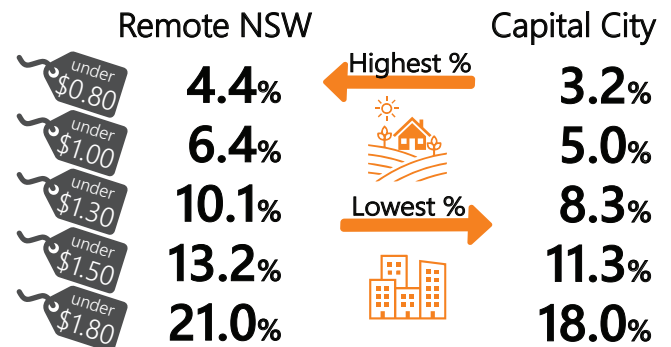
Price of **ALCOHOL** was generally **cheaper** in **REMOTE AREAS** in **NSW**

AVAILABLE PRODUCTS UNDER \$1.80 PER STANDARD DRINK

Change in proportion of available alcoholic products under \$1.80 per standard drink over time

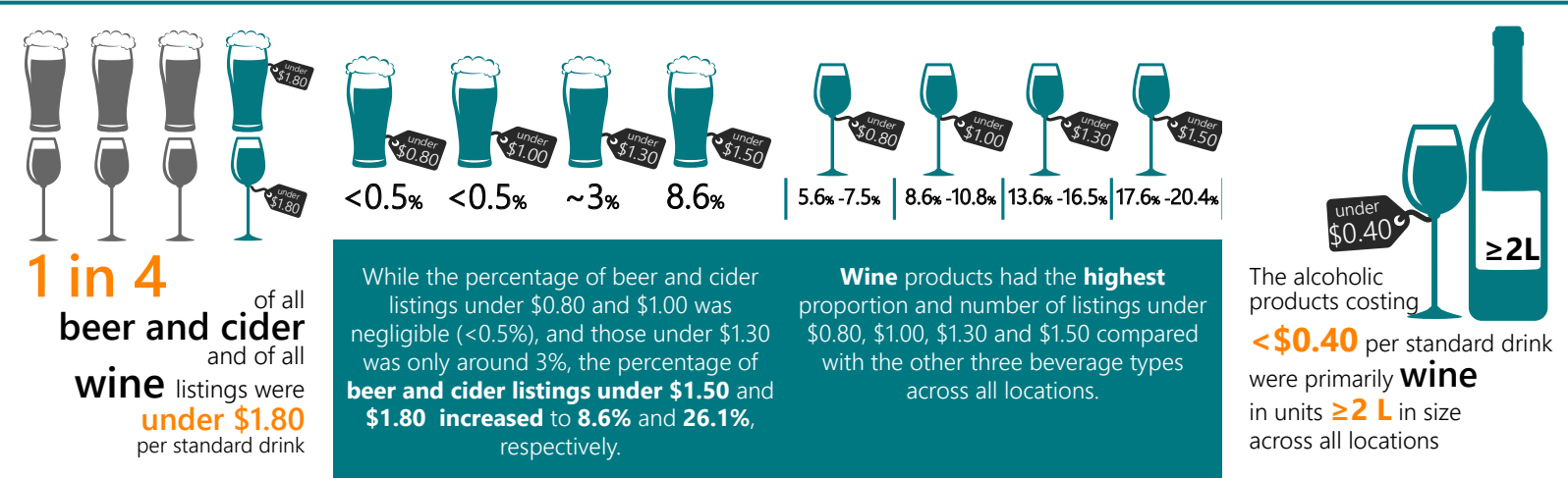


The percentage of **beer and cider**, and **spirits** listings with price per standard drink **under \$1.80 decreased** over time in **NSW**. The percentage of **wine** listings costing less than \$1.80 per standard drink **increased** over time, while a consistent trend was not observed for premix.



The percentage of available alcoholic product listings under **\$0.80, \$1.00, \$1.30, \$1.50 and \$1.80** were **highest** in the **remote location** in **NSW** and **lowest** in the **capital location**.

AVAILABLE PRODUCTS UNDER \$0.80, \$1.00, \$1.30, \$1.50 & \$1.80 PER STANDARD DRINK



CHANGE IN PRICE PER STANDARD DRINK



DIFFERENCES BETWEEN LOCATIONS AND AUDIT OF MARKETING & REGULATORY ADHERENCE



This report was prepared by the National Drug and Alcohol Research Centre, UNSW Sydney. Please contact the following with any queries regarding this publication: drugtrends@unsw.edu.au

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