

2025 LEGISLATIVE PRIORITIES



GEORGIA
RETAILERS



Proactive Initiatives

- Tort Reform
- Organized Retail Crime
- Swipe Fees on Sales Tax
- Pharmacy Benefit Management Reform
- Alcohol and Tobacco
- New Legislator Education



Monitoring Initiatives

- Data Privacy & AI
- Truck Weight Variance
- Electric Vehicle Charging
- Economic Development & Taxation
- Employment
- Energy & Natural Resources
- Talent & Workforce



Defensive Issues

- Plastics Ban
- Workforce Mandates

PROACTIVE INITIATIVES



TORT/LAWSUIT REFORM

Georgia Retailers (GR) strongly supports meaningful tort reform and backs Governor Brian P. Kemp's plan to introduce essential legislation this year. GR, along with other business community members, will actively support this effort.

In 2024, Governor Kemp launched the first step in his multiyear reform plan by passing [HB 1114](#), Data Analysis for Tort Reform Act. This act aims to curb frivolous and excessive litigation by equipping policymakers with critical data for informed future reforms.

Governor Kemp and state leaders have initiated roundtable discussions on the economic impact of civil litigation in Georgia, highlighting the need for reform. In response, GR has established a dedicated working group to lead advocacy efforts and build public awareness around this critical issue.

The working group has retained a communications firm and is actively developing op-eds, press releases, data resources, and marketing materials to support meaningful changes during the 2025 legislative session. GR is committed to collaborating closely with the Governor's office and pro-business legislators to ensure these reforms benefit Georgia's business community and economy.

ORGANIZED RETAIL CRIME (ORC)

GR strongly supports legislation to reduce and prosecute organized retail crime (ORC).

GR is engaged with coalition members and Attorney General Carr's office to evaluate potential legislation to combat ORC in Georgia.

SWIPE FEE ON SALES TAX

GR strongly supports legislation to prohibit swipe fees on the state tax portion of transactions.

In collaboration with a business coalition, GR played a pivotal role in passing [HR 1135](#), which established the House Study Committee on Credit Card Fees on State Sales and Excise Tax. Chaired by Representative Will Wade (R-Dawsonville), this bipartisan committee comprised legislative and non-legislative members and was tasked with examining the impact of transaction fees on Georgia merchants and consumers, with a focus on whether these fees should apply to the tax portion. The committee has held two offseason meetings, and the final report can be found [here](#).

GR remains committed to working alongside coalition partners to advocate for fairness for retailers by ensuring swipe fees on state taxes are prohibited.

PHARMACY BENEFIT MANAGEMENT (PBM) REFORM

GR strongly supports legislative reforms targeting PBMs.

The primary goals are to ensure fair compensation for pharmacies dispensing medications to PBM-covered patients and to prevent member pharmacies from being unjustly excluded from PBM networks. GR is focused on achieving equitable reimbursement and fair access for its member pharmacies in the PBM landscape.

ALCOHOL AND TOBACCO

GR strongly supports establishing a statewide Nicotine Vapor Products Directory and implementing retail-friendly updates to state alcohol delivery laws.

Last session, Representative Houston Gaines introduced [HB 1260](#), Georgia Nicotine Vapor Products Directory Act, to create a state-managed vapor product directory like the existing tobacco directory. Though it passed the House, time constraints halted its progress in the Senate. An offseason study committee has reviewed it, and reintroduction is expected.

Additionally, GR strongly supports efforts to modernize and streamline current alcohol regulations in Georgia to better serve retailers and consumers.

NEW LEGISLATOR EDUCATION

GR will actively educate newer legislators on the retail industry's economic impact in Georgia and key sector issues.

With 47 new members elected in 2022 and 20 new members elected in 2024, GR recognizes the importance of engaging incoming legislators on these critical topics.

MONITORING INITIATIVES



DATA PRIVACY AND AI

GR will be closely monitoring any data privacy and/or AI legislative measures.

Last session, [SB 473](#)—the Georgia Consumer Privacy Protection Act introduced by Sen. John Albers—failed to pass the House after extensive revisions. Initially modeled on Tennessee’s data privacy bill, it ultimately did not advance due to time constraints. A similar proposal is anticipated next year.

Both House and Senate study committees are currently examining AI. The final reports and recommendations may influence future retail-related legislation. Senate Study Committee Final Report

TRUCK WEIGHT VARIANCE

GR will be closely monitoring any proposed changes to Georgia’s truck weight variance in the upcoming 2025 session.

In 2023, GR joined a coalition advocating for an increase in truck weight limits to stay competitive with neighboring states and improve road safety. Legislation passed that raised the weight variance to 10 percent, allowing trucks to carry up to 88,000 pounds, but this provision is set to expire next year. This increase applies to agricultural products, farm goods, or recovered materials transported within a 150-mile radius from the origin, excluding nonattainment areas. GR will track any related legislation impacting the retail industry.

ELECTRIC VEHICLE CHARGING

GR will closely monitor any EV charging legislation or mandates introduced in the 2025 session that could affect the retail industry.

ECONOMIC DEVELOPMENT & TAXATION ---

GR will advocate for tax incentives and economic development policies aimed at attracting investment, creating jobs, fostering growth, and ensuring economic stability in Georgia's retail industry.

GR also supports policies that promote technological infrastructure advancements in rural communities while maintaining consistency and uniformity in the regulation of Georgia businesses.

EMPLOYMENT ---

GR will support measures to uphold Georgia's employment-at-will doctrine and maintain the state's right-to-work status.

ENERGY & NATURAL RESOURCES ---

GR will support measures that ensure statewide access to sustainable, reliable, and affordable energy and water resources for communities and businesses throughout Georgia.

TALENT & WORKFORCE ---

GR will advocate for policies that promote an employable and adaptable workforce while strengthening the workforce pipeline. We will support measures to reduce regulatory barriers to employment, ensuring businesses can effectively meet their workforce needs.

DEFENSIVE ISSUES



PLASTICS BAN

GR strongly opposes bans on plastics.

Historically, a bill has been introduced to prohibit the distribution of certain plastic film bags and polystyrene foam items by specific retail establishments. This bill has not progressed in recent years, but GR will continue to monitor its development closely.

WORKFORCE MANDATES

GR will actively work to defeat any bills that increase regulations or raise the cost of doing business.