

Summary of discussion paper: Mandatory unit pricing for grocery products

Overview

The Commerce Commission has completed a market study looking at competition in New Zealand’s retail grocery sector. One of the recommendations made by the Commission is to implement mandatory unit pricing for grocery products. MBIE has released a full discussion paper seeking feedback on how mandatory unit pricing could be designed and implemented. You can read the full discussion paper [here](#).

What is unit pricing?

Unit pricing is the price per unit of measure for a product, such as the cost per kilogram or litre. For example, where a 1.5kg bag of flour is sold for \$3.00, the unit price would be \$2.00 per kg. Unit pricing can help consumers more easily compare between the prices of different products, especially where products are sold in different sized packaging and by different brands.

How to have your say

MBIE is interested to hear your views on how unit pricing could be designed and implemented. You can either provide written submissions to the full discussion paper ([here](#)) or you can provide answers to the key questions below by:

- sending your submission as a Microsoft Word document to consumer@mbie.govt.nz
- mailing your submission to: Competition and Consumer Policy, Ministry of Business, Innovation & Employment, PO Box 1473, Wellington 6140, New Zealand.

Key questions to consider

1	Do you use unit prices to compare products when grocery shopping?
2	What do you consider are the benefits of unit pricing?
3	Should grocery retailers be required to educate consumers about unit pricing by providing in-store and online pamphlets, posters and/or other guidance?
4	Which grocery retailers should a mandatory unit pricing standard apply to?
5	Should grocery retailers be required to display unit pricing in store and in all forms of advertising (i.e. including audio and video), or only in print advertising?
6	Should grocery retailers provide unit pricing for alcohol and/ or tobacco products?
7	Should there be prescriptive requirements around font size, font, contrast, and location of unit pricing?