

# Grocery Pricing In New Zealand

## OVERVIEW

The document details the public feedback requested by commerce commission regarding their recent report on competition in retail grocery sector Full report available [here](#).

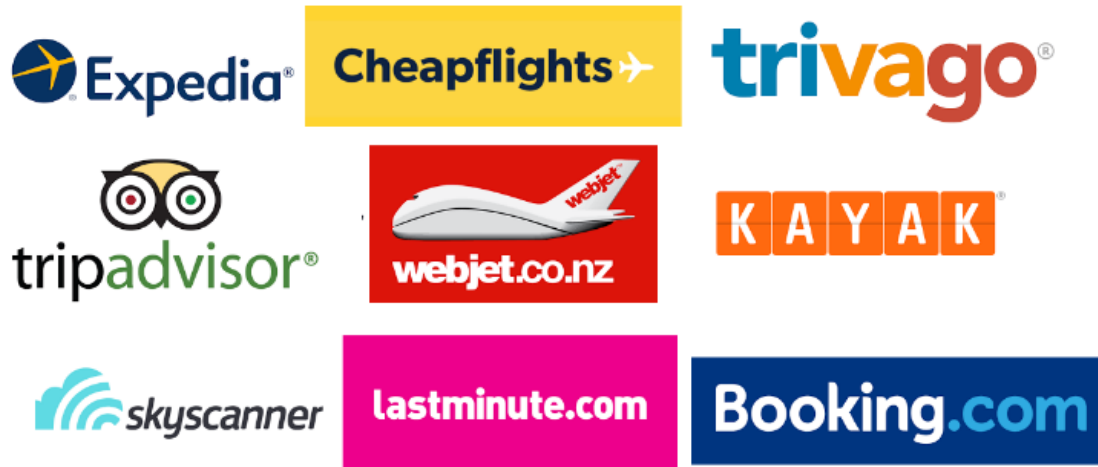
## BACKGROUND

In late 2020 Government asked commerce commission to conduct report whether competition was working well in the retail grocery sector.

## INTRODUCTION

After commerce commission finding, the suggestion was to make process easier for new entrants to start operating in the retail grocery market. Which seems to be a good decision but may not be a very feasible one. Because looks like the other supermarkets around are not very much interested to enter a very small New Zealand market. If the market was big enough and profitable, they would have already entered.

Globally there are multiple websites offer price comparison across range of different types of products i.e. Hotel & Air travel industry where there're multiple websites offer price comparisons across different providers whether be airlines or hotels. Some of the examples:



This is snippet from the one of research publication on airlines market price comparison

*Online travel agents (OTAs) are powerful companies in the airline and travel markets where the market leaders Expedia and Priceline account for gross bookings of \$50.4 billion and \$50.3 billion respectively (Expedia 2015; Priceline 2015). These companies play a crucial role in the online search process for all forms of travel planning (Xiang et al. 2015). **One of the key features of an OTA in the airline market is a compilation and comparison of competing offers that meet the consumer's requirements in terms of their choice criteria such as origin–destination and date of travel, and a comparison of available offers.** OTAs therefore facilitate the consumer search process by offering a fast and efficient method for consumers to search and evaluate a range of competing offers, that is, they support multi-criteria decision making and provide market transparency (Buhalis and Licata 2002). OTAs are therefore economically and strategically prominent intermediaries in the global travel market.*

Source: [The role and impact of comparison websites on the consumer search process in the US and German airline markets](#)

### PRICE COMPARISON IN GROCERY RETAIL SECTOR


The time of writing this document no appropriate means were found, where customer can compare the price of a same product offered across different supermarkets or locations.

In last couple of years supermarkets have improved their online presence whether to display the products on their website or allow user to purchase them online. But If a customer wants to find out how much a certain product will cost before leaving for grocery shopping there's no easy way to do so. Unless user open up the internet browser and open each of the supermarket's website and search for the same item using its name(Note: same product name can be different between supermarkets) and check the price. These number of steps to check the prices of a single product each time they go for shopping.

Shouldn't there be an easier way for a customer to check the prices of a product without going through all the above steps. Even better get notified if there's a price drop on one of their favorite products.


To solve this problem, I have been working on an app for quite some time. To everyone's surprise its super easy to use and going to save lot of money for kiwi families especially in tough time like Covid-19 when many people have lost their jobs and struggling to make ends meet. I am proudly presenting grocery price comparison app which is under development and will be launching soon. We are using publicly available data to display the products and its pricing in our app. Here're some of the screenshots how the app looks like and some of the product's pricing across different supermarkets and their locations.

***As can be seen in the screenshots below that's there're a price differences between supermarkets particularly in the laundry and the alcoholic drinks products.***




### Earthwise Laundry Liquid Ultra Sensitive Fragrance Free

\$20.00	Botany Downs	countdown
\$20.00	Mt Roskill	countdown
\$20.00	Onehunga	countdown
\$20.00	Three Kings	countdown
\$20.00	Greenlane	countdown
\$17.79	Sylvia Park	PAK n SAVE
\$25.00	Mt Eden	countdown
\$19.99	Botany	NEW WORLD
\$15.99	Botany	PAK n SAVE
\$24.99	Stonefields	NEW WORLD
\$19.99	New Lynn	NEW WORLD
\$19.99	Mt Roskill	NEW WORLD




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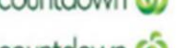




### Earthwise Laundry Liquid Orange & Eucalyptus

\$14.00	Greenlane	countdown
\$14.00	Botany Downs	countdown
\$14.00	Onehunga	countdown
\$14.00	Mt Eden	countdown
\$14.00	Three Kings	countdown
\$14.00	Mt Roskill	countdown
\$10.99	New Lynn	NEW WORLD
\$9.99	Glen Innes	PAK n SAVE
\$9.99	Mt Albert	PAK n SAVE
\$10.99	Mt Roskill	NEW WORLD
\$10.99	Botany	NEW WORLD
\$9.99	Botany	PAK n SAVE
\$14.99	Stonefields	NEW WORLD



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<p><b>Dynamo Front &amp; Top Loader Professional 7 In 1 Laundry Powder</b></p> <p>\$10.99 Mt Roskill </p> <p>\$8.99 Sylvia Park </p> <p>\$6.00 Mt Roskill </p> <p>\$10.99 Botany </p> <p>\$5.99 Stonefields </p> <p><b>Limit 6 assorted.</b></p> <p>\$6.00 Botany Downs </p> <p>\$6.00 Mt Eden </p> <p>\$6.00 Three Kings </p> <p>\$6.00 Greenlane </p> <p>  0</p>	<p><b>Cold Power Front &amp; Top Loader Advanced Clean Laundry Liquid</b></p> <p>\$8.99 Sylvia Park </p> <p>\$8.99 Stonefields </p> <p>\$13.99 Botany </p> <p>\$9.99 Glen Innes </p> <p>\$13.99 New Lynn </p> <p>\$9.99 Botany </p> <p>\$6.99 Royal Oak </p> <p>\$10.00 Botany Downs </p> <p>\$10.00 Greenlane </p> <p>\$10.00 Three Kings </p> <p>\$10.00 Mt Roskill </p> <p>\$10.00 Onehunga </p> <p>\$10.00 Mt Eden </p> <p>  0</p>
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### Dynamo Front & Top Loader Professional Oxi Plus Laundry Liquid



\$10.99	New Lynn	NEW WORLD
\$12.99	Royal Oak	PAK h SAVE
\$11.99	Sylvia Park	PAK h SAVE
\$16.00	Mt Roskill	countdown
\$9.99	Glen Innes	PAK h SAVE
\$10.99	Mt Albert	PAK h SAVE
\$16.00	Greenlane	countdown
\$16.00	Mt Eden	countdown
\$16.00	Botany Downs	countdown
\$16.00	Onehunga	countdown
\$16.00	Three Kings	countdown




### Persil Front & Top Loader Laundry Liquid










\$27.99	Botany	PAK h SAVE
\$22.00	Royal Oak	PAK h SAVE
\$24.99	Stonefields	NEW WORLD
\$26.99	Sylvia Park	PAK h SAVE
\$29.99	Botany	NEW WORLD
\$29.99	New Lynn	NEW WORLD
\$27.99	Glen Innes	PAK h SAVE
\$22.99	Mt Albert	PAK h SAVE
\$29.99	Mt Roskill	NEW WORLD
\$25.00	Botany Downs	countdown
\$25.00	Greenlane	countdown
\$25.00	Mt Roskill	countdown
\$25.00	Three Kings	countdown
\$25.00	Onehunga	countdown
\$25.00	Mt Eden	countdown

















### Anchor Uno Mixed Berry Strawberry & Peach Mango Yoghurt



\$5.49	Mt Roskill	 <b>NEW WORLD</b>
\$5.49	Botany	 <b>NEW WORLD</b>
\$3.99	Stonefields	 <b>NEW WORLD</b>
<b>Limit 4 assorted.</b>		
\$3.99	Mt Albert	 <b>PAK'nSAVE</b>
\$3.49	Royal Oak	 <b>PAK'nSAVE</b>

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### Lewis Road Creamery Premium Garlic & Parsley Butter

\$6.39	Botany	 <b>PAK'nSAVE</b>
\$6.89	Mt Roskill	 <b>NEW WORLD</b>
\$6.89	New Lynn	 <b>NEW WORLD</b>
\$5.29	Glen Innes	 <b>PAK'nSAVE</b>
\$6.89	Stonefields	 <b>NEW WORLD</b>
\$6.00	Mt Eden	countdown 
\$6.00	Greenlane	countdown 
\$6.89	Botany	 <b>NEW WORLD</b>
\$6.00	Onehunga	countdown 
\$6.00	Three Kings	countdown 
\$6.00	Botany Downs	countdown 

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## Anchor Butter

\$5.50	Mt Eden	countdown
\$5.50	Greenlane	countdown
\$5.50	Mt Roskill	countdown
\$5.50	Botany Downs	countdown
\$5.50	Onehunga	countdown
\$5.50	Three Kings	countdown
\$5.69	Stonefields	NEW WORLD
<b>Limit 4 assorted.</b>		
\$5.29	Royal Oak	PAK hSAVE
\$5.69	Mt Albert	PAK hSAVE
\$6.89	New Lynn	NEW WORLD
\$6.89	Mt Roskill	NEW WORLD
\$6.89	Botany	NEW WORLD
\$5.49	Glen Innes	PAK hSAVE
\$5.69	Botany	PAK hSAVE



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## Anchor Protein Plus Yoghurt Tub Greek Coconut

\$7.30	Three Kings	countdown
\$6.99	Stonefields	NEW WORLD
\$5.99	Mt Albert	PAK hSAVE
\$6.35	Royal Oak	PAK hSAVE
\$8.09	Botany	NEW WORLD
\$8.09	Mt Roskill	NEW WORLD
\$7.30	Greenlane	countdown
\$6.69	Sylvia Park	PAK hSAVE
\$7.99	New Lynn	NEW WORLD
\$7.30	Mt Eden	countdown
\$7.30	Botany Downs	countdown
\$7.30	Onehunga	countdown
\$7.30	Mt Roskill	countdown



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### Earthwise Nourish Coconut Shea Butter & Manuka Honey Natural Body Wash



\$6.99 Sylvia Park



\$10.99 Stonefields



\$7.99 Glen Innes



\$10.99 New Lynn



\$10.99 Botany



\$10.99 Mt Roskill



\$7.99 Mt Albert



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### Earthwise Baby Bath Goats Milk Body Wash



\$7.49 Greenlane



\$7.49 Mt Roskill



\$7.49 Mt Eden



\$7.49 Botany Downs



\$7.49 Three Kings



\$4.99 Glen Innes



\$4.99 Botany



\$4.99 Royal Oak



\$7.49 New Lynn



\$4.99 Stonefields



\$4.29 Sylvia Park



\$4.99 Mt Albert



\$7.49 Botany



\$7.49 Mt Roskill



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### Harraways Traditional Wholegrain Oats



\$3.79	Stonefields	<b>NEW WORLD</b>
\$5.29	Mt Roskill	<b>NEW WORLD</b>
\$5.29	Botany	<b>NEW WORLD</b>
\$3.50	Royal Oak	<b>PAK n SAVE</b>
\$5.29	New Lynn	<b>NEW WORLD</b>
\$3.69	Glen Innes	<b>PAK n SAVE</b>
\$5.00	Botany Downs	countdown
\$5.00	Greenlane	countdown
\$5.00	Mt Eden	countdown
\$4.00	Mt Roskill	countdown
\$5.00	Three Kings	countdown
\$5.00	Onehunga	countdown




### Uncle Tobys Rolled Oats





\$2.50	Greenlane	countdown
\$2.50	Mt Roskill	countdown
\$2.50	Botany Downs	countdown
\$2.50	Onehunga	countdown
\$2.50	Mt Eden	countdown
\$2.00	Three Kings	countdown
\$2.79	Sylvia Park	<b>PAK n SAVE</b>
\$2.89	Royal Oak	<b>PAK n SAVE</b>
\$2.89	Glen Innes	<b>PAK n SAVE</b>
\$1.99	Botany	<b>NEW WORLD</b>
\$1.99	New Lynn	<b>NEW WORLD</b>
\$1.99	Stonefields	<b>NEW WORLD</b>
\$2.49	Botany	<b>PAK n SAVE</b>






### Ceres Organics Organic Muesli Original Bircher



\$9.60	Onehunga	countdown
\$12.00	Three Kings	countdown
\$12.00	Mt Roskill	countdown
\$12.00	Greenlane	countdown
\$12.00	Mt Eden	countdown
\$12.00	Botany Downs	countdown
\$11.99	Botany	NEW WORLD
\$11.99	Mt Roskill	NEW WORLD
\$10.99	Stonefields	NEW WORLD
\$9.99	Glen Innes	PAK h SAVE
\$11.99	New Lynn	NEW WORLD
\$10.49	Royal Oak	PAK h SAVE
\$9.49	Sylvia Park	PAK h SAVE
\$11.49	Mt Albert	PAK h SAVE



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### The Homegrown Juice Company Pro Bio Mango Raw Fruit Juice







\$4.79	Mt Roskill	NEW WORLD
\$4.79	Botany	NEW WORLD
\$4.50	Mt Roskill	countdown
\$4.50	Three Kings	countdown
\$4.50	Mt Eden	countdown
\$4.50	Botany Downs	countdown
\$4.50	Greenlane	countdown
\$4.79	New Lynn	NEW WORLD
\$4.49	Glen Innes	PAK h SAVE
\$4.19	Botany	PAK h SAVE
\$4.29	Mt Albert	PAK h SAVE
\$3.89	Royal Oak	PAK h SAVE
\$3.99	Sylvia Park	PAK h SAVE
\$4.79	Stonefields	NEW WORLD



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### Homegrown Chilled Juice Apple









\$7.5	Mt Roskill	countdown
\$7.50	Onehunga	countdown
\$7.29	Botany	NEW WORLD
\$8.20	Three Kings	countdown
\$7.50	Greenlane	countdown
\$7.50	Botany Downs	countdown
\$7.50	Mt Eden	countdown
\$7.29	New Lynn	NEW WORLD
\$7.29	Glen Innes	PAK'nSAVE
\$8.99	Stonefields	NEW WORLD
\$6.79	Mt Albert	PAK'nSAVE
\$6.49	Royal Oak	PAK'nSAVE
\$7.49	Mt Roskill	NEW WORLD
\$8.79	Sylvia Park	PAK'nSAVE







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### Charlie's Old Fashioned Lemonade Quencher




\$2.79	Glen Innes	PAK'nSAVE
\$2.49	Mt Albert	PAK'nSAVE
\$2.49	Sylvia Park	PAK'nSAVE
\$3.00	Three Kings	countdown
\$3.00	Mt Roskill	countdown
\$3.80	Botany Downs	countdown
\$3.00	Mt Eden	countdown
\$3.00	Greenlane	countdown








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### Lion Red Beer Bottles





**\$34.99** Stonefields 


**Limit 8 assorted.**


**\$39.95** Botany 


**\$34.99** Sylvia Park 


**\$34.89** Royal Oak 


**\$39.99** Mt Roskill 


**\$34.99** Glen Innes 


**\$39.99** Botany 


**\$32.00** Greenlane 



**\$32.00** Botany Downs 

**\$32.00** Mt Eden 

**\$32.00** Onehunga 

**\$32.00** Mt Roskill 

**\$32.00** Three Kings 



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### Steinlager Classic Beer Bottles



**\$39.99** Sylvia Park 

**\$40.99** Glen Innes 

**\$37.79** Botany 

**\$39.89** Royal Oak 

**\$39.99** Botany 

**\$39.99** Mt Roskill 

**\$44.99** Botany Downs 

**\$44.99** Greenlane 

**\$44.99** Onehunga 


**\$44.99** Mt Eden 

**\$44.99** Three Kings 








**\$44.99** Mt Roskill 






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### Selaks Taste Buttery Chardonnay



\$19.99	Stonefields	 <b>NEW WORLD</b>
\$15.99	Botany	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>
\$16.79	Royal Oak	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>
\$16.99	Mt Roskill	 <b>NEW WORLD</b>
<b>Limit 48 assorted.</b>		
\$16.79	Glen Innes	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>
\$16.99	Botany	 <b>NEW WORLD</b>
<b>Limit 48 assorted.</b>		
\$15.99	Sylvia Park	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>



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### Young & Co Butterscotch Bliss Californian Chardonnay

\$17.99	Stonefields	 <b>NEW WORLD</b>
\$17.99	Mt Roskill	 <b>NEW WORLD</b>
\$17.99	Botany	 <b>NEW WORLD</b>
\$17.79	Royal Oak	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>
\$17.79	Sylvia Park	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>
\$22.99	Greenlane	countdown 
\$22.99	Mt Eden	countdown 
\$22.99	Mt Roskill	countdown 
\$17.79	Botany	 <b>PAK h SAVE</b> <small>OUR PRICES ARE THE LOWEST FROM PRICES</small>
\$22.99	Botany Downs	countdown 
\$22.99	Three Kings	countdown 



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## Rockburn Pinot Noir



\$43.99	Mt Roskill	NEW WORLD
\$43.99	Botany	NEW WORLD
\$49.99	Mt Roskill	countdown
\$40.00	Mt Eden	countdown
\$39.79	Glen Innes	PAK'nSAVE
\$49.99	Greenlane	countdown
\$49.99	Botany Downs	countdown
\$43.79	Royal Oak	PAK'nSAVE
\$39.99	Stonefields	NEW WORLD



## Devils Staircase Pinot Noir Central Otago



\$26.99	Mt Roskill	countdown
\$22.00	Greenlane	countdown
\$22.00	Mt Eden	countdown
\$22.00	Botany Downs	countdown
\$21.79	Royal Oak	PAK'nSAVE
\$21.79	Sylvia Park	PAK'nSAVE
\$21.79	Botany	PAK'nSAVE
\$22.00	Three Kings	countdown
\$24.99	Botany	NEW WORLD
\$26.99	Onehunga	countdown
\$21.99	Stonefields	NEW WORLD
\$24.99	Mt Roskill	NEW WORLD



### Music Bay Sauvignon Blanc

\$15.99	Mt Eden	countdown
\$15.99	Mt Roskill	countdown
\$15.99	Botany Downs	countdown
\$15.99	Greenlane	countdown
\$12.99	Mt Roskill	NEW WORLD
\$15.99	Three Kings	countdown
\$12.99	Stonefields	NEW WORLD
\$12.99	Glen Innes	PAK n SAVE
\$11.99	Botany	PAK n SAVE
\$15.99	Botany	NEW WORLD

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### Panhead Supercharger APA Bottles

\$19.99	Sylvia Park	PAK n SAVE
\$19.99	Royal Oak	PAK n SAVE
\$19.99	Botany	NEW WORLD
\$19.99	Glen Innes	PAK n SAVE
\$19.99	Botany	PAK n SAVE
\$19.99	Mt Roskill	NEW WORLD
\$22.99	Stonefields	NEW WORLD
\$23.99	Three Kings	countdown
\$23.99	Onehunga	countdown
\$23.99	Greenlane	countdown
\$23.99	Botany Downs	countdown
\$23.99	Mt Roskill	countdown
\$23.99	Mt Eden	countdown

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