



Waikanae, 25 August 2021

Commerce Commission New Zealand

Dear Sir or Madam

**Market study into the grocery sector**

We would like to submit our support for the preliminary findings in your report and recommendations to improve competition in the retail grocery sector.

We strongly hope and wish for governmental interventions to facilitate more competition and consequentially more price fairness for consumers and suppliers alike.

Going food shopping at the two chains and their respective outlets leaves a bitter taste in the mouth. The market study proofed what a lot of consumers just had a vague feeling about prior. Personally, we constantly feel helpless and angry about being ripped off by the two chains on a daily basis.

We would also encourage to consider lower taxation on basic food stuffs as e.g. Germany does.

Thank you and kind regards

