



Kia ora tātou

This email updates our Statement of Process for the grocery market study and provides additional details on our upcoming virtual consultation conference.

Statement of Process update

Our [Statement of Process](#) (dated 19 November 2020) set out our intended timetable and indicative dates for our study, which included consideration of draft report responses, a consultation conference planned for August to November 2021, and publication of our final report by 23 November 2021. Changing and escalated COVID-19 alert levels across New Zealand have impacted the Commission's ability to follow our intended timetable.

On Friday 24 September, the Minister of Commerce and Consumer Affairs extended the date for the completion of our retail grocery market study from Tuesday 23 November 2021 to Tuesday 8 March 2022. The extension has allowed us to adjust our planned consultation so we can consult meaningfully with a broad range of stakeholders, within current alert level restrictions, and complete a robust final report with clear and workable recommendations. We have commenced confidential one-on-one meetings with some stakeholders already. These will continue in the coming weeks.

Virtual consultation conference

As advised in our 27 September email to stakeholders, due to restrictions on in-person meetings, we will now be holding an online virtual consultation conference instead of the planned in-person conference. The virtual conference will take place between 21 October and 2 November 2021 with sessions to be held between 9.30am and 12.30pm each day.

Proposed sessions for the conference are as follows:

1. The nature of competition in the retail grocery sector, including consumer shopping behaviour, geographic dimensions of competition, and the level of competition between different types of grocery retailers

2. Pricing/promotional mechanisms, loyalty programmes and unit pricing
3. Grocery code of conduct, private labels and collective bargaining by suppliers
4. Principles underlying profitability analysis
5. Options to improve conditions for entry and expansion, including site availability
6. Options to improve access to products at the wholesale level
7. Options to directly improve retail competition in grocery markets

To assist our planning for the conference, we invite expressions of interest by **Wednesday 6 October**. Please email marketstudies@comcom.govt.nz indicating which sessions you would like to attend, and whether you would like a speaking role in each session. We also welcome any comments on the proposed sessions.

We intend to issue a detailed agenda by Monday 11 October, and will seek RSVPs by Thursday 14 October. RSVPs received after that date may not be able to be accommodated.

We will facilitate participation in each conference session, to ensure meaningful discussion within the constraints of the online platform. Only those who have RSVP'ed will receive information on how to join each session.

We will invite post-conference submissions by 23 November and expect to complete stakeholder consultation by Christmas. The remaining time will be used to complete our analysis and prepare our final report, which we will publish by 8 March 2022.

This Statement of Process update has been published on our [website](#), where more information on our study is also available.

If you have any questions, please contact marketstudies@comcom.govt.nz.

