

LOCAL GROCERY PRICES IN THE WBOP

June 2025

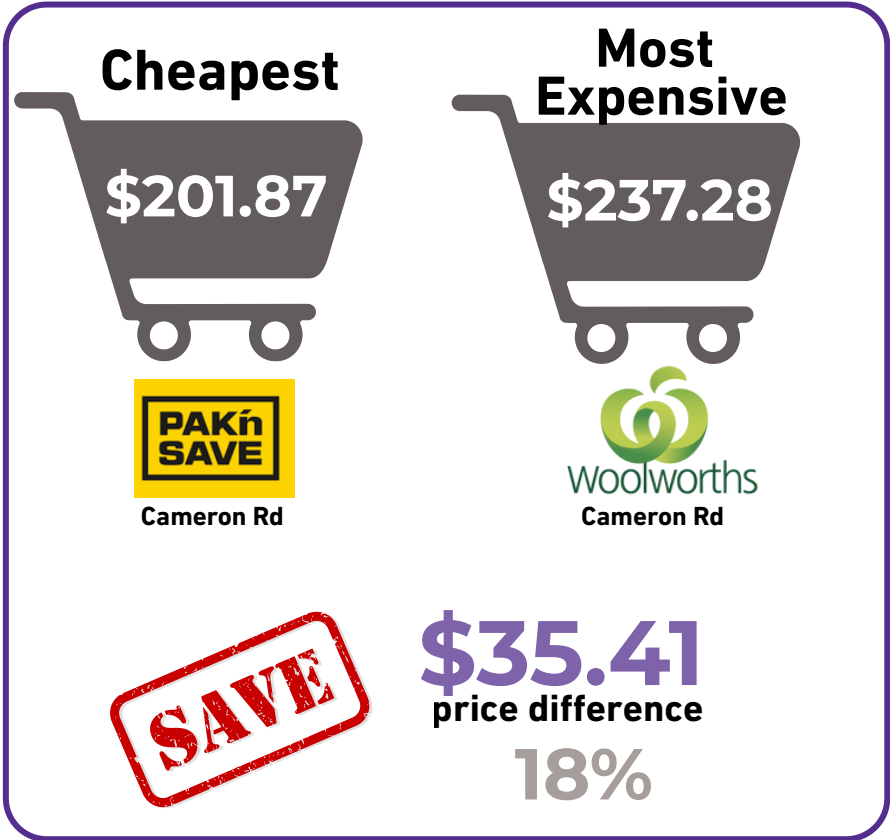
This infographic explores supermarket grocery prices in Tauranga and the Western Bay of Plenty. The grocery price data is derived from a mystery online shopper pricing a 68-item food and grocery basket at the same seven local supermarkets, on a monthly basis. The shopping list is calculated for a basic weekly shop for a family of four – two adults and two children.

Check out the [Local Grocery Shop Dashboard](#) for more detail on the method, supermarkets, grocery items and prices.

GROCERY PRICES FOR THE QUARTER¹

APRIL - JUNE 2025

Across the WBOP Subregion
June 2025

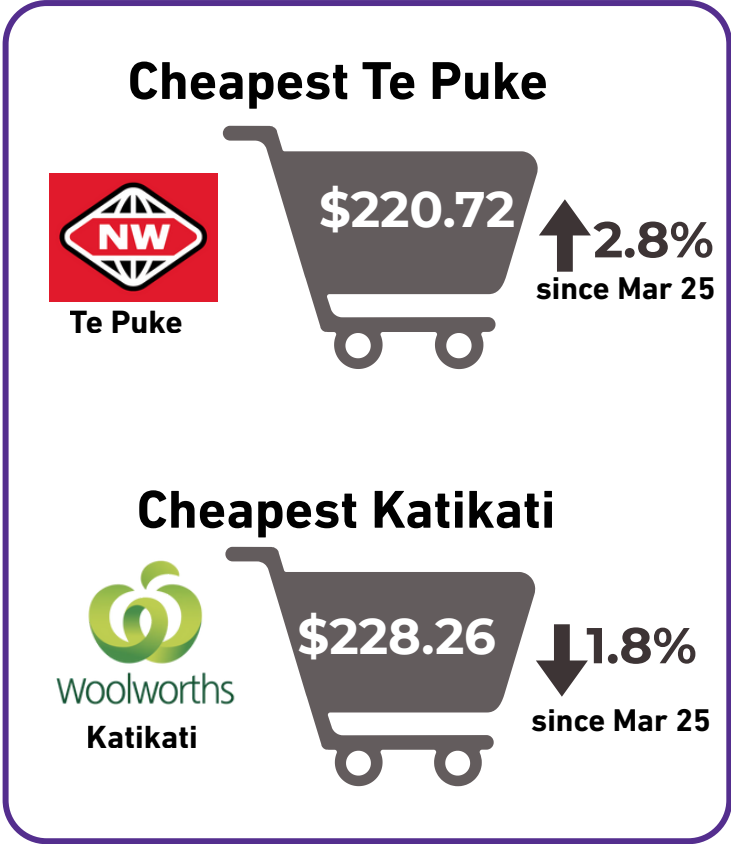


This month saw our shopping basket at PAK'nSAVE (Cameron Rd) coming in **\$35 cheaper** than the most expensive shop (compared with \$40 cheaper Mar-25).








The cheapest basket in Te Puke in June was \$220.72 at New World, a 2.8% increase since March.

The basket cost in Katikati was \$228.26 in June, a 1.8% decline since March 2025

In our smaller towns



Grocery Price Movement in the last 12 months¹

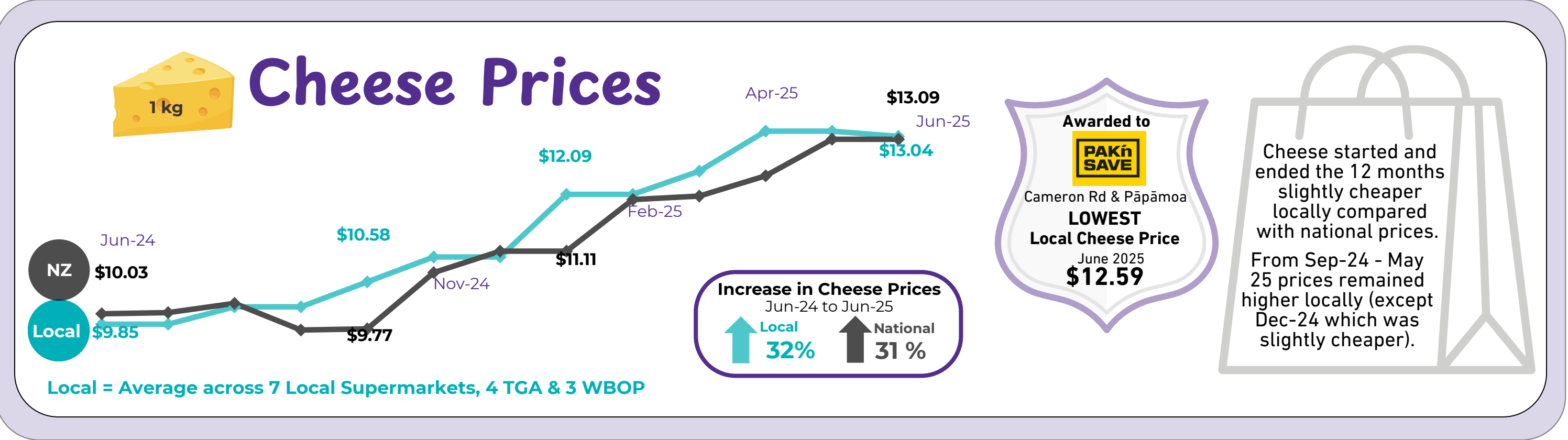
	TAURANGA	WESTERN BAY	 Cameron Rd	 Pāpāmoa	 Gate Pa	 Woolworths Cameron Rd	 Woolworths Te Puke	 Te Puke	 Woolworths Katikati
June 2024	\$199.18	\$205.32	\$184.03	\$196.43	\$210.06	\$206.19	\$205.79	\$204.08	\$206.10
June 2025	\$205.32	\$226.08	\$201.87	\$211.05	\$214.02	\$237.28	\$229.27	\$220.72	\$228.26
Percentage increase in grocery prices over 12 months	8.5%	10.1%	9.7%	7.4%	1.9%	15.1%	11.4%	8.2%	10.8%

Over the past 12 months prices have increased an average of **8.5% in Tauranga** and **10.1% in the WBOP**.

Shoppers in Te Puke and Katikati paid more for their weekly basket than in Tauranga.

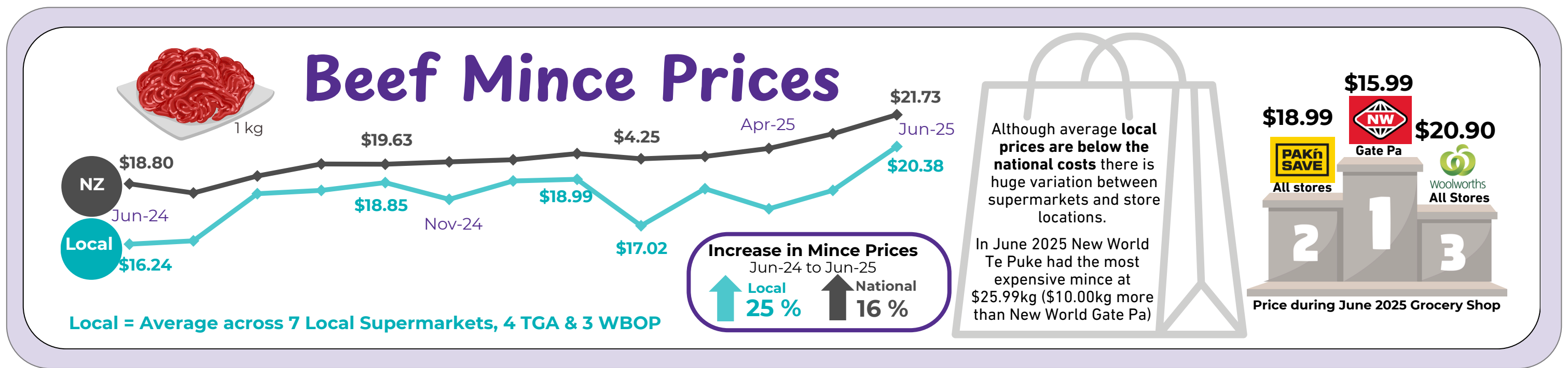


A closer look at Selected Grocery Prices^{3 & 4}





A closer look at Selected Grocery Prices^{3 & 4}



Selected Grocery Items³

Average item price across all 7 Supermarkets June 2024 - June 2025

Average item price across all 7 Supermarkets	Chicken Drumsticks, 1kg	Sandwich Bread 600 - 700gm	Margarine 1kg	Peanut Butter 375gm	Vegetable Oil 500ml	Whole Cabbage
Jun 24	\$6.54	\$2.19	\$1.55	\$2.22	\$2.83	\$3.89
Jun 25	\$7.59	\$3.65	\$1.79	\$2.29	\$2.76	\$4.86

Actual prices compared across all 7 Supermarkets June 2025

	Chicken Drumsticks	Sandwich Bread	Margarine	Peanut Butter	Vegetable Oil	Whole Cabbage
Lowest Price Jun 25	\$5.29 PAK'nSAVE Pāpāmoa	\$2.79 PAK'nSAVE All locations	\$1.39 PAK'nSAVE Cameron Rd	\$1.69 PAK'nSAVE Pāpāmoa	\$1.69 PAK'nSAVE Pāpāmoa	\$4.09 PAK'nSAVE Cameron Rd
Highest Price Jun 25	\$12.88 Woolworths Cameron Rd	\$3.99 Woolworths & New World	\$1.99 New World All locations	\$2.49 Woolworths & New World	\$3.59 Woolworths All locations	\$4.99 PAK'nSAVE Cameron Rd, Woolworths & New World
Price Difference	143% \$7.59	43% \$1.20	43% \$0.60	47% \$0.80	112% \$1.90	22% \$0.90

* No specific store location indicates prices are consistent across all stores included in our shop for the named supermarket.

A word from the Mystery Shopper

The price variations between supermarkets at different locations can be significant. It was noted during the April shop that Gala Apples were \$1.69 at Cameron Road PAK'nSAVE and \$4.99 at Pāpāmoa PAK'nSAVE (195% difference).

We observed during this period (April - June 2025) a number of price increases from month to month for items that were marked as "Everyday Low". This label doesn't necessarily mean the prices remain constant!

What have you noticed?



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Feedback welcome



There are a couple of stand out grocery items that have large percentage variations between the lowest and highest price during the June 2025 grocery shop.

Chicken Drumsticks usual selection wasn't available at Woolworths Cameron Road for the June 2025 grocery shop which forced the purchase of organic Chicken Drumsticks at a significantly higher price.

Vegetable Oil had a large percentage difference between the lowest and highest prices for the June 2025 grocery shop. The cheapest option was available across all 7 supermarkets.

Things we have noticed⁶

- Increasing grocery prices:** Stats NZ has reported food prices nationally have risen at their fastest rate in 18 months (by 5% annually to the end of July 2025, and with meat, poultry and fish rising by 7.9%). Business commentators have speculated that prices are likely to remain high for the foreseeable future.
- The escalating price of butter:** There has been lots of commentary this quarter about the high price of butter - with soaring global butter prices blamed. Nicola Willis the Finance Minister has said that the best response to high butter prices is working to increase competition in the supermarket sector.
- Growing demand for community food support:** There have been both local and national reports of increased demand for community food support (ie. food parcels and community meals). Tauranga Community Foodbank reported an 18% increase in people needing support in the first months of 2025 compared to the same period last year.
- Government Response** - Directed by the Government, the Ministry of Business Innovation and Employment (MBIE) has called for feedback from investors and prospective international grocery market competitors on the barriers to entry, investing and growing competition in the market. Submissions closed in May. It is hoped this information can be used to inform next steps for improving competition in the grocery sector.

Source Info:

1 - 4 Community Insights Local Grocery Shop Dashboard <https://www.communityinsights.org.nz/local-grocery-shop-dashboard/>
1. Weekly Costs tab 2. Grocery Categories tab 3. Grocery Items tab 4. National Data tab
5. Stats NZ News - CPI increase year ended 30 June 2025 - <https://www.stats.govt.nz/news/annual-inflation-at-2-7-percent-in-june-2025/>
6. News links <https://www.stats.govt.nz/information-releases/selected-price-indexes-july-2025/>; <https://www.rnz.co.nz/news/business/564434/should-kiwis-pay-the-high-price-for-nz-dairy-that-overseas-buyers-will>; <https://www.rnz.co.nz/news/political/567795/butter-is-expensive-right-now-there-s-no-getting-away-from-that-finance-minister-nicola-willis>; <https://www.nzherald.co.nz/bay-of-plenty-times/news/bay-of-plenty-trust-social-link-launches-dashboard-tracking-rising-grocery-costs-for-consumers/RS2IS3X4HJDHTAJQLC6WHLMICU/>; <https://www.mbie.govt.nz/business-and-employment/business/competition-regulation-and-policy/market-studies/market-study-into-supermarkets>

Go to www.communityinsights.org.nz/local-grocery-shop-infographics for an online version

Infographic created by



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