

LOCAL GROCERY PRICES IN THE WBOP

July - September 2025

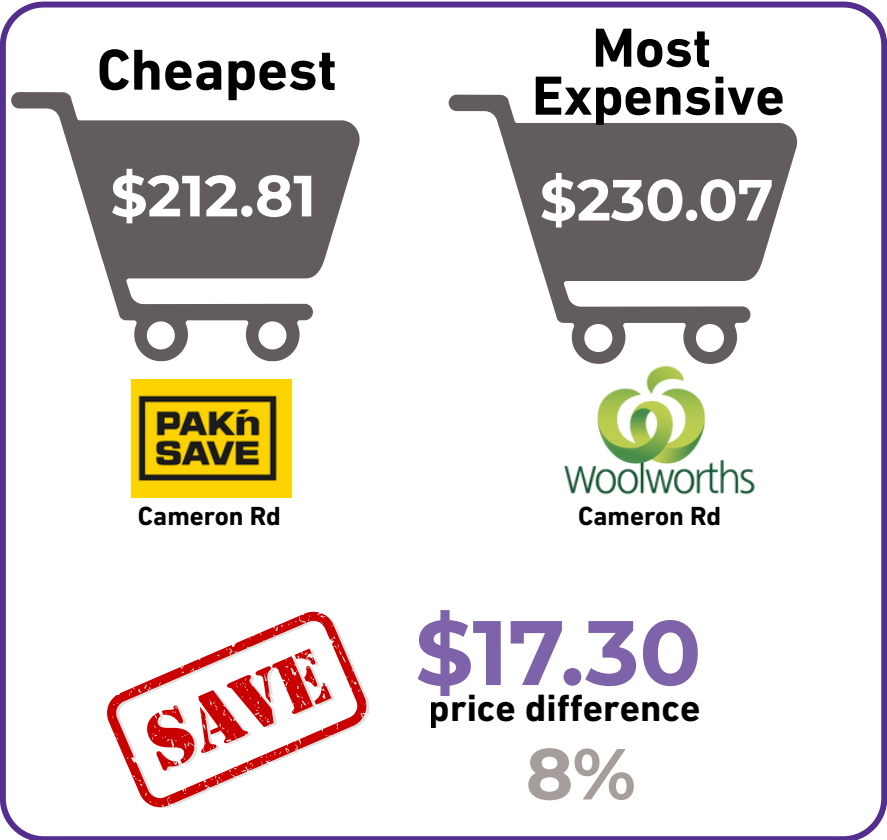
This infographic explores supermarket grocery prices in Tauranga and the Western Bay of Plenty. The grocery price data is derived from a mystery online shopper pricing a 68-item food and grocery basket at the same seven local supermarkets, on a monthly basis. The shopping list is calculated for a basic 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 MONTH¹

SEPTEMBER 2025

Across the WBOP Subregion
September 2025

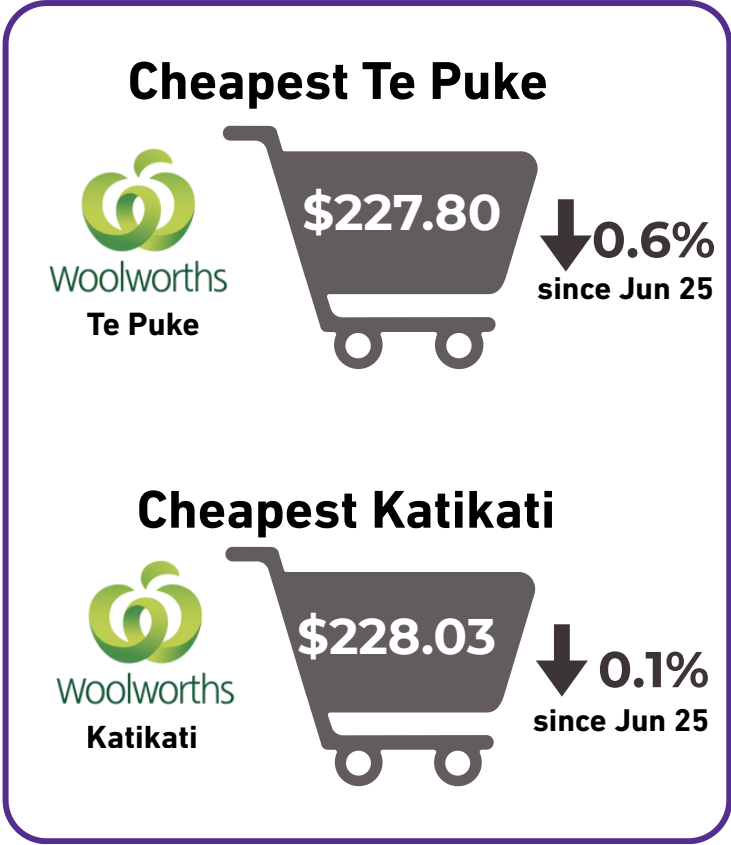


This month saw our shopping basket at PAK'nSAVE (Cameron Rd) coming in **\$17 cheaper** than the most expensive shop (compared with \$35 cheaper Jun-25).

The cheapest basket in Te Puke in September was \$227.80 at Woolworths, a 0.6% decrease since March.

The basket cost in Katikati was \$228.03 in September, a 0.1% decline since June 2025, a decrease for the second consecutive period.

In our smaller towns



Grocery Price Movement in the last 12 months¹

	TAURANGA Average weekly costs 4 supermarkets	WESTERN BAY Average weekly costs 3 supermarkets	PAK'n SAVE Cameron Rd	PAK'n SAVE Pāpāmoa	NZ Gate Pa	Woolworths Cameron Rd	Woolworths Te Puke	NZ Te Puke	Woolworths Katikati
September 2024	\$205.47	\$217.36	\$191.12	\$200.55	\$213.92	\$216.27	\$216.98	\$215.93	\$219.17
September 2025	\$219.63	\$228.21	\$212.81	\$213.06	\$222.59	\$230.07	\$227.80	\$228.79	\$228.03
Percentage increase in grocery prices over 12 months	6.9%	5.0%	11.3%	6.2%	4.1%	6.4%	5.0%	6.0%	4.0%

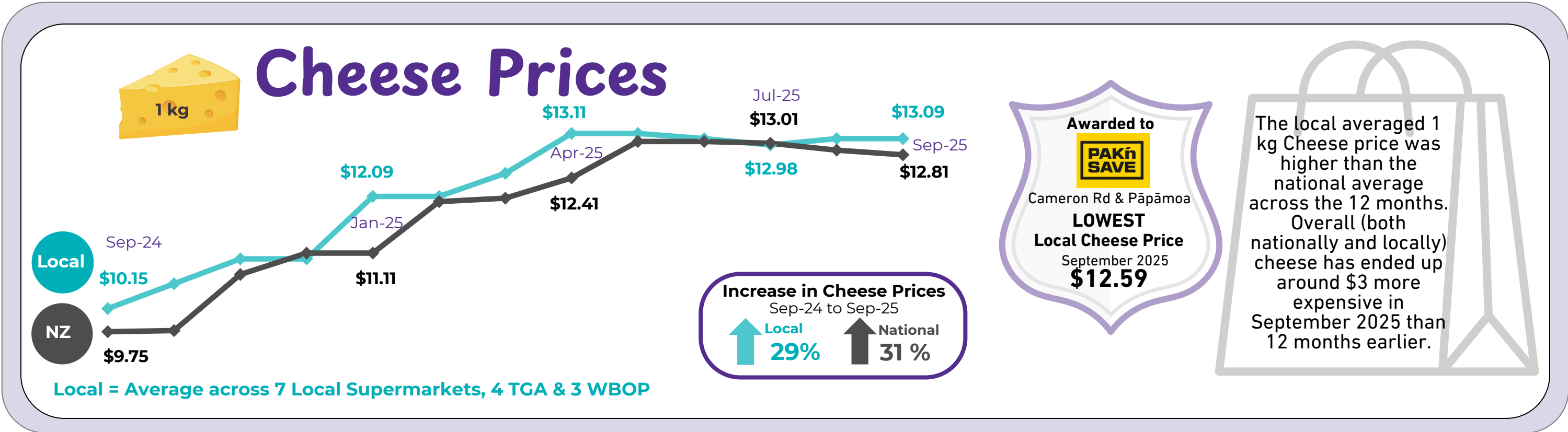
Over the past 12 months prices have increased an average of **6.9% in Tauranga** and **5.0% in the WBOP**, higher than **National CPI increase of 3% for the same period**.

This quarter saw Tauranga supermarkets with a larger grocery shop price increase than WBOP supermarkets. In comparison, in the April-June quarter WBOP supermarket shoppers saw a 10.1% price increase, compared with an 8.5% increase for Tauranga shoppers.



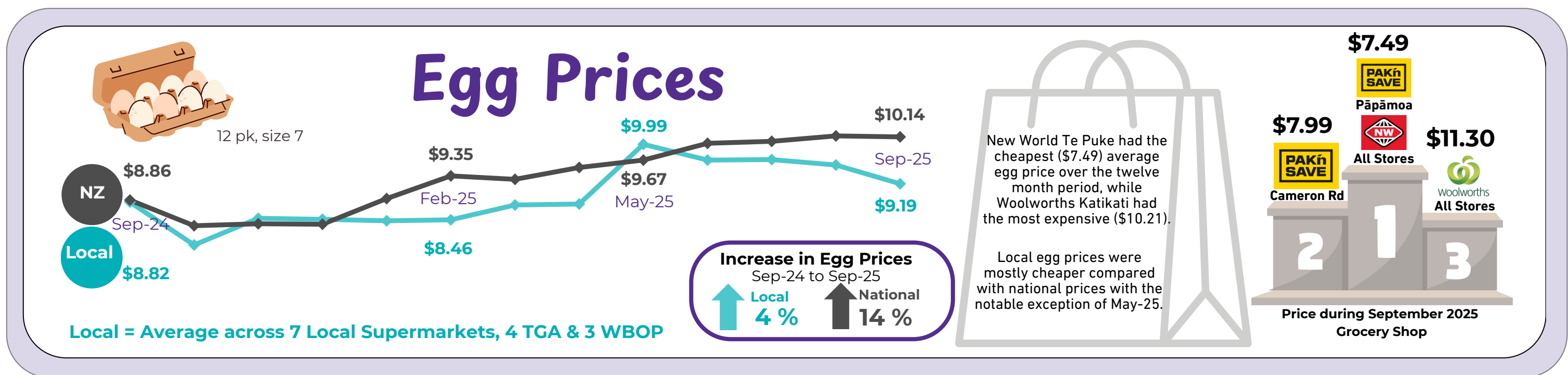
Selected Grocery Prices^{3 & 4}

A closer look over the last twelve months



Selected Grocery Prices^{3 & 4}

A closer look over the last twelve months



Selected Grocery Items³

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

Average item price across all 7 Supermarkets	Chicken Drumsticks, 1kg	White / Wholemeal Toast Bread 600 gm	White Rice 1kg	Wheat Biscuits 1kg	Bananas 1kg	Whole Cabbage
Sep 24	\$6.28	\$1.92	\$2.37	\$5.32	\$3.43	\$3.75
Sep 25	\$7.71	\$2.30	\$2.42	\$5.26	\$3.62	\$5.99

Actual prices compared across all 7 Supermarkets September 2024 - September 2025

	Chicken Drumsticks	Toast Bread	White Rice	Wheat Biscuits	Bananas	Whole Cabbage
Lowest Price Sep 25	\$6.99 PAK'nSAVE All locations	\$1.89 PAK'nSAVE All locations	\$2.19 PAK'nSAVE Cameron Rd	\$4.89 PAK'nSAVE All locations	\$3.49 PAK'nSAVE All locations	\$4.49 PAK'nSAVE Papāmoa
Highest Price Sep 25	\$8.00 Woolworths All locations	\$2.79 Woolworths All locations	\$2.49 Woolworths & New World	\$5.49 New World All locations	\$3.69 New World All locations	\$6.50 Woolworths All locations
Price Difference	14% \$1.01	48% \$0.90	14% \$0.30	12% \$0.60	6% \$0.20	45% \$2.01

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

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

Toast Bread has a \$0.90 price difference per loaf between the lowest price at PAK'nSAVE and the highest price at Woolworths.

Over the last twelve months average prices for a **Whole Cabbage** have increased by 60%. During the September 2025 grocery shop the price variation of \$2.01 (45%) between the lowest price and the highest was significant.

A word from the Mystery Shopper

It pays to compare the quantity of items (such as bread, breakfast cereals and tinned foods) as one brand can seem more expensive but you might be getting more for your money so the price per 100gm could well be the same or even cheaper.

Since September 2024 supermarkets have had to show unit pricing instore (eg price per 100gm) and should also be doing this online from September 2025.⁶

What have you noticed?



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Feedback welcome



The Broader Scene⁷

- Increasing grocery prices:** Stats NZ data report that in the year to September 2025 food prices increased 4.1%. The grocery food category was the biggest contributor to the annual food price rise increasing 3.9%, followed by meat, poultry and fish, up 6.4% and restaurant and ready-to-eat meals rising by 2.5%.
- Staple items** saw particularly steep increases nationally - white bread jumped 49.6% to an average of \$2.08 a loaf, while cheese hit \$12.81/kg (up 31.4%). Butter was up 28.9% reaching \$8.53/500gm. Cabbage was a standout item - up 97 percent compared to the year before and at its highest price in nearly 3 years. Seasonal rises for tomatoes, cabbage, capsicums, lettuce, and broccoli all contributed to the overall rise in vegetable prices.
- CPI (Consumer Price Index)** rose 1.0 percent in the September 2025 quarter, compared with the June 2025 quarter. However Stats NZ's latest food price data shows a drop of 0.4 percent in September compared to the month before.
- Organisations providing food support, community meals and financial mentoring** continue to report high demand with an increase in working families and superannuitants seeking help. The cost of power, rates, and rents are also contributing to cost of living pressures for beneficiaries. The Stats NZ data for the September quarter indicated people on benefits and NZ Super are experiencing faster increases in their cost of living, compared to people with mortgages who are experiencing some relief due to falling interest rates.

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 September 2025 -<https://www.stats.govt.nz/news/annual-inflation-at-3-0-percent-in-september-2025/>
6. Supermarkets to show unit pricing <https://www.consumer.org.nz/articles/supermarkets-must-now-show-unit-prices-in-store> ; <https://www.consumer.org.nz/articles/expert-shares-8-ways-to-save-money-at-the-supermarket-using-unit-pricing>
7. News links <https://www.stats.govt.nz/news/annual-inflation-at-3-0-percent-in-september-2025/> ; <https://www.rnz.co.nz/news/business/576122/food-price-data-small-relief-for-shoppers-if-you-don-t-like-cabbage> ; <https://www.waikatotimes.co.nz/nz-news/360843592/hunger-rises-grocery-costs-soar> ; <https://www.rnz.co.nz/news/business/577063/cost-of-living-increases-who-is-being-hit-hardest-now>

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

Infographic created by



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