

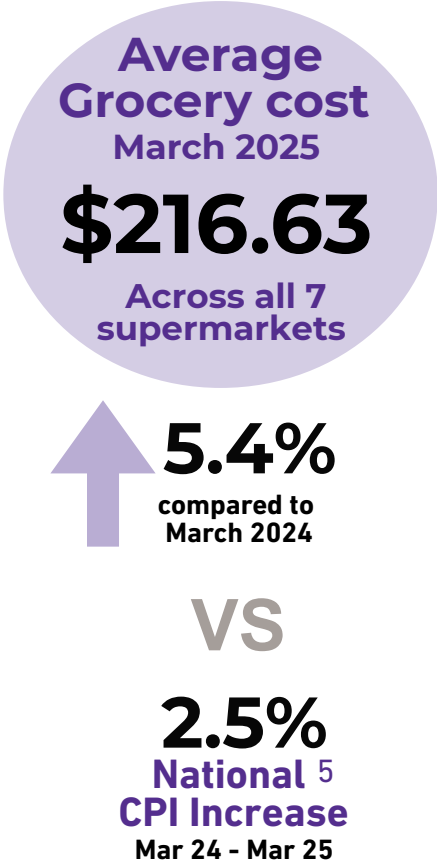
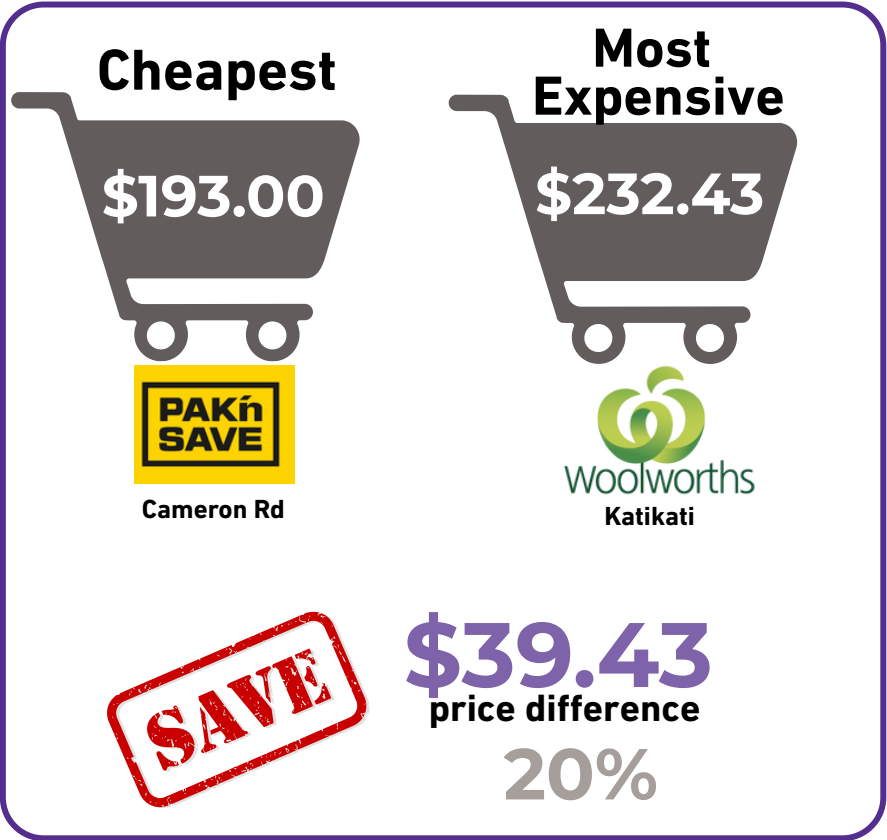
# LOCAL GROCERY PRICES

This infographic explores supermarket grocery prices across Tauranga and the Western Bay of Plenty. The grocery prices are those found at seven local supermarkets by a mystery shopper doing a regular monthly online shop. A 68-item shopping list for a basic weekly food and grocery shop for a family of four - two adults and two children - has been consistently used.

Check out the [Local Grocery Shop Dashboard](#) for more detail.

## GROCERY PRICES THIS MONTH<sup>1</sup> March 2025

### Across the WBOP Subregion



This month saw our shop at PAK'nSAVE (Cameron Rd) coming in almost **\$40 cheaper** than the most expensive shop.

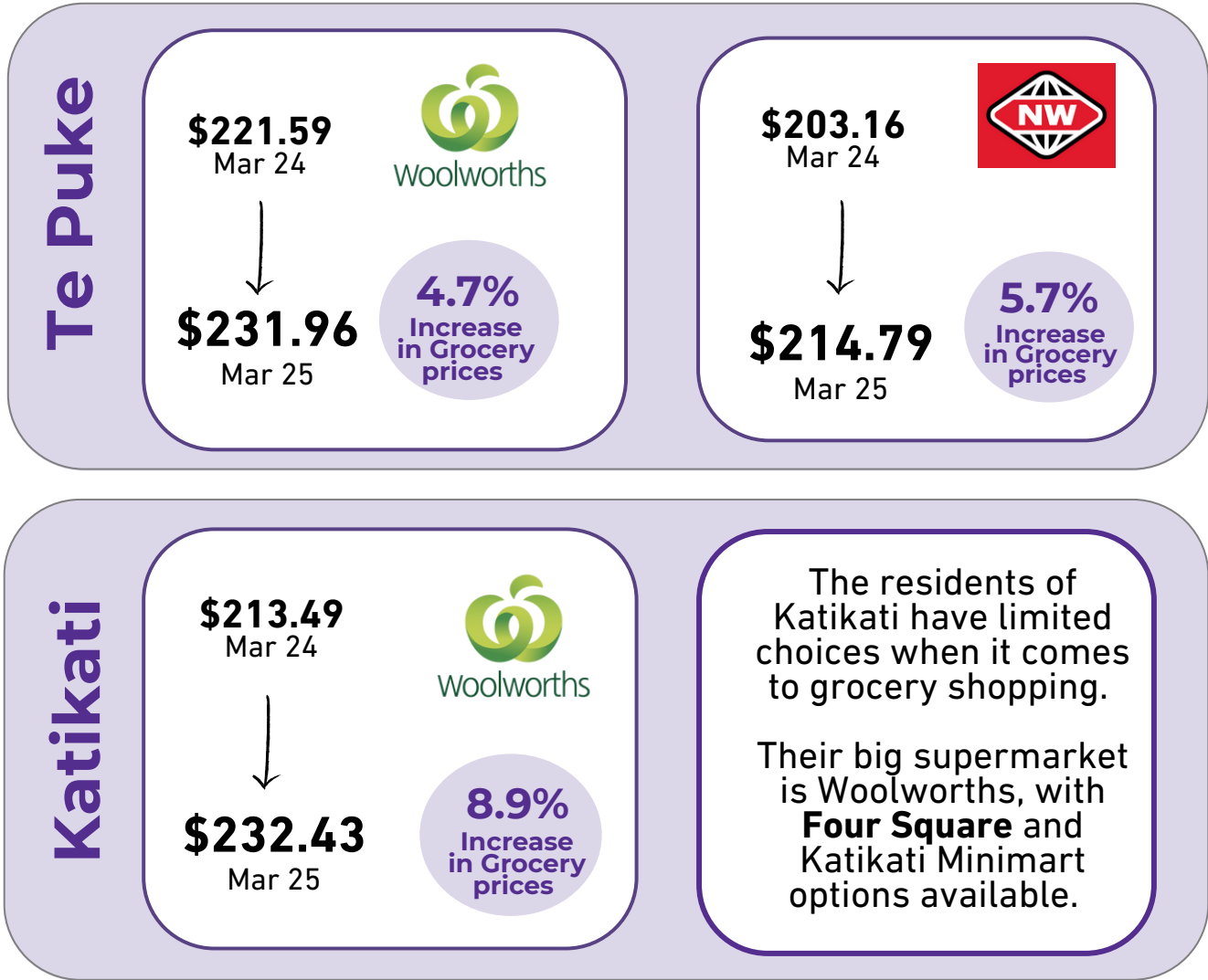
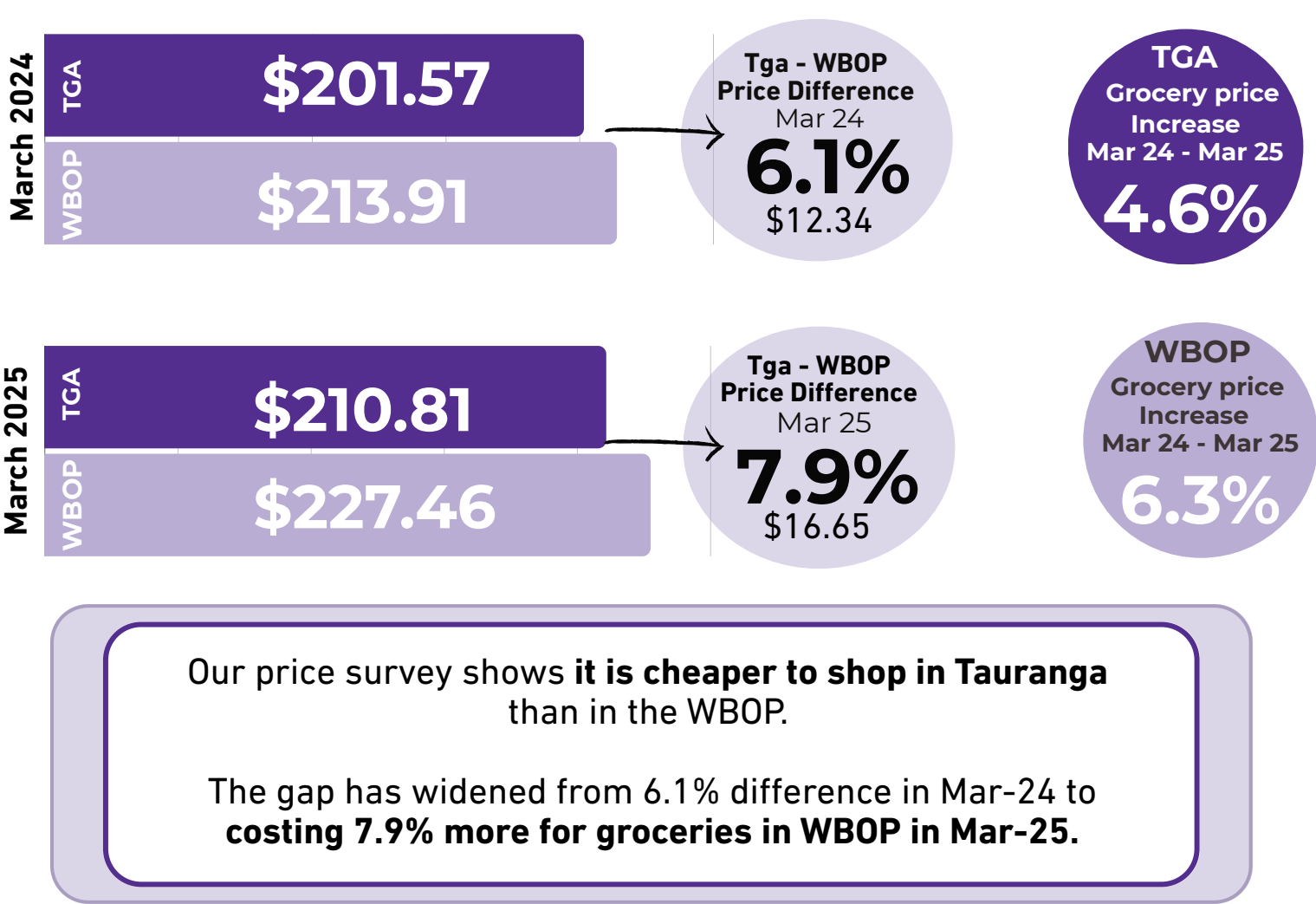
It is interesting to note **supermarket brand variability** - while Woolworths has relatively consistent pricing across its stores, there was significant variation across our online Woolworths grocery shops attributable to unavailability of the cheaper (often home brand) products in some Woolworths stores.

### In our smaller towns



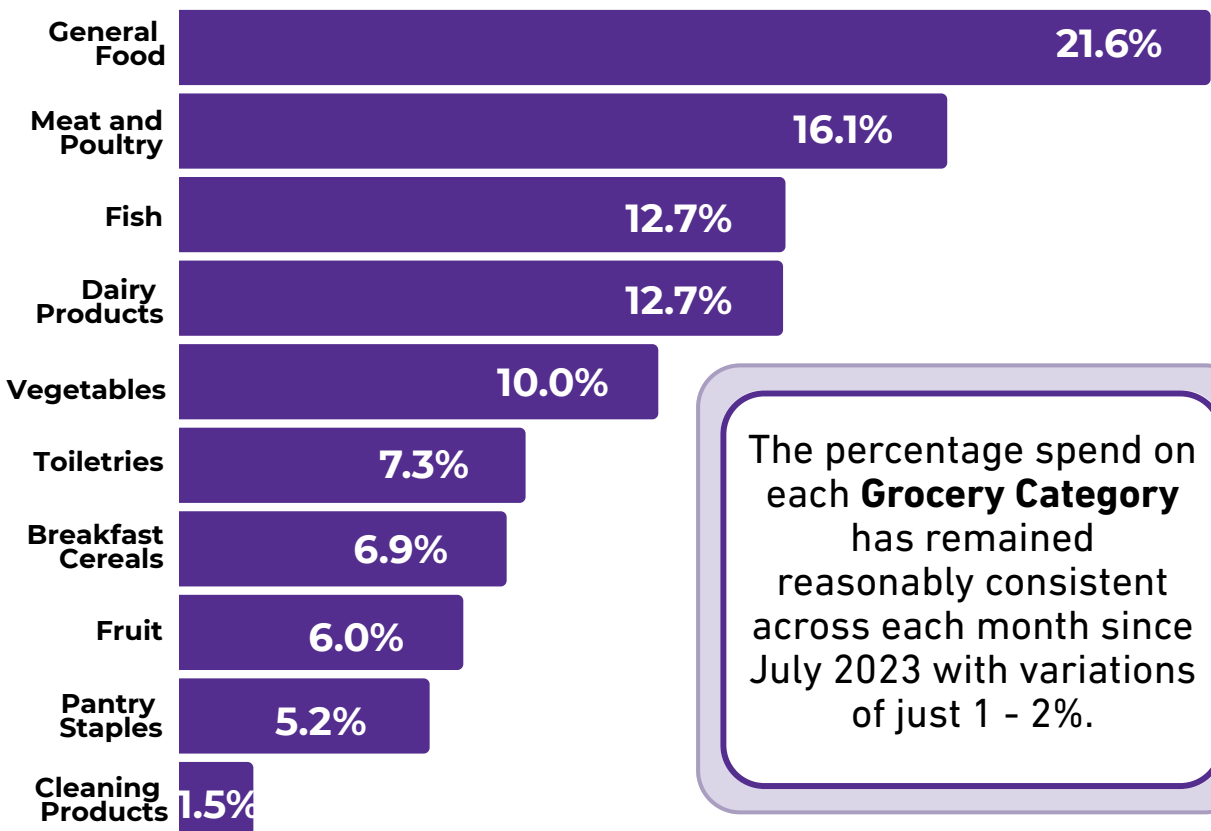
## Is it cheaper to shop in Tauranga, than Katikati and Te Puke?<sup>1</sup>

Based on average weekly grocery costs, 4 supermarkets for Tga and 3 for WBOP



## Shopping Basket Grocery Categories<sup>2</sup>





Percentage of Total Grocery Costs by Category (March 2025)



The percentage spend on each **Grocery Category** has remained reasonably consistent across each month since July 2023 with variations of just 1 - 2%.

## Selected Grocery Items<sup>3</sup>

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

	 Sanitary Pads 16 - 20 pk	 Toothpaste 170 - 175gm	 Laundry Powder, 1kg	 Eggs Size 7, 12 pk
Mar 24	\$2.50	\$3.39	\$4.37	\$8.39
Mar 25	\$2.52	\$4.12	\$5.09	\$8.76
Lowest Price Mar 24 - Mar 25	\$2.50 May-Nov 24	\$2.75 Sep 24	\$4.15 Aug 24	\$7.95 Oct 24
Highest Price Mar 24 - Mar 25	\$2.81 Apr 24	\$4.12 Mar 25	\$5.09 Oct-Dec 24 & Mar 25	\$8.82 Sep 24
Price Difference Lowest - Highest	↑ 12%	↑ 50%	↑ 23%	↑ 11%

Over the year there have been wide variations in price for different Grocery items.

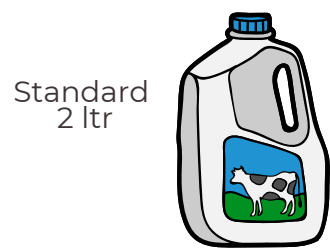
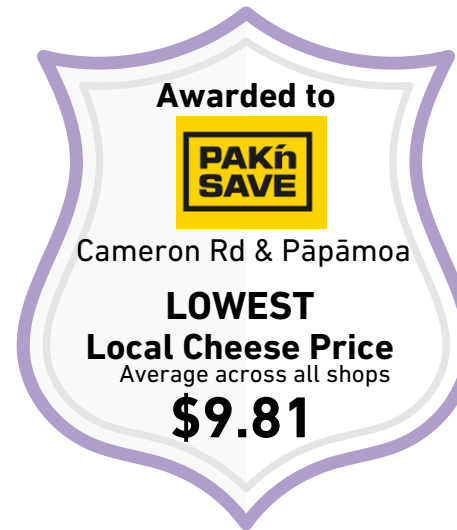
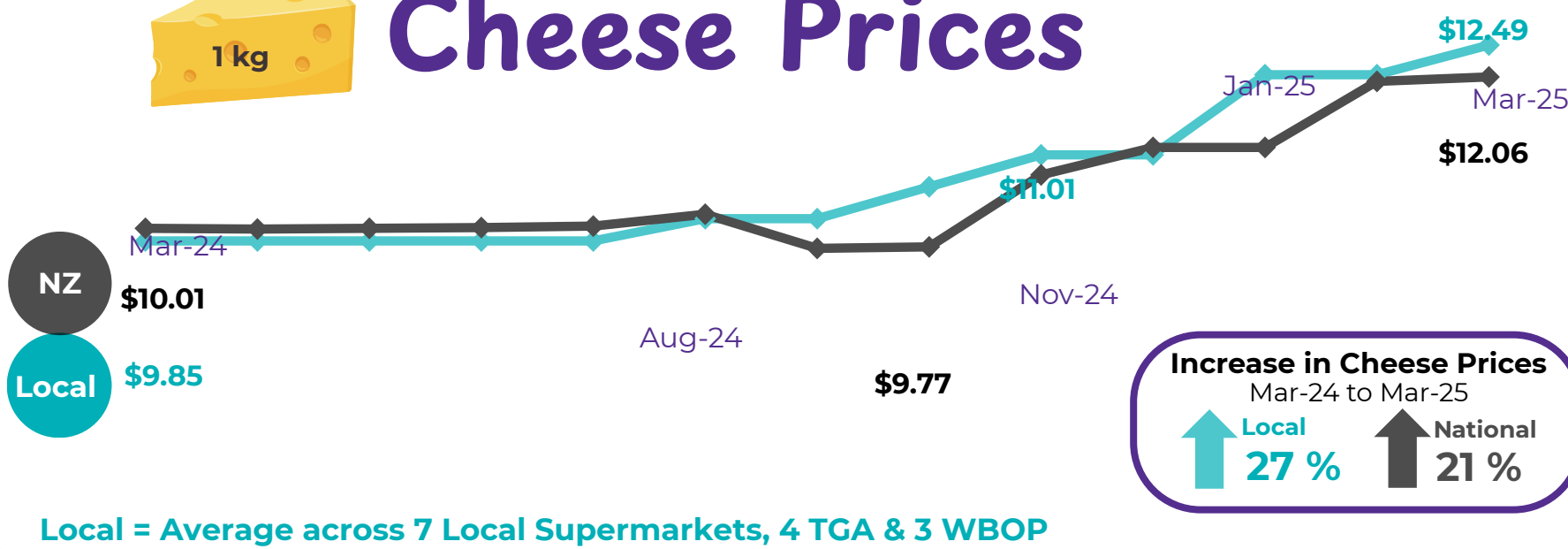
Other items like noodles and peanut butter prices have been stable with prices being fairly consistent over the period being monitored.



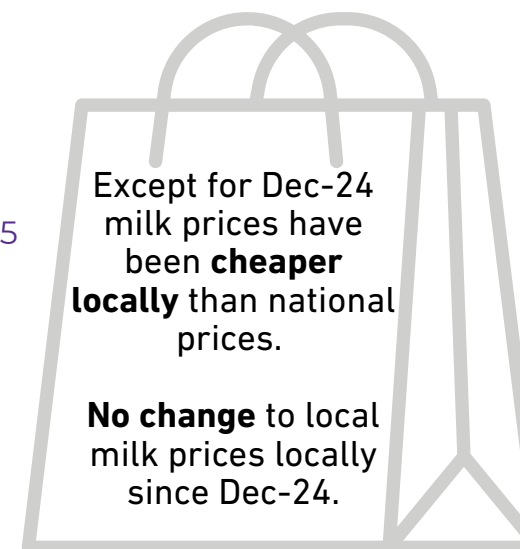
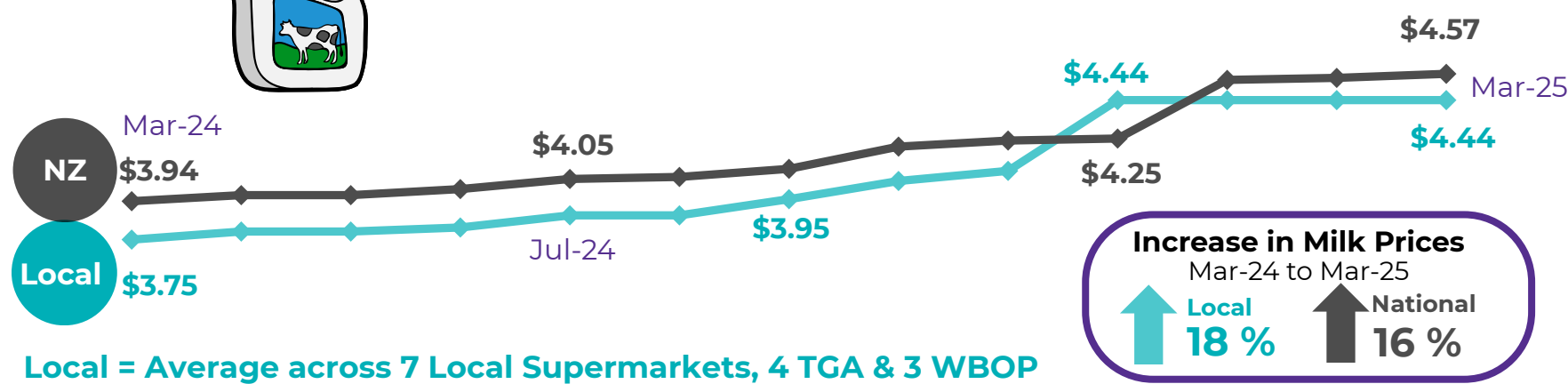
# A closer look at Selected Grocery Prices<sup>3 & 4</sup>



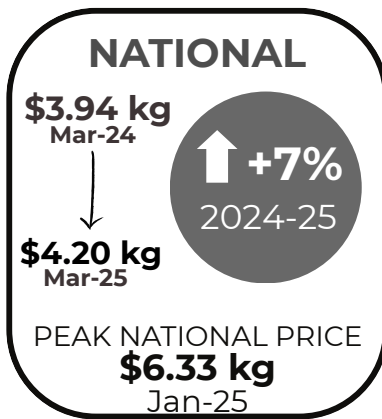
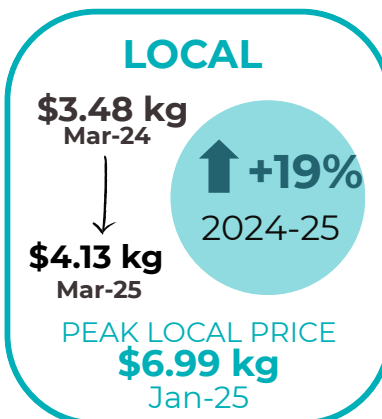
## Cheese Prices



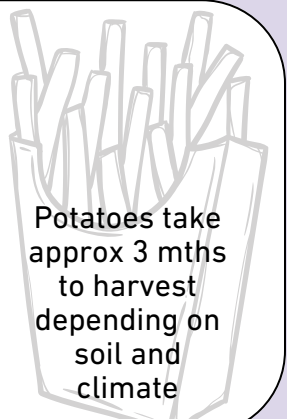
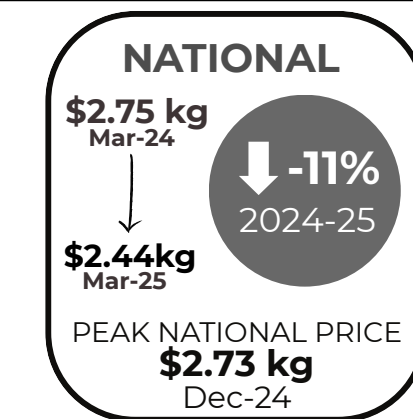
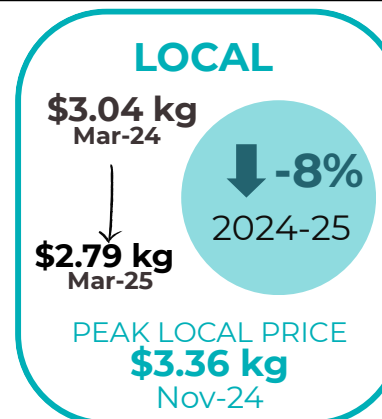
## Milk Prices



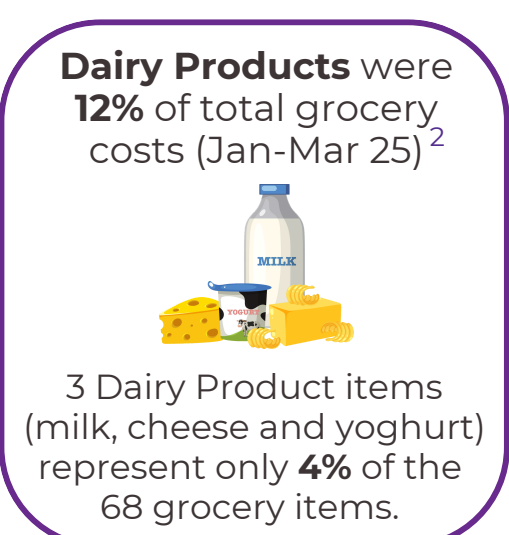
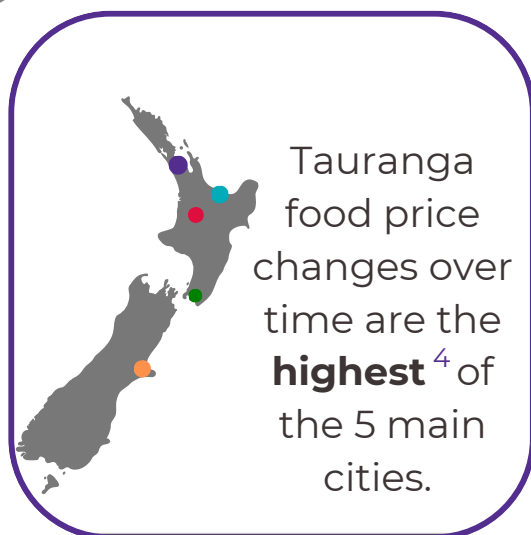
## Apples



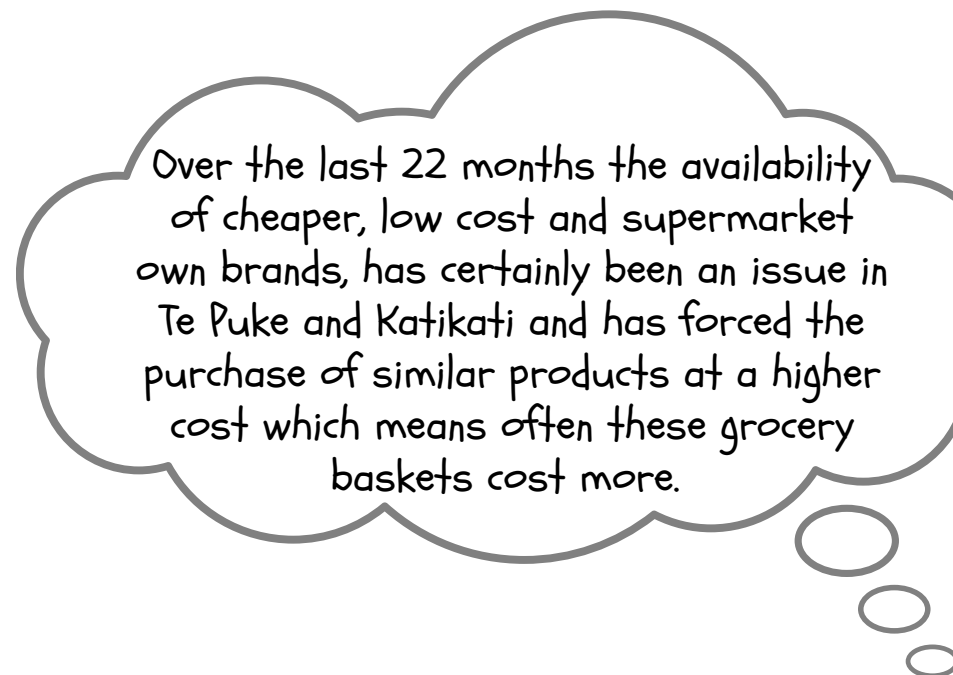
## Spuds



## Things we have noticed



## A word from the Mystery Shopper



## Links to Grocery News and Views Local and National

Food prices 3.5% higher in March 2025 compared to last year

By Tom Raynel  
Multimedia Business Reporter - NZ Herald - 15 Apr, 2025 11:42 AM 3 mins to read

Commerce Commission wants more rules for big supermarket players

9:02 am on 5 June 2025

Why rising dairy prices are a double-edged sword

7:45 am on 16 May 2025

Meal kits, cruises, and smart watches added to CPI basket in latest update

17 April 2025, 10:45am

Click on the news heading to link directly to the article



### Source Info:

- 1 - 4 Community Insights Local Grocery Shop Dashboard <https://www.communityinsights.org.nz/local-grocery-shop-dashboard/>
1. Weekly Costs tabs
2. Grocery Categories tabs
3. Grocery Items tab
4. National Data tab
5. Stats NZ News - CPI increase year ended 31 March 2025 - <https://www.stats.govt.nz/news/annual-inflation-at-2-5-percent-in-march-2025/>

Go to [www.communityinsights.org.nz/local-grocery-shop-infographics](https://www.communityinsights.org.nz/local-grocery-shop-infographics) for an online version

Infographic created by

