

LOCAL STAPLE GROCERY PRICES - WBOP

October - December 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 15 staple item food and grocery basket (selected from the full grocery list of 68 items). For the October - December 2025 shop the standard seven supermarkets were visited online plus three additional supermarkets in Tauranga and WBOP.

Check out the Staples Dashboard within the [Local Grocery Shop Dashboard](#) for more detail on the how the supermarkets compare and the cost of individual grocery items.

STAPLE GROCERY PRICES FOR THE MONTH³

DECEMBER 2025

Across the WBOP Subregion

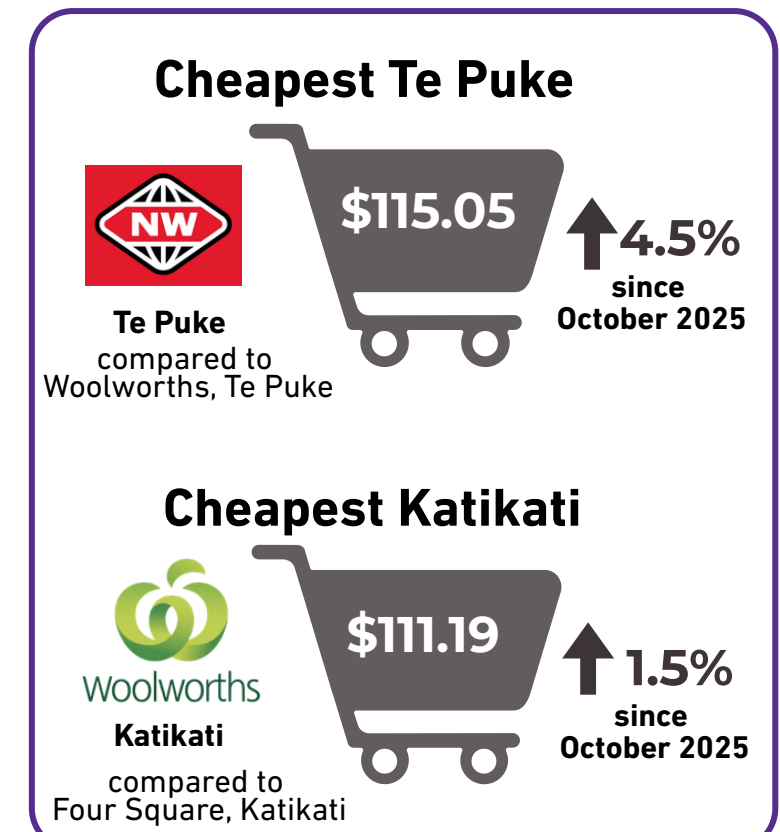


From October - December 2025 we added three additional supermarkets into our monthly grocery shop, for 15 staple items only.

Existing Supermarkets
Pak N Save Cameron Road
Pak N Save Papamoa
New World - Gate Pa
New World - Te Puke
Woolworths - Cameron Road
Woolworths - Te Puke
Woolworths - Katikati

Additional Supermarkets for staple grocery items only
New World - The Sands
Fresh Choice - Greerton
Four Square - Katikati

In our smaller towns

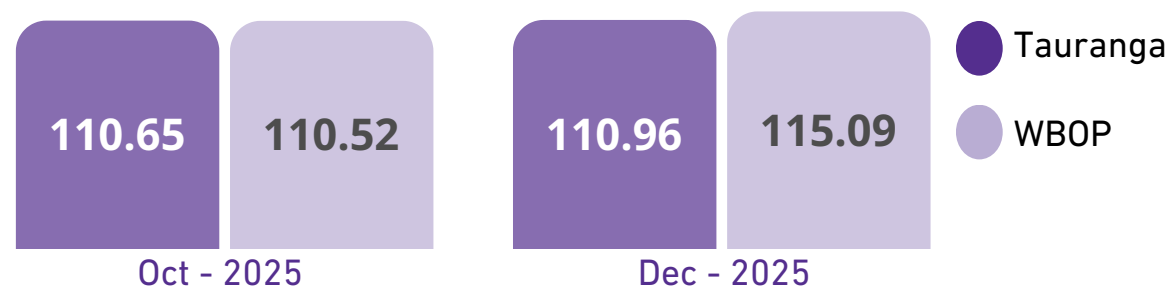


Staple Grocery Price Movement Oct - Dec 2025³

	PAK'n SAVE Cameron Rd	PAK'n SAVE Pāpāmoa	NW The Sands	freshchoice Greerton	NW Gate Pā	Woolworths Cameron Rd	Woolworths Te Puke	NW Te Puke	Woolworths Katikati	4 SQUARE Katikati
Oct-2025	\$101.37	\$102.77	\$111.19	\$124.94	\$113.49	\$110.45	\$110.00	\$110.14	\$109.60	\$112.18
Dec-2025	\$99.73	\$100.13	\$115.55	\$115.81	\$114.55	\$119.99	\$119.99	\$115.05	\$111.19	\$114.14
Staple Price Change	↓ 1.6%	↓ 2.6%	↑ 3.9%	↓ 7.3%	↑ 0.9%	↑ 8.6%	↑ 9.1%	↑ 4.5%	↑ 1.5%	↑ 1.7%

Tauranga vs WBOP Comparison

Average Grocery cost



Our grocery shop for staple items this quarter (Oct - Dec 25) saw four WBOP supermarkets with a larger grocery shop price increase (4.1%) than the six Tauranga supermarkets (0.03%).

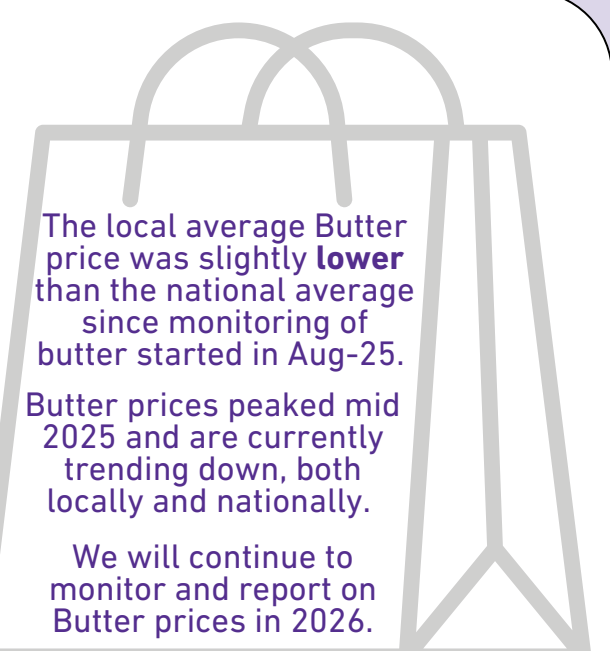
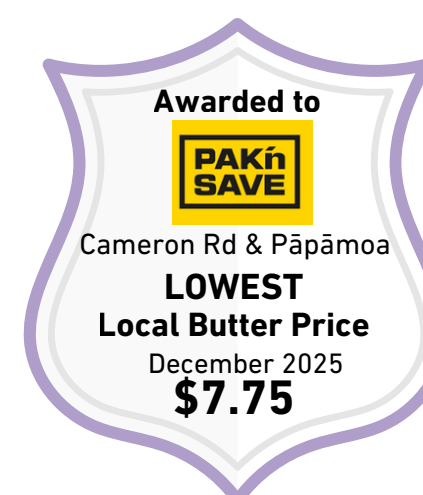
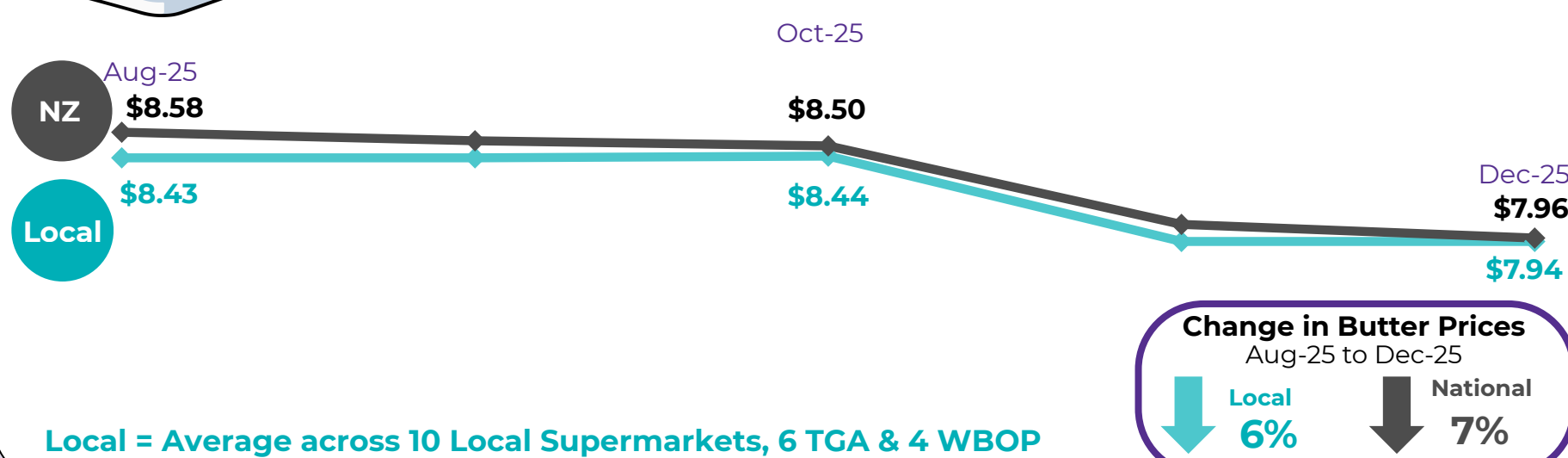
In October 2025 there was \$23.57 price difference between the lowest price of staple items and the highest. The price difference between lowest and highest decreased to \$20.26 in December 2025.



Additional Grocery Item^{3 & 5} not included as a full or staple grocery item



Butter Prices



Local = Average across 10 Local Supermarkets, 6 TGA & 4 WBOP

LOCAL GROCERY PRICES IN THE WBOP

October - December 2025

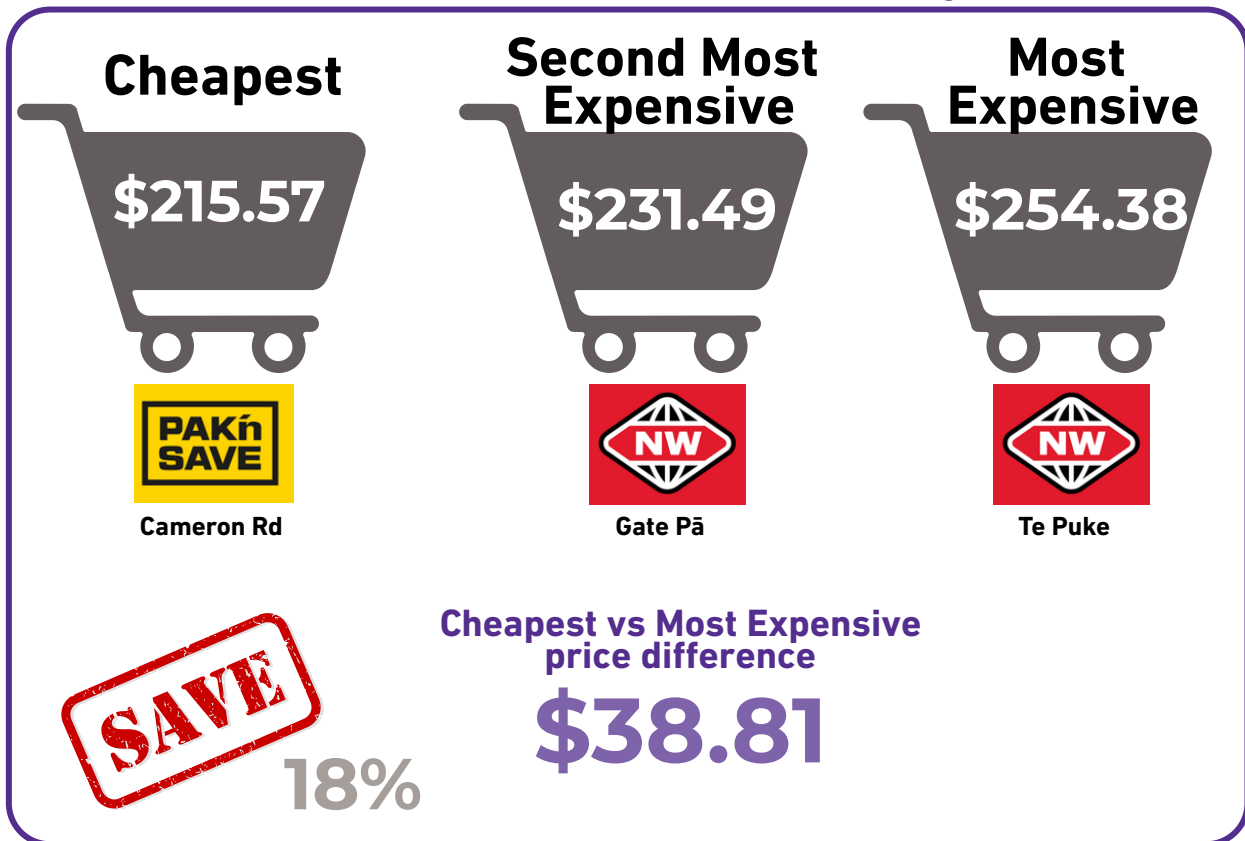
This infographic explores supermarket grocery prices in Tauranga and the Western Bay of Plenty. The grocery price data is derived from a mystery online shopper pricing a 68-item food and grocery basket at the same seven local supermarkets, on a monthly basis. The shopping list is calculated for a basic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

FULL GROCERY SHOP PRICES FOR THE MONTH¹

DECEMBER 2025

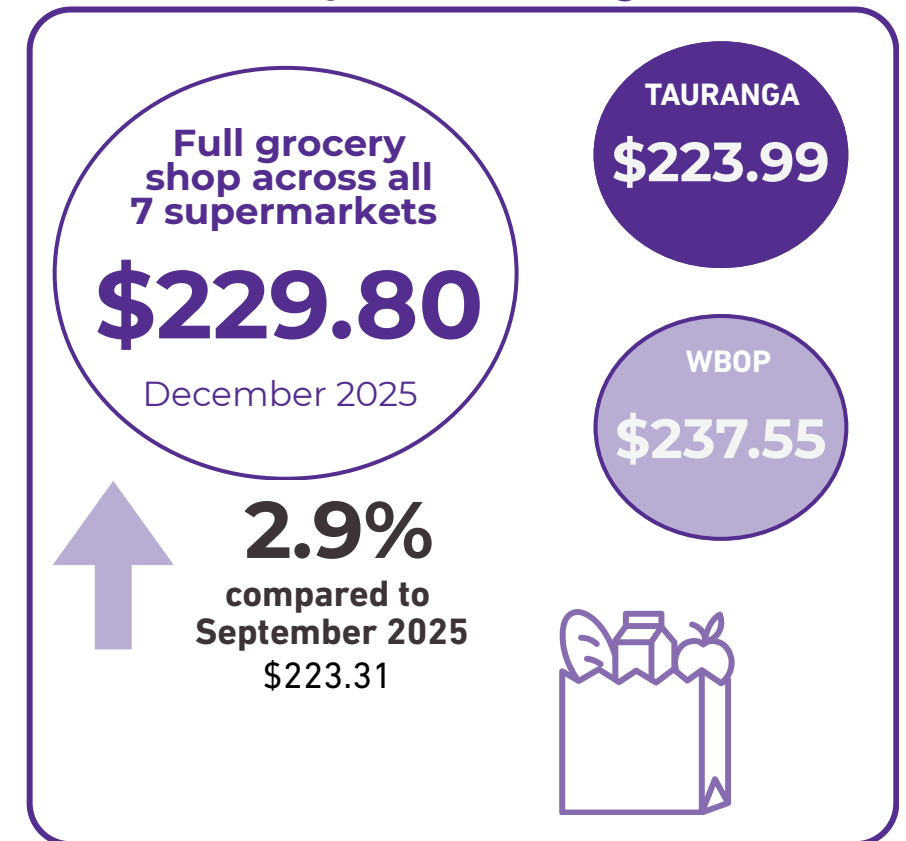
Across the WBOP Subregion



This month saw our shopping basket at PAK'nSAVE (Cameron Rd) coming in at nearly **\$39 cheaper** than the most expensive shop (compared with \$17 cheaper Sep-25).

It is worth noting that the December Grocery Shop at New World Te Puke is significantly higher than the next highest (New World Gate Pā) mainly due to the availability of Fresh Fish for this shop. The average Fresh Fish price across all 7 supermarkets was \$18.28 kg, New World Te Puke cost was \$35.99 and the next highest was \$17.00 per kg.

Average Grocery cost



Grocery Price Movement in the last 12 months¹

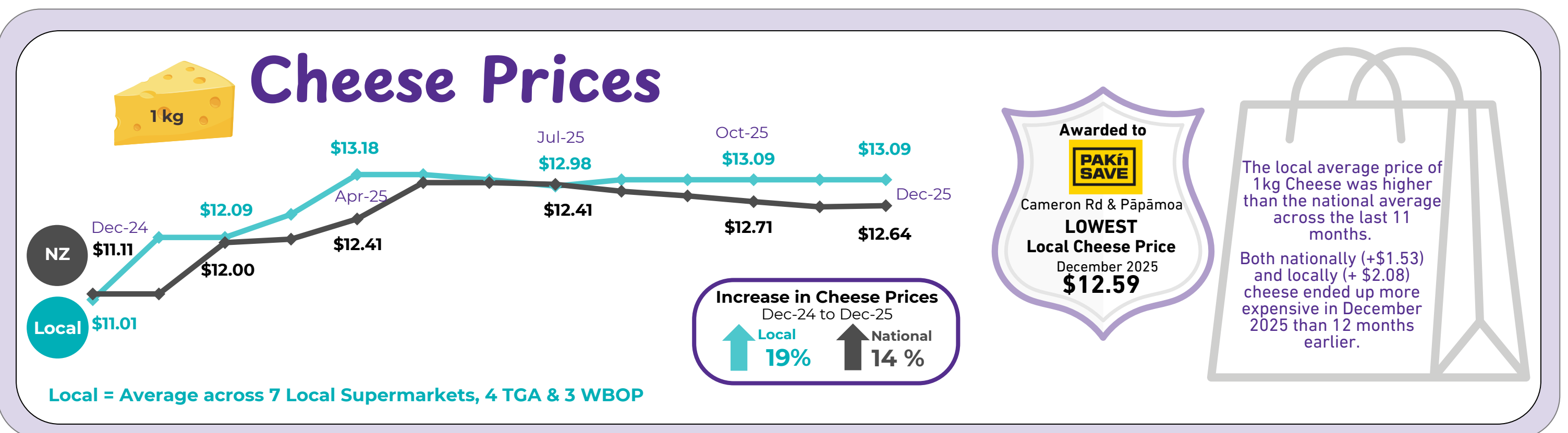
	TAURANGA Average weekly costs 4 supermarkets	WESTERN BAY Average weekly costs 3 supermarkets	PAK'nSAVE Cameron Rd	PAK'nSAVE Pāpāmoa	NW Gate Pā	Woolworths Cameron Rd	Woolworths Te Puke	NW Te Puke	Woolworths Katikati
December 2024	\$213.49	\$224.45	\$202.14	\$204.25	\$219.86	\$227.71	\$227.33	\$219.49	\$226.54
December 2025	\$223.99	\$237.55	\$215.57	\$220.04	\$231.49	\$228.85	\$229.54	\$254.38	\$228.74
Percentage increase in grocery prices over 12 months	4.9%	5.8%	6.6%	7.7%	5.3%	0.5%	1.0%	15.9%	1.0%

Over the past 12 months prices have increased an average of **4.9% in Tauranga** and **5.5% in the WBOP**, higher than **National CPI increase of 3.1%** for the same period.

3.1%
National⁶ CPI Increase
 Dec 24 - Dec 25

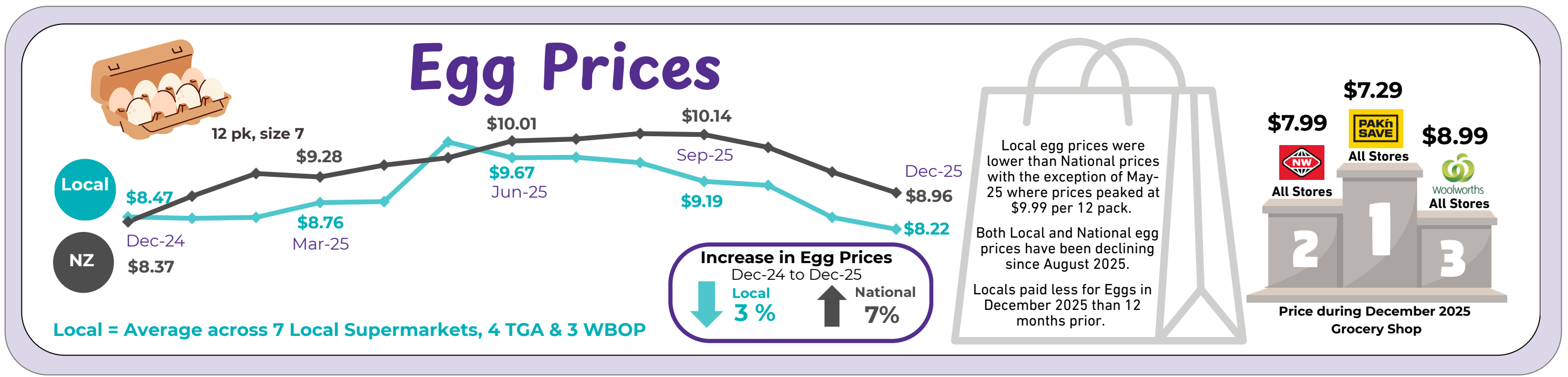
Selected Grocery Prices^{4 & 5}

A closer look over the last twelve months



Selected Grocery Prices^{4 & 5}

A closer look over the last twelve months



Selected Grocery Items⁴

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

Average item price across all 7 Supermarkets	Chicken Drumsticks, 1kg	Beef Mince 1kg	Fresh Fish 1kg	Drinking Mix 310 - 450gm	Milk 2lt	White Sandwich Bread
Dec 24	\$7.03	\$18.92	\$15.82	\$5.89	\$4.44	\$2.55
Dec 25	\$7.39	\$21.74	\$18.28	\$5.19	\$4.72	\$2.99

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

	Chicken Drumsticks	Beef Mince	Fresh Fish	Drinking Mix	Milk	White Sandwich Bread
Lowest Price Dec 25	\$5.89 PAK'nSAVE All locations	\$18.99 PAK'nSAVE All locations	\$11.99 PAK'nSAVE All locations	\$3.19 New World All locations	\$4.70 PAK'nSAVE All locations	\$1.99 Woolworths All locations
Highest Price Dec 25	\$8.00 Woolworths All locations	\$26.49 New World Gate Pā	\$35.99 New World Te Puke	\$5.99 PAK'nSAVE & Woolworths	\$4.73 New World & Woolworths All locations	\$3.99 New World All locations
Price Difference	36% \$2.11	36% \$7.50	200% \$24.00	88% \$2.80	0.6% \$0.03	100% \$2.00

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 consistently have large percentage variations between the lowest and highest price due to availability of items at different supermarkets - **Fresh Fish** and **Drinking Mix**.

Whole Trevally is one of the items included with the University of Otago measures, it is available at PAK'nSAVE and New World supermarkets only. Woolworths do not stock this item which results in a much higher priced fresh fish being selected for every shop.

Drinking mix **Ovaltine** is the standard **Malt Energy Drink Powder** selected, this is only available at Woolworths at a higher cost, alternatives are substituted at PAK'nSAVE and New World for cheaper supermarket brand options.

A word from the Mystery Shopper

In addition to Supermarket Reward Cards (Everyday Rewards for Woolworths and Clubcard for New World) Woolworths and FreshChoice have 5% off on any Tuesday for SuperGold Cardholders. Selected New World stores also offer a 5% discount to Gold Cardholders on Tuesdays. The Warehouse, who offer a selection of grocery items, offer a 5% discount to SuperGold Cardholders on the first Tuesday of each month until 31 July 2026.

What have you noticed?



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Feedback welcome



The Broader Scene⁷

- Increasing grocery prices:** Stats NZ data report that in the 12 months to December 2025 food prices increased 4.0%, down from a 4.4% increase in the 12 months to November. The meat, poultry and fish category was the biggest contributor to the annual food price rise increasing 7.4%, followed by grocery food 4.6%, down 0.1% compared with the previous month, restaurant and ready-to-eat meals costs increased by 2.4%.
- Staple items:** White bread was up 58.3% annually – averaging \$2.20 per 600g. The average price for two litres of milk rose to \$4.92, up 15.8 per cent from \$4.25. Salad season was cheaper in December 2025 as prices for vegetables such as lettuce, cucumber, and avocado were all down. However, the prices of vegetables such as onions, carrots, broccoli, and potatoes, increased.
- CPI (Consumer Price Index):** The 3.1 percent annual inflation rate in the December 2025 quarter is the highest annual rate since the June 2024 quarter, when it was 3.3 percent.
- The largest contributors to the annual inflation rate were in the **housing** and **household utilities** group. In the 12 months to the December 2025 quarter, the main contributors were:
 - electricity – up 12.2 percent (10.3 percent contribution to the 3.1 percent annual CPI increase)
 - local authority rates and payments – up 8.8 percent (8.7 percent contribution)
 - rent – up 1.9 percent (6.9 percent contribution)

Source Info:

- 1 - 5 Community Insights [Local Grocery Shop Dashboard](https://www.communityinsights.org.nz/local-grocery-shop-dashboard/) <https://www.communityinsights.org.nz/local-grocery-shop-dashboard/>
1. Weekly Costs tab 2. Grocery Categories tab 3. Staple Items tab 4. Grocery Items tab 5. National Data tab
6. Stats NZ News - CPI increase year ended 31 December 2025 - <https://www.stats.govt.nz/news/annual-inflation-at-3-1-percent-in-december-2025/>
7. News links <https://www.stats.govt.nz/information-releases/selected-price-indexes-december-2025/>; <https://www.1news.co.nz/2026/01/16/food-prices-cost-of-white-bread-up-almost-60-in-12-months/>; <https://www.stuff.co.nz/nz-news/360925400/food-prices-rise-4-cent-2025-driven-grocery-and-meat-costs>; <https://www.stats.govt.nz/news/household-living-costs-increase-2-2-percent/>

Infographic created by



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