

Supermarket Pricing Inquiry

Submission No: 1
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Attachments:

Submitter Comments:

I love having the price per kg on price tags throughout the supermarket but it is very frustrating when one is shown 'per 100g' and another in the same product range (and in this case, the same brand) is shown per kg. Whilst I know it's a simple matter of adding a zero, not everyone does and I am of the opinion that manufacturers (some) are fully aware that it can be confusing, so people don't bother and simply choose the cheaper price point, which may not necessarily be the cheapest by weight. Add to that, the effort required to choose the Australian product and the healthiest one, a person just about needs a degree in 'decluttering confusion' to go grocery shopping.