

Supermarket Pricing Inquiry

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Leading Our Community Listening, Caring, Delivering

11 April 2024

Committee Secretary
Supermarket Pricing Select Committee
Parliament House
George Street
Brisbane QLD 4000
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Dear Committee Secretary

I would like to acknowledge the significant cost-of-living pressures that families across Queensland are currently facing. In particular, the rising prices of groceries that put immense strain on consumers but fail to compensate primary producers adequately.

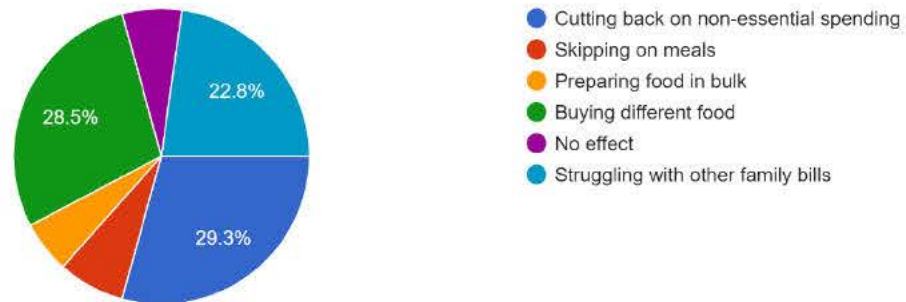
The dominance of the big supermarkets like Woolworths and Coles has left Queensland consumers and primary producers in a vulnerable position. Despite record profits, supermarkets may be engaging in anti-competitive behavior, including exerting market power over farmers, implementing shrinkflation tactics, and lacking pricing transparency.

I have gathered feedback from residents of the Mansfield Electorate, asking them to reflect on how much their grocery bill has increased over the past five years and their shift away from the Big Supermarkets. Here are some key insights:

- One resident cited dissatisfaction with Coles' customer service as the reason for switching patronage to IGA.
- Many residents feel that corporate greed has led to unjustified price increases, impacting household budgets and standards of living.
- Several respondents noted significant increases in the cost of family meals and overall grocery spending.
- Others highlighted deceptive pricing practices, loss of local jobs due to self-serve checkouts, and excessive CEO compensation as concerns.

How are the supermarket price increases affecting your personal/family budget?

123 responses



Furthermore, the survey revealed the following statistics:

- 22.8% of respondents say they are cutting back on non-essential spending due to supermarket price increases.
- 28.5% are skipping meals as a result of the price increases.
- 29.3% are preparing food in bulk to cope with price increases.
- Some are resorting to buying different food options or struggling with other family bills due to the price hikes.

These figures shed light on the tangible impact supermarket price hikes have on consumers' daily lives, forcing difficult choices such as cutting back on spending, skipping meals, and struggling with financial obligations.

I urge the Inquiry to make recommendations that support local producers, increase competition within the industry, and hold supermarkets accountable for their pricing practices. It is crucial to put downward pressure on prices and ensure fair treatment for consumers and primary producers.

Thank you for considering my submission on behalf of the community I represent.

Yours sincerely,



Corrine McMillan MP
Member for Mansfield

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