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MEDIA RELEASE

CASE REVEALS GROCERY SURVEY RESULTS:

MORE THAN 160 BUDGET ITEMS IN SUPERMARKETS

The Consumers Association of Singapore (CASE) conducted a 'Grocery Survey' during the first and last week of April and found more than 160 low priced or budget items in the various supermarkets surveyed. Most consumers could benefit from buying such budget items to augment their daily groceries consumption. Such items which are mostly housebrands, will enable consumers to save a considerable amount in these days of high inflation. CASE found that such budget items can be substantially cheaper than the branded varieties and in some instances the difference could be as high as 100%. .

By carrying out this "budget items" survey, CASE aims to highlight to consumers that there are low priced options available in the market place. We also want consumers to know what these items are and where they can be found. Based on consumers' feedback, we have also included 12 well-known brands in our survey so that consumers could also compare prices of brand besides the budget items. The survey will facilitate consumers to make better informed choices.

In the long run, we hope our survey will generate more interest among consumers to look for such items and that the supermarkets will increase the number of such items in their various outlets. In fact, supermarkets which CASE are in contact with, have expressed support for such display of budget items so that consumers, in particular the lower income consumers, can benefit.

Table below shows the total number of lowest priced budget products found in the various supermarkets surveyed on 30 April 2008.

Rank	Supermarket Name	No. of Items	Items
1	NTUC Fairprice	10	Canned Pork Luncheon Meat, Eggs, Instant Noodles, Rice, Salt, Sugar, Baby Diapers, Shower Foam, Dishwashing Detergent, Clothes Detergent
2	Sheng Siong	7	Canned Sardines, Canned Baked Beans, Canned Mushroom, Cooking Oil, Eggs, Sugar, Milk Powder
3	Giant	4	Salt, Condensed Milk, Toothpaste, Toilet Rolls
3	Shop N Save	4	Bread, Salt, Soap, Shampoo
4	Cold Storage	3	Bread, Canned Sardines, Salt
4	Prime	3	Soap, Dishwashing Detergent, Toilet Rolls
5	Carrefour	2	Soap, Dishwashing Detergent
5	Jasons Marketplace	2	Bread, Salt

More tables for comparison are included in the enclosed Annexes. Prices in the survey are net of all discounts and include promotion price if the promotion falls within the period. For instance Fairprice offer on going 5% discount for all housebrands. All the price lists will be available to the public and can be accessed at:

- [Grocery Price Survey \(Survey Period 30 Apr 2008\) - Combined Price Listing](#)
- [Grocery Price Survey \(Survey Period 30 Apr 2008\) - Lowest Price](#)
- [Grocery Price Survey \(Survey Period 30 Apr 2008\) - Ranking](#)

Following are CASE's findings:

- Most supermarkets have their own housebrands which are generally lower in price compared to the branded ones at the same supermarket. Such examples can be seen in bread, rice, instant noodles, eggs and toilet rolls. We also observed that the same product can be differently priced in different

supermarket's outlets, except Fairprice which maintains consistent pricing for all products in all their outlets.

- NTUC Fairprice was found to have the most number of “budget items” priced competitively as compared to the budget items of the other 7 supermarket surveyed on 30th April 2008.
- We note that the wellknown “branded” items are much more expensive than the budget items that we have surveyed. Among the supermarkets surveyed on 12 wellknown brands, Fairprice was found to offer the most products at the lowest price.
- Budget products ranges in pricing in the various supermarkets. For instance, we noted that the cheapest brand of rice in the supermarkets ranges from \$4.35 to \$6.80 for a packet of 5kg rice (surveyed during 1st week of April).
- Branded items could be expensive and could cost twice as much as the budget items. Take rice for example, the Royal Umbrella's 10kg packet is selling at \$26.80
- We observe that consumers do not just buy such budget products alone. We note that such products are purchased side by side branded products of different items.
- Most house brands are available for most of the essential consumables such as rice, cooking oil, sugar, toilet rolls etc.
- Some supermarkets have less low priced items. We believe this could be due to different market strategy as such supermarkets may cater more to the needs of middle or upper income group.

Consumers Association of Singapore:

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers' interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in lobbying for Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on March 1, 2004