

18 March 2026

Sally Copland
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Auckland 2024

Copy: James Radcliffe

Kia ora Sally

Impact of the conflict in the Middle East on grocery prices

I am writing to you regarding your acquisition and retail prices in the context of the current situation in the Middle East.

I appreciate this is an uncertain time and that the implications are likely to evolve over the coming weeks. The Commerce Commission has stepped up our monitoring of fuel prices – our more frequent reporting will be used to call out any pricing behaviours that give the Commission cause for concern.

You will be aware that we do not monitor the price of individual grocery SKUs, but we do monitor pricing and margin trends in the grocery sector through our powers under the Grocery Industry Competition Act 2023.

We understand you are already engaging directly with MBIE on how you are tracking the impacts of the action in the Middle East on grocery costs and availability in your own operations and across supply chains. The Commission has an interest in this information but rather than duplicate requests we will engage with MBIE as to how best to avail ourselves of that information.

We are keen for grocery shoppers to be insulated from excessive or undue cost increases. We would expect:

- any price increases associated with the Middle East conflict to decrease in line with post conflict decreases;
- you would not seek to extend your margin at this time;

- you alert us to any evidence of suppliers seeking to extend their margins at this time; and
- you continue to meet your obligations under the Grocery Supply Code when dealing with supplier cost price increase requests.

I would also be keen to discuss if there is anything more that the Commission can do to support you at this time.

Please note that I intend to publish this letter.

Yours sincerely



Pierre van Heerden
Grocery Commissioner