

15 April 2026



Kia ora 

Official Information Act request 25.214

Thank you for your email received on 1 April 2026 asking for the following information under the Official Information Act 1982 (the Act):

“I note for the First Annual Grocery Report that the Commerce Commission released, in response to an information request, a [summary of price-cost margin analysis for the 2023 year](#).

This information is also referred to on page 49 of the 2025 grocery report: “We also observe an equally wide range of price-cost margins across different product categories. Across the major banners among non-fresh product categories, the products with average price-cost margins in the highest quartile are general merchandise, bread (excluding in-house bakery), cooking needs (eg, flour, eggs, oil, herbs), health products and toiletries. Those in the lowest quartile are baby products, beverages, biscuits, breakfast (cereals and spreads), confectionery and tobacco.”

Would you please be able to share the equivalent analysis of price-cost margins across quartiles for the 2024 year, as informed the 2025 grocery report?”

Our Response

In our first annual grocery report (published in September 2024 – available at https://www.comcom.govt.nz/assets/pdf_file/0019/362305/Annual-Grocery-Report-2024.pdf), we calculated the difference between price-cost margins between 2019 and 2023 at a category-level. Each of the major supermarkets record product categories differently. To enable comparisons, the Commission created a set of “common categories” for the report. The common categories were created by mapping different

product categories across Woolworths New Zealand, Foodstuffs North Island and Foodstuffs South Island to create one common list of categories.

This enabled us to observe the wide range of price-cost margins across different categories for that period. This analysis informed our commentary on page 49 on that report, and the subsequent response to an information request about the average price-cost margin by quartile.

In our second annual grocery report (published in August 2025 – available at https://www.comcom.govt.nz/assets/pdf_file/0028/368047/Annual-Grocery-Report-2024-6-August-2025-.pdf), we did not undertake the same common category-level analysis of price-cost margins. For this reason, the equivalent average price-cost margin by quartile information is not available for this period.

We are therefore refusing your request under section 18(e) of the Act as the information requested does not exist.

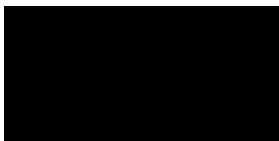
Further information

If you have any questions about this response, please do not hesitate to contact us at oiacomcom.govt.nz.

If you are not happy with our response, you have the right to complain to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz.

The Commission may publish this response on our website as part of our proactive release process. Any personal information will be redacted prior to publication.

Ngā mihi nui



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