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PRESS RELEASE

Concerns Raised Over Pricing Transparency in Supermarkets

Serious concern is being raised after the findings from the latest round of market surveillance conducted across major supermarkets around Fiji, which revealed multiple violations relating to inaccurate and missing pricing information.

During inspections carried out in the past 2 days, the Consumer Council identified numerous instances where products on shelves either had no displayed prices or the shelf prices did not match the prices charged at the point of sale. These practices undermine consumer confidence and place unfair pressure on shoppers already struggling with the rising cost of living.

When questioned by Council officers, several supermarkets attributed these discrepancies to staffing errors or system failures. However, the Council wishes to make it clear that such explanations are not acceptable excuses for non-compliance with fair trading obligations.

Consumers have the right to clear, accurate, and transparent pricing information before making purchasing decisions. Retailers are legally and ethically responsible for ensuring that displayed prices are current and consistent with checkout pricing at all times.

“We are aware that many supermarkets are currently adjusting prices due to changing market conditions. Nevertheless, businesses must continue to uphold transparency and accountability throughout this process. Price changes cannot come at the expense of consumer rights,” says Consumer Council CEO Seema Shandil.

The Council is calling on all supermarkets and retailers to immediately review their pricing systems, strengthen internal monitoring processes, and ensure that shelf pricing accurately reflects checkout charges.

While we will continue its market surveillance activities nationwide, consumers who encounter pricing discrepancies or unfair trading practices are encouraged to report these matters to the Council through its National Consumer Helpline 155 or Complaints@consumersfiji.org.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerltk@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj