



18 May 2026

PRESS RELEASE

## **Market Surveillance Reveals, Consumers Are Paying Higher at the Supermarket Checkout**

Consumers are absorbing the impact of the fuel crisis, not just through base price increases, but through the erosion of promotional discounts that previously kept costs lower.

The Consumer Council of Fiji today unveiled the findings of a comprehensive, multi-week market surveillance exercise, revealing that Fijian households are grappling with a growing form of "hidden" inflation. While many consumers look for drastic spikes in base prices at the supermarket checkout, the Council's data analysis indicates that the more pervasive issue is the systematic erosion of promotional discounts.

Retailers are increasingly narrowing the gap between standard retail prices and discounted prices, or in many instances, removing these discounts entirely. This subtle shift means that while the sticker price on the shelf may remain unchanged, the final cost to the consumer is rising as the "discount buffer" that previously lowered the cost of living continues to shrink.

The Council's investigation, which spanned from late March to early May 2026, tracked price fluctuations across various supermarket chains nationwide to determine how the global fuel crisis is translating into real-world costs for families. The analysis identified a concerning "two-tier" inflationary reality. On average, commonly purchased goods are experiencing sustained price growth. Products such as Jasmine Rice, Eggs, Vape Mats, Cookies, Teabags, Bathing Soap, Sausages Washing Powder, Toilet Paper and Cooking Oil have seen average price increases ranging from 15% to over 35% during the monitored period. While price-controlled items still remain below the maximum set price, the average discounts offered on these items has reduced, meaning that consumers are ultimately paying more.

Highlighting the gravity of this trend, Consumer Council of Fiji CEO, Seema Shandil, emphasized that the financial strain on families is becoming increasingly difficult to ignore. "Our findings provide hard evidence of a creeping cost-of-living burden that is not always immediately apparent to the naked eye," said Shandil. "When the deep discounts that families rely on to stretch their budget are quietly reduced, it is the ordinary consumer who pays the price at the checkout. We are seeing a 'discount illusion' where the retail environment feels stable, yet the actual purchasing power of every dollar is being slowly eroded."

### **Head Office**

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

### **Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [consumerlkt@connect.com.fj](mailto:consumerlkt@connect.com.fj)

### **Labasa/North**

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



@CCoFiji



Consumer Council of Fiji



[www.consumersfiji.org](http://www.consumersfiji.org)



Mobile App

The Council warns that this “staircase effect” where prices rise and rarely return to their previous baselines, is creating a new, more expensive standard for the cost of living. As the global fuel crisis continues to impact supply chains, there is a significant risk that remaining discount buffers on staple items will be further depleted, leading to sharper increases in the total grocery bill.

The Consumer Council will continue to monitor prices of groceries in supermarkets over the coming months, as Fijians prepare for more inflation driven by ongoing global economic instability. At the same time, consumers are also advised to maximise their dollar by looking for the best bargains, doing comparative shopping and planning their budget well.

---

**Head Office**

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

**Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [consumerlwk@connect.com.fj](mailto:consumerlwk@connect.com.fj)

**Labasa/North**

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