

introducing unit pricing

*"The calculations
have been done so you
can save time
and money."*

Unit Man



Unit pricing is a labelling system that helps you compare prices and value at the supermarket. By using standard units of measure you can easily compare the price of products, regardless of different sizes or brands.



For example, a 2.5 litre detergent unit price of \$3.05 per litre is better value than a 1.5 litre detergent unit price of \$3.83 per litre.

Unit Pricing Hotline **1300 746 245**
www.accc.gov.au/unitpricing



Australian
Competition &
Consumer
Commission

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How will items be unit priced?

Most unit prices you will see in stores are based on standard units of measurement—per 100 millilitres, per 100 grams or per item.

However, some grocery categories use different units of measurement. These include:

- fruits and vegetables (per kilogram or per item)
- meat, seafood and poultry (per kilogram or per item)
- beverages (per litre).

How are unit prices calculated?

Unit prices must be worked out to the nearest 1 cent (rounding up for 0.5 cents or more, and rounding down for 0.4 cents or less).

This means that when you multiply the unit price by the quantity of the item you may get a retail price that is a few cents different from the retail price on the label.

Will I see unit pricing in all grocery stores?

No. From 1 December 2009, unit pricing is compulsory for some grocery retailers and optional for others.

It is compulsory for large grocery stores and for online grocery traders. These retailers must display unit pricing by 1 December 2009.

This means that you can expect to see unit pricing in larger grocery stores, but may not see it in smaller grocery shops.

Smaller grocery retailers can choose whether to unit price their products.

Shops such as department and variety stores, and shops that sell only a small range of food types, are not required to display unit pricing.

Will unit pricing be displayed for all grocery items?

No. Some items are exempt from unit pricing—such as stationery, kitchen appliances, hardware and computer equipment.

Also, marked-down grocery items that are perishable, damaged or discontinued will be exempt from unit pricing.

Combinations or bundles of different grocery items sold together for a single price do not have to be unit priced. The items can be packaged together but don't always have to be. For example, frozen potato chips and a separate packet of frozen fish fillets for a single price would not have a unit price displayed.

Promotions where different items are offered at the same price do not have to be unit priced. For example, a range of chocolate bars of different kinds and weights for \$1.50 would not have a unit price displayed.

Further information

For more information contact the Unit Pricing Hotline on 1300 746 245 or visit www.accc.gov.au/unitpricing

