

Response ID ANON-FTNX-URY6-T

Submitted to Supermarkets inquiry issues paper
Submitted on 2024-03-22 13:19:39

Introduction

What is your name?

Name:
Brian Hurst

What is your email address?

Email:
[REDACTED]

What is the name of your organisation?

Organisation:
Individual

Are you responding to this survey as:

Consumer or community advocacy group

If other, please specify: :

What is the size of your organisation?

Not Answered

Do you wish to publish your submission anonymously?

No - please publish both my name and organisation name

Confidential information

Guided submission - Tell us about yourself

Your response:

Please provide some background information about yourself:

I am interested in the inquiry and a consumer who shops at Coles, Woolworths, Aldi and IGA. I follow weekly specials and shop according to the best prices. I am prompted to make a submission because I am generally happy with my shopping experiences, and I think the large supermarket retailer has given me access to a very wide range of choices, long trading areas and some very good specials.

I have no way of knowing if price gouging is occurring. Hopefully, this inquiry we tell me what price gouging really means.

I would like this inquiry to demonstrate to me in practical terms how I would be better off every time I shop by taking action against Woolworths and Coles.

I don't want to lose access to the most extensive range of products I can if action is taken to limit the operation of stores.

Is there any confidential information you would like to provide in support of your response?

Please provide any confidential background information if applicable here:

No. But I will add that I have applied for and received the personal data held by Woolworths and Coles. And I would be happy to share that with you to demonstrate what is held. I will comment more later if there is a question on data collection

Why is this information confidential?

Please provide reason for background confidential reason:

I have not supplied this as yet. The Woolworths data supplied to be is encrypted

Guided submission - Market structure and impact on level of competition

Your response:

Please provide response to question on market structure and impact on level of competition:

From a shopper's point of view, the dominance of Coles and Woolworths provides greater access to shopping because there are more physical stores, and you are more likely to have access to a shop with a huge range of products at good prices.

This is a huge benefit to consumers. Yes, you can add an Aldi and or a local IGA , but Aldi does not have the range of products, and IGA is more expensive.

Independent fruit and vegetables are good to have access to, but the prices are not always cheaper than the supermarkets, but can be fresher

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response on market structure if applicable:

NO

Why is this information confidential?

Please provide reason for confidential response to market structure question:

N/A

Guided submission - Price and non-price competition

Your response:

Please provide response to price and non-price competition question :

As a consumer, I shop according to the weekly specials. I find that Coles and Woolworths have many half-price specials, which I will wait for before buying that product. I have noticed these come in cycles, and they are often the same products. Examples are laundry liquid, dishwasher tablets, and chocolates.

I assume the supermarkets are getting the suppliers to cut their margins and increase their volume when these specials are.

I don't see any disadvantage for the consumer in this practice.

If supermarkets are forced to change these arrangements, I would like to know what the benefits would be to shoppers.

Price: I match the price with quality. I know the quality brands, and I will look for the best priced. But I will pay more for a better brand.

Product range: This is critical for me. I would not want any government interference that would result in less choice. Aldi is not suitable for everyone. You have to adapt your shopping habits to the Aldi range.

Quality: A key element I require . The current supermarkets offer a choice of quality. I do not want any move by government to impact that. I can go to a specialist store if I want niche products.

Product availability: I only shop in-store. Stock on shelves needs to be improved. There are only times when the shelves are low in stock or have no stock at all.

Convenience: This is a major benefit of large supermarkets and should not be overlooked. Opening hours are a key element of these stores, which I imagine would increase costs but also provide employment.

Loyalty and rewards programs: I am a Rewards and Flybuys member. I totally understand that my data is collected and used to market products to me. I accept and welcome this as it gives me information about what is on special. I also get regular discounts and other benefits at the checkout. The rewards program also allows me to pay from within the app and get e-receipts instead of paper. This is a major benefit to me and, as a result of technological change, through the loyalty program.

It is totally up to me whether I make purchases based on these prompts. I have total control over what I do with my loyalty programs. The programs such as Choice should not be condemned as many are. If you don't want your data collected, don't sign up.

As I said earlier. I have requested and been granted all the data collected by Coles and Woolworths through the loyalty programs.

So my message is: Don't be judgemental about the loyalty programs. They can work for you. Just be aware of the terms and conditions.

In-store experience: If I shop at Coles, I try to use the staffed check-out if I have a big shop. But I will use the self-serve if necessary. At my Woolworths, I use Scan N Go, which works well. It's a bit more work for me as a shopper, but the benefit at the checkout is well worth it.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to price and non-price question if applicable:

No

Why is this information confidential?

Please provide reason to confidential response of price and non-price competition question:

N/A

Guided submission - Pricing and margins

Your response:

Please provide response to pricing and margin question:

As a shopper, I have no insight into this.

My main wish is that prices on the shelves are competitive and the margins are reasonable given the costs incurred in supplying the product. I accept that these supermarkets are public companies and have obligations to shareholders.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to pricing and margin question if applicable:

No

Why is this information confidential?

Please provide reason for confidential response to pricing and margin question if applicable:

N/a

Guided submission - Industry trends

Your response:

Please provide response to Industry trends question:

I don't have a problem with loyalty programs. They provide benefits for shoppers.

Data collection is a way of life. If you don't want your data collected. Don't sign up, and don't shop online.

The rise in online retailing has been driven by consumers who want the convenience, so they need to accept there is a trade-off in giving away their data.

Shop in personal in you don't want that.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to industry trend question if applicable:

No

Why is this information confidential?

Please provide reason for confidential response to industry trend question:

N/A

Guided submission - Barriers to entry and expansion

Your response:

Please provide response to barriers to entry and expansion question:

I don't have the knowledge to answer in this area.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to barriers to entry and expansion question if applicable:

NO

Why is this information confidential?

Please provide reason for confidential response to barriers to entry and expansion question:

N/A

Guided submission - Consumer experiences

Your response:

Please provide response to consumer experience question:

Pricing:

Shoppers must be prepared to invest time in understanding pricing.

There is enough information on the price tickets to understand unit prices and make comparisons. People just don't look.

People have to be savvy when comparing prices. Just look at things like celery. You can buy it whole or trimmed and packed. If you compare the prices, you can see the value as a whole compared with trimmed and packed. You pay for the convenience of having it trimmed.

But having said that, the fruit and vegetables section needs to have clear pricing -- because there are many variations of pricing methods.

Unit pricing: Maybe there is a way of making this more prominent. It is clearly the best way to shop if you have the capacity to pay for bigger packs.

Data Collection: As said before -: I am a Rewards and Flybuys member. I totally understand that my data is collected and used to market products to me. I accept and welcome this as it gives me information about what is on special. I also get regular discounts and other benefits at the checkout.

The rewards program also allows me to pay from within the app and get e-receipts instead of paper. This is a major benefit to me and, as a result of technological change, through the loyalty program.

It is totally up to me whether I make purchases based on these prompts. I have total control over what I do with my loyalty programs. The programs such as Choice should not be condemned as many are. If you don't want your data collected, don't sign up.

As I said earlier. I have requested and been granted all the data collected by Coles and Woolworths through the loyalty programs.

So my message is: Don't be judgemental about the loyalty programs. They can work for you. Just be aware of the terms and conditions.

In-store experience. Self-serve checkouts and Scan n Go are clearly the result of technological advances. This is happening across society. There are few pain points in department stores; you order from a screen at McDonald's

As long as staffed check-outs remain and are adequately staffed to suit demand, I don't see a problem

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to consumer experience question if applicable:

NO

Why is this information confidential?

Please provide reason for confidential response to consumer experience question:

N/A

Guided submission - Grocery supply chains

Your response:

Please provide response to grocery supply chain structure question:

No insight here

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to grocery supply chain structure question if applicable:

No

Why is this information confidential?

Please provide reason for confidentiality response to grocery supply chain structure question:

N/A

Guided submission - Competition in grocery supply chains

Your response:

Please provide response to competition in grocery supply chain question:

No knowledge here

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to competition in grocery supply chain question if applicable:

NO

Why is this information confidential?

Please provide reason for confidential response for competition in grocery supply chain questions:

N/A

Guided submission - Information on contracting practices

Your response:

Please provide response to information on contracting practices:

Only comment here is that there needs to be more transparency

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to information on contracting practices question if applicable:

No

Why is this information confidential?

Please provide reason for confidential response to information on contracting practices question:

N/A

Guided submission - Information on other trading arrangements

Your response:

Please provide response to question on information on other trading arrangements:

No insight on this

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response on other trading arrangements if applicable :

No

Why is this information confidential?

Please provide reason for confidential response on other trading arrangements question:

N/A

Guided submission - Buyer power

Your response:

Please provide response to buyer power question:

I imagine the advent of half-specials is connected to the supermarkets' ability to buy high volumes. But this good for the consumer

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to buyer power questions if applicable:

No

Why is this information confidential?

Please provide reason for confidential response to buyer power question:

N/A

Guided submission - Margins and price transparency in grocery supply chains

Your response:

Please provide response to margins and price transparency in grocery supply chain question:

No knowledge of the margins along the supply chain.

But a comment that costs along the supply chains should be passed onto consumers to ensure the viability of those in the supply chains. At the same time, lower production costs should be passed on.

Transparency would seem to be the key here.

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to margins and price transparency in grocery supply chain question if applicable:

No

Why is this information confidential?

Please provide reason for confidential response to margins and price transparency in grocery supply chains question:

N/A

Guided submission - Other factors impeding or supporting efficient supply or pricing

Your response:

Please provide response to other factors impeding or supporting efficient supply or pricing question:

No comment here

Is there any confidential information you would like to provide in support of your response?

Please provide confidential response to other factors impeding or supporting efficient supply or pricing question if applicable:

No

Why is this information confidential?

Please provide reason for confidential response to other factors impeding or supporting efficient supply or pricing question:

N/A

Written submission - Upload page

Please upload your public written submission in either PDF or Word Doc format.

Upload documents for your public written submission:

No file uploaded

Please upload a confidential version of your written submission, should you wish to do so.

Confidential written submission upload:

No file uploaded