

SUPERMARKET FOOD PRICING

Research First has been looking into public perceptions in a number of areas that are typically used to manufacture talk of an 'urban rural divide'. This month we were interested to find out the impact high prices in the supermarket have on public perceptions of food producers. Do people think agriculture is taking profit at the expense of sustainability of the land? Do people think it is farmers and growers that cause prices to go up?

Our respondents were asked an open question to determine what they think is the main cause of rising prices of food in our supermarkets. Top responses were:

- Supply chain shortages combined with increased demand
- Inflation
- Supermarket greed / duopoly effects

Agriculture was mentioned by some. This was typically in relation to the cost of production increasing (fuel prices, labour shortages, fertiliser prices) and climate effects on crop yields rather than in relation to perceptions of profiteering.

Relative impact of a set of pre-identified factors was also tested. Inflation, retailer profit margins and Covid-19 related supply chain issues were the ones perceived to have the biggest impact.

These surveys were conducted with nationally representative samples of New Zealanders. For further information please contact liz@researchfirst.co.nz

August 2022

in association with



What do you think is the main cause of rising prices of food in our supermarkets?

Supply chain shortages combined with increased demand	21%
Inflation	17%
Supermarket greed/ duopoly effects	16%
Cost of production	15%
Covid-19	14%
Fuel costs	14%
Cost of transport	13%
Greed: Other	12%
Ukraine war	9%
Broken economy	4%
Climate change	4%
Taxes	1%

How much impact do you think the following have on rising food prices in our supermarkets?

