



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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CASE introduces Unit Pricing on Price Kaki

From 1 January 2023, consumers will be able to view the unit pricing of more than 1,200 grocery items on Price Kaki, the Consumers Association of Singapore (“CASE”)’s price comparison mobile application.

Unit price is the price per unit of measurement of a product. With unit pricing, consumers can compare the values of a pre-packaged product between brands, or similar products of differing quantity, volume or packaging. Unit pricing allows consumers to make better informed purchasing decisions.

Under the pilot phase, Price Kaki will display the unit pricing of food, drinks and household products in unit measurement of 100 grams or 100 millilitres. The items will come from four of the most commonly searched product categories on Price Kaki.

The four product categories are:

- i. Fresh milk and UHT milk (e.g. fresh milk, soya bean drinks, coconut cream)
- ii. Oils, sauces and condiments (e.g. cooking oil, oyster sauces, maple syrups)
- iii. Packet or canned drinks (e.g. isotonic drinks, chilled juices)
- iv. Household products (e.g. laundry detergents, bleaches, shampoos, conditioners)

Refer to **Annex A** for visuals of unit pricing display on Price Kaki.

Mr Melvin Yong, President, CASE said: “Consumers are understandably worried about the rising cost of living, as higher food and grocery prices, coupled with the Goods & Services Tax (“GST”) hike, can add to their households’ monthly expenses. We observed that in the past year, there has been an increasing number of consumers who are switching to house brands which are usually between 10% to 25% cheaper than similar branded products. The introduction of unit pricing on Price Kaki will increase the price transparency of daily essentials, and help consumers choose value for money groceries and household products in the current period of higher inflation. In addition, with rising business costs, some food manufacturers may maintain prices but reduce the quantity of products. By showing unit pricing on Price Kaki, consumers can easily find out if they are paying more for less, and look for alternatives which are better value for money.”

After the pilot phase, CASE will consolidate users’ feedback and aims to expand unit pricing to more than 6,000 items across other product categories that are sold or packed in kilograms and litres on Price Kaki by the third quarter of 2023.

Background

Price Kaki was launched by CASE in September 2019 as a tool to help consumers compare prices of daily essentials and make informed purchasing decisions. Since its launch, the mobile application has received more than 125,000 downloads.

As part of ongoing efforts to increase the usefulness and relevance of the app, CASE is expanding Price Kaki to include more retailers, more products and more services. Some of the upcoming features include a Shopping List function which will enable consumers to compare prices of items on a personalised shopping list across different stores; and a Social Wall feature which allows users to post comments and upload pictures and videos of the latest food and grocery deals within their neighbourhoods.

Melvin Yong
President
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About the Consumers Association of Singapore:

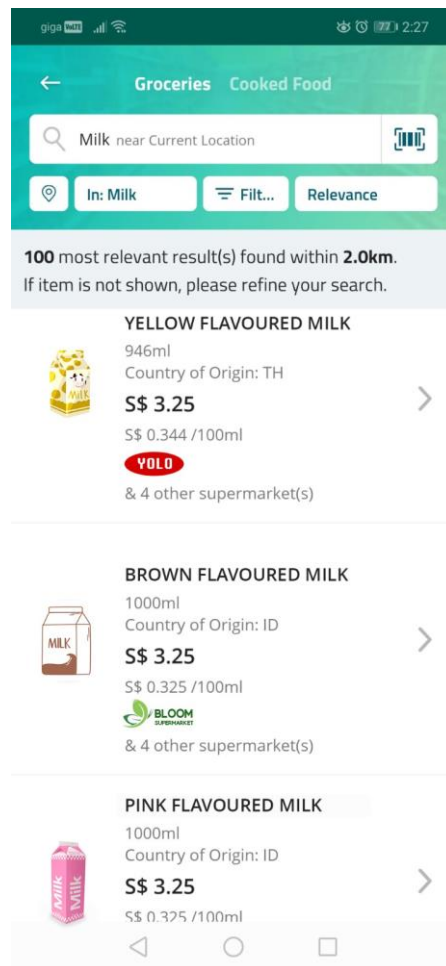
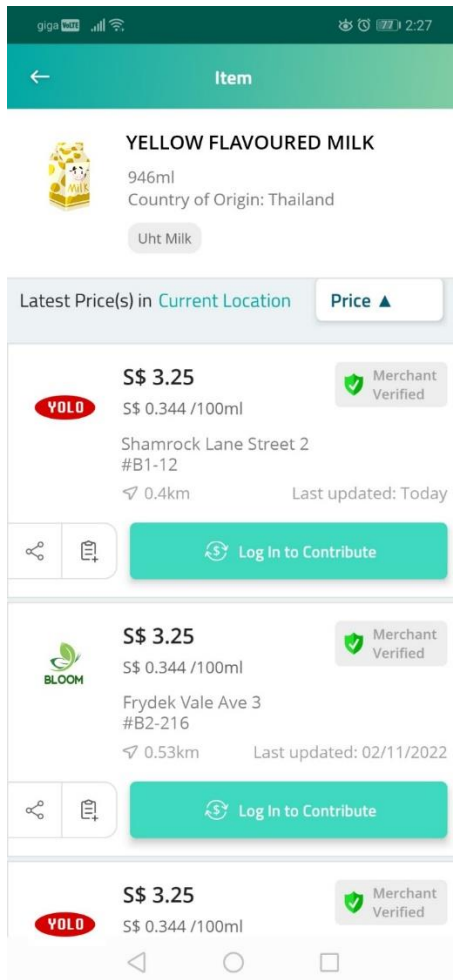
The Consumers Association of Singapore (“CASE”) is an independent, non-profit organisation that is committed towards protecting consumers’ interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (“CPFTA”) which came into effect on 1 March 2004.

For more information, please visit the CASE website at <http://www.case.org.sg> or follow us on:
Facebook: www.facebook.com/casesg
Twitter: www.twitter.com/casesg

Annex A

Unit Pricing on Price Kaki (price per 100ml)

- i) Comparing the unit prices of one product across supermarkets
- ii) Comparing the unit prices of similar products across supermarkets



Unit Pricing on Price Kaki (price per 100g)

- i) Comparing the unit prices of one product across supermarkets
- ii) Comparing the unit prices of similar products across supermarkets

The screenshot shows the 'Item' page for 'SIMPLE SUGAR - POWDERED'. The item is 270g, from Malaysia, and categorized under 'Marinades & Sauces'. Three merchant listings are shown, all with a price of S\$ 9.90 and a unit price of S\$ 3.667/100g. Each listing includes the merchant name (YOLO or BLOOM), address, distance, and a 'Merchant Verified' badge. A 'Log In to Contribute' button is visible below each listing.

Merchant	Price	Unit Price	Address	Distance	Verified
YOLO	S\$ 9.90	S\$ 3.667 /100g	Shamrock Lane Street 2 #B1-12	0.4km	Yes
BLOOM	S\$ 9.90	S\$ 3.667 /100g	Frydek Vale Ave 3 #B2-216	0.53km	Yes
YOLO	S\$ 9.90	S\$ 3.667 /100g	Rephidora Lane Street 21 #1-22		Yes

The screenshot shows search results for 'Sugar' near the current location. It displays 98 most relevant results within 2.0km. The first result is 'RED FAIRY LOW PERCENTAGE COARSE SUGAR' (240g, Thailand origin) priced at S\$ 5.00 (discounted from S\$ 6.10 to S\$ 1.10) with a unit price of S\$ 2.083/100g. The second result is 'SIMPLE SUGAR - POWDERED' (270g, Malaysia origin) priced at S\$ 9.90 with a unit price of S\$ 3.667/100g. The third result is 'LEE KUM KEE OYSTER SAUCE - PREMIUM BRAND (2PCS x 510G)'. A 'Log In to Contribute' button is visible at the bottom of the page.

Product	Price	Unit Price	Origin	Discount
RED FAIRY LOW PERCENTAGE COARSE SUGAR	S\$ 5.00	S\$ 2.083 /100g	TH	S\$ 6.10 to S\$ 1.10
SIMPLE SUGAR - POWDERED	S\$ 9.90	S\$ 3.667 /100g	MY	