



**Media Release**  
**FCCC Reaffirms Stability in Whole Bird Chicken Prices**  
**20 December 2024**

The Fijian Competition and Consumer Commission (FCCC) wishes to clarify recent discussions in the media regarding the price of whole bird chickens at supermarkets.

Since last year, the FCCC has maintained a rigorous weekly monitoring regime to ensure that chicken prices reflect genuine market conditions rather than unethical practices, such as price gouging. This initiative was introduced following the exorbitant pricing by certain retailers after the VAT changes announced in the 2023–2024 Fijian National Budget.


As per our monitoring efforts, prices for whole bird chickens have remained relatively stable over the past 12 months, with FCCC's consistent oversight and collaboration with suppliers and retailers playing a major role in maintaining affordability.

It is also noteworthy that the overwhelming majority of whole bird chicken sales occur during special promotions. These frequent specials more accurately reflect what consumers pay on a weekly basis than standard shelf prices. In other words, ongoing promotions, rather than any so-called “normal” price, define the consumer experience.

There are many affordable whole bird chicken products available in the market. The FCCC's surveys this week found popular sizes at major supermarkets around the country on special as follows:

- 1.3kg as low as \$13.95
- 1.6kg as low as \$16.50
- 1.8kg as low as \$19.65
- 1.9kg as low as \$20.99
- 2.1kg as low as \$23.35
- 2.4kg as low as \$24.99

Please note that not all chicken sizes on special will be available at all outlets, so it is wise to check beforehand to avoid disappointment.



In fact, data from the previous 3 months show that special prices for the brand and size mentioned in the media - 1.6kg, 1.9kg and 2.1 kg - have averaged \$18.18, \$20.90, and \$23.95 respectively, evidence of the relative stability in pricing despite fluctuations caused by earlier supply chain issues.

FCCC's proactive stance—encompassing collaboration with industry stakeholders, continuous market checks, and targeted interventions—has been instrumental in maintaining equitable pricing structures. Consequently, FCCC has not received any formal complaints regarding high chicken prices this year.

Members of the public are encouraged to be informed consumers and always compare prices, review promotions before shopping, and take advantage of the regular specials on offer. By doing so, you help to actively promote a healthy, competitive market environment that naturally curbs unwarranted price escalations.

To help assist consumers in their comparative shopping, FCCC will start publishing relevant survey results in the near future, for reference. FCCC's monitoring and analysis will continue to ensure any emerging trends or unreasonable changes in pricing are swiftly identified and addressed. Our ultimate goal remains clear: to support and strengthen an ethical, transparent, and consumer-friendly marketplace, where ethical traders can thrive.

FCCC urges the public to report any cases of overcharging or price gouging to FCCC via any of our channels at <https://linktr.ee/fijianccc>

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