



MEDIA RELEASE

FCCC Announces Reduction in Ghee Prices to Ease Consumer Burden

14 March 2025

The Fijian Competition and Consumer Commission (FCCC) is pleased to announce a significant reduction in the regulated ex-factory wholesale prices of Ghee products. This initiative is part of FCCC's ongoing commitment to easing cost-of-living pressures for Fijian households.

Following a comprehensive analysis, FCCC has determined an average price reduction of 15% at the ex-factory level. As a result, consumers can expect a noticeable decrease in ghee retail prices.

While FCCC regulates ex-factory pricing, retailers and wholesalers are expected to adjust their prices fairly and reasonably to reflect these reductions. Previously, the retail price of a 750ml bottle of Ghee ranged from \$27 to \$31. With the new ex-factory prices, normal retail prices are expected to decrease. FCCC acknowledges the market's response with some retailers already reducing their retail prices of ghee products.

Businesses must align their pricing practices with the reductions at the same time ensuring that consumers bare the benefit of the reduction in ex-factory prices.

Acting CEO Prnil Singh warns retailers and wholesalers that FCCC will take decisive action against any non-compliance:

"Retailers and wholesalers must act responsibly. FCCC regulates ex-factory prices to ensure fairness at the supply level, and these reductions must be passed down to consumers. We will not allow businesses to exploit consumers by inflating prices unnecessarily. FCCC will be actively monitoring the market to ensure full compliance."

Acting CEO urges consumers to stay vigilant and report any retailers or wholesalers who fail to implement fair pricing.

FCCC remains committed to protecting consumers and ensuring a fair and competitive marketplace.

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