

THE FORCES BEHIND RISING PRICES

PART 3

WHAT’S BEING DONE & HOW CONSUMERS CAN RESPOND

In Parts 1 and 2, we unpacked how global disruptions and domestic pressures are driving the rising cost of living in Fiji. Today, we focus on practical responses—exploring how the Fijian Competition and Consumer Commission (FCCC) is addressing these challenges, and crucially, how consumers themselves can take meaningful actions.

Price Controls & Active Market Oversight by FCCC

FCCC regulates prices on essential goods through legally established price controls, ensuring any increases are justified and transparent. Our dedicated teams consistently inspect retailers nationwide to enforce compliance and swiftly investigate allegations of unfair pricing or market exploitation.

It's essential to understand that FCCC’s regulatory powers apply specifically to items under formal price control orders. While FCCC cannot arbitrarily mandate lower prices on other products, consumer feedback is influential.

If you believe the cost of products have increased drastically, or that traders are engaging in unfair trade conduct, you can raise the issue – your voice helps shape fair market practices.

FCCC is open to suggestions and recommendations, however, there are many factors involved when assessing if the item or product requires regulation. FCCC undertakes analyses of the potential impacts on suppliers, traders and consumers, including the effects on competition, prior to regulation.

Government Relief Initiatives

Alongside FCCC’s regulatory oversight, government measures like VAT exemptions, electricity and transport subsidies, social welfare assistance, and adjustments to minimum wages provide immediate relief to families facing financial pressure. These initiatives offer a protective buffer as Fiji undertakes broader structural economic reforms.

For complaints or queries, scan the QR code to reach us on one of our many platforms.



Consumer Actions & Strategies

Buy Fijian, Support Local

Choosing local products supports Fiji’s economy directly. By purchasing Fijian-made items, consumers bolster local businesses and reduce reliance on unpredictable international markets.

Be Informed and Vigilant

Stay aware of market trends and price shifts. Always request and keep receipts, compare prices among vendors, and report suspicious pricing or unfair practices promptly to FCCC. Consumer vigilance significantly contributes to fair market conditions.

Smart Shopping Habits

Practical adjustments in purchasing behaviours—such as bulk buying during price dips, selecting seasonal produce, and considering affordable substitutes—can ease household budget constraints.

The Power of Public Participation

Consumer choices matter deeply. Informed buying decisions collectively shape market dynamics and reinforce fair trade practices. Active consumer engagement ensures that the marketplace remains transparent, accountable, and equitable.

FINAL THOUGHTS

While Fiji cannot control international market fluctuations, together we can enhance domestic resilience, insist on fairness, and safeguard the financial health of our households.















FCCC remains firmly committed to its responsibilities—regulating market fairness, educating consumers, and empowering Fijians to make informed decisions.

Understanding the forces affecting the cost of living is critical. With collaborative action and awareness, these challenges can be effectively managed.

Consumer protection is a team effort.

Thank you for following our Market Matters series - this concludes the current topic. Stay tuned for future editions, where we will continue to unpack vital issues impacting Fiji’s consumers.

TRACKING PRICES FROM YOUR GROCERY BASKET. EXPLAINING THE WHY.

PRODUCT	OLD PRICE	NEW PRICE	SOURCE MARKET	EFFECTIVE DATE	WHY THE PRICE CHANGED
 GARLIC 1KG (CRAZYTWINZ (LABASA) PTE LTD)	5.10	4.64 	China	06/05/2025	The decrease in price for Produce is mainly driven by the decrease in supplier costs offset by a slight increase in the NZD exchange rate.
 ONIONS 1KG (TURNERS AND GROWERS (FIJI) LTD)	2.63	2.42 	New Zealand		
 ONIONS 1KG (RANS IMPORT & EXPORT LIMITED)	1.89	1.85 	New Zealand		
 ONIONS (RAJENDRA PRASAD (FIJI) PTE LTD)	1.85	1.69 	New Zealand	08/05/2025	
 POTATOES (RANS IMPORT & EXPORT LIMITED)	1.96	1.92 	New Zealand	09/05/2025	
 SIMPLY CANOLA OIL (4 X 5L) (GOODMAN FIELDER INT PTE LTD)	18.23	17.45 	Malaysia	09/05/2025	The decrease in price of edible oil is due to the decrease in unit cost per carton, slight weakening of the USD currency, as well as decrease in clearance cost per carton, thus, resulting in a net decrease in price
 MEADOW LEE ORIGINAL ENGLISH (12 X 1KG)(GOODMAN FIELDER INT PTE LTD)	7.24	7.67 	Australia	02/05/2025	The increase in price can be attributed to the increase in unit cost per carton, while the duty increased and clearance cost per carton increased. This was offset by the weakening of the AUD currency and decrease in freight cost, thus, resulting in a net increase in price.