



Media Release

FCCC Ramps Up Monitoring Ahead of Mother's Day to Protect Consumers

6 May 2025

As families around the nation prepare to celebrate Mother's Day, the Fijian Competition and Consumer Commission (FCCC) is intensifying inspections during this period of heightened consumer activity to ensure traders do not take advantage of the occasion through unfair price hikes, misleading promotions, or non-compliance with consumer protection laws.

In recent weeks, FCCC teams have been actively monitoring popular retail and hospitality outlets, particularly those selling flowers, perfumes, jewellery, clothing, gift packs, and offering restaurant or accommodation promotions.

"Mother's Day is about showing appreciation—not exploitation," said FCCC CEO, Ms Senikavika L. Jiuta.

"We want to ensure that consumers celebrate without being subjected to dishonest pricing or deceptive advertising. Any trader caught engaging in unscrupulous practices will face enforcement action."


"For instance, 55 breaches were discovered over 1,100 inspections carried out during the Easter period, and all these traders are currently under investigation for further enforcement action."

FCCC reminds all businesses that promotional pricing must be transparent, clearly displayed, and consistent at the point of sale. Additionally, all goods and services must be of acceptable quality, and consumers are entitled to redress under the FCCC Act 2010.

Consumers are encouraged to request and keep receipts for all purchases, and check expiry dates and quality before buying.

"Our officers will be on the ground throughout the Mother's Day period. Traders are hereby advised—if you are not compliant, we will find out and we will not hesitate to take the necessary action," added Ms Jiuta.

FCCC reaffirms its commitment to protecting consumer rights and promoting fair market practices, ensuring that Fijian families can enjoy special occasions without undue burden.



If you have concerns or would like to raise unfair trading practices, please contact FCCC on 8921991 or email helpdesk@fccc.gov.fj, or through any of the channels at linktr.ee/fijianccc.

About FCCC

FCCC is Fiji's sole consumer protection enforcement agency, mandated to enforce fair trading, competition, and consumer protection laws in Fiji. FCCC remains committed to ensuring that consumers are protected from unfair business practices, and businesses operate within fair and ethical standards.

-Ends-