



## MEDIA RELEASE

### INCREASE IN LOCAL BUTTER PRICES, REFLECTING GLOBAL TRENDS

13 July 2025

The Fijian Competition and Consumer Commission (FCCC) has determined a significant increase in the retail prices for Rewa Butter, effective from Monday, 14 July 2025.

A review in the price of Rewa Butter was undertaken by the FCCC, following an average increase in landing cost of bulk raw butter by 16%, when compared to its last assessment.

As part of this price revision, the manufacturing and other associated cost of production were analysed, with the outcome of the review as shown below:


#### Price Changes at Retail Level VIP (Retail Prices)

No.	Product	Old Price	New Price	% Change	Outcome	Effective Date
1	Rewa Butter 125g	\$3.51	\$4.00	14%	Price Increase	14/07/25
2	Rewa Butter 250g	\$7.00	\$7.94	13%	Price Increase	14/07/25
3	Rewa Butter 500g	\$13.94	\$15.93	14%	Price Increase	14/07/25

Whilst FCCC remains committed to ensuring fair pricing practices in Fiji, it is important to recognize that the local butter prices are significantly influenced by procurement costs, such being the cost of imported raw materials. A thorough consideration of market factors, including global commodity prices and supplier's procurement costs based on freight rates, currency exchange rates and so on, are carried out before pricing determinations.

Since 2021 the landed cost movement for raw bulk butter as shown in the graph below has shown a fluctuating trend. Given the last price change in July 2024, the prices of imported raw bulk butter has been gradually rising. The global market has been affected by heightened demand, particularly from China, where an 18% year-on-year growth in dairy imports was recorded in late 2024.

Climatic conditions have also played a role, as New Zealand, a key dairy-producing nation, experienced drought conditions across major regions, which reduced milk yields and tightened supply for export. While the current global trend had noted an incline this year, price increase is expected in the local market. Recent data indicates substantial growth in the global butter and milk markets are driven by rising demand and constrained supply.



The public is advised to anticipate further price fluctuations in the year as the various factors impacting butter prices remain in flux. Further updates will be provided, as necessary in line with FCCC's vigilant monitoring of local market fluctuations and prompt implementation of necessary price adjustments which remain pivotal in balancing cost-of-living concerns and ensuring long-term market sustainability.

FCCC regularly conducts inspections and monitoring, ensuring regulated prices for essential goods are being complied with.

**Fijian consumers can access the new prices on the FCCC website under basic food items at <https://fccc.gov.fj/masterpricelist/> and stay updated on Facebook for the latest information. For queries on price reductions, call 8921 991 or email [helpdesk@fccc.gov.fj](mailto:helpdesk@fccc.gov.fj).**

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