

Summary of Which?'s groceries pricing super-complaint

Which? has complained about 'grocery retailing in the UK', defined by Which? to cover food, drink, cleaning products and household goods sold both in-store and online.

It describes practices relating to:

- confusing and misleading special offers that make extensive use of price framing including reference pricing, volume offers and free offers;
- a lack of easily comparable prices because of the limitations of unit pricing; and
- reductions in pack sizes without any corresponding price change.

Which? states that the Competition and Markets Authority (CMA) should, in addition, examine the impact of grocery retailers' price matching schemes.

The super-complaint requests that the CMA launch an investigation which addresses the following:

- The extent to which the cumulative effect of any potentially confusing and opaque pricing practices in the grocery sector affects consumers' ability to obtain best value and make informed purchasing decisions.
- The drivers of any such practices and their pervasiveness within the sector.
- Any changes that are needed to enable consumers to make truly informed choices and obtain best value.