



JOINT MEDIA RELEASE

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Unit Pricing Pilot Launches at Major Supermarkets from September 2025

1. The Competition and Consumer Commission of Singapore (“**CCCS**”) and the Consumers Association of Singapore (“**CASE**”) will commence a unit pricing pilot programme at major supermarket chains - NTUC FairPrice, Sheng Siong, Prime Supermarket, Cold Storage and Giant from 1 September 2025.
2. The pilot will see participating outlets¹ display unit prices² for selected categories of grocery items such as rice, meat, eggs, cooking oils, fruits and vegetables for a period of 8 weeks³. This initiative aims to enhance price transparency and help consumers make more informed purchasing decisions by enabling easier price comparisons across different product sizes and brands.
3. During the pilot period, consumers at participating outlets may be approached by a market survey firm that is engaged by CCCS to provide feedback on the benefits of unit pricing and how the display of unit prices can be refined to better meet the needs of consumers in Singapore.
4. Mr Alvin Koh, Chief Executive, CCCS said: “This pilot represents an important step towards the potential introduction of unit pricing in Singapore. To enable us to assess the effectiveness and iron out any potential issues, I hope shoppers will actively participate in the pilot programme and share feedback when approached. We are keen to hear your suggestions and experiences which will allow us to evaluate how this initiative can work well for consumers in Singapore.”
5. Mr Melvin Yong, President, CASE, said: “Since 2022, I have been advocating for unit pricing to help consumers easily compare prices of everyday essentials across different packaging sizes. This is particularly important for budget-conscious shoppers who seek value for money. I am encouraged that the Government is now

¹ Please refer to CCCS’s webpage <https://go.gov.sg/unitpricing> for the list of participating outlets.

² A unit price is the price per unit of measurement of a product such as “\$X per litre” or “\$Y per kilogram”. The display of the applicable unit price, alongside the selling price, is intended to help consumers compare the prices of products easily across different brands and package sizes to make more informed purchasing decisions.

³ NTUC FairPrice, Sheng Siong and Prime Supermarket will pilot unit pricing from 1 September-26 October 2025. Cold Storage and Giant will pilot from 31 October-26 December 2025.

piloting unit pricing at major supermarkets, which will enhance price transparency for consumers. Countries like the United Kingdom and Australia have already reaped the benefits of this approach. Locally, CASE has been offering unit pricing for over 6,000 items on our Price Kaki app since 2023, receiving positive feedback. CASE will support the pilot through public education efforts. With insights gained from this trial, I hope to see unit pricing adopted by all major retailers in Singapore, empowering consumers to shop confidently and making their dollars go further.”

6. For more information, please visit <https://go.gov.sg/unitpricing> to learn how to shop smarter with unit pricing⁴.

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⁴ See Annex A for a copy of the unit pricing poster which will be displayed at the participating outlets.

About the Competition and Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCCS**”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against anti-competitive activities and unfair trade practices. Additionally, CCCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit www.cccs.gov.sg.

About the Consumers Association of Singapore

The Consumers Association of Singapore (“**CASE**”) is an independent, non-profit organisation that is committed to protecting consumers’ interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act 2003 which came into effect on 1 March 2004.

For more information, please visit www.case.org.sg.

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Annex A – Poster to be displayed at the participating supermarket outlets

An initiative by:

CCCS

COMPETITION & CONSUMER COMMISSION SINGAPORE

CASE

Shop Smarter with Unit Pricing

Brand A Cooking Oil

\$6.80

2 L

\$0.34/100ml

Brand B Cooking Oil

\$3.30

750 ml

\$0.44/100ml

Which is really cheaper?

Unit pricing helps you compare prices easily using standard units, so you can spot the better deal.

單位標價，方便您比較價格，做出更明智的選擇。

Harga seunit membantu anda membandingkan harga dengan mudah menggunakan unit standard, agar anda dapat melihat tawaran lebih baik.

நீங்கள் நிலையான அளவுகளைப் பயன்படுத்தி விலைகளை எளிதில் ஒப்பிட்டுப் பார்க்க அளவிட்டு விலைக்குறிப்பு உதவுகிறது. இதன்வழி, சிறந்த விலைச் சலுகைகளை நீங்கள் கண்டறியலாம்.

Find out more:

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