

JOINT MEDIA RELEASE

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Expansion of the Unit Pricing Pilot from October 2026

1. The Competition and Consumer Commission of Singapore (“**CCS**”) and the Consumers Association of Singapore (“**CASE**”) will expand the scope of the unit pricing pilot from 1 October 2026, to cover more supermarket operators, online stores and a wider range of grocery items. This builds on the positive consumer response to the first stage of the programme.
2. The first stage of the pilot ran from September to December 2025, with supermarket chains - NTUC FairPrice, Sheng Siong, Prime Supermarket, Cold Storage and Giant displaying unit prices¹ for selected grocery categories at participating outlets. Consumer feedback was encouraging, with shoppers finding unit pricing useful for comparing prices across different brands and package sizes.

What’s New in the Expanded Pilot

3. The expanded pilot will include more operators and a wider range of commonly purchased grocery items such as flour, milk, butter, snacks, soups, and sauces. Joining the original operators are Don Don Donki and RedMart, with each operator participating for eight weeks².
4. For the first time, the pilot will extend to online stores. Sheng Siong and RedMart will display unit pricing for selected grocery categories on their online stores from 1 October 2026, with other operators rolling out progressively on their respective platforms.

Consumer Feedback

5. To inform future decisions on unit pricing, CCS has commissioned a market survey firm to gather consumer feedback during the pilot. Consumers may be approached

¹ These operators displayed unit prices which refer to the price per unit of measurement of a product such as “\$X per litre” or “\$Y per kilogram”.

² NTUC FairPrice, Sheng Siong, Prime Supermarket, Don Don Donki and RedMart will commence the expanded pilot from 1 October 2026, while Cold Storage and Giant will do so from 1 November 2026.

at participating outlets or through online surveys, and are encouraged to share their views on their shopping experience.

6. Mr Alvin Koh, Chief Executive, CCS said: “When products come in different pack sizes, it can be difficult to tell which one really offers better value. Unit pricing makes that comparison easier, and we are encouraged that consumers found it useful in the first pilot. By bringing unit pricing to more supermarkets, online stores and everyday grocery items, we want to make it easier for consumers to compare prices and get better value for their money. Together with CCS’s work to ensure that the weights and quantities stated on products are accurate, this will help consumers shop with greater confidence.”
7. Mr Melvin Yong, President, CASE said: “When consumers shop for daily essentials, they want to know if they are getting good value for their money. But comparing prices is not straightforward when products come in differing packaging quantities. I am happy to see the strong buy-in from the industry for the unit pricing pilot. The expanded pilot will enhance price transparency for consumers and help them to compare unit prices of daily essentials across more products and more operators, including the onboarding of online stores. More importantly, we hope to incorporate the feedback from consumers and the lessons learnt from the first pilot into this next phase. At the same time, consumers can continue to use Price Kaki, to compare the unit prices of more than 13,900 daily essentials.”
8. Mr Martin Daney, Head of RedMart, Lazada Group, said: “Value is not always easy to compare in grocery, particularly across different pack sizes and formats. Unit pricing helps remove that complexity. At RedMart, we support greater price transparency and the efforts of the Government and CASE to help customers compare value and make informed choices with confidence.”
9. For more information on how to shop smarter with unit pricing, please visit <https://go.gov.sg/unitpricing>.

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About the Competition and Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCS**”) 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.

CCS 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, CCS 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.ccs.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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