



# Unit pricing

A guide for grocery retailers

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Australian Competition and Consumer Commission  
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# Using this guide

This guide provides information about unit pricing for grocery retailers.

Unit pricing is a labelling system that helps consumers to compare prices and find the best value for money when buying groceries.

Businesses that use unit pricing make it easier for their customers to get better value.

Only some grocery retailers are required to use unit pricing. Other grocery retailers can choose to use unit pricing. Whenever unit pricing is used, it must be displayed according to the [Retail Grocery Industry \(Unit Pricing\) Code of Conduct](#) (the Code).

This guide aims to help your business understand unit pricing and how to comply with the Code. It offers information on:

- whether your business needs to display unit pricing
- which units of measurement to use
- items that don't need unit pricing
- how you must display unit pricing
- best practice tips for displaying unit pricing.

The Australian Competition and Consumer Commission (the ACCC) produced this guidance. The ACCC enforces the Competition and Consumer Act (CCA). The Code is a mandatory industry code of conduct prescribed under the CCA.

In addition to the Code, you should be aware of:

- the Australian Consumer Law which prohibits misleading or deceptive conduct
- Country of origin labelling requirements for food-based products
- your obligations under other laws, including the Trade Measurements laws
- your obligations under state, territory and Federal anti-discrimination laws.

More guidance is on the ACCC website:

- *Consumer guide to unit pricing* [www.accc.gov.au/consumers/groceries/grocery-unit-prices](http://www.accc.gov.au/consumers/groceries/grocery-unit-prices)
- *Advertising and promoting your business* [www.accc.gov.au/business/advertising-promoting-your-business](http://www.accc.gov.au/business/advertising-promoting-your-business)
- *Country of Origin* [www.accc.gov.au/business/advertising-promoting-your-business/country-of-origin-claims](http://www.accc.gov.au/business/advertising-promoting-your-business/country-of-origin-claims)
- *Overview of unit pricing* [www.accc.gov.au/business/industry-codes/unit-pricing-code](http://www.accc.gov.au/business/industry-codes/unit-pricing-code).

# What is unit pricing?

Unit pricing means displaying the price (including GST) for a grocery item per unit of measurement. The unit price is displayed in addition to the item's selling price.

Displaying information in this way makes it easy for consumers to compare the price and value of similar types of products.

For example, a consumer is trying to decide what laundry detergent to buy – a 2.5 litre container of laundry detergent costing \$7.62 or a 1.5 litre container costing \$5.74.

With unit pricing a consumer does not have to make complicated calculations to work out which is better value.



This is because a consumer can easily see that the unit price of the first container is \$3.05 per litre and \$3.83 per litre for the second. The unit price information must be displayed with the item's selling price.

## Do the unit pricing rules affect me?

The Code covers certain grocery retailers that sell food-based grocery items to consumers. This includes store-based and online grocery retailers.

### Who must display unit pricing?

Not all grocery retailers need to display unit pricing. Unit pricing is only mandatory for prescribed grocery retailers.

**You are a prescribed grocery retailer if you belong to one or more of these groups:**

1. Store-based grocery retailers:
  - whose retail premises are used primarily for the sale of food-based grocery items, and
  - have floor space greater than 1,000 square metres dedicated to the display of grocery items, and
  - sell the minimum range of food-based grocery items.
2. Online grocery retailers that sell the minimum range of food-based grocery items using the internet.
3. Participating grocery retailers. These are grocery retailers who
  - sell the minimum range of food-based grocery items, and
  - voluntarily choose to display unit pricing.

If you belong to at least one of these groups, you must comply with the Code. You must display unit prices for all grocery items – unless the item is exempt.

## What is the minimum range of food-based grocery items?

The minimum range of food-based grocery items are food-based grocery items from **all** of the following categories:

- bread
- flour
- rice
- breakfast cereal
- fresh fruit and vegetables
- sugar
- butter
- fresh milk
- packaged food, other than food already mentioned in this list.
- eggs
- meat

If you don't sell **all** of these food types, the Code does not automatically apply to you.

## What is considered floor space?

Under the Code, floor space means the continuous, internal floor area of your premises. Floor space does not include areas for consuming food or drinks (such as cafe areas).

## Other retailers that can choose to display unit pricing

Other grocery retailers that sell all the minimum range of food-based grocery items and voluntarily choose to display unit pricing, must comply with the requirements of the Code. These are called participating grocery retailers.

### You are a participating grocery retailer if:

- you sell the minimum range of food-based grocery items to consumers
- you voluntarily choose to display unit pricing for one or more grocery items that are not exempt under the Code, and
- you are not required to display the unit price for the grocery item under another law.

If you start displaying unit pricing, you then have 6 months to make sure you are complying with all parts of the Code.

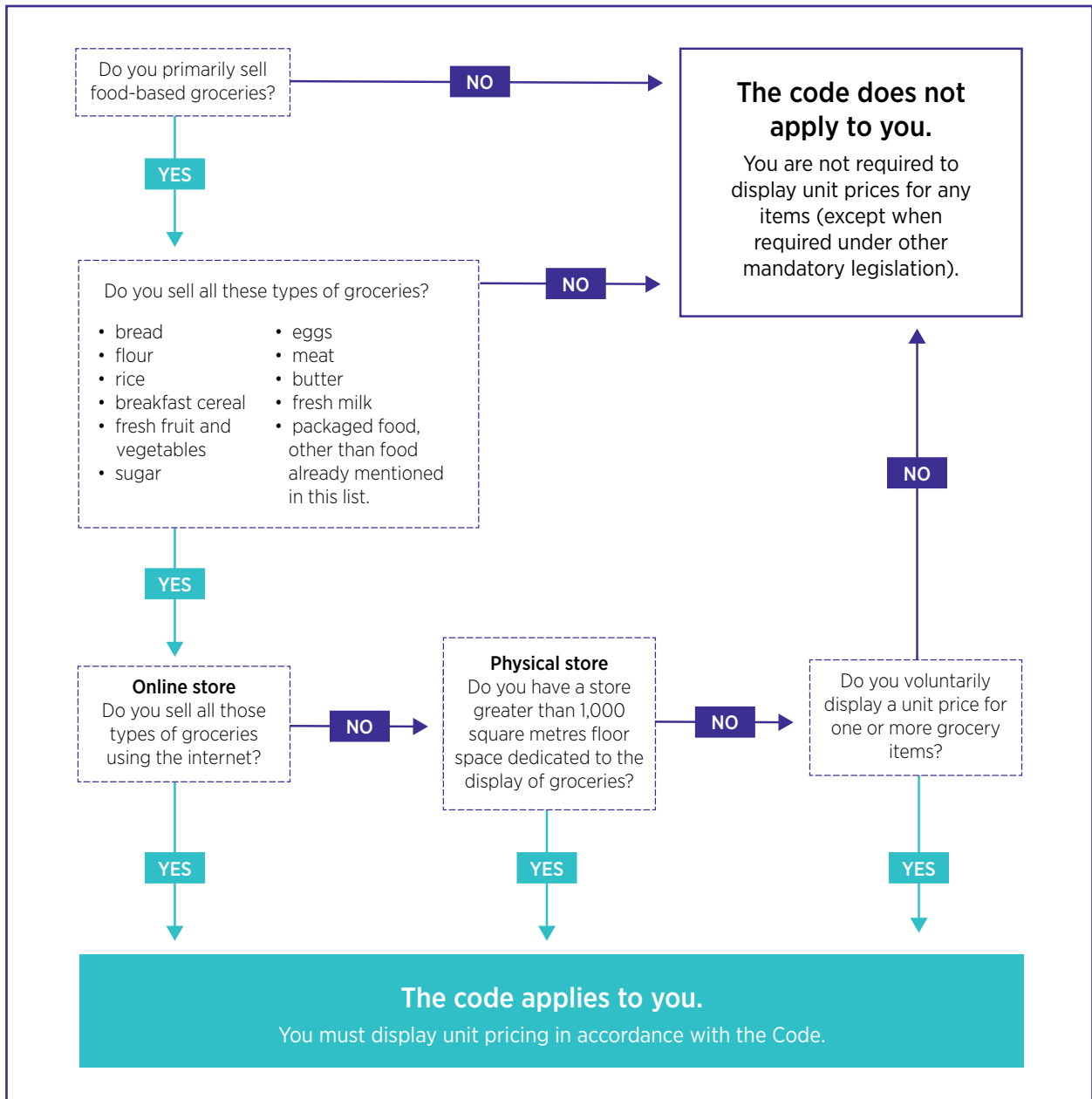
### You are not a participating grocery retailer if:

- you display unit prices to comply with other laws, such as Trade Measurement laws
- you only display unit pricing in advertising, but not in your shop or online
- you do not sell all the minimum range of food-based grocery items.

### What happens if I decide later that I want to stop displaying unit prices?

The Code will no longer apply to you if, at any time, you stop displaying unit pricing for all grocery items covered by the Code. You may still have to use unit pricing for those grocery items which must be unit priced under other mandatory legislation.

Below is a flow chart to help you understand whether you have to display unit pricing.



# What unit pricing information must I display?

To ensure that consumers can easily find and understand the unit price of different groceries, the Code has rules about the kind of information that must be displayed. This includes the units of measurement that must be used for each kind of grocery item.

## Grocery items that require non-standard measurement units

If a grocery item is part of one of the grocery categories in table 1, you must use the unit of measurement shown in the table.

**Table 1 Non-standard measurement units for specific grocery categories**

Grocery category	Unit of measurement
Fruit and vegetables (including mushrooms) <i>This category includes any fruit, vegetable or mushroom that is fresh, frozen, dried, canned or pre-packaged.</i>	a. per item included, or b. if supplied by weight – per kilogram
Meat (including dressed poultry, seafood and small goods) <i>This category includes any meat that is fresh, frozen, dried, canned or otherwise pre-packaged.</i>	a. per item included, or b. if supplied by weight – per kilogram
Beverages (including beverage concentrates)	per litre
Cheese	per kilogram
Packaged eggs	per 100 grams
Flour	per kilogram
Herbs	per 10 grams
Powdered sauce and stock	per 10 grams
Spices	per 10 grams
Ice	per kilogram
Flavouring essences	per 10 millilitres
Food colouring	per 10 millilitres
Make-up	a. per item included, or b. if sold by weight – per 10 grams, or c. if sold by volume – per 10 millilitres
Products supplied on a roll (including toilet paper)	a. if supplied by continuous length – per metre, or b. if there are 40 or fewer items (including sheets) on the roll – per item included, or c. if there are 41 or more items (including sheets) on the roll – per 100 items
Air fresheners	a. per item included, or b. if supplied by volume – per 10 millilitres
Products supplied by number in packages of 41 or more items	per 100 items
Laundry supplies (including washing powders and liquids, fabric softeners and fabric bleach)	a. per item included, or b. if supplied by weight – per kilogram, or c. if supplied by volume – per litre

Pet products (other than pet food)	<ul style="list-style-type: none"> <li>a. per item included, or</li> <li>b. if supplied by weight – per kilogram, or</li> <li>c. if supplied by volume – per litre</li> </ul>
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## Standard measurement units

Lots of grocery items are not in table 1, for example rice, sugar, pasta and bread. Grocery items like these still require a unit price to be displayed with the selling price.

To work out what unit price to display, use table 2 below and the product's packaging.

1. Look at the grocery item's packaging to see how it is supplied, for example items supplied by weight usually have kilograms or grams on the packaging.
2. Use table 2 to find the unit of measurement that should be used in the unit price, for example per 100 grams for grocery items supplied by weight.

If there is more than one unit of measurement on the packaging of a grocery item, when unit pricing the grocery item, you must use the **most relevant** unit of measurement. The most relevant unit of measurement is the one most often used for that grocery category when you supply it to your customers. We have included some examples on page 9.

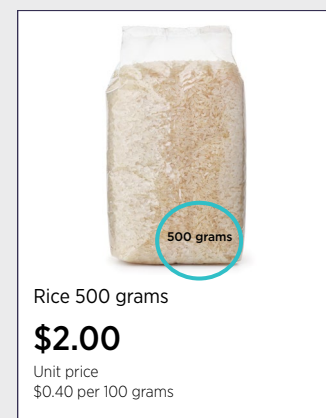
**Table 2** Standard measurement units

How the grocery item is supplied	Unit of measurement
Grocery items supplied by volume	per 100 millilitres
Grocery items supplied by weight	per 100 grams
Grocery items supplied by length	per metre
Grocery items supplied by area	per square metre
Grocery items supplied by number	<ul style="list-style-type: none"> <li>per item included</li> <li>a. where the unit price per item must be displayed, the kind of grocery item may be referred to in the unit price – for example, 'per nappy' or 'per 100 nappies'</li> <li>b. grocery items usually supplied as a pair – for example rubber gloves – are considered one item for the purposes of the code</li> </ul>

### Example: unit pricing a new product line

An online grocery retailer wants to sell a new brand of rice. The rice is packaged in bags. The retailer wants to sell the bags of rice for \$2 each, and needs to display unit pricing along with the selling price.

1. The retailer checks table 1 to see if rice uses non-standard measurement units. Rice is not part of a grocery category in table 1. This means rice uses standard unit of measurement.
2. The retailer then checks the rice packaging. The retailer can see 500 grams on the rice packaging. This means the grocery item is supplied by weight.
3. The retailer then checks table 2 to see what unit pricing to use for grocery items supplied by weight. The standard unit of measurement for items supplied by weight is per 100 grams.
4. Correct unit pricing for the \$2 bags of rice is: \$0.40 per 100 grams.



## Grocery items supplied in different quantities – per item and per 100

Grocery items are sometimes sold in packages of one or more items. An example is a pack of nappies, which are often sold in different amounts or quantities, like a 20 pack or 50 pack.

The number of items in a package affects what unit price you must display:

- packages with 40 or less items are generally priced per item
- packages with 41 or more items are generally priced per 100 items.

However, there is an exception to this rule.

Where a grocery item is sold in packages with a variety of quantities or numbers of items, the retailer can choose to unit price all packs using the most common unit of measurement for that grocery item. This helps consumers easily compare across all packs, with large and small quantities. These rules also apply to grocery items that are supplied on a roll.

We've used nappies as an example to help explain.

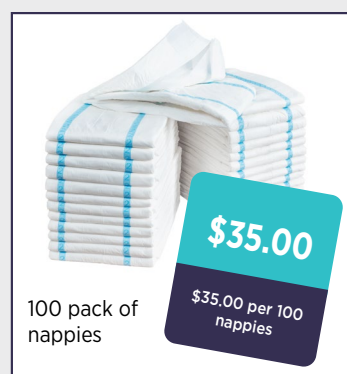
If a retailer only sells nappies in packs of 40 or less, the retailer must price per item. They can use the word 'nappy' instead of 'item' in the unit price.



If a retailer only sells nappies in packs of 41 or more, the retailer must price per 100:



If a retailer sells packs of nappies in quantities of 40 or less and 41 or more, the retailer can choose to use the same unit of measurement across all packs of nappies. The unit of measurement that should be used is the one the retailer is most often required to display. In the example below, the retailer offers packages with different quantities of nappies. Most of the retailer's range of nappies have 41 or more nappies per pack. So when the retailer is unit pricing a pack of 20 nappies, they unit price per 100 nappies.



## Grocery items with multiple units of measurement

Some common grocery items listed in table 1, for example fruit, vegetables and meat, have more than one option for their unit of measurement.

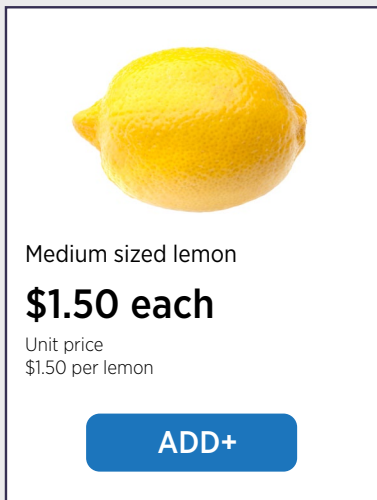
When displaying a unit price for grocery items listed in table 1, you must use at least one of the corresponding units of measurement listed in table 1. You can display more than one unit of measurement, as this can help a consumer decide on the best value for money.

Remember, the units of measurement you use to comply with the Code must not conflict with other legislation, such as Trade Measurement laws.

For example an online retailer sells lemons for \$1.50 each. Lemons are part of the grocery category 'fruit and vegetables' in table 1, so they need to be unit priced. Lemons have 2 units of measurement: per item included or if supplied by weight – per kilogram. There are 2 options for the retailer.

The online retailer displays the unit price as \$1.50 per lemon.

This complies with the Code.



To help consumers compare the prices of products and find the best value for money when buying groceries, the online retailer also provides the average weight of a lemon as 80 grams and the unit price of \$18.75 per kg.



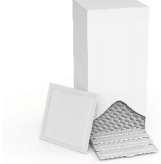
This also complies with the Code.



## Grocery items supplied by 2 different measurements – for example, by number and weight

If packaging for a grocery item has more than one unit of measurement from table 2, use the unit of measurement the item is most often supplied by when unit pricing. If it will help a consumer decide on the best value for money, the unit of measurement used in the unit price should be consistent throughout the grocery category.

Example 1: an online grocery store sells tea bags by the number of bags in a box (box of 100 tea bags) or by weight (500 grams of tea bags). If tea bags are most often supplied by the retailer by number of bags in a box, the retailer should display the unit price for the tea per bag.

 <p>Green tea 20 pack</p> <p><b>\$2.40</b></p> <p>Unit price \$0.12 per bag</p> <p>ADD+</p>	 <p>Black tea 200 pack</p> <p><b>\$7.50</b></p> <p>Unit price \$0.04 per bag</p> <p>ADD+</p>	 <p>High quality green tea 50 pack</p> <p><b>\$6.40</b></p> <p>Unit price \$0.13 per bag</p> <p>ADD+</p>
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Example 2: you are selling a new brand of sugar sachets and need to display a unit price. The product's box has both '40 sachets' and '80 grams' on the front. All of the other boxes of sugar sachets you already sell have the number of sachets on the box. You must therefore display per sachet for unit pricing on the new brand of sugar sachets.

## Items that are the same, offered together for a single price (including 'two for one' offers)

Where 2 or more of the same items from a particular product range are offered together at a discount, the unit price must be displayed wherever the selling price is stated.



For example, a supermarket sells a 2 litre bottle of orange juice for \$4.57. The unit price is \$2.29 per litre.

In July the supermarket promotes an offer where consumers can buy 2 of these bottles for the price of one. When promoting this offer the supermarket needs to display the unit price as \$1.14 per litre. When displaying the original price for a single 2 litre bottle the supermarket still needs to display the original unit price.

## Offering a standard price for large quantities of grocery items

If you sell a large quantity of the same grocery items together (such as in a box, tray, crate or on a slab) the items must still be unit priced according to the grocery category they belong to.



For example a retailer sells trays of mangos. A unit price must be displayed. The retailer can either display the unit price as per item included, or if supplied by weight – per kilogram.

# What things do not have to be unit priced?

You do not have to display unit prices for certain categories of goods, or goods that are part of certain promotional offers.

## List of exempt grocery categories

- books, magazines and stationery
- optical discs and magnetic storage devices used for computing, sound reproduction or video, whether or not they are pre-loaded with content
- photography items and equipment
- electrical items (other than batteries and light bulbs)
- garden tools and items for garden or pool maintenance or decoration
- flowers, including fresh, dried and imitation flowers
- furniture
- hardware items
- manchester
- computer equipment
- audio-visual equipment
- telecommunications items or equipment
- items for motor vehicle maintenance or repair
- sports and camping equipment
- toys
- household appliances and kitchen and bathroom utensils
- clothing, jewellery and other fashion items (other than make-up)
- services, and goods supplied as part of providing a service, including mobile phone recharges
- goods for hire
- cigarettes and other tobacco products, including nicotine replacement products
- alcoholic beverages
- haberdashery
- items sold from vending machines
- meals prepared at the retail premises for immediate consumption.

# Bundled products

## Bundled grocery packs

Groups of different grocery items that are sold together or 'bundled' for a single price do not have to be unit priced.

The items do not have to be packaged together for this exemption to apply.



For example, a retailer offers a pack of mouthwash, toothpaste and dental floss together for a single price. This would constitute a bundled grocery pack. The retailer doesn't need to display a unit price where the representation about the bundle's price is made.

## Promotions where different items are offered at the same price

Where a consumer can buy one of a range of different items at the same price, you are not required to display unit pricing if the price remains constant.



For example, a retailer offers a buy any one of a range of lipsticks of different kinds, weights and sizes for \$5.50. They are not required to display a unit price, only the selling price.

# Marked down products

Some perishables, damaged goods and discontinued items don't need to be unit priced:

- Perishable items such as meat and dairy products that are marked down from their usual price because they are getting close to their use-by date.
- Items that are damaged or have their packaging damaged and are marked down from their usual price.
- Items that are sold at a discount because they have been discontinued.

# How should unit pricing information be displayed?

The Code contains general rules to ensure that unit pricing is accurate, clear, easy to locate and easy to understand. It also contains some specific rules about how prices must be displayed. This section also provides best practice guidance on how to display unit pricing.

## General rules

There are 4 main rules that apply to every situation where unit pricing is displayed.

The unit price for a grocery item must be:

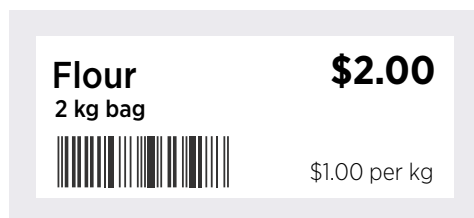
- **prominent** – it must stand out so that it is easily seen
- **proximate** – it must be close to the selling price for the grocery item
- **legible** – it must be easy to read
- **unambiguous** – the information must be accurate and its meaning must be clear.

## Specific rules

### Where the unit price is \$1.00 or more

If a unit price is \$1.00 or more, the unit price must be displayed in dollars and whole cents.

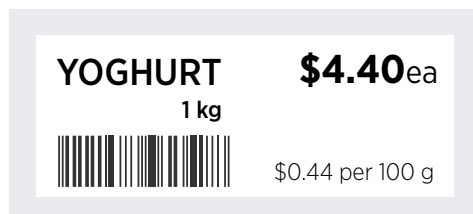
For example, the unit price for a kilogram of flour is \$1.00 per kilo, and not \$1 per kilo. This must be displayed as:



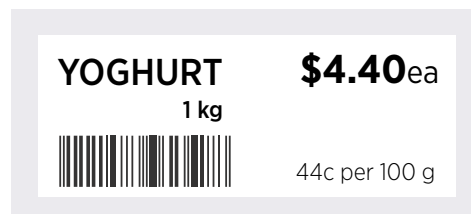
### Where the unit price is less than \$1.00

If a unit price is less than \$1.00, the unit price must either be:

in dollars and whole cents

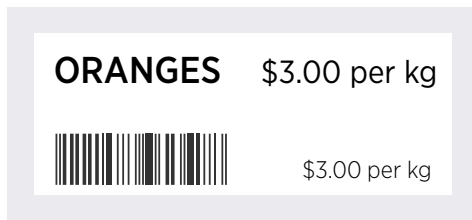


or in whole cents



## Unit pricing is still required when the selling price is the same as the unit price

For example:



## Rounding unit prices

Unit prices must be worked out to the nearest 1 cent. Any part cents of 0.5c or greater should be rounded up to the nearest 1 cent.

For example, if you calculate the unit price for a can of soup at \$0.515 per 100g, the unit price must be displayed as \$0.52 per 100g.

If the unit price was \$0.514 per 100g, it must be displayed as \$0.51 per 100g.

## Best practice

One of the main purposes of the Code is to allow consumers to quickly compare grocery items of different sizes and brands in order to work out which one offers the best value. Consumers can benefit from unit pricing as it helps simplify decisions and saves time and money in the grocery store.

While the Code sets out the mandatory requirements, there are a number of things you can do when it comes to unit pricing to further help consumers in their decision making. These best practice suggestions are offered as tips to consider when unit pricing.

These tips are not mandatory and do not change your obligations under the Code or other legislation.

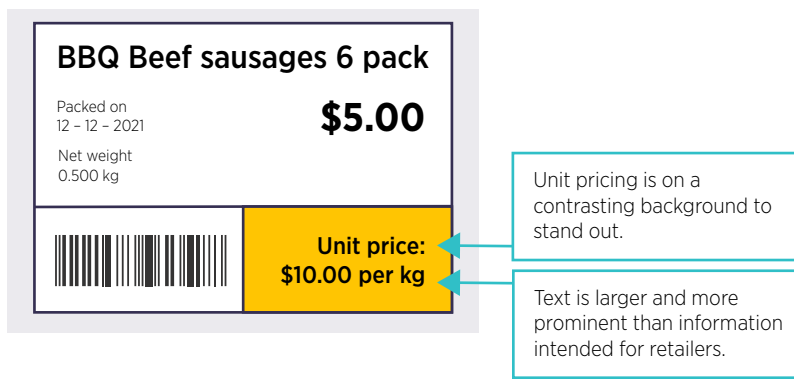
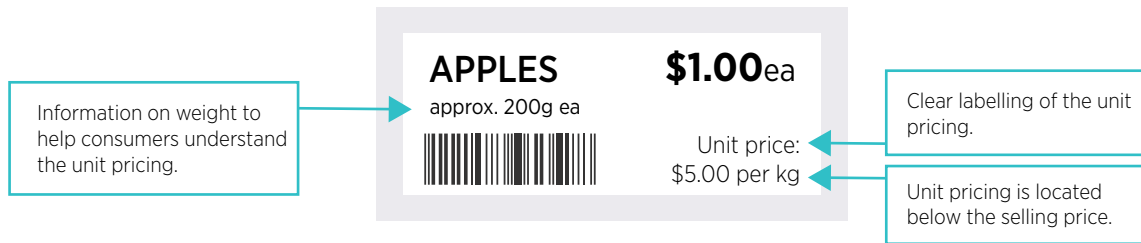
### Try these tips when unit pricing:

- ✓ Consider your unit pricing display from the perspective of all of your customers, including customers with a disability, low mobility, or vision impairment.
- ✓ Use a consistent style and layout for unit price labelling across all grocery items.
- ✓ Position the unit pricing below or adjacent to the selling price.
- ✓ Display the unit price in a simple and plain font, for example one of the sans serif fonts.
- ✓ Use easy to read font sizes, such 6mm or bigger, or at least 50% of the height of the selling price.
- ✓ Use black text on a white background or another contrasting colour.
- ✓ If there is multiple pricing information near the selling price, the unit price should be clearly labelled or easily identified.
- ✓ If you have an online store, have a function that allows consumers to sort grocery items by unit price.
- ✓ Make it easy for your customers to compare value across similar items using unit pricing:
  - Use consistent units of measurement across different varieties of grocery items. For example, use kg for mashed and raw potatoes.
  - Give the customer more information. Display multiple units of measurement for grocery items that are supplied to consumers in different ways. For example display per item and per kg for loose and packed fruit.




### Things you should avoid when unit pricing:

- ✗ Using coloured text or a faded print colour.
- ✗ Displaying the unit pricing in italics, underlined or compressed text.
- ✗ Displaying retailer information, such as barcode number, more prominently than the unit price.


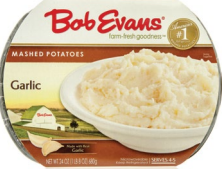

### Store-based labels



## Selling online

 <p>Full Cream Milk 500ml</p> <p><b>\$1.50</b></p> <p>Unit price \$3.00 per L</p> <p><b>ADD+</b></p>	 <p>Full Cream Milk 2 L</p> <p><b>\$3.00</b></p> <p>Unit price \$1.50 per L</p> <p><b>ADD+</b></p>	 <p>Full Cream Milk 3 L</p> <p><b>\$4.20</b></p> <p>Unit price \$1.40 per L</p> <p><b>ADD+</b></p>
<p>Unit pricing is the closest information to the selling price and is clearly labelled.</p>		<p>Labelling is consistent making comparison easier.</p>

## Displaying unit pricing for similar products in different forms

 <p>Raw potatoes loose</p> <p><b>\$2.00 per kg</b></p> <p>Unit price \$2.00 per kg</p> <p><b>ADD+</b></p>	 <p>Pre-cooked mashed potatoes 125g pack</p> <p><b>\$3.50</b></p> <p>Unit price \$28.00 per kg</p> <p><b>ADD+</b></p>	 <p>Chopped potatoes</p> <p><b>\$4.50 per kg</b></p> <p>Unit price \$4.50 per kg</p> <p><b>ADD+</b></p>
<p>These are all similar products. Potato in different forms for consumer convenience.</p>		<p>Placement and measurement of unit price is consistent for easy comparison.</p>

# Where do I need to display unit pricing?

## In store

If you are required to display unit pricing, it must be close to the grocery item's selling price.

Labels, either printed or electronic must be easy to see, legible and prominent. They must not be blocked by other pricing or promotional stickers.

## Online, including social media

If you are required to display unit pricing in your online store you must display unit pricing for grocery items near their selling price.

This should be on every location where the grocery item selling price is displayed online. This could include the grocery item page itself and on grocery item category pages, listing the range of grocery items available.

If you are required to display unit pricing for grocery items in your physical shop, you must also display a unit price for these grocery items in online advertisements, including websites and on social media, where a selling price is listed.

The exceptions are video or audio files on the internet that are similar to television advertisements or radio advertisements. These do not require unit pricing.

## Advertisements where unit pricing is required

If you are required to display unit pricing in your shop (or online) you must also display it in any print advertising – for example, in catalogues and newspaper advertisements.

If you advertise online, such as on social media, you must also display unit pricing when you display a selling price for a grocery item.

The Code's rules about what information must be displayed and how it must be displayed also apply to print advertisements.

## Advertisements where unit pricing is not required

You are not required to display or state unit pricing in advertisements for grocery items:

- on television or radio
- in video or audio files on the internet that are similar to television or radio advertising.

# What if I don't display unit pricing information?

The Code is a legally binding set of regulations. If you don't comply with the rules in the Code, you will breach the CCA and you may face serious consequences.

## Legal action by the ACCC or other affected parties

The ACCC, or any other affected parties, can institute legal proceedings against you if you breach the Code.

The CCA provides for a number of sanctions and orders including:

- injunctions to stop the conduct
- compensation and damages
- setting aside or varying relevant contracts
- orders for corrective advertising.

The CCA also provides for the ACCC to accept court-enforceable undertakings in appropriate circumstances.

## What should I do if I believe I am not complying with the Code?

If you believe you may be in breach of the Code, you should:

- seek professional advice
- take steps to comply with the Code
- review how the breach came about
- put in place an effective compliance program to avoid future recurrences.

## Contacting the ACCC

ACCC website: [www.accc.gov.au](http://www.accc.gov.au)

Small business helpline: 1300 302 021

ACCC general enquiry web form: [www.accc.gov.au/contact-us/contact-the-accc/make-an-enquiry](http://www.accc.gov.au/contact-us/contact-the-accc/make-an-enquiry)

Callers who are deaf or have a hearing or speech impairment: [www.relayservice.com.au](http://www.relayservice.com.au), 13 3677 for TTY users or 1300 555 727 for Voice Relay

For information in languages other than English, call: 131 450 and ask for 1300 302 502

Indigenous infoline: 1300 303 143

For other business information go to: [www.business.gov.au](http://www.business.gov.au)



AUSTRALIAN COMPETITION  
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