

## Consumer Council

8 April 2015

### Consumer Council announces top 5 cheapest supermarkets for Q1

In order to enhance the price comparison function in its ‘Macao Supermarket Price Information Platform’, Consumer Council now publishes the ‘Rankings for Supermarkets with Lowest Price’ quarterly, hoping to encourage supermarkets to further lower their prices for a higher position in the ranking list.

Since launching both website and app versions of its ‘Macao Supermarket Price Information Platform’ in 2011, the Council has been optimizing the use and functions of the ‘Platform’ to allow consumers to access the price data faster and more easily.

For consumers’ easy access to find supermarkets with the most number of lowest price items, the Council added the ‘Rankings for Supermarkets with Lowest Price’ function to its ‘Platform’ last year and compares prices of over 300 products collected from more than 100 supermarkets monthly to see which supermarket offers the most number of cheapest products. The Council notes that the ranking list helps to encourage most supermarkets to reduce prices for a better position in the ranking list. Besides publishing the ranking result monthly, the Council now further publishes the quarterly result through more channels, including releasing the top 5 supermarkets list in local newspapers for consumers’ information

The Council indicates that more encouraging elements will be added to promote healthy competition between supermarkets and price reductions.

Consumers are welcome to compare prices using the ‘Macao Supermarket Price Information Platform’. The QR code of the ‘Platform’ app is available at supermarkets for consumers to download.

For enquiry, please call 8988 9315.

#### ‘Rankings for Supermarkets with Lowest Price’ 2015 Q1 Top 5 supermarkets:

Ranking	Name	Total number of cheapest products in Q1
1 <sup>st</sup>	Goodmart Supermarket (Sun Yick Garden)	140
2 <sup>nd</sup>	Tai Fung Supermarket (Caminho das Hortas )	108
3 <sup>rd</sup>	New Horse Supermarket (R. Praia Do Manduco )	100
4 <sup>th</sup>	San Fa Seng Supermarket (Son Tok )	93
5 <sup>th</sup>	Tai Fung Supermarket (Rua da Praia do Manduco)	88