

17 July 2025

Commerce Commission

Wellington

By email: [grocery.regulation@comcom.govt.nz](mailto:grocery.regulation@comcom.govt.nz)

## **SUBMISSION on the Review of the Grocery Supply Code**

### **1. Introduction**

Thank you for the opportunity to make a submission on the review of the Grocery Supply Code (the Review). This submission is from Consumer NZ, an independent, non-profit organisation dedicated to championing and empowering consumers in Aotearoa. Consumer NZ has a reputation for being fair, impartial and providing comprehensive consumer information and advice.

Contact: Aneleise Gawn  
Consumer NZ  
Private Bag 6996  
Wellington 6141  
Phone: 04 384 7963  
Email: [aneleise@consumer.org.nz](mailto:aneleise@consumer.org.nz)

### **2. Comments on the Review**

In our view, the proposed amendments to the Code may go some way to addressing the power imbalance between suppliers and major supermarkets.

However, we are concerned the Code and the wholesale supply regime (which are the focus of the Grocery Commission's work under the Grocery Industry Competition Act) will not bring about change at the pace required to rein in the serious and ongoing abuses by market participants and promote long-term benefits for New Zealand consumers.

In our view, it is now clear that more decisive action is required to meaningfully improve competition in the sector. We recognise it is beyond the Commission's powers to achieve this and, on behalf of New Zealand

consumers we are encouraging the government to step in with measures, such as structural separation of major players to clear a path for potential new entrants.

Thank you for the opportunity to provide comment.

*ENDS*