

PRICE SURVEY

SHAW-ORTIGAS AREA

Euroasia Research Experts conducted a price survey among 5 major retailers in the Ortigas-Shaw Area last March 10, 2016. The survey was conducted within a 10 hour period and all 58 items canvassed were bought from the different supermarkets.

Disclaimer:

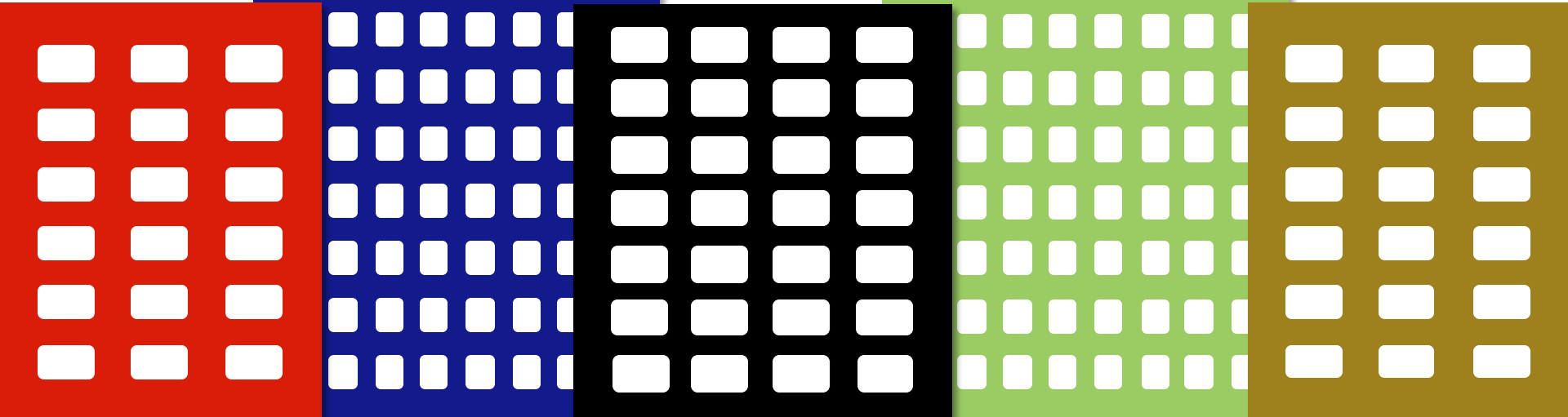
Euroasia Research Experts does not endorse any product/brand/retailer. This exercise was conducted purely for research purposes.



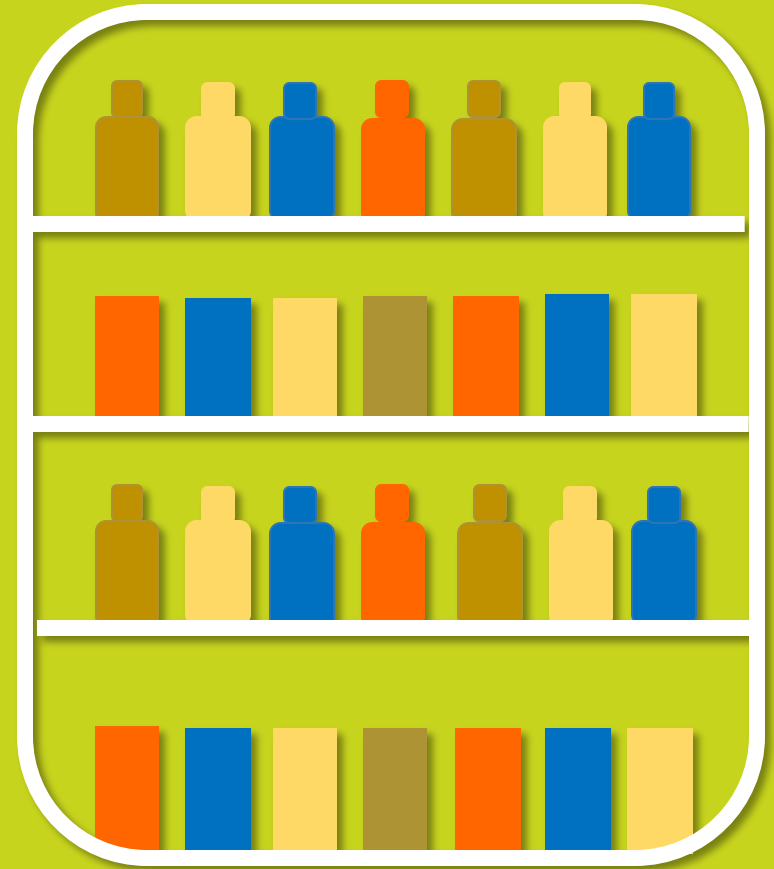
Rustan's



PUREGOLD

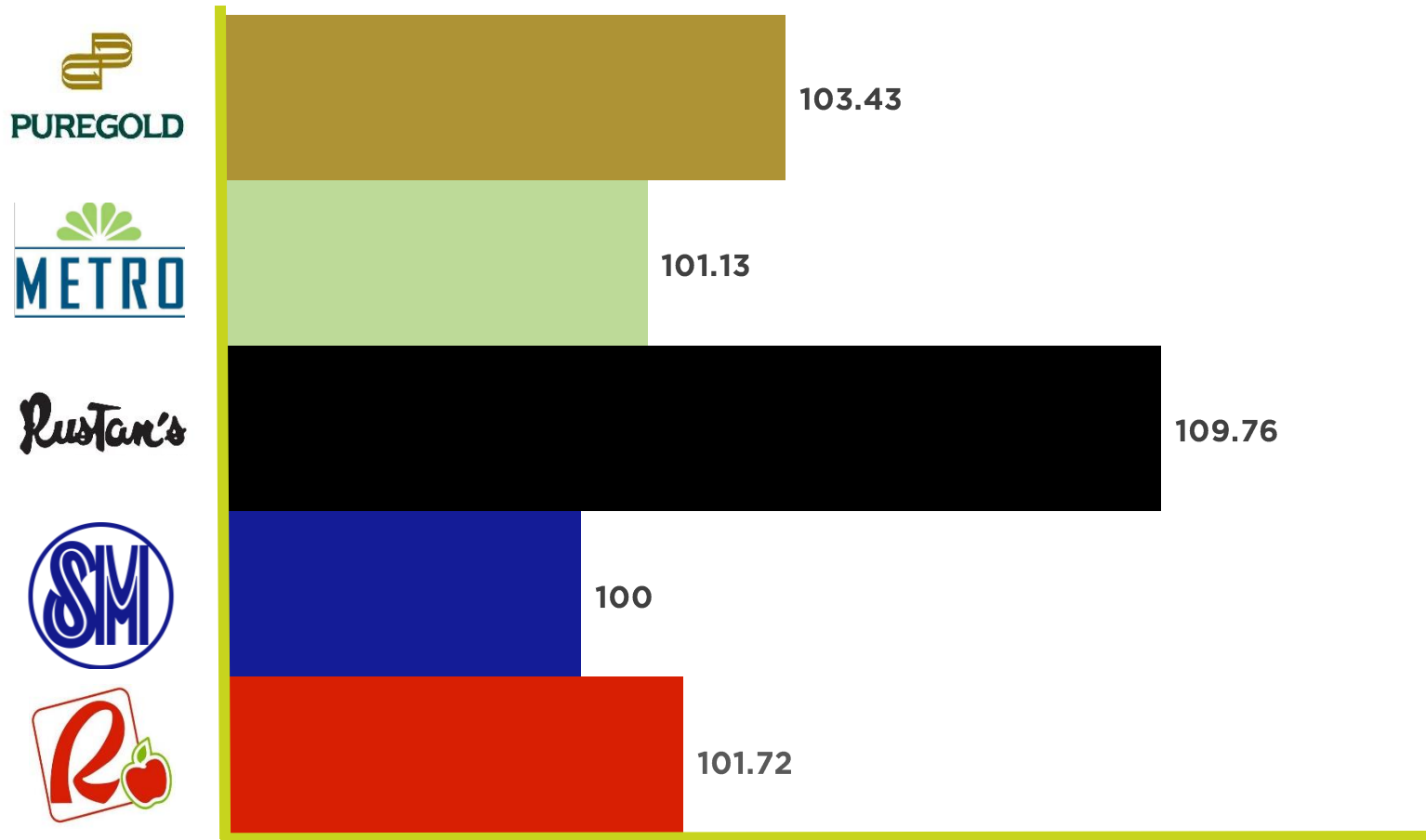


Overall, SM has lower prices. However, they also had the most number of items that were not available on shelf*



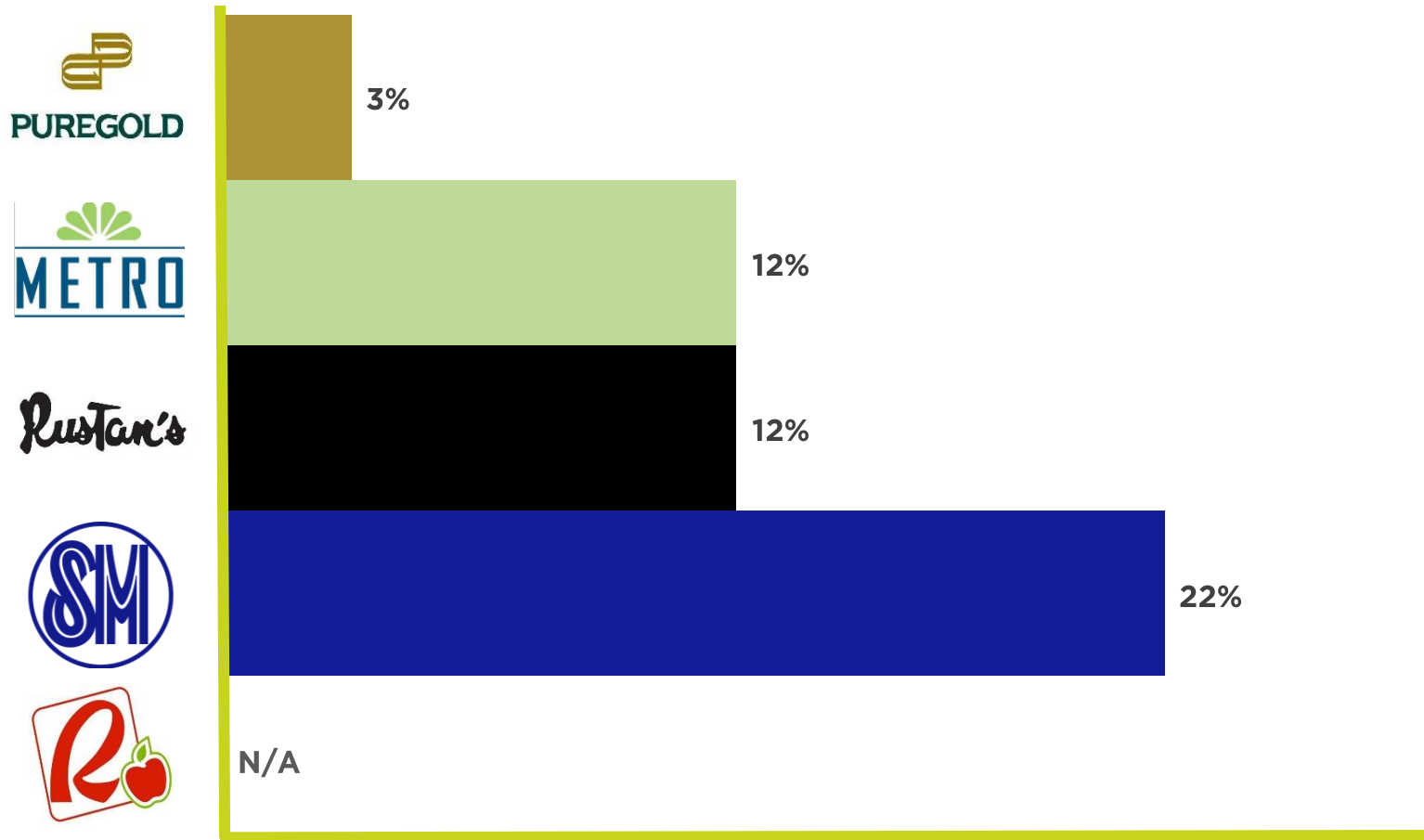
PRICE INDEX AVERAGE

Price index-a normalized average of price relatives for a given class of goods or services in a given region, during a given interval of time.

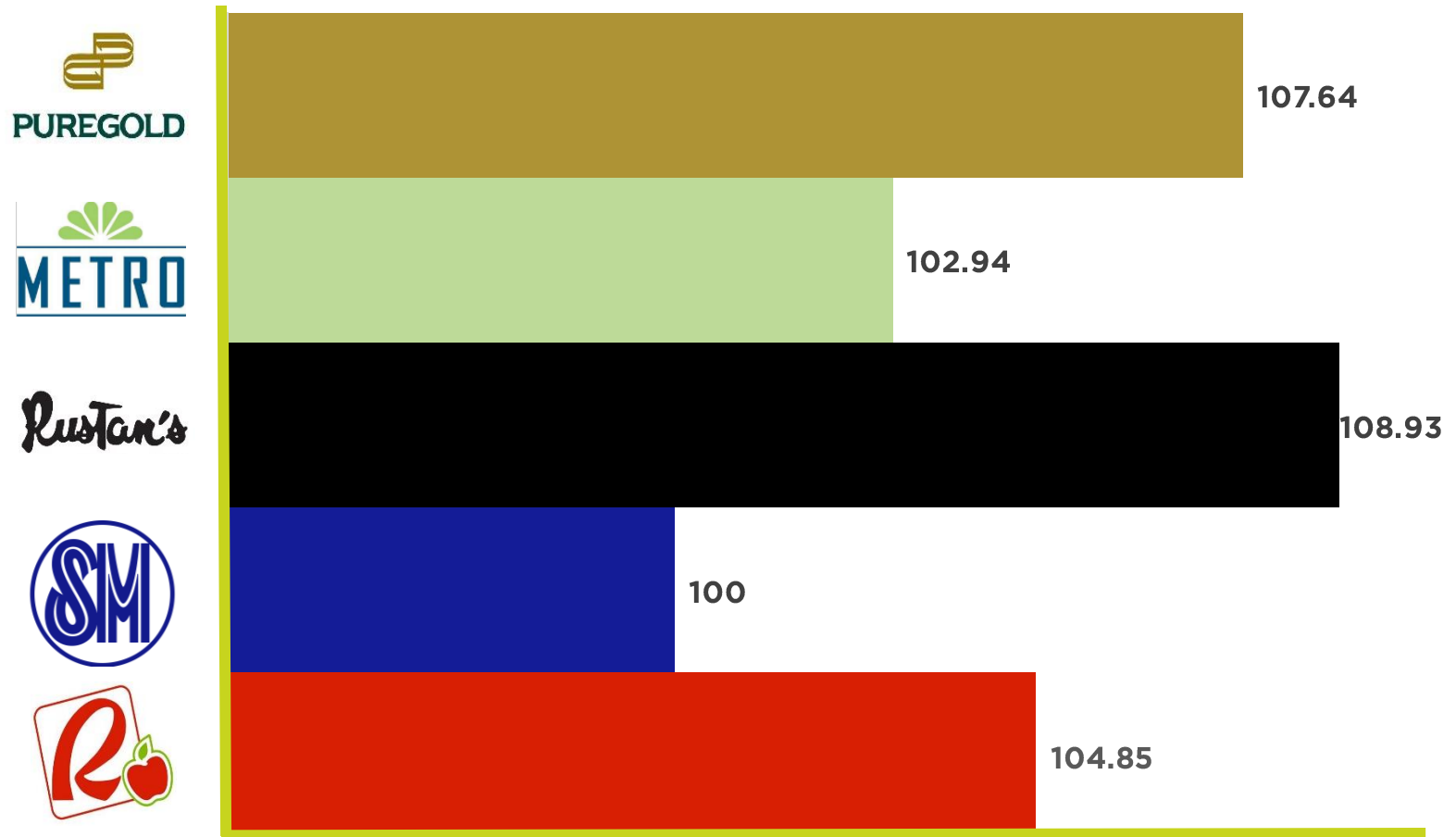


% OF ITEMS NOT AVAILABLE ON SHELF

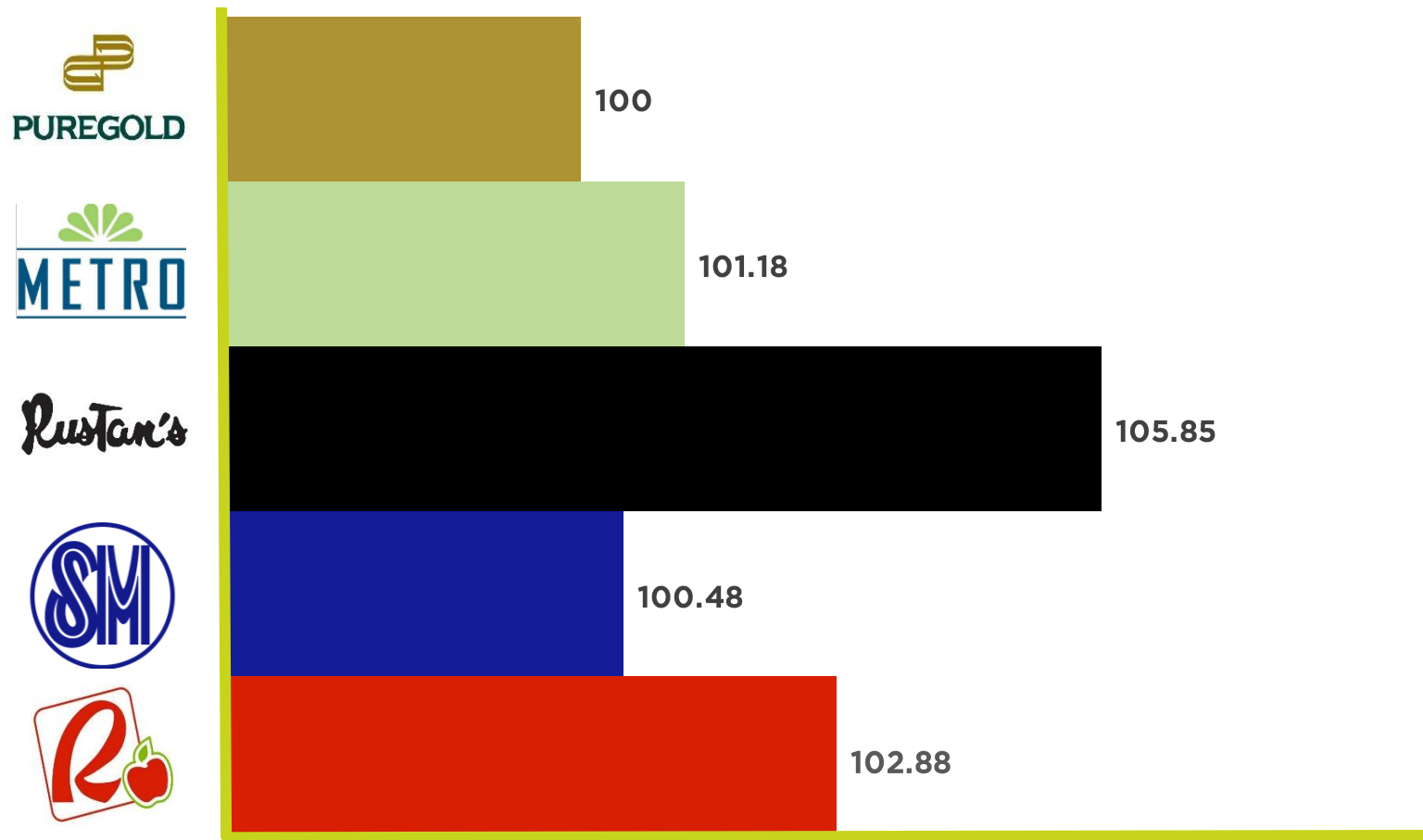
**Not available on shelf- Items that were not found during the store visit, products can either be out of stock or not carried by the retailer.*



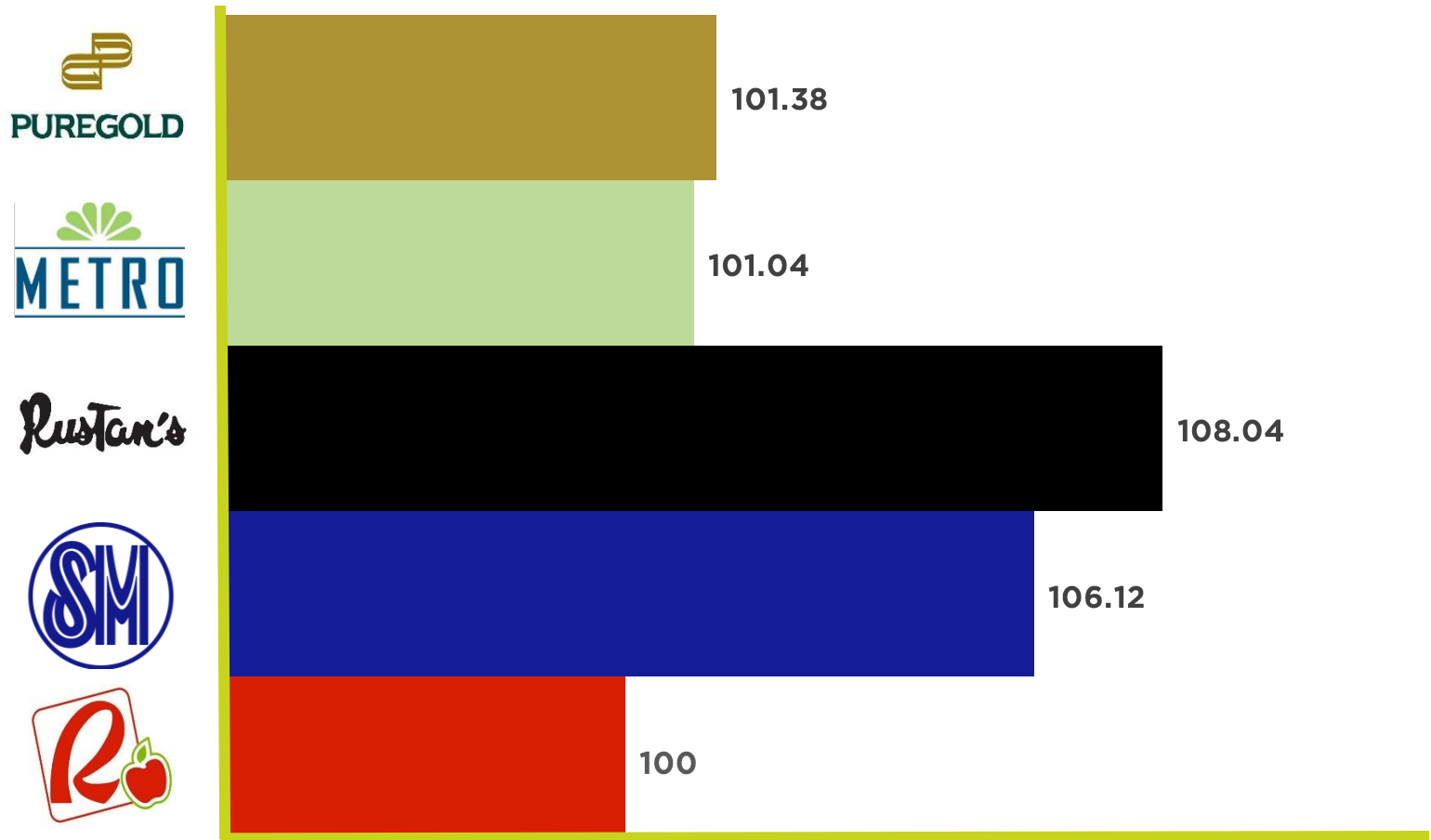
PRICE INDEX - FRESH ITEMS



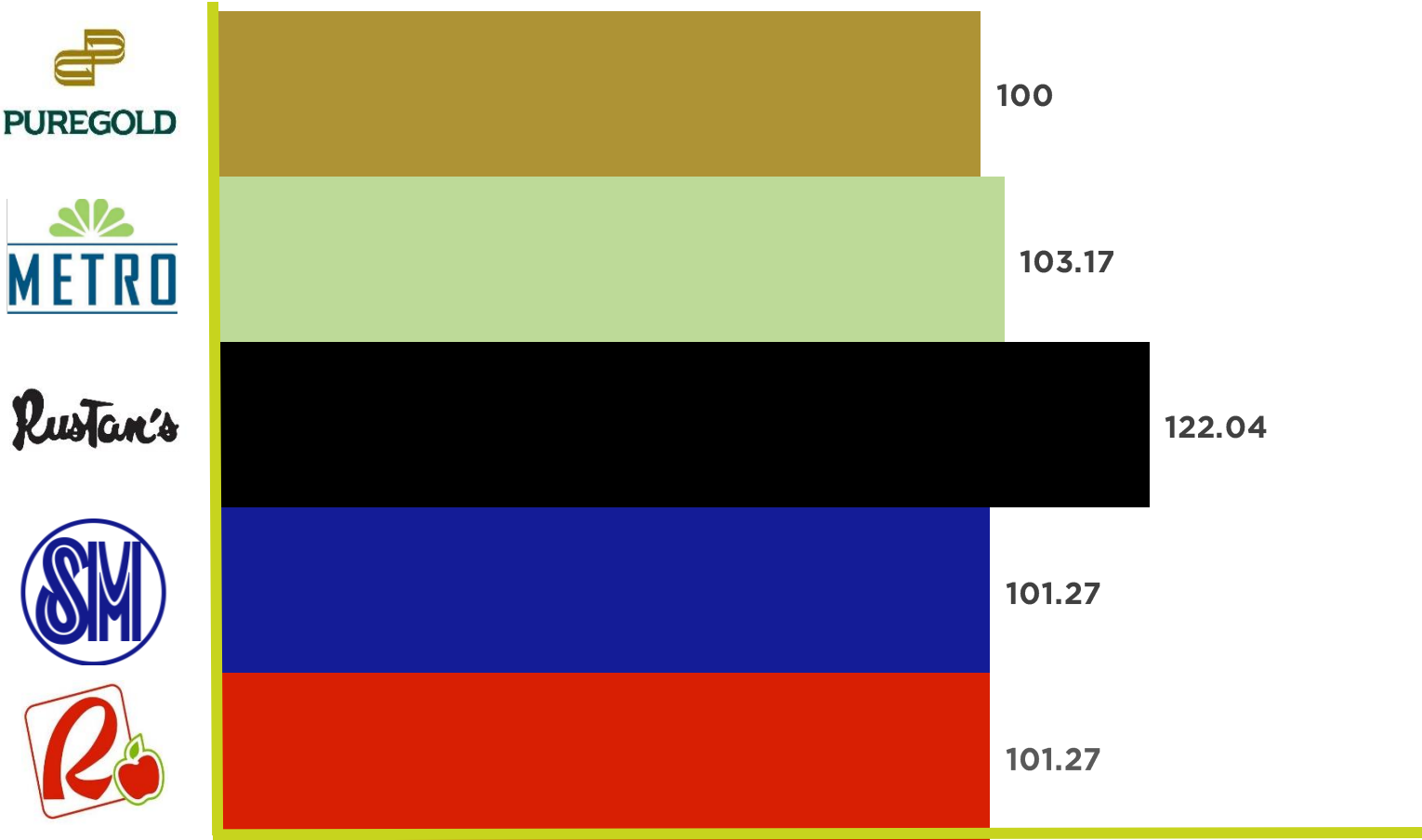
PRICE INDEX - FOOD ITEMS



PRICE INDEX - BEVERAGES



PRICE INDEX - NON FOOD ITEMS



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