

                     

2009/03/30

By : Jennifer Gomez

PETALING JAYA: Even hypermarkets cannot hold prices down with tags on essential items on the uptrend over the past seven months.

This was revealed in a survey of 37 essential goods at three major hypermarket chains.

The survey by the Consumer Research and Resource Centre (CRRC) over a six-month period from last September recorded the average pricing of selected items in three hypermarket chains.

Items surveyed included chicken, beef, fish such as tenggiri, kembung and cencaru; vegetables such as tomatoes, sawi, kankung and French beans; as well as ginger, shallots, potatoes, eggs, wheat flour, coffee powder, creamer, sardines and rice.

CRRC chief executive officer Paul Selva Raj said that apart from canned items and rice, for which prices remained constant, prices of most varieties of fishes and vegetables went up.

"The authorities are saying that prices have come down but the data does not back them up."

Ginger, for instance, costs RM5 per kg in September at the start of the survey, but in March, it had gone above RM7 per kg.

Cencaru had