

What a yolk! Easter novelty treat mark-ups of up to 320%

- Easter shoppers paying up to 320% more for novelty treats compared to block chocolate
- Mozo is urging shoppers to compare the unit prices of Easter treats to avoid eggsorbitant mark-ups

Friday 30 March 2018: Ahead of the Easter season, we ask the question – how much more are shoppers paying for Easter chocolates? An analysis by Mozo.com.au has found that shoppers could be paying more than four times the price for Easter novelty treats than block chocolate.

The comparison site calculated the mark-ups on 18 Easter treats from popular chocolate brands by comparing the cost per 100g of the Easter branded item with the 100g of the same brand’s block chocolate.

“Our analysis found shoppers are paying 155% more on average for Easter-themed treats like eggs, chocolate bunnies and gift boxes compared to a standard block of chocolate – that’s enough to leave a sour taste in your mouth!” says Kirsty Lamont, Mozo Director.

“The biggest mark-up we found this year is on a Cadbury Peter Rabbit Easter Bunny coming in at a whopping 320% more per 100g than a large block of Cadbury Dairy Milk Chocolate. That works out to be a pricey \$6.00 per 100g.”

According to Mozo’s comparison, Easter gift sets boast the biggest mark-ups across the board costing 224% more than block chocolate on average, followed by chocolate bunnies with an average mark-up of 166% and hollow chocolate eggs at 149%.

Cadbury’s Freddo Egg Gift Box charged a staggering mark-up of 308%, while the price of a small egg tray from boutique retailer Haigh’s was 234% more expensive than their standard chocolate offering. Lindt’s Bunny Tractor set featuring the iconic gold bunny along with three ‘carrots’ came in at 214% more than a block of Lindt chocolate.

A SELECTION OF THE WORST VALUE EASTER CHOCOLATE TREATS				
Brand	Block chocolate (\$/100g)	Easter treat	Cost per 100g	Mark-up
Cadbury	\$1.43	Peter Rabbit Easter Bunny (100g)	\$6.00	320%
Cadbury	\$1.43	Dairy Milk Freddo Egg Gift Box (120g)	\$5.83	308%
Cadbury	\$1.43	Dairy Milk Bunny (100g)	\$5.50	285%
Haigh's	\$5.48	Small Egg Tray with 6 Milk Chocolate Eggs	\$18.31	234%
Lindt	\$4.25	Gold bunny tractor set (90g)	\$13.33	214%

Source: Mozo.com.au. Unit comparison between standard and Easter chocolate. Recommended retail prices used as of 14 March 2018.

Perfect for the Easter egg hunt, mini eggs were found to deliver the best value with the smallest average mark-up of 27%. Lindt’s Assorted Mini Eggs come in at just 5% more than a standard chocolate block while Haigh’s mini eggs had a modest mark-up of 18%. For Cadbury lovers, solid milk eggs were also found to be the most budget friendly option.

“Most shoppers would expect to pay a little more for a beautifully packaged Easter gift however, it’s important to weigh up the convenience against the higher price. Our research shows that some Easter chocolate treats are more expensive than others, so avoid getting egg on your face by comparing prices when shopping for Easter chocolate,” says Lamont.

A SELECTION OF THE BEST VALUE EASTER CHOCOLATE TREATS				
Brand	Block chocolate (\$/100g)	Easter treat	Cost per 100g	Mark-up
Lindt	\$4.25	Lindor Solid Mini Eggs Bag (90g)	\$4.44	5%
Haigh's	\$5.48	Milk Chocolate Mini Eggs (120g)	\$6.46	18%
Lindt	\$4.25	Bunny Milk Chocolate Gold (200g)	\$5.00	18%
Cadbury	\$1.43	Dairy Milk Solid Egg Bag (440g)	\$2.27	59%
Haigh's	\$5.48	Milk Chocolate Egg (200g)	\$8.75	60%

Source: Mozo.com.au. Unit comparison between standard and Easter chocolate. Recommended retail prices used as of 14 March 2018.

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Notes on calculations: Comparison uses unit prices i.e. cost per 100g of product. Weight is given to identify the product. The comparison was based on product availability at Woolworths, Coles and Haigh’s online stores. Mozo used recommended retail prices as at 14 March 2018.

For data or interviews requests contact:

Gemma Rasmussen or Kirsty Timsans at Mozo

PH: 02 9037 4375

E: gemma.rasmussen@mozo.com.au or Kirsty.timsans@mozo.com.au

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