

Monthly average retail prices for selected products, March 2022

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Highlights

In March, beef striploin cuts (\$32.72/kg) represented the highest average price among all meat products measured at the national level while whole chicken (\$5.55/kg) represented the lowest.

Grapes (\$6.90/kg) were the most expensive fruit by kilogram in Canada this month, with bananas (\$1.67/kg) being the least expensive.

Of all vegetable prices available by kilogram, peppers (\$7.70/kg) cost the most, while cabbage (\$2.35/kg) costs the least.

In Ontario, chicken breasts (\$14.67/kg) were the most expensive type of chicken cut, while chicken drumsticks (\$5.48/kg) was the least expensive cut.

In Quebec, frozen green beans (\$3.77/0.75 kg) were \$0.36 more expensive than frozen peas (\$3.41/0.75 kg).

Apple juice in British Columbia (\$3.18/2L) and Alberta (\$3.20/2L) costs less than orange juice (\$4.22/2L and \$4.35/2L, respectively).

In Manitoba, romaine lettuce (\$4.00/unit) costs \$0.84 more than iceberg lettuce (\$3.16/unit).

In Newfoundland and Labrador, pork rib cuts (\$10.02/kg) were the most expensive pork cut, while pork shoulder cuts were the cheapest (\$6.39/kg).

Information about average prices

Average prices provide estimates of the average price paid by the consumer and can be used for comparing price levels of different items in the same month.

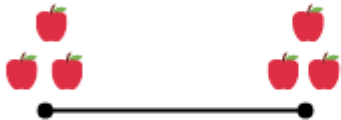





Average prices do not necessarily compare the same product from month to month and should not be used for time series comparison. Instead, the [Consumer Price Index \(CPI\)](#) should be used to measure pure price change.

The illustration below highlights some key differences between the average price table and the CPI. For more information on the average price table, please refer to the [Methodological Supplement for the Monthly Average Retail Prices Table](#).



Infographic 1 – Average prices versus Consumer Price Index

Average Prices vs. Consumer Price Index

	Consumer Price Index	Average Prices
Type of Measure	Pure price change over time (inflation)	Price levels in a given month
Method	<p>A fixed basket of consumer goods containing products of unchanging or equivalent quantity and quality from one month to another</p>  <p style="text-align: center;">February March</p> <p>Basket weights are updated annually based on most recent household expenditure data</p>	<p>A selection of products which may be subject to changing quality, brand and location based on consumer preferences from one month to another</p>  <p style="text-align: center;">February March</p> <p>Weights change on a monthly basis based on the retailer's share of total units sold for a product</p>
Uses	<p>Compare prices over time</p>  <p style="text-align: center;">Fresh or frozen chicken</p> <p>March 2021: 170.8 March 2022: 183.5</p> <p>Year-over-year % change = 7.4%</p>	<p>Compare price levels of different products in the same month</p>  <p>Whole chicken \$5.55/kg</p> <p>Chicken breast \$13.93/kg </p> <p>Chicken thigh \$10.40/kg </p>

Source(s): Tables 18-10-0004-01 and 18-10-0245-01

Note to readers

National average prices are now available in the Monthly average retail prices for selected products (18-10-0245-01). The table includes an expanded list of products and an enhanced methodology, resulting in some revisions. All series contain data from January 2017 onward. All existing tables will remain publicly accessible, and no historical data is being removed.

Similar products were added from the Monthly average retail prices for food and other selected products (18-10-0002-01) where data quality and representativeness allowed. Note that these tables are not directly comparable due to methodological differences. They do not contain all the same products, and they may contain different product definitions.

Interested in seeing specific products in the Monthly average retail prices for selected products table? Fill out our [feedback form](#) to let us know.

Information on average prices

The data source for table 18-10-0245-01 is scanner data (also known as transaction or point of sale data) obtained directly from Canadian retailers. Transaction data provide a comprehensive electronic record of the transactions made through a retailer's point-of-sale system and contain relevant pricing information, such as product descriptions and quantities sold. The use of transaction data for the calculation of the average prices in this table offers a significant quality advantage, given the number of product prices available in the transaction data and coverage in terms of geography and pricing weeks.

The products listed in table 18-10-0245-01 are items commonly purchased by Canadian consumers. As consumer preference changes, the contents of the table will be updated. The products listed in this table do not represent an exhaustive list of products used in the calculation of the Consumer Price Index (CPI). [A list of the representative products of goods and services in the CPI basket](#) is available on the Statistics Canada website.

While average prices can be used to assess price levels in a given month, they should not be used to calculate price change over time. In order to measure pure price change, otherwise known as inflation, it is recommended to use the CPI and its sub-indexes (table 18-10-0004-01). Although average prices provide a complementary picture of consumer prices, they are not comparable to the [pure price changes calculated in the CPI](#) due to methodological differences, and do not contain all the same products and may contain different product definitions.

The method that Statistics Canada uses to measure and publish monthly food inflation in the CPI has not changed.

Product definition

Average prices are derived in one of two ways: using a specific size/quantity measure or standardizing multiple sizes.

Specific size: In most cases, a specific size or quantity can be easily identified as the measure of best fit for a particular product. For some products, a specific size or quantity is the most commonly purchased by a considerable amount (for example, a dozen eggs). Other products have multiple high-sale sizes over a large range (for example, milk). In this case, we calculate separate average prices for each size (1 L, 2 L and 4 L) in order to provide a fuller picture. Other products, such as fresh produce and meats, are often sold by weight and provided as a price per kilogram. In these cases, 1 kg is applied as the specific size. For all of these products, only items of the specific size or quantity are included in the average price calculation. The specific size alone provides sufficient coverage to produce a robust measure.

Standardized size: For certain products which are available to consumers in a wide variety of package sizes, prices for products within a set range of package sizes are standardized before the average price calculation. For example, prices for blocks of cheese ranging in size from 400 g to 800 g are adjusted to represent a 500 g block of cheese and are presented as such in the average prices table.

For more information on the calculation of the average prices in the "Monthly average retail prices for selected products" table, consult the ["Methodological Supplement for the Monthly Average Retail Prices Table,"](#) published as part of the Prices Analytical Series (62F0014M).

Next release

The next update of the "Monthly average retail prices for selected products" table will be in June.

Available tables: table [18-10-0245-01](#).

Definitions, data sources and methods: survey number [2301](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca).