# Article information:

Are supermarkets profiteering from high food prices? | This is Money  
<https://www.thisismoney.co.uk/money/bills/article-12037797/Are-supermarkets-profiteering-high-food-prices.html>

# Article summary:

1. Supermarkets are facing accusations of "profiteering" from record high food prices, with calls for a review into how they set their prices.

2. However, the big four supermarkets have seen their profits fall significantly compared to last year, and competition means profit margins are thin compared to other areas of retail.

3. The rising cost of doing business, including higher prices from suppliers and increased bills for wages, energy, and rent on stores, is being passed on to consumers.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Are supermarkets profiteering from high food prices?" by This is Money presents a critical analysis of the accusations made against supermarkets for profiteering from record-high food prices. The article highlights that while food prices have increased by around 19.1% per year, supermarkets' profits have fallen significantly compared to last year, indicating that they are not hiking up prices unfairly. The article also notes that stiff competition among supermarkets means profit margins are wafer-thin compared to other areas of retail, which encourages retailers not to overcharge.

However, the article fails to explore some crucial points of consideration. For instance, it does not delve into how supermarket chains may be using their market power to negotiate lower prices with suppliers and pass on the cost savings to customers. Additionally, the article does not provide any evidence or counterarguments to support or refute the claim that suppliers may be profiteering instead of supermarkets.

Moreover, the article seems to present a one-sided view by relying heavily on quotes from industry experts who defend supermarkets' pricing practices and downplay accusations of profiteering. While it is essential to consider expert opinions in such matters, presenting only one side's views can create an impression of partiality and undermine the credibility of the analysis.

Furthermore, the article includes promotional content in the form of affiliate links without disclosing them explicitly. Although affiliate links are a common practice in online journalism, failing to disclose them can raise questions about potential conflicts of interest and affect editorial independence.

In conclusion, while "Are supermarkets profiteering from high food prices?" provides some valuable insights into the accusations made against supermarkets for profiteering from record-high food prices, it falls short in exploring all relevant points of consideration and presenting both sides equally. The article's reliance on industry experts who defend supermarkets' pricing practices without providing concrete evidence or counterarguments may also undermine its credibility.

# Topics for further research:

* Supermarkets' negotiation power with suppliers and cost savings
* Suppliers' role in high food prices
* Market competition and profit margins in the retail industry
* Supermarkets' pricing strategies and tactics
* Conflicts of interest in online journalism and affiliate links
* Consumer perspectives on high food prices and supermarket pricing practices

# Report location:

<https://www.fullpicture.app/item/f95fa4def303dc73dbfd40f9a2b6b290>