CONSUMER PRICE MONITORING

Price Trends of Essential Commodities in Thimphu Thromde

Rice, edible oil and local eggs, September 2024 to September 2026

Competition and Consumer Affairs Authority | Quarterly price trend, Thimphu Thromde

Between September 2024 and September 2026, the typical price of rice in Thimphu Thromde was essentially unchanged, the price of local eggs more than doubled, and the price of edible oil rose by about 23% between March 2025 and June 2026. A tray of 30 local eggs cost about Nu. 240 in September 2024 and about Nu. 530 in September 2026. This report shows how the prices of these three essential items have moved and what the changes mean for consumers, retailers and the government.

Since September 2024, the Competition and Consumer Affairs Authority (CCAA) has collected prices every quarter in 22 major markets for its Market Price Information (MPI) service. The MPI helps consumers compare prices between shops and brands, and helps the government spot sharp rises in the prices of essential items.

This analysis covers Thimphu Thromde only. Each price shown is the average of the prices recorded in 15 to 24 shops across Thimphu. The exception is March 2025, when the average rests on only 6 to 7 shops, so comparisons that start from that quarter should be read with more caution.

The report uses the median to describe the typical price of rice and edible oil across brands. The median is the middle price when brand prices are ranked from lowest to highest; where there is an even number of prices, it is the average of the two middle ones.

Summary of price changes in Thimphu Thromde

Staple	What is compared	Start	Latest	Change
Rice	Median price, Nu. per kg (Sep 2024 to Sep 2026)	51.81	51.69	**−0.2%**
Local eggs	Price, Nu. per egg (Sep 2024 to Sep 2026)	8.03	17.72	**+121%**
Edible oil	Median of four brands, Nu. per litre (Mar 2025 to Jun 2026)	120.89	149.26	**+23%**

Oil is compared between March 2025 and June 2026, the first and last quarters in which all four tracked brands were priced; there is no complete reading for September 2024 or September 2026.

The periods in the table differ, so the changes are not directly comparable. Over the 15 months from March 2025 to June 2026, the longest period for which all three staples can be compared, local eggs rose about 68% (from Nu. 10.56 to Nu. 17.71), edible oil about 23%, and the median price of rice fell about 0.5% (from Nu. 50.90 to Nu. 50.66). All three comparisons start from the March 2025 quarter, which rests on fewer shops.

Rice: typical price unchanged, but the gap between brands has widened

The typical (median) price of rice in Thimphu was Nu. 51.69 per kg in September 2026, almost the same as the Nu. 51.81 recorded in September 2024. In between, the price first fell and then recovered. It fell about 8% to Nu. 47.70 in June 2025, stayed between Nu. 48 and Nu. 49 in each of the next three quarters, and then rose about 7% between March and September 2026. That is the largest rise over any two consecutive quarters in the period; the largest single-quarter rise was 4.9%, in June 2026.

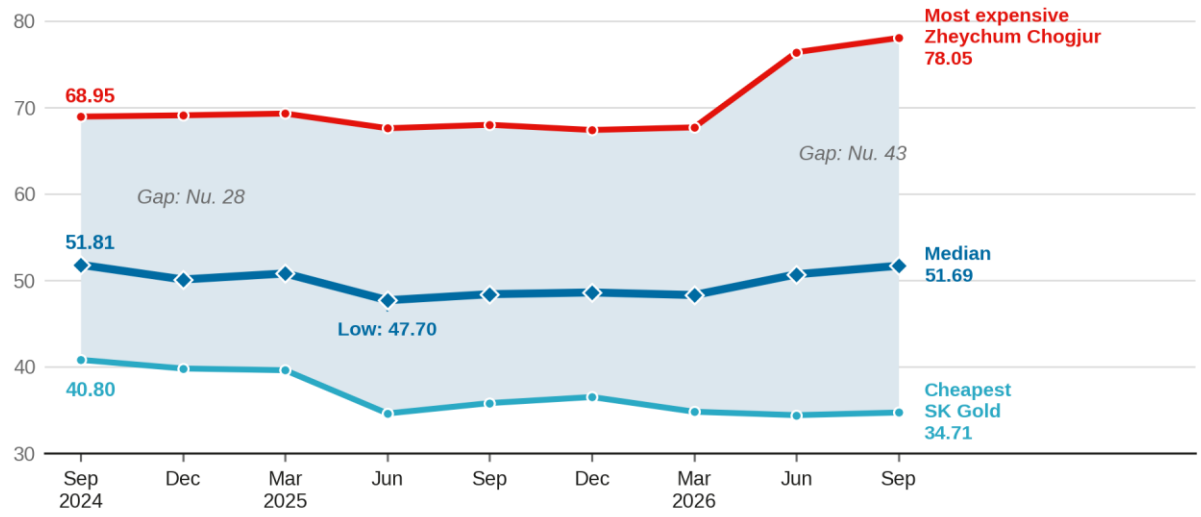
This 7% rise needs to be read with care. Until March 2026 the survey also recorded prices of 25 kg bags for several brands, but these are no longer available in the market. Because those lines are in the March 2026 median but not in the September 2026 one, the 7% somewhat overstates the rise: using only the

six brands still recorded, the rise since March 2026 is about 5%. The same six brands give a median of Nu. 52.16 in September 2024 and Nu. 51.69 in September 2026, a fall of about 1%, so the finding that the typical price is essentially unchanged holds on either basis.

The steady median hides a growing gap between brands. In September 2024 the most expensive rice cost 1.7 times as much as the cheapest, a difference of Nu. 28 per kg. By September 2026 it cost more than twice as much, a difference of Nu. 43 per kg. The most expensive brand rose about 13% (to Nu. 78.05 per kg), while the cheapest fell about 15% (to Nu. 34.71 per kg). The four brands in between changed by between 1% and 8%, some up and some down.

Rice: typical price steady, gap between brands wider

Thimphu Thromde. Retail price, Nu. per kg. Most expensive and cheapest brand, with the median (typical) price



Source: CCAA quarterly price survey, Thimphu Thromde. Median and range are calculated across all brand and pack lines reported each quarter; 25 kg packs were reported until March 2026 and not since. Axis starts at Nu. 30.

Rice price by brand, Nu. per kg

Brand	Sep 2024	Sep 2026	Change
Zheychum Chogjur	69	78	+13%
Pyari Nawaab	65	71	+8%
Saahi Tiber	53	55	+4%
Raj Bhog Kumar	51	48	−6%
Saahi Dinner Dubar	49	48	−1%
SK Gold	41	35	−15%

Prices are for the pack sizes still recorded (20 kg for Zheychum Chogjur and Pyari Nawaab, 26 kg for the others) and are rounded to the nearest rupee; percentage changes are calculated from the unrounded prices. Raj Bhog Kumar and Saahi Dinner Dubar were both about Nu. 48 in September 2026.

What this means. The brand a household buys matters more than when it buys. The gap between the cheapest and the most expensive brand (Nu. 43 per kg) is more than ten times the Nu. 4 per kg by which the median moved between its lowest and highest points. On a 20 kg bag, the gap is Nu. 867. Because rice is sold in bags of different sizes (20 kg and 26 kg today, and 25 kg until March 2026), the price per kg is the fairest basis for comparison.

Quarterly changes are usually small, but there are exceptions, and they are not limited to expensive brands. The most expensive brand rose about 13% in June 2026. SK Gold (26 kg) rose about 17% per kg between December 2025 and March 2026, then fell about 21% by June 2026. This movement should be read with caution: the 25 kg pack of the same brand was recorded at a lower price in December 2025

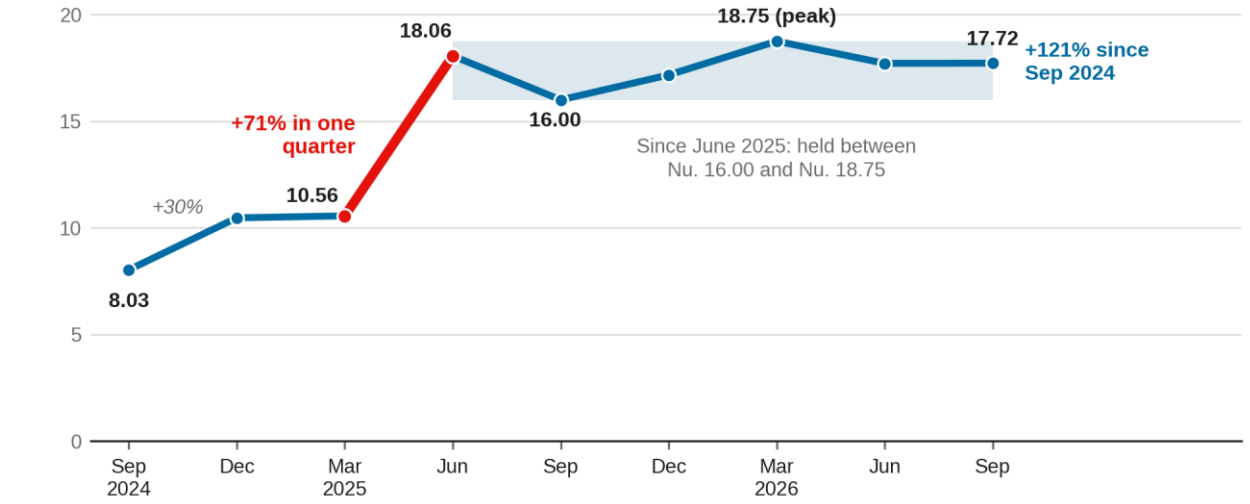
and March 2026 but not in June 2026, so it is unclear whether the swing reflects a real price movement or differences in the pack sizes recorded.

Local eggs: price more than doubled in two years

The price of a local egg in Thimphu rose from Nu. 8.03 in September 2024 to Nu. 17.72 in September 2026, an increase of 121%. Most of the increase came at once rather than gradually. The price rose 30% in the first quarter (to Nu. 10.47 in December 2024) and was almost unchanged in the next. Between March and June 2025 it then jumped 71% in a single quarter, from Nu. 10.56 to Nu. 18.06. That one quarter accounts for more than three-quarters of the total two-year increase (Nu. 7.50 of Nu. 9.69, or 77%). The March 2025 price is based on fewer shops (6 to 7), but the jump is almost the same, about 72%, if measured from the December 2024 price of Nu. 10.47.

Local eggs: sharp rise in 2025, prices have stayed high

Thimphu Thromde. Local egg retail price, Nu. per egg



Source: CCAA quarterly price survey, Thimphu Thromde. Prices are per egg.

Since June 2025 the price has remained high. In the six readings from June 2025 to September 2026 it stayed between Nu. 16.00 and Nu. 18.75, a range of less than Nu. 3, and even the lowest reading is almost double the September 2024 price. The peak was Nu. 18.75 in March 2026. The price then fell about 5.5% in June 2026 and was unchanged in September 2026, so the latest price is about 5.5% below the peak. Quarterly changes since June 2025 ranged from a fall of 11% to a rise of 9%, with no clear direction.

What this means. A tray of 30 eggs in Thimphu now costs about Nu. 290 more than it did two years ago (about Nu. 530, compared with about Nu. 240).

The pattern helps to narrow down the possible causes, but it does not prove any one of them. Egg producers say that higher feed costs are the main reason. Feed costs may be part of the explanation, but a single large increase in one quarter, followed by five more quarters of high prices, does not look like the gradual rise that higher costs alone would normally cause. Import restrictions cannot by themselves explain a rise that came in a single quarter, but they meant there was little competition from imported eggs to bring the price back down.[1] The CCAA plans a study to test the feed-cost explanation, and the timing of the March to June 2025 increase should be one of its first questions.

[1] On 26 October 2026, after the last survey reading, the Ministry of Agriculture and Livestock announced that regulated imports of eggs from India would be allowed to meet shortages in the market. This decision is not reflected in the prices in this report, which cover September 2024 to September 2026.

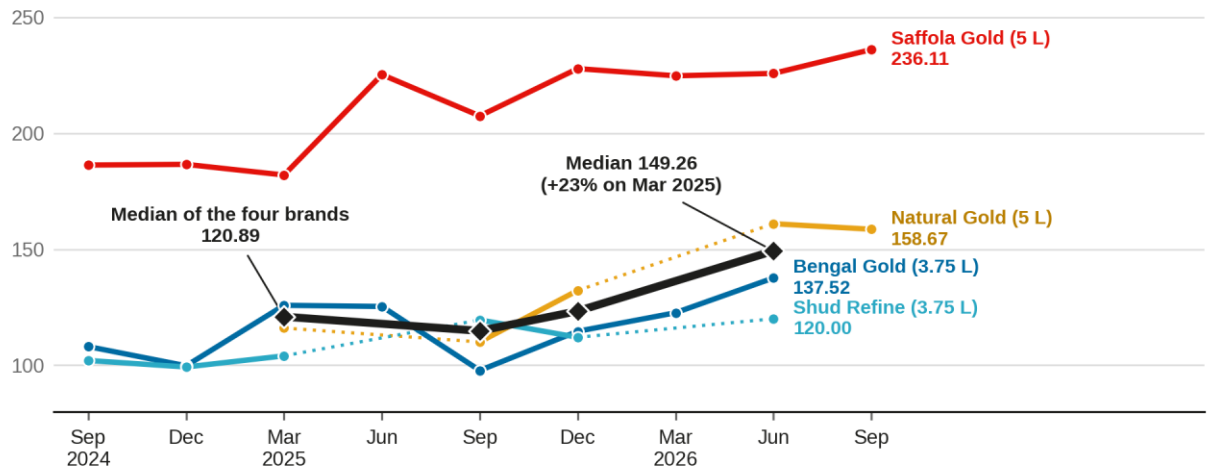
Edible oil: prices have risen and the gap between brands has widened

All four tracked brands cost more in their latest reading than when first recorded, by between 18% and 37%. The most expensive brand reached Nu. 236.11 per litre in September 2026, its highest price in the period and about Nu. 50 (27%) more than in September 2024. The brand that entered the survey in March 2025 has risen most in percentage terms (about 37%, over a shorter period), while the most expensive brand has risen most in rupees. Using only the quarters in which all four brands were priced, the median rose about 23%, from Nu. 120.89 per litre in March 2025 to Nu. 149.26 in June 2026. The March 2025 reading is based on fewer shops (6 to 7); measured from September 2025 instead, the median rose about 30%.

The gap between the most expensive and the cheapest brand has also widened, from about Nu. 78 per litre in March 2025 to Nu. 106 in June 2026, after reaching Nu. 116 in December 2025. In June 2026 the most expensive oil cost about 1.9 times as much as the cheapest, compared with about 1.75 times in March 2025 (and about 2.1 times at the peak in September 2025). On five litres, the gap is Nu. 529. Because oil is sold in 3.75 litre and 5 litre packs, the price per litre is the fairest basis for comparison.

Edible oil: prices up, gap between brands wider

Thimphu Thromde. Retail price by brand, Nu. per litre. Gap between most expensive and cheapest brand: Nu. 78 (Mar 2025), Nu. 106 (Jun 2026). Dotted lines join quarters in which a brand was not priced



Source: CCAA quarterly price survey, Thimphu Thromde. The median is shown only for quarters in which all four brands were priced; medians for quarters with fewer brands are not comparable. Axis starts at Nu. 80.

Edible oil price by brand, Nu. per litre

Brand (pack)	First priced	Latest price	Change
Saffola Gold (5 L)	186 (Sep 2024)	236 (Sep 2026)	+27%
Natural Gold (5 L)	116 (Mar 2025)	159 (Sep 2026)	+37%
Bengal Gold (3.75 L)	108 (Sep 2024)	138 (Jun 2026)	+27%
Shud Refine (3.75 L)	102 (Sep 2024)	120 (Jun 2026)	+18%

Prices are rounded to the nearest rupee; percentage changes are calculated from the unrounded prices. “Latest price” is each brand’s most recent price: September 2026 for two brands and June 2026 for the other two. The periods differ between brands, so the changes are not strictly comparable.

Oil brand prices can change sharply from one quarter to the next. Several brands moved by more than 20% in a single quarter, both up and down. The most expensive brand rose 24% between March and June 2025 and has stayed high since, while Bengal Gold fell 22% between June and September 2025.

The oil data are less complete. All four brands were priced in only four of the nine quarters, and in September 2026 only two were. Because the median depends on which brands are reported, only quarters with all four brands can be compared with one another. The latest reading is mixed: of the two

brands priced in September 2026, the most expensive rose about 4.6% to its highest price, while the other fell about 1.4%.

What this means for consumers and retailers

Brand choice affects what a household pays more than the movement in the typical price does. The table compares the cost of the cheapest and the most expensive brand in the latest quarter in which a full set of brand prices was recorded.

Cost of the cheapest and most expensive brand, Nu.

Purchase	Cheapest brand	Most expensive brand	Difference
Rice, 20 kg (Sep 2026)	694	1,561	**867**
Edible oil, 5 litres (Jun 2026)	600	1,129	**529**

Calculated from the price per kg or litre. The cheapest rice (SK Gold) is sold in 26 kg bags and the cheapest oil (Shud Refine) in 3.75 litre packs, so the figures show what 20 kg or 5 litres would cost at each brand's price per unit, not shelf prices.

Three points follow for shoppers. First, compare the price per kg or litre rather than the price on the pack, because pack sizes differ. Second, individual brand prices can move by 10% or more in a single quarter, as the rice and oil results show, so a price seen once may not hold. Third, eggs are not recorded by brand, and since June 2025 their price has stayed between Nu. 16 and Nu. 19 per egg, so a price in that range is now the norm in Thimphu.

For retailers and suppliers, the brand tables show how far each brand's price has moved over the period and how wide the gap between brands has become. Because the survey records prices only, not sales, it cannot show which brands consumers actually buy.

What to watch: suggested policy priorities

The data raise four policy questions that bear directly on prices in the market. These are suggestions for discussion, not existing CCAA or government policy.

- *Track and review regulated egg imports.* The Ministry of Agriculture and Livestock has now allowed regulated imports of eggs from India. Because egg prices have more than doubled in two years and have stayed high, the CCAA should track them in the coming quarters to see whether imports bring them down, and advise the government if further action is needed.
- *Keep rice and oil imports open.* The typical price of rice has not changed, and oil has risen about 23% over fifteen months, far less than eggs (about 68% over the same fifteen months). Several brands compete at widely different prices, which gives shoppers a real choice, and open imports help to preserve that competition.
- *Require unit prices on shelves.* Rice is sold in 20 kg and 26 kg bags (and, until March 2026, 25 kg), and cooking oil in 3.75 litre and 5 litre packs. Displaying the price per kg or litre would let shoppers compare brands at a glance. This matters because the gap between the cheapest and most expensive brand (Nu. 867 for 20 kg of rice and Nu. 529 for 5 litres of oil) is far larger than the change in the typical price. Unit pricing is also needed because manufacturers can change pack sizes, possibly as a marketing tactic. When a pack shrinks or grows while the shelf price stays the same, or moves by a different proportion, consumers can easily be misled about whether they are getting a better or worse deal.
- *Set a trigger for market review.* A threshold for a sharp quarterly rise in the price of an essential item must be agreed, above which the relevant agencies would review supply and pricing in that market. At a 10% threshold, for example, the trigger would have been activated twice for eggs (+30% and +71%) and by several rice and oil brands, but not by the rice median. The threshold itself is for the relevant agencies to set.

Conclusion

Over the two years to September 2026, the typical price of rice in Thimphu Thromde was essentially unchanged, the price of local eggs more than doubled, and edible oil rose about 23% between March 2025 and June 2026. These are everyday essentials, so such movements are felt directly in household budgets. Low-income households are likely to be affected most, because they spend a larger share of their income on food and have the least room to absorb price increases. The survey also shows that the gap between the cheapest and most expensive brands of rice and oil is much larger than the change in the typical price, so how consumers shop matters as well.

Regular price collection gives the government an early and reliable view of such changes. Paired with information on household incomes, it would also show when the prices of basic necessities are rising faster than incomes. Where the trends point to lasting pressures, adjustments to supply, trade and market arrangements can be considered to protect the most vulnerable. Continued price monitoring is therefore an important basis for informed policy. These findings describe Thimphu Thromde only; prices in other towns, and national averages, may differ.

NOTES ON THE DATA

Source: CCAA quarterly price survey of Thimphu Thromde, September 2024 to September 2026. Medians are the middle value of all brand and pack lines recorded in a quarter. Rice figures include 25 kg packs up to March 2026. Oil brands were priced in only some quarters; dotted lines bridge the quarters in which a brand was not priced, and no values have been estimated. Quarter-on-quarter changes for individual brands are calculated only where the brand was priced in both quarters. Egg prices are per egg. Percentages are calculated from the unrounded prices and then rounded. The average rows in the source spreadsheets are simple means of all lines, including brands not priced in every quarter; the report uses medians because they are less affected by the highest and lowest prices and by changes in which packs are recorded.