

The worldwide cost of shopping

An international survey of the cost of 22 everyday consumer items suggests that multinational companies charge as much as the local market will bear.

The cost of an identical pack of disposable nappies varies from £2.15 in Czechoslovakia to £6.95 in Britain and £16.25 in Belgium

Food

Basmati rice (1kg)
Bananas (1kg)
6 Eggs (medium)
Sugar (1kg)
Buitoni dry spaghetti (500g)
Heinz Baked Beans (450g)
Mars bar (61.5g)
McDonalds Big Mac

Drinks

Milk (1 litre, full-fat)
Nescafé coffee (100g)
Coca Cola (330ml)
Stella Artois lager (440ml)
Bacardi rum (70cl)
Toiletries/cosmetics
Head & Shoulders shampoo (150ml)
Lux toilet soap (125g)
Impulse body spray (75ml)

Household goods/services

Ariel washing powder (1.2kg)
Dry cleaning (man's 2-piece suit)
Pampers disposable nappies (3-6 kg size)
Marlboro cigarettes (20)
Travel
Leaded petrol (1 litre)
Taxi journey (3km)

£80

70

60

50

40

30

20

10

0

Australia £30.92

U.S. £34.65

Spain £40.83

Germany £41.49

Holland £41.64

UK £42.00

Italy £43.28

France £43.47

Belgium £54.72

Iceland £76.81