

Unit Pricing

A unit price is the price of a single unit (the price per pound, quart, etc.) The unit price differs from the retail price (the price for the whole item). The unit price is the best way to compare prices accurately, as you are comparing the best “bang-for-your-buck,” not just the price itself.

TOTAL AMOUNT of units (oz, lbs, etc.) in the package

RETAIL PRICE or the price you'll pay for the item



UNIT PRICE or the price you'll pay for one measurement (oz, lbs, etc.)

What if the unit price isn't listed?

If the unit price isn't on the label, you can find it by using this equation:

$$\frac{\text{RETAIL PRICE}}{\text{NUMBER OF UNITS}} = \text{UNIT PRICE}$$

EXAMPLE A

$$\begin{array}{l} \$2.99 \\ 1 \text{ lb} \\ 2.99/16 = \\ \text{\$0.187/oz} \end{array}$$

EXAMPLE B

$$\begin{array}{l} \$1.99 \\ 12 \text{ oz} \\ 1.99/12 = \\ \text{\$0.167/oz} \end{array}$$

What if the unit price isn't listed?

Sometimes units of foods don't match. To compare unit prices, you'll need to convert the units to a common unit.

$$1 \text{ lb} = 16 \text{ oz}$$

\$0.167/oz is less than \$0.187/oz, so example B is the better deal.