Tammy Barton in The Australian on shrinkflation: paying more for less

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Tammy Barton featured in The Australian on supermarket shrinkflation (October 2026)

MyBudget Founder and Director Tammy Barton has shared insights with The Australian on how shrinkflation in Australia is putting more pressure on household grocery budgets .

The article explores how everyday products, from chocolate and breakfast cereals to yoghurt and dishwashing liquid, are shrinking in size while shoppers pay more per gram or millilitre.

Tammy highlighted what our money coaches are hearing from households: their grocery budget isn't stretching as far as it used to, even when they're buying the same items.

She encouraged shoppers to set spending caps for food and household staples, stick to a budget and be wary of packaging redesigns that can accompany smaller products. The feature also explains how checking unit pricing can help shoppers compare value and spot hidden price increases.

Read the full article on The Australian →

Or you can download the PDF here .

If rising grocery costs are squeezing your budget, book your free appointment . We can help you create a personalised plan to manage everyday expenses and feel more confident about your money.

Call 1300 300 922

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Read the original MyBudget article .

What is shrinkflation?

Shrinkflation is when a product shrinks in size while its price stays the same or rises, so you pay more per gram or millilitre for the same item. The package may look similar, which is why the change is easy to miss at the shelf. The Australian examined the effect on Australian grocery budgets in October 2026, with comment from MyBudget Founder and Director Tammy Barton.

Which grocery products were affected by shrinkflation?

The article in The Australian pointed to everyday staples rather than luxury items. It named chocolate, breakfast cereals, yoghurt and dishwashing liquid as products that have shrunk in size while shoppers pay more per gram or millilitre. Because these are items households buy regularly, small reductions across a weekly shop can add up over a year.

What did Tammy Barton say about shrinkflation?

Tammy Barton shared what MyBudget money coaches are hearing from households: their grocery budget is not stretching as far as it used to, even when they are buying the same items. She encouraged shoppers to set spending caps for food and household staples, stick to a budget, and be wary of packaging redesigns that can accompany smaller products.

How can unit pricing help you spot shrinkflation?

Unit pricing shows the cost per gram, millilitre or other standard measure rather than the price of the pack. Because shrinkflation changes the pack size rather than the shelf price, comparing unit prices is how you see a hidden increase. The feature in The Australian explains how checking unit pricing helps shoppers compare value between products and sizes.

Why should I watch for packaging redesigns?

Tammy Barton warned that a new look on the shelf can accompany a smaller product. A redesign draws your eye to the packaging rather than the quantity, so a reduction in size is less likely to register. Checking the stated weight or volume, and the unit price, is a practical way to tell whether what is in the pack has actually changed.

How can a spending cap help with rising grocery costs?

A spending cap sets an agreed limit for food and household staples before you shop, so the decision about how much to spend is made in advance rather than at the checkout. Tammy Barton encouraged shoppers to set caps and stick to a budget. It makes the trade-offs visible and keeps grocery costs from quietly absorbing money allocated to other bills.

When was this article published and who wrote it?

The MyBudget article covering the feature was published on 15 October 2026 and written by Cheryl Hayford. It reports on coverage in The Australian from October 2026 in which MyBudget Founder and Director Tammy Barton commented on supermarket shrinkflation and its effect on Australian household grocery budgets.

Where can I read the full article in The Australian?

The MyBudget page links directly to the full feature on The Australian's website, and also offers the article as a downloadable PDF. Both links are provided on the page so you can read the original

coverage in full rather than relying on the summary alone.

Is this article personal financial advice?

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How can MyBudget help if grocery costs are squeezing my budget?

If rising grocery costs are putting pressure on your household, MyBudget offers a free appointment where we can help you create a personalised plan to manage everyday expenses. The aim is to give you a clearer view of what is coming and more confidence about your money, rather than reacting to each price rise as it arrives.

How do I book a free appointment with MyBudget?

You can book a free, confidential and no-obligation appointment through the booking link on the page, or by calling MyBudget on 1300 300 922. There is no cost for the first appointment and no obligation to continue, and your personalised twelve-month budget is free and yours to keep.

Who is Tammy Barton?

Tammy Barton is the Founder and Director of MyBudget, the Australian personal budgeting service she founded in Adelaide. She is regularly asked to comment in Australian media on household money pressures, and in this instance shared with The Australian what MyBudget money coaches are hearing from households about their grocery budgets.