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Keeping Food on the Table: How Pensioners Are Powering Through Soaring Living Costs

Australian pensioners are navigating some of the toughest conditions in decades, with record inflation on groceries, energy, housing, and medical costs pressing hard on fixed incomes. While government measures like expanded Seniors Card eligibility, one-off payments, and a major Age Pension hike have made headlines, for many older Australians, these reforms can feel like a drop in the ocean compared to the relentless cost-of-living crisis they face daily.

Rising Pressure Despite Policy Gains

November 2025 marks expanded eligibility and major perks for the Seniors Card, enabling Australians aged 60+ and part-time workers to access larger discounts on transport, healthcare, power bills, and retail. Coupled with streamlined digital applications, cardholders can now save up to 30% on select expenses and access national benefits (positive news for millions). Simultaneously, the Age Pension increased by up to $46.30 per fortnight for singles, providing a much-needed boost for people reliant on fixed incomes. Further, a one-off $950 Centrelink cost-of-living payment hit accounts in November to help with immediate essentials.

Yet these much-publicised improvements only partially offset the avalanche of rising expenses. Official figures show age pensioner households recorded the sharpest cost-of-living jump in this quarter, especially for rent, energy, and property rates (costs that consume a disproportionate share of seniors' limited income). In some cases, pensioners are left with less than $10 a day for food and other necessities once housing is paid, forcing impossible choices between skipping meals, medication, or social contact.

Policy Changes: Progress, But Reality Bites

The reality for many is harsh. "Thirty per cent off the tram fare is welcome, but it doesn't change the fact that grocery prices have doubled and I'm skipping fresh meat this week," says Margaret, a

74-year-old pensioner in Melbourne. Margaret's rent and utility bills swallow most of her pension before she's even bought healthy food, turned on the heater, or paid for medicine. "Most months, I'm down to about eight dollars a day for everything after bills. I buy fruit only when it's heavily discounted, and I haven't had friends round for tea in months."

The Reality on the Ground

Margaret's story isn't unique. Many older Australians remain "one bill away" from crisis, despite government efforts. Almost a quarter of women over 60 live below the poverty line; for those renting alone, it's nearly 60%. Debt among over-55s has quadrupled since 2004, and every uptick in prices is felt at the checkout, at the pharmacy, and when the utility bill arrives.

One-off top-ups and expanded rebates are often quickly absorbed by new rent hikes, out-of-pocket medication costs, or ballooning electricity bills. Many pensioners now make impossible choices: heating or groceries, medication or social outings.

- A pensioner in Brisbane: "The extra payment helps a little, but there's only so far a dollar will stretch when groceries cost more every single week. Sometimes I only buy fruit if it's heavily discounted."
- One Sydney retiree: "I don't put the heater on anymore. I need that money for medication and rent. Without outside help, there's nothing left for emergencies."

How Grocerize.com.au Offers Real Relief

Amid this daily hardship, Grocerize.com.au delivers something tangible and immediate to aid these suffering pensioners. A website that displays real-time price comparison between Australia’s major supermarkets. Data shows a Grocerize saves an average of 28% in their weekly shop. For many, these savings can mean the difference between keeping up with bills, affording fresh food, or enjoying a modest social life.

The Big Picture

No single reform is enough for pensioners feeling the full brunt of inflation and rising costs, but platforms like Grocerize make a real, immediate difference—helping seniors preserve dignity, health, and a sense of control even as the national safety net is stretched thinner.

Grocerize is designed to be user-friendly, even for those who aren't tech-savvy. Key features for seniors include:

- **Clear, Simple Interface:** No complicated menus or jargon, so any senior can navigate.
- **Saved Shopping Lists:** Create a list of regular items once and check its price each week with a single click.
- **Price Alerts-** Get notified when favourite brands are on sale.
- **In-Store or Online:** Use the list on a phone in-store or push the order directly to a supermarket website for home delivery.

"This is about dignity and control," adds Blake Bennett, Grocerize founder. "Our senior users are some of the savviest shoppers out there. We just give them the data to make the best decisions for their budget."

Grocerize is free to use and can be accessed at

www.grocerize.com.au

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Media Assets:

- Grocerize overview video **here**
- Video sound bites from Blake Bennett are available **here**
- Photos available **here**
- Infographics available **here**
- Graphic assets available **here**

Available for interview:

- **Blake Bennett**, Founder of Grocerize.
- **Julian Townley,** CEO
- **Case studies:**

About Grocerize.com.au

Grocerize is a revolutionary Australian solution that empowers households to save money on their grocery shopping, easing financial pressure on families. In response to the ongoing cost-of-living crisis, this no-cost, user-friendly website has become an essential resource for families seeking practical solutions and budget-friendly grocery shopping, saving users an impressive average of 28%.

Sources
Dailytelegraph
ABC News
CanstarBlue