Question for written answer E-003650/2025
to the Commission
Rule 144
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Subject: Protecting consumers against the misleading practice of shrinkflation

In recent years, some companies have been reducing the quantity or size of products, or changing their composition, while keeping prices unchanged.

By way of illustration, in a survey 74 % of EU consumers reported that the quantity or size of a packaged product had decreased while the price remained the same or even increased. In addition, 52 % said that the ingredients and quality of a packaged product had deteriorated while the price remained the same or even increased[1].

Companies often use this practice to cope with rising production costs without directly increasing the retail price.

The existing legal framework – which includes the Unfair Commercial Practices Directive[2], the Food Information to Consumers Regulation[3] and the Consumer Rights Directive[4] – is inadequate to address these practices.

Given the above, can the Commission say:

1. How does it intend to strengthen the European legislative framework to ensure transparency and that consumers are effectively informed about such changes in the quantity and characteristics of products?

2. How will it support the competent authorities in identifying and addressing such practices?

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1 2025, Consumer Conditions Survey
2 Directive 2005/29/EC
3 Regulation 1169/2011
4 Directive 2011/83/EU