

(English version)

**Question for written answer E-003650/25
to the Commission
Dimitris Tsiodras (PPE)
(22 September 2025)**

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?

Submitted: 22.9.2025

**Answer given by Mr McGrath on behalf of the European Commission
(15 December 2025)**

EU legislation pursues a balanced approach ensuring a high level of consumer protection whilst avoiding over-prescriptive and burdensome requirements for traders.

EU general consumer protection legislation requires traders to be transparent and prohibits misleading practices towards consumers. It complements more specific requirements under EU food legislation.

Price transparency towards consumers is ensured by the requirement for every seller to indicate not only the product's selling price but also its 'unit price' (price per kg or litre) under the Price Indication Directive ⁽¹⁾.

This additional information enables the consumer(s) to check the product's 'real' price and to compare it more easily for alternative products with different packaging sizes.

In addition, the regulation on the provision of food information to consumers ⁽²⁾ provides for the mandatory indication of the net quantity and the list of ingredients on foods.

It furthermore requires this information to be easily accessible, easily visible and clearly legible on the product's package or label, and the net quantity to appear in the same field of vision than the name of the product, thus ensuring that consumers always have easy access to this information also in case of changes in weight or composition.

Finally, the Unfair Commercial Practices Directive ⁽³⁾ complements these instruments prohibiting all misleading business-to-consumer practices.

¹ 2025, Consumer Conditions Survey

² Directive 2005/29/EC

³ Regulation 1169/2011

⁴ Directive 2011/83/EU

⁽¹⁾ Directive 98/6/EC on consumer protection in the indication of the prices of products offered to consumers.

⁽²⁾ Regulation (EU) No 1169/2011 on the provision of food information to consumers, amending Regulations (EC) No 1924/2006 and (EC) No 1925/2006 of the European Parliament and of the Council, and repealing Commission Directive 87/250/EEC, Council Directive 90/496/EEC, Commission Directive 1999/10/EC, Directive 2000/13/EC of the European Parliament and of the Council, Commission Directives 2002/67/EC and 2008/5/EC and Commission Regulation.

⁽³⁾ Directive 2005/29/EC concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive').

Member States' authorities and courts are responsible for the enforcement of these legal requirement in individual cases. The Commission will continue to closely monitor market developments and support competent authorities in protecting consumer interests and ensuring market transparency.
