



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Single Market Enforcement

Notification of Regulatory Barriers

Notification Number : 2023/0757/FR (France)

## **Draft Order on informing consumers about the price of products that have undergone a downward change in quantity at unchanged or rising purchase prices**

Date received : 27/12/2023

End of Standstill : 28/03/2024 (closed)

### **Message**

Message 001

Communication from the Commission - TRIS/(2023) 3726

Directive (EU) 2015/1535

Notification: 2023/0757/FR

Notification of a draft text from a Member State

Notification – Notificación – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahajuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késéset - Non fa decorrere la mora - Atidējimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20233726.EN

1. MSG 001 IND 2023 0757 FR EN 27-12-2023 FR NOTIF

2. France

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4. 2023/0757/FR - C60A - Labelling



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5. Draft Order on informing consumers about the price of products that have undergone a downward change in quantity at unchanged or rising purchase prices

6. Labelling

7.

8. This Order lays down a specific obligation to inform consumers about the prices of prepackaged consumer goods of constant nominal quantity that have undergone a downward change in weight or volume, resulting in an increase in price per unit of measurement.

In addition to indicating the reduction in volume or weight, this information will also include the change in price per unit of measurement, so that consumers can make informed purchasing decisions. The wording of the message to be displayed is specified in the text.

This measure shall apply in a non-discriminatory manner, i.e. to all products concerned (foodstuffs and non-food products alike). In addition, it shall apply for a period of 3 months from the date on which the product is offered for sale in its reduced quantity.

French distributors are required to comply with this obligation for sales in shops only (with a sales area of more than 400 square metres). Distance selling is not concerned.

9. In terms of quantity, manufacturers must ensure that the information given to consumers is fair. On the one hand, the quantity must be clearly visible and legible on the packaging and, on the other, the weight or volume indicated on the prepackaging must correspond to the actual quantity of product. As long as these conditions are met, the practice of shrinkflation, i.e. reducing the quantity sold while keeping the same packaging, is not illegal. However, it raises questions about the level of consumer information.

In fact, this phenomenon is widely criticised insofar as the reduction in quantity is not announced by manufacturers and is not always apparent to consumers at the time of purchase. As a result, this situation is perceived as being unfair.

This measure is intended to address this concern by informing consumers of (i) the increase in price per unit of measurement while (ii) the quantity has been reduced. As information on prices is an obligation incumbent on sellers, this obligation has been made incumbent on distributors.

10. References to reference texts: There are no reference texts

11. No

12.

13. No

14. No

15. No

16.

TBT aspects: No

SPS aspects: No



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European Commission

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