



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
Single Market Enforcement
Notification of Regulatory Barriers

Notification Number : 2024/0560/IT (Italy)

Article 21 of the '2023 Annual draft law for the market and competition', entitled 'Amendments to Legislative Decree No. 206 of 6 September 2005' and concerning the introduction in the Consumer Code of Article 15-bis (Enforcement measures[..])

Date received : 07/10/2024

End of Standstill : 08/01/2025 (08/04/2025)

Message

Message 001

Communication from the Commission - TRIS/(2024) 2738

Directive (EU) 2015/1535

Notification: 2024/0560/IT

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 késések - 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: 20242738.EN

1. MSG 001 IND 2024 0560 IT EN 07-10-2024 IT NOTIF

2. Italy

3A. Ministero delle imprese e del Made in Italy

Dipartimento Mercato e Tutela

Direzione Generale Consumatori e Mercato

Divisione II. Normativa tecnica - Sicurezza e conformità dei prodotti, qualità prodotti e servizi

00187 Roma - Via Molise, 2

3B. Ministero delle imprese e del Made in Italy

Ufficio Legislativo

4. 2024/0560/IT - C00A - AGRICULTURE, FISHING AND FOODSTUFFS



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
Single Market Enforcement
Notification of Regulatory Barriers

5. Article 21 of the '2023 Annual draft law for the market and competition', entitled 'Amendments to Legislative Decree No. 206 of 6 September 2005' and concerning the introduction in the Consumer Code of Article 15-bis (Enforcement measures[...])

6.

7.

8. Article 21 amends Legislative Decree No. 206/2005 (Consumer Code) in order to regulate the phenomenon of the so-called 'Shrinkflation', i.e. the practice of producers to reduce the quantity of product inside the packaging, while keeping the price substantially unchanged or even increasing it, with the consequence of disorienting consumers who are faced with a price increase in a non-transparent manner.

An obligation is introduced for the producer to inform consumers about the actual quantity of product purchased and the actual cost incurred. This requirement must be ensured by inserting, directly on the packaging, including by affixing in the sales packaging, a specific label for a specific product with special graphics clearly, legibly highlighting such in the same font size as that used to indicate the unit price of the product.

It is also established that the obligation to provide information applies for a period of six months from the date on which the product is put up for sale in its reduced quantity.

9. It may occur that some products experience a reduction in the quantity included in the pre-packaging, while purchase prices remain unchanged or increase. The reduction in the nominal value of the quantity of product may be accompanied by the maintenance of the previous price: this leads to an increase in the real price per unit of measurement of the product, but without the producers announcing this and without it being apparent to consumers at the time of purchase. In order to protect consumers in relation to the actual quantity of the product purchased and the cost actually incurred, the provision in question imposes an obligation on producers to ensure transparency in the event of a reduction in the quantity of the product compared to the previous weight or volume, specifying any price increase indicated as a percentage.

10. References to basic texts:

11. No

12.

13. No

14. No

15. No

16.

TBT aspects: No

SPS aspects: No

European Commission

Contact point Directive (EU) 2015/1535

email: grow-dir2015-1535-central@ec.europa.eu