



PRESS RELEASE

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Advertising rules in the focus: Consumer Protection Authority conducts nationwide investigation

The National Authority for Trade and Consumer Protection (NATCP), in cooperation with government agencies, is once again conducting inspections this year to ensure that businesses comply with the rules governing advertising and consumer information. The goal of these inspections is to ensure consistent compliance with legal requirements, as well as to promote fair market information and informed consumer decisions.

As in previous years, the consumer protection authority is conducting targeted inspections this year to verify compliance with advertising bans and restrictions. In 2025, a total of 240 advertisements were inspected by the authority. Based on the results, the authority found violations in only 2 percent of the advertisements inspected, representing a 6 percent improvement compared to data from previous years. Nevertheless, ongoing monitoring in the area of advertising remains warranted.

During this year's inspections, particular focus will be placed on examining the rules governing the advertising of alcoholic beverages. In addition, the authority will monitor advertisements that incite violent behavior or behavior that threatens public safety, advertisements that promote behavior harmful to the environment, and compliance with regulations governing the advertising of funeral services.

The inspections cover a variety of advertising media, including store windows, magazines, advertising brochures, flyers, as well as advertisements on the radio, television, and the internet. The investigations also cover social media platforms: if the authority detects advertisements posted by influencers that violate the law, it will subject them to official scrutiny as well.

Recent experience shows that most businesses are aware of the general advertising rules; however, it remains necessary to maintain regular inspections. The NATCP's goal is to strengthen law-abiding business practices, promote consumer awareness, and ensure adequate consumer protection.

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National Authority for Trade and Consumer Protection