
PRESS RELEASE

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A real discount or a scam? The consumer protection authority has begun investigating Black Friday offers

Black Friday discounts have been covering an increasingly longer period in recent years, which is why experts from the consumer protection authority have already begun monitoring these promotions. During this peak period, numerous products are available at significant discounts, so it is particularly important that consumers receive accurate and clear information about the price reductions. During last year's investigations, infringements were found at around 23 percent of high street shops.

The inspections are carried out by government agencies under the technical supervision of the National Authority for Trade and Consumer Protection (NATCP). The aim is to protect consumers' financial interests and to identify misleading commercial practices. During the Black Friday period, the large number of discounted offers and intensive promotions significantly influences purchasing decisions; it is therefore a fundamental consumer protection requirement that the advertised discounts are genuine and transparent.

Last year's experience also justifies this increased regulatory action: in 2025, officials inspected a total of 110 high-street shops in connection with Black Friday, uncovering infringements in 25 cases. During online inspections, the consumer protection authority's staff examined the promotional pricing of 906 products and found shortcomings in 131 cases, representing a non-compliance rate of approximately 14 percent. Shortcomings were identified in around one-fifth of the inspections.

The Consumer Protection Authority pays particular attention to ensuring that the price actually payable by the consumer is displayed clearly, prominently and in a way that is easily identifiable. In the event of a price reduction, it is important that the previous price is clearly indicated and that the discount is genuinely calculated in relation to the lowest price applied in the 30 days prior to

the promotion. Where necessary, the Authority will also examine the price history and, through test purchases, verify that the advertised discount is actually applied at the point of sale.

The NATCP's aim is to ensure that fair trading practices are upheld during the Black Friday period, and that consumers can make purchasing decisions based on genuine, clear and verifiable information. Consumers are advised to check not only the advertised discount rate, but also the previous price and the actual price to be paid before making a purchase.

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National Authority for Trade and Consumer Protection