



PRESS RELEASE

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General consumer basket inspection: Most promotional prices complied with the regulations

In recent months, under the professional guidance of the National Authority for Trade and Consumer Protection (NATCP), government agencies with consumer protection jurisdiction have conducted a nationwide inspection to identify any irregularities related to the display of promotional prices in traditional retail outlets. The official inspections focused on determining whether the advertised discounts reflected genuine price reductions and complied with legal requirements. The results of the inspections paint a positive picture, with less than 1 percent of the inspected products found to be in violation.

The nationwide inspection focused on protecting consumer interests, with particular attention to the proper display of promotional prices. The significance of the investigation is well illustrated by the fact that many shoppers plan their weekly grocery shopping based on the discounts featured in advertisements and promotional flyers. It is therefore essential that promotional offers provide genuine savings and that consumers always receive accurate and transparent information.

The inspections took place at stores belonging to major grocery chains, where experts examined the price histories of nearly 300 products. The inspection covered 15 categories of non-perishable foods that are regularly sought after by consumers and to which, as a general rule, the regulations on the display of promotional prices apply. The inspections yielded favorable results; the authorities found only one instance of a violation related to the display of promotional prices.

To ensure transparency regarding promotional prices, the law requires businesses to display not only the discounted price but also the previous price when advertising a price reduction. The previous price is the lowest price that was charged for the product at the point of sale during the at least 30 days preceding the promotion. For products weighed in the presence of the consumer

and not pre-packaged, displaying the previous unit price is mandatory. However, these provisions do not apply to perishable products or those with a short shelf life.

Based on the findings of inspections, it can be said that the majority of businesses are adequately familiar with and comply with the legal requirements regarding the display of promotional prices. Regular inspections remain necessary to effectively protect consumers' interests. The NATCP aims to promote fair market practices, strengthen consumer confidence, and will continue to pay close attention to commercial practices that could mislead consumers or harm their financial interests.

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National Authority for Trade and Consumer Protection