
PRESS RELEASE

20 July 2026, Budapest

The consumer protection authority is investigating compliance with regulations protecting the Hungarian language

The National Authority for Trade and Consumer Protection (NATCP), in cooperation with government agencies, is once again conducting targeted inspections this year of advertisements published in Hungarian-language print media, Hungarian-language radio and television programs, as well as on outdoor advertising media, and notices intended to inform consumers displayed in stores and store windows.

The decision to continue targeted inspections is justified by last year's inspection findings. In 2025, 38 of the 117 advertisements inspected were found to be in violation, meaning the violation rate was relatively high, at nearly 33%. Violations of regulations protecting the Hungarian language were found in 30 outdoor advertising media and storefront displays, 2 advertisements in newspapers or magazines, 2 online advertisements, and 4 other advertising media. All of the inspected advertising newspapers, flyers, and radio and television programs were found to be in compliance with the regulations. A consumer protection fine of 5.2 million forints was imposed for these violations.

Compliance with and enforcement of language protection regulations are matters of paramount importance. Accordingly, the text of commercial advertisements—including slogans—appearing in Hungarian-language print media, Hungarian-language radio and television programs, and outdoor advertising media must be in Hungarian. The only exceptions to this rule are the name and designation of the business and the product label. In addition, notices displayed in stores and shop windows intended to inform consumers must also be published in Hungarian. As with commercial advertisements, this requirement may be met by including the Hungarian equivalent alongside the foreign-language text, in a manner that is equally legible and in at least the same font size.

It is important to note that foreign-language expressions that have become established in the language are not considered foreign-language texts. If there is any doubt regarding whether a foreign-language expression has become established or regarding the linguistic correctness of its Hungarian translation, the Linguistic Correctness Advisory Board of the Hungarian Academy of Sciences issues an expert opinion. Based on this, terms such as “online,” “bestseller,” and “hamburger” are considered to have become established.

The NATCP and government agencies are committed to protecting the Hungarian language and ensuring consumer rights, which is why these investigations are ongoing.

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National Authority for Trade and Consumer Protection