



An Bille um Fhrith-Chrapbhóilsciú, 2026
Anti-Shrinkflation Bill 2026

Mar a tionscnaíodh

As initiated



AN BILLE UM FHRITH-CHRAPBHOILSCIÚ, 2026
ANTI-SHRINKFLATION BILL 2026

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AN BILLE UM FHRITH-CHRAPBHOILSCIÚ, 2026
ANTI-SHRINKFLATION BILL 2026

Bill

entitled

An Act to provide price transparency for consumers by preventing hidden price increases by way of quantity reduction, allowing consumers to make informed purchasing decisions. 5

Be it enacted by the Oireachtas as follows:

Definitions

1. In this Act— 10
- “Minister” refers to the Minister for Enterprise, Tourism and Employment;
- “Products” mean pre-packaged products offered to consumers;
- “Reduction in quantity” means a decrease in content (weight, volume, or number of units) compared to a previous version of the product;
- “Retailers” refers to a business selling goods to consumers at the final point of sale, whether in-store, online or via catalogue. 15

Clear labelling of increase in unit pricing

2. Where goods have been reduced in quantity and the selling price has not been reduced proportionately, resulting in an increase in the unit price, the retailer shall clearly and visibly inform consumers thereof by way of a notice or label. 20
- (a) The information must be—
- (i) easily readable,
 - (ii) unambiguous, and
 - (iii) placed directly on the product or product description online, the shelf label, or in the products immediate vicinity. 25
- (b) The notice must indicate that—
- (i) the quantity has been reduced, and
 - (ii) this results in a higher price per unit.

Duration of Notice

3. The information pursuant to *section 2* must be displayed for a period of no less than 60 days from the date the product is first offered in its reduced quantity.

Retailers to which regulations apply

4. (1) The obligation under *section 2* shall apply to all retailers who operate businesses which are— 5
- (a) operating from a premises of more than 400m², or
 - (b) a chain of 5 businesses or more.
- (2) The obligation under *section 2* does not apply where—
- (a) the manufacturer has already clearly indicated the reduction in quantity on the packaging, or 10
 - (b) the change in price or quantity affects the unit price by less than 3 per cent.

Penalties for breaches of Act

5. Retailers who fail to comply with the provisions of this Act, subject to an investigation by the Competition and Consumer Protection Commission, shall be liable to a fine not exceeding €15,000. 15

Ministerial review

6. The Minister shall, not later than 18 months after the commencement of this Act, commence a review of the operation of the Act.

Short title, citation and commencement

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7. (1) This Act may be cited as the Anti-Shrinkflation Act 2026.
- (2) This Act shall come into operation within 3 months of being signed into law.

BILLE

(mar a tionscnaíodh)

dá ngairtear

Acht chun trédhearcacht ó thaobh praghsanna de a thabhairt do thomhaltóirí trí chosc a chur le méaduithe folaithe ar phraghsanna trí chainníocht a laghdú, rud a chumasóidh do thomhaltóirí breitheanna feasacha ceannaigh a dhéanamh.

Na Teachtaí Holly Ní Chiaráin agus Sinéad Ní Ghibne a thug isteach,

23 Meitheamh, 2026

BILL

(as initiated)

entitled

An Act to provide price transparency for consumers by preventing hidden price increases by way of quantity reduction, allowing consumers to make informed purchasing decisions.

Introduced by Deputies Holly Cairns and Sinéad Gibney,

23rd June, 2026

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ARNA FHOILSIÚ AG OIFIG AN tSOLÁTHAIR
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