



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

Meabhrán Miniúcháin
Explanatory Memorandum



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ANTI-SHRINKFLATION BILL 2026

EXPLANATORY MEMORANDUM

Purpose of this Bill

The purpose of this Bill is to provide price transparency for consumers by preventing hidden price increases by way of quantity reduction, allowing consumers to make informed purchasing decisions.

Provision

This Bill has 7 sections

Section 1 outlines the definitions under the Act

Section 2 sets out guidance for clear labelling to indicate a product has decreased in quantity, resulting in an increase to unit pricing

Section 3 requires the labelling to be displayed for no less than 60 days

Section 4 sets out that regulations shall apply to retailers in a premises of no less than 400m² or a chain of 5 businesses or more, and provides for exemptions where the manufacturer has already provided clear labelling of unit price increases on the packaging or where the unit price increase is less than 3%.

Section 5 outlines that a breach of the Act will result in a fine of no more than €15,000, subject to an investigation by the Competition and Consumer Protection Commission.

Section 6 requires the Minister to commence a review of the operation of the Act within 18 months of commencement.

Section 7 outlines the short title, citation and commencement of the Bill.

Holly Cairns, TD, Sinéad Gibney, TD,
Meitheamh, 2026.