



# DUAL PRICE DISPLAY OF PRE-PACKAGED PRODUCTS:

the trader's obligation to display both the price per unit and the price of the product per unit of measurement.

## What is the dual price display?

For pre-packaged products, the seller must indicate:

- the selling price per unit ("unit price"), and
- the price of the product per unit of measurement (the "price per unit of measurement").

Both prices must be in euros (€), including value added tax (VAT) and all taxes included (ATI).

## For the professional!

Dual price display is mandatory:

- on websites,
- in commercial communications,
- in shops with a sales area of more than 400 m<sup>2</sup>,
- in every business of a professional who operates at least one shop with a sales area of more than 400 m<sup>2</sup>.

## What is a "unit of measurement"?

The Code of Consumption lays down units of measurement to be used for the indication of prices as follows:

- kilogram (kg),
- square metre (m<sup>2</sup>),
- litre (l),
- cubic metre (m<sup>3</sup>),
- metre (m),

For detergents, a washing unit for a normal washing machine load may also be used as a unit of measurement.

## For food products:

> sheet "Price indication per unit of measurement of food products"

## For certain non-food products:

> fiche "Price indication per unit of measurement of non-food products"

The indication of prices per unit of measurement is not mandatory:

- in a shop of less than 400 m<sup>2</sup> operated by a professional who does not operate another shop of more than 400 m<sup>2</sup>,
- in a mobile business,
- for products contained in the same package.

### For the professional!

The trader must display the price in an unambiguous, easily identifiable and easily readable manner.

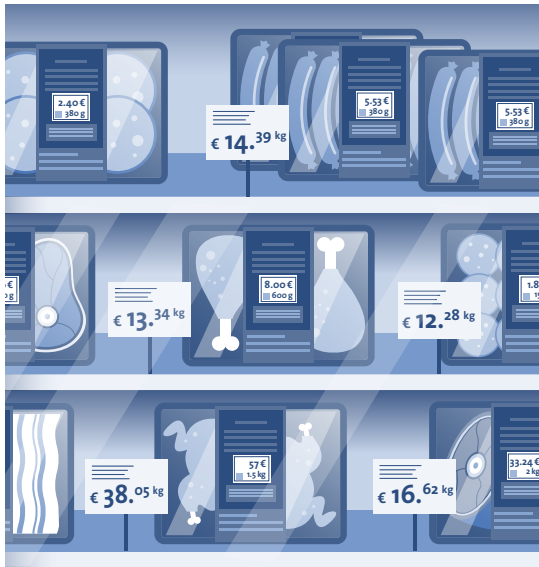
Penalties apply in case of non-compliance.

### Practical examples!

In the case below, as the Espelette chilli pepper is in a 40 g container (i.e. less than 100 g), the professional is not required to indicate the price per unit of measurement.

This applies to all food products in quantities of up to 100 g/ml.





Here the unit of measurement is in kilograms for the sale of pre-packed meat in a supermarket.



The price of this product is € 7.14. In this case, the professional may mention the price of one dose, which in our example is € 0.42. This corresponds to the price for one wash cycle or unit. Otherwise the trader must state the price per kg (or per litre if it is a liquid product).



Where different products are marketed in the same package, the trader only needs to display the selling price of the entire package.

In the example of this basket, the price per article does not need to be displayed separately; the total price of the basket is sufficient.

More information



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