

PRICE REDUCTIONS OR PROMOTIONS:

the obligation on the trader to display the reference price.

What is meant by reference price?

For products sold in shops:

- **over a period of more than 30 days:** the lowest price applied during the last 30 days prior to the application of the price reduction. Traders are free to apply a longer reference period of their choice.
- **over a period of less than 30 days:** the lowest price applied to the same product since it has been on sale in the same shop prior to the application of the price reduction.

In case of successive discounts to the same product sold in the shop:

- The undiscounted price before the first application of the price reduction.

For the professional!

A price reduction, the discounted price and the reference price must be displayed in a way that is clear and concise:

- unequivocal,
- easily identifiable and
- easily readable.

The other rules on price indication, such as the obligation for dual display of prices for certain products, remain valid in the case of advertisements for discounts.

> [sheet "Price indication in commercial communications"](#)

> [sheet "Dual price display of pre-packaged products"](#)

Traders wishing to announce a price reduction must display next to the "reduced price", the "reference price" based on which the reduction is calculated.

They may not:

- display discounts on products that have never been on sale in the shop,
- display price reductions without reference prices, or
- increase the price first to be able to show a larger discount later on.

The same obligations apply to online sales.

Penalties apply in case of non-compliance.

Exceptions:

- Conditional offers (such as X + Y free) are not considered to be a price reduction advertisement.
- Advantages reserved to only a limited number of customers participating in a loyalty programme are not considered price reduction announcements.
- The display of an alternative reference price is possible provided the reference is clearly explained and does not create confusion with a price reduction.
- Not advertised discounts are still possible at the checkout.

Practical examples!

In-store sales



Example of an incorrect display

Reference price = ??

Reduced price = €6.05



Example of a correct

Reference price = €2.99

Reduced price = €1.97



Online Sales



Example of an
incorrect display

Reference price = ??
Reduced price = € 71.99



Example of a
correct display

Reference price = € 89.99
Reduced price = € 71.99



More information



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