

# PRICE INDICATION IN COMMERCIAL COMMUNICATIONS:

the obligation on the trader to display the unit price and the price of the product per unit of measurement.

## What is commercial communication?

A commercial communication can be an advertisement, a website, advertisements on social media, etc.

## For the professional!

Traders have the choice not to display any prices in their commercial communications.

If they choose to display the price, the following must be indicated:

- the price in euros (€), value added tax (VAT) and all taxes included (ATI),
- the unit price and
- the price per unit of measurement for the products in question.

Penalties apply in case of non-compliance.

> sheet “Price indication per unit of measurement for food products”

> sheet “Price reductions or promotions”

## Practical examples!



This commercial communication indicates a selling price (€1.20 for 6 bottles of 1.5 litres) and must therefore respect all price indication obligations applicable to this product.

## Advertising without a price



### More information



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