



## NATIONAL AUTHORITY FOR TRADE AND CONSUMER PROTECTION

### PRESS RELEASE

**The National Authority for Trade and Consumer Protection is launching immediate checks to prevent unjustified price increases - the Authority is also looking at margins, the proportion of private label products and quantity requirements**

In order to protect Hungarian families and to ensure fair competition in the market, the National Authority for Trade and Consumer Protection (NATCP) monitors price developments, especially for basic foodstuffs. The NATCP aims to ensure that consumers have access to the basic foodstuffs necessary for everyday life at fair prices. To this end, the Authority takes firm action against any unjustified price increases. Thus, NATCP will start immediate checks with the government agencies under its professional control to ensure compliance with the rules on margins, stocking and the proportion of private label products.

The NATCP is initiating controls and targeted measures to combat price increases. The NATCP will monitor the pricing of basic foodstuffs, including dairy products and eggs in particular, to ensure fair competition and prevent consumers from being harmed. The authority will carry out strict controls on commercial units with significant market weight.

With the entry into force of Government Decree 42/2025 (11.III.) of 17 March 2025 on the measures necessary to reduce food prices, the NATCP and the government agencies under its professional control will, in particular, monitor that the margin applied by traders does not exceed the margin applied in January 2025 and does not exceed 10% for the 30 product categories. In addition, the consumer protection authority will also monitor compliance with the rules on the proportion of own-brand products. Also under inspection are the provisions on volume requirements, whereby the daily sales must be at least the average daily volume sold by the trader in 2024.

The NATCP and the government agencies will impose fines of HUF 5 million per product category for violations of the legislation on margin, while up to HUF 2 million per product category will be imposed for violations of the rules on the proportion of own-brand products and the volume of products distributed. Fines can be imposed several times a day, with the possibility of setting a higher fine at the same time.

The purpose of the checks is to ensure that shops are pricing fairly and not taking advantage of their market position to the harm of consumers. The National Authority for Trade and Consumer Protection is committed to protecting the interests of consumers and ensuring fair pricing, hence the NATCP and government agencies are continuously working to make basic foodstuffs more affordable for Hungarian families and pensioners, and to ensure that no one falls victim to unfair pricing practices.

17 March 2025

National Authority for Trade and Consumer Protection

