

Repackaging of pre-packaged products (so-called ‘Shrinkflation’)

Proposal

Article XXX

Amendments to the regulations on the repackaging of pre-packaged products

Article 15-bis of the Consumer Code, referred to in Legislative Decree No. 206 of 6 September 2005, is amended as follows:

- a) paragraph 1 shall be replaced by the following:
 - a. «1. Consumers are informed that certain consumer products, while keeping the previous packaging unchanged, have undergone a reduction in nominal quantity and a corresponding increase in price per unit, as determined by the producers.
 - b. 1-bis For the purposes of paragraph 1, producers, including through wholesale distributors operating in Italy, shall provide retailers with the following notice, using reliable methods that ensure its traceability: *‘Package X contains X (unit of measurement) less product than the previous quantity’*. This information shall be provided by retailers at the time of sale of the relevant consumer products. The notice shall be displayed by the retailer at the point of sale in such a way that it is clearly visible and legible to the consumer. For online sales, the information shall be made available at the time the product is presented, so that consumers can make an informed choice and purchase.»;
- b) paragraph 2 shall be replaced by the following: «2. The information requirement in paragraph 1 shall apply for a period of three months from the date on which the product is put up for sale in its reduced quantity. For these purposes, the notice referred to in paragraph 1-bis shall be accompanied by an indication of the date on which the product was put up for sale.»;
- c) the following shall be added after paragraph 2:

«2-bis In the cases referred to in paragraph 1, the provisions of this Article shall not apply where the reduction in the nominal quantity results from a change in

the product's formulation that increases its yield or effectiveness in use, whilst maintaining the overall value for the consumer.

Current text

«Article 15-bis
(Provisions on the repackaging of pre-packaged products).

1. Producers who put up for sale on the market, including through distributors operating in Italy, a consumer product that, while keeping the previous packaging unchanged, has undergone a reduction in the nominal quantity and a related increase in the price per unit of measurement dependent on them, shall inform the consumer of the reduction in quantity by affixing, in the main visual field of the sales package or on a sticker label, the following wording: 'This package contains X (unit of measurement) less product than the previous quantity.'

2. The information requirement in paragraph 1 shall apply for a period of six months from the date on which the product concerned is put up for sale.

Consolidated text with further revisions

«Article 15-bis
(Provisions on the repackaging of pre-packaged products).

1. Consumers are informed that certain consumer products, while keeping the previous packaging unchanged, have undergone a reduction in nominal quantity and a corresponding increase in price per unit, as determined by the producers.

1-bis For the purposes of paragraph 1, producers, including through wholesale distributors operating in Italy, shall provide retailers with the following notice, using reliable methods that ensure its traceability: '*Package X contains X (unit of measurement) less product than the previous quantity*'. This information shall be provided by retailers at the time of sale of the relevant consumer products. The notice shall be displayed by the retailer at the point of sale in such a way that it is clearly visible and legible to the consumer. For online sales, the information shall be made available at the time the product is presented, so that consumers can make an informed choice and purchase.

2. The information requirement in paragraph 1 shall apply for a period of ~~six~~ **three** months from the date on which the **product** is put up for sale **in its reduced quantity**. For these purposes, the **notice referred to in paragraph 1-bis shall be accompanied by an indication of the date on which the product was put up for sale.**

2-bis In the cases referred to in paragraph 1, the provisions of this Article shall not apply where the reduction in the nominal quantity results from a change in the product's formulation that increases its yield or effectiveness in use, whilst maintaining

the overall value for the consumer.

3. Identical.

3. The provisions of this Article shall apply from 1 July 2026.»