

Message 001

Communication from the Commission - TRIS/(2026) 1067

Directive (EU) 2015/1535

Notification: 2026/0188/IT

Notification of a draft text from a Member State

Notification – Notification – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahtuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késéseket - Non fa decorrere la mora - Atidėjimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20261067.EN

1. MSG 001 IND 2026 0188 IT EN 14-04-2026 IT NOTIF

2. Italy

3A. Ministero delle Imprese e del Made in Italy

Dipartimento Mercato e Tutela

Direzione Generale Consumatori e Mercato

Divisione II - Normativa tecnica - Sicurezza e conformità dei prodotti, qualità prodotti e servizi

00187 Roma - Via Molise, 2

3B. Ministero delle Imprese e del Made in Italy

Ufficio Legislativo

4. 2026/0188/IT - C00A - AGRICULTURE, FISHING AND FOODSTUFFS

5. 'Amendments to the regulations on the repackaging of pre-packaged products', concerning the amendment to Article 15-bis of the Consumer Code (Measures to combat commercial practices relating to the repackaging of pre-packaged products)

6.

7.

8. Article xx amends Legislative Decree No. 206/2005 (Consumer Code), amending Article 15-bis in order to regulate the phenomenon of the so-called 'Shrinkflation', i.e. the practice of producers to reduce the quantity of product inside the packaging, while keeping the price substantially unchanged or even increasing it, with the consequence of disorienting consumers who are faced with a price increase in a non-transparent manner.

A duty of disclosure is introduced for producers – including through wholesale distributors operating in Italy – to protect consumers regarding the actual quantity of product purchased and the actual cost incurred. This requirement must be met by sending retailers a standardised notice informing them that the pack contains a smaller quantity than the previous one. Retailers will be required to provide this information to consumers by displaying it in-store or making it available via their online sales channels.

It is also established that the obligation to provide information applies for a period of three months from the date on which the product is put up for sale in its reduced quantity. This requirement does not apply where the reduction in the nominal quantity results from a change in the product's formulation that increases its yield or effectiveness, whilst maintaining the overall value for the consumer.

9. It may occur that some products experience a reduction in the quantity included in the pre-packaging, while purchase prices remain unchanged or increase. In fact, the reduction in the nominal value of the quantity of product may be accompanied by the maintenance of the previous price: this leads to an increase in the real price per unit of measurement of the product, but without the producers announcing this and without it being apparent to consumers at the time of purchase.

In order to protect consumers in relation to the actual quantity of the product purchased and the cost actually incurred, the provision in question imposes an obligation on producers and retailers to ensure transparency in the event of a reduction in the quantity of the product compared to the previous weight or volume, specifying any price increase indicated as a percentage.

10. References to basic texts: 2024/0560/EN

The basic texts were forwarded with an earlier notification:  
2024/0560/EN

11. No

12.

13. No

14. No

15. No

16.

TBT aspects: No

SPS aspects: No

\*\*\*\*\*

European Commission

Contact point Directive (EU) 2015/1535

email: [grow-dir2015-1535-central@ec.europa.eu](mailto:grow-dir2015-1535-central@ec.europa.eu)