

Message 001

Communication from the Commission - TRIS/(2025) 3325

Directive (EU) 2015/1535

Notification: 2025/0704/AT

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 - Nezahajuje 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 késések - 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: 20253325.EN

1. MSG 001 IND 2025 0704 AT EN 21-11-2025 AT NOTIF

2. Austria

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4. 2025/0704/AT - C60A - Labelling

5. Federal Act on the labelling of goods whose quantity has been reduced without a corresponding reduction in price (Anti-Deceptive Packaging Act)

6. Food and pharmacy products

7.

8. A legal regulation for the labelling of shrinkflation in the food and pharmacy retail sector is to be created. The term "shrinkflation" refers to the reduction of the fill quantity or number of units of a product already on the market while maintaining the same packaging size, without a corresponding reduction in the product price, which leads to an increase in the price per unit. Since a price change either does not occur at all or at least not in the same proportion as the change in fill quantity or number of units, this can constitute a hidden price increase. Therefore, the phenomenon of "shrinkflation" inherently has a certain potential to deceive consumers. The present draft law therefore aims to introduce a legal labelling requirement for retailers for certain products affected by "shrinkflation". The labelling requirement applies only to goods for which there is an obligation to display the unit price and which are offered pre-packaged.

Depending on the size of the company or business premises, retailers will be required to indicate, either on the product itself, on the shelf, in the immediate vicinity, or via an information sign, that the goods are affected by shrinkflation. The labelling requirement does not apply to goods offered for sale under distance selling contracts and contracts concluded off-premises (distance and off-premises contracts).

9. In its report to the Council of Ministers on 3 September 2025, concerning "Autumn of recovery: growth, affordable prices, and location policy measures for all", the Austrian Federal Government declared the fight against inflation a priority. One of the measures envisaged was the creation of a legal regulation for the labelling of shrinkflation.

10. Reference to the basic texts: No basic text available

11. No

12.

13. No

14. No

15. Yes

16.

TBT aspects: No

SPS aspects: No

European Commission

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