



**MCCAA**

THE MALTA COMPETITION AND  
CONSUMER AFFAIRS AUTHORITY



# PRICE INDICATION REGULATIONS

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## PRICE INDICATION REGULATIONS

Price Indication is regulated under the Price Indication Regulations within the Consumer Affairs Act. These Regulations ensure that consumers are informed about the price of a product without the need to ask the seller for assistance. This enables consumers to easily compare prices and make informed purchase choices.

## RETAILERS ARE REQUIRED TO:

Clearly display accurate prices for all goods offered for sale.

Exhibit a sample of each kind, size, type or brand of product in their shop, with a price label.

Display price in Euro currency.

Show the final price, inclusive of VAT, and any other taxes or charges.

Indicate the final selling price on goods displayed in shop windows.

Display the price on one item or near the group of items for multiple items of the same kind, size, type or brand.

### UNIT PRICING



**€0.58**

per 100g (€5.80/kg)

Unit pricing allows consumers to easily compare the cost of similar products, helping them make better-informed purchase choices.

For products sold by unit weight or volume, retailers must display two prices:

- + The actual price: the price for the given quantity of the item;
- + The unit price: the price per one kilogram, one litre, one metre, or one cubic metre of the product.

### PRE-PACKED GOODS



**€0.52**

per 100g (€5.25/kg)

Traders selling pre-packed goods, including food items, must display both:

- + The selling price (total cost of the product).
- + The unit price (price per kilogram, litre, metre, or cubic metre).

For solid food products in a liquid medium, the unit price should refer to the dry weight of the solid food. If a unit price is provided based on the net weight, it must be clearly stated whether it refers to the net drained weight or the overall net weight. While the unit price may be shown in a smaller font than the selling price, it must always remain clear and legible to consumers.

## PRICE REDUCTION ANNOUNCEMENTS

When retailers announce a price reduction, they must clearly display the prior price which must be the lowest price that was applied in the last thirty (30) days before the discount. For example, if a jacket was priced at €50 for most of the month but during a promotional offer it was briefly reduced to €40, the prior price for any new discount must be €40, not €50.

In addition, if the shop advertises a 20% discount, the reduction must be calculated based on the lowest previous price, which in this case is €40.



## SPECIAL CASES

Perishable goods (e.g. fresh food): the prior price is the last price applied before the discount.

New products on the market (less than 30 days): prior price is the lowest price at which the products were sold during this period.

Progressive discounts: if the discount increases over time (e.g. first 10% off, then 20% off), the prior price is the original price before the first reduction.

These rules ensure that promotional announcements about price reductions are genuine, enabling consumers to make informed purchasing decisions.



## WHEN PRICE INDICATION IS NOT REQUIRED

When goods are sold for re-sale, such as a distributor selling to a retail shop.

Goods provided in the course of a service, for example hair products used at a hairdressing salon or parts used in a car repair.

Items sold at auctions or sale of works of art or antiques.

Advertisement of goods. However, if sellers choose to display a price, it must be the final price, inclusive of all charges.

## LEGAL OBLIGATIONS AND PENALTIES FOR NON-COMPLIANCE

Sellers must fully comply with the Price Indication Regulations, as any violation is considered an offence. Sellers are also responsible for any infringements committed by their employees.

### PENALTIES FOR NON-COMPLIANCE

Failure to display prices may result in fines:

First conviction

€150  
TO  
€1,500

Second or  
subsequent convictions

€200  
TO  
€2,000

Upon conviction, the court will order the publication of the judgement in one or more daily newspapers. The Director General of the Office for Consumer Affairs will also publish the court's decision on the Malta Competition and Consumer Affairs Authority's (MCCAA) website.

If prices are not displayed or incorrectly indicated, consumers can report these breaches to the Office for Consumer Affairs within the MCCAA.

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Submit a report using the Flag a Concern form on the MCCAA website:

 [mccaa.org.mt/home/infringement](https://mccaa.org.mt/home/infringement)

The information published in this leaflet is for informational purposes only. Any legal claim should be based on the relevant legal texts. For more information, please contact the Office for Consumer Affairs within the MCCAA on **23952000** or visit: **[www.mccaa.org.mt](https://www.mccaa.org.mt)**.