

22 October 2026

Reminder of trader obligations to display prices under Consumer Protection Legislation

Dear Company Secretary,

I am writing to you from the Competition and Consumer Protection Commission ('CCPC'). The purpose of this letter is to bring to your attention a concern identified by the CCPC, in connection to your business and to remind you of your obligation to display prices for products sold in-store under consumer protection legislation.

Who we are

The CCPC is a statutory body established pursuant to the Competition and Consumer Protection Act 2014. Its functions include encouraging compliance with consumer protection law and taking enforcement action for breaches of that law - <https://www.ccpc.ie/business/about/about-us/>.

Sale of Paper Bags

The CCPC has received a contact/contacts concerning the sale of paper bags at your store, registered at [address]. The contact(s) suggest that the selling price of paper bags may not be clearly displayed in-store.

The CCPC would like to take this opportunity to remind you of the requirements regarding price display and the importance of ensuring that consumers are provided with clear pricing information before making a purchase.

I would like to draw your attention to the following legislation regarding the matter at issue:

The CCPC considers that where paper bags are sold to consumers for a fee, they are a 'product' for the purposes of the 2002 Regulations.

S.I. No. 639/2002 – European Communities (Requirements to Indicate Product Prices) Regulation 2002 ('the 2002 Regulations') sets out the requirements for indicating product prices in the European Union.

- i. According to Paragraph 4(1) - subject to paragraph (2), where a trader indicates that a product is or may be for sale to a consumer, he or she shall indicate the selling price of that product in accordance with these Regulations.
- ii. Paragraph 4(3) - A person who contravenes this Regulation is guilty of an offence.
 - Accordingly, under the 2002 Regulations, traders have an obligation to display the selling price for products that they offer for sale. The price must be displayed to consumers in a manner that is unambiguous, easily identifiable, and clearly legible, on or near to the product being offered for sale. The price displayed must also be in Euro and reflect the final price for a unit of the product or a given quantity of the product, including VAT and all other taxes.

A link to the 2002 Regulations can be found below:

<https://www.irishstatutebook.ie/eli/2002/si/639>

A failure to indicate the price of paper bags near or at the till register is a contravention of the 2002 Regulations.

Request

It is the obligation of a trader to ensure compliance with consumer protection legislation. The CCPC requests that you review your in-store signage to ensure that the charge for paper bags, is clearly displayed to consumers before they make a purchase. It is also worth noting that if you charge multiple prices dependant on the bag selected, then all prices should be clearly displayed.

The CCPC website also provides useful information and guidance to traders which may be of assistance to you at: <https://www.ccpc.ie/business/>.

Conclusion

Please note that while the above does not intend to provide a fully comprehensive analysis of your business and should not be construed as legal advice, we trust this information will prove of assistance when reviewing your policies and practices to ensure that your company is compliant with consumer protection legislation.

Where breaches of consumer protection legislation are detected, the CCPC may take appropriate action in accordance with our powers under the legislation. The CCPC reserves its position regarding any potential future enforcement action.