

# New rules on price reduction. Welcome to an old friend.

It is time to pay attention again for companies that want to organize promotional campaigns or want to give (sales) discounts. Since May 28, 2022, the rules on announcements of price reductions have been changed (art. VI.18-19 WER). When a company announces a price reduction to consumers (e.g. "-15%" or "-25 EUR"), it must do so relative to a reference price. This is the lowest price the product has had in the thirty days prior to the price reduction. The goal is to protect consumers from deceptive practices where prices are increased just before a promotion, making the discount appear larger than it actually is.

This article is available in Dutch and French.

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