

Fact Sheet on indication of unit prices in the online shop

What is the unit price?

The unit price is the price per unit, including the value-added tax and other price components. It shall enable the consumer to more easily compare prices, especially in the case of packaging filled with different quantities.

Where does the unit price have to be indicated in the online shop?

The unit price has to be indicated **in the immediate vicinity of the overall price**. The unit price has to be indicated **in the detailed description** and if there are **advertisements with prices** on the **product overview pages** and/or elsewhere in the online shop, the unit price must also be indicated there. It is not sufficient to state the unit price in the general item description which can only be accessed by clicking on the product.

The consumer must be able to see the overall and the unit price **at a glance**. A direct spatial link between the unit prices and the overall prices is therefore mandatory.

Make sure that the unit price **must not be visibly highlighted** because it should not stand out from the overall price.

How does the unit price have to be indicated?

The unit price has to be indicated either per kg, per l, per m per m² or per m³.

Examples:

- In the case of solid goods, by length: unit price €9.99/m
- In the case of solid goods, by weight: unit price €9.99 per kg
- In the case of solid goods, by surface: unit price €9.99/m²
- In the case of liquid goods, by volume: unit price €9.99/l

In the case of goods whose nominal weight or nominal volume usually does not exceed 250 grams or millilitres, the price per 100 g or per 100 ml may be indicated:

- unit price €9.99/100 g
- unit price €9.99 per 100 ml

In which cases may the indication of the unit price be left out?

The unit price does not have to be indicated:

- If the unit price is identical to the overall price;
- In the case of goods which have a nominal weight or nominal volume of **less than 10 grams** or millilitres;
- In the case of goods containing different products which are **not mixed** or **blended** (= set);
- In the case of cosmetic products used exclusively for the colouring or the beautification of the skin, hair or nails;
- In the case of perfumes and perfumed scents which contain at least 3 percent by volume of perfume oil and at least 70 percent by volume of ethyl alcohol.

Please note:

In principle, goods which are **not** indicated by weight, volume, surface or length, but for example by quantity or per pair, are not subject to the indication of the unit price (e.g. a pair of cable ties, a necklace).