

Pricing Practices

Unit pricing



WHAT are the obligations?

Unit pricing is a labelling system for displaying the cost of different products by reference to standard units of weight or volume.

Traders are required to provide the “unit price” of goods (e.g. price per kilogram in GBP) on price labels for goods (not services) being sold in the UK.

This makes price comparisons easier across products, as consumers can compare the relative costs of products, irrespective of their size.

WHAT should businesses do now?

- Review your current pricing claims to determine if they are compliant with the obligations.
- See the “**How to Comply**” section below for compliance guidance / tips.
- Consider training and guidance for sales / marketing and other staff involved in pricing strategies and communications.



HOW to comply?

Guidance for how to comply with the unit pricing obligations:

- the selling price and the unit price (where applicable) must be **unambiguous, easily identifiable, clearly legible**, and displayed using a font which is clear and of reasonable size;
- where products are sold by unit price, prices per product must be **displayed in metric units** (i.e. kilogram, litre, metre, square metre, or cubic metre);
- where products are offered at more than one selling price (e.g. when offering loyalty pricing discounts) the selling price and the unit price must be set out for both types of price, as well as the conditions for each price (unless the reduced price is on account of its damaged condition or the danger of its deterioration);
- where products are offered at reduced prices, **both the reduced selling price and the reduced unit price must be shown** during general reductions;

- all prices **must include VAT and all other taxes**;
- prices do not need to be displayed on each item individually but **must be displayed without the need for the consumer to seek assistance**;
- selling prices and unit prices **must exclude any deposit** (where applicable under the Deposit Return Schemes), and the deposit must be clearly displayed separately; and
- a small number of exceptions apply (for example in respect of small shops).

These incorporate the amendments introduced by the Amendment Orders and therefore will reflect the law as at **6 April 2026**.



WHERE are these obligations set out?

- **The Price Marking Order 2004 (PMO) and (as of 6 April 2026) the Price Marking (Amendment) Order 2024 and Price Marking (Amendment) Order 2025 (Amendment Orders):** these apply as regards goods (but not services) and include both online sales and physical shops.
- **The UK Digital Markets, Competition and Consumers Act 2024 (DMCC Act):** this includes provisions to protect consumers by prohibiting unfair commercial practices, including prohibitions against misleading acts or omissions, or aggressive practices. The DMCC Act gives the CMA powers to directly enforce consumer law (including the PMO).
- **CMA guidance:**
 - in 2023, the [CMA reviewed the use of unit pricing in the groceries sector](#) and made recommendations to the UK Government. This followed a review by the CMA into unit pricing in 2015 in response to a Groceries super-complaint made by Which?;
 - on 30 January 2024, the CMA published "[A short guide to unit pricing](#)" (directed towards consumers, rather than traders);
 - on 18 November 2025, the CMA published its updated "[Guidance on the protection from unfair trading provisions in the DMCC Act](#)"; and
 - on 22 September 2025, the Government published "[Price Marking Order 2004: government guidance](#)".

