



Dynamic Pricing in Digital Consumer Markets: Euroconsumers' perspective

12th February 2026

Dynamic pricing: Definitely. Maybe?

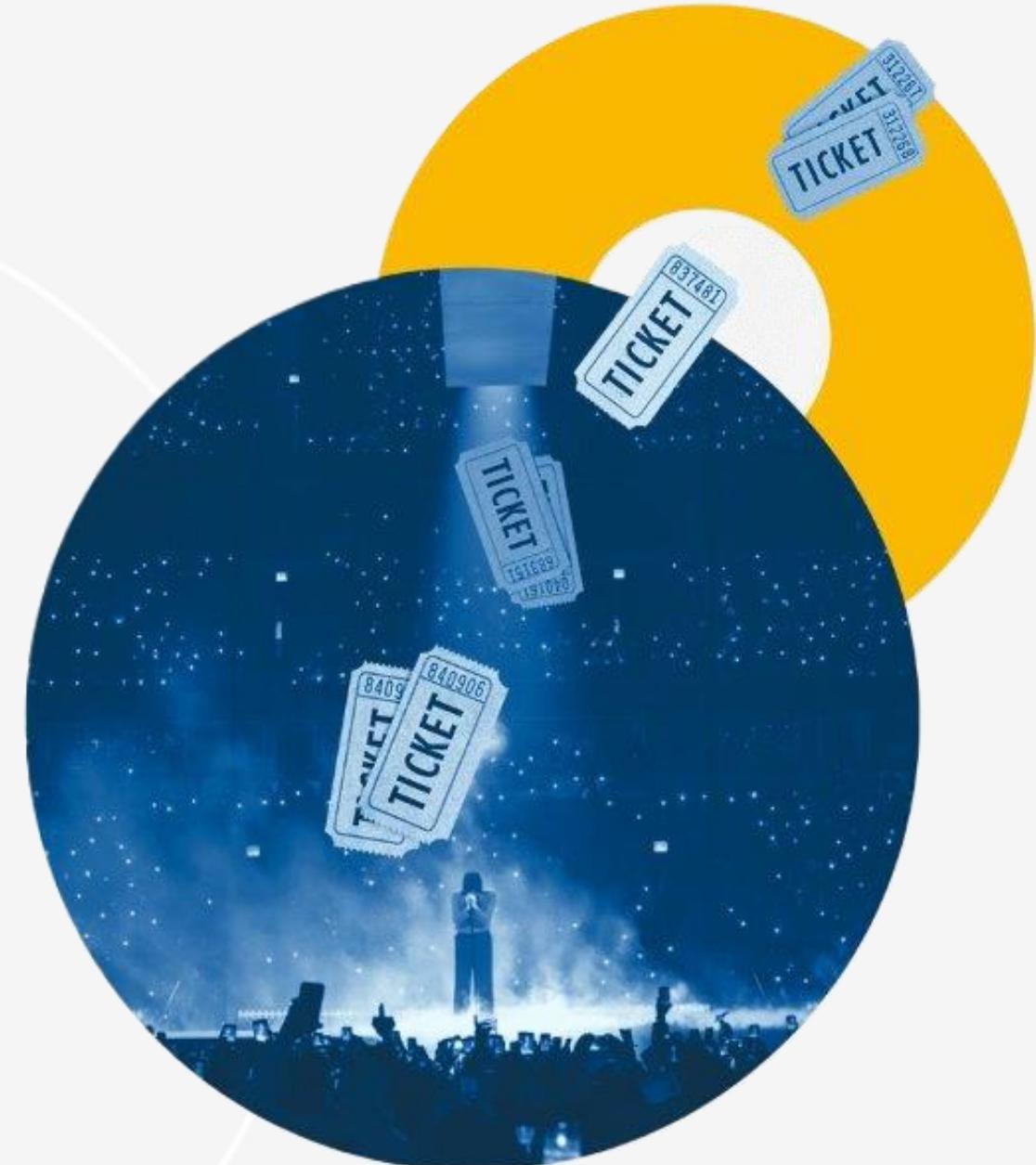
Clearly defined purchase process, no price changes during

Mandatory disclosure dynamic pricing and parameters.

Effective enforcement and investigate effect in certain markets.



Testing the current rulebook



A ban for live events: the real price of priceless



The real price of priceless

When there's no real choice and no transparency, dynamic pricing stops working for fans and starts working against them.

Let's keep make live events accessible for all.

[Join us in calling for a ban on dynamic pricing in the live events sector](#)



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A ban on live events, why?

Market failure: When one player pulls all the strings and there is no real choice, dynamic pricing stops working for consumers and starts working against them.

Unfair to consumers: Fans are punished for enthusiasm. The more people want to go, the more expensive it gets.

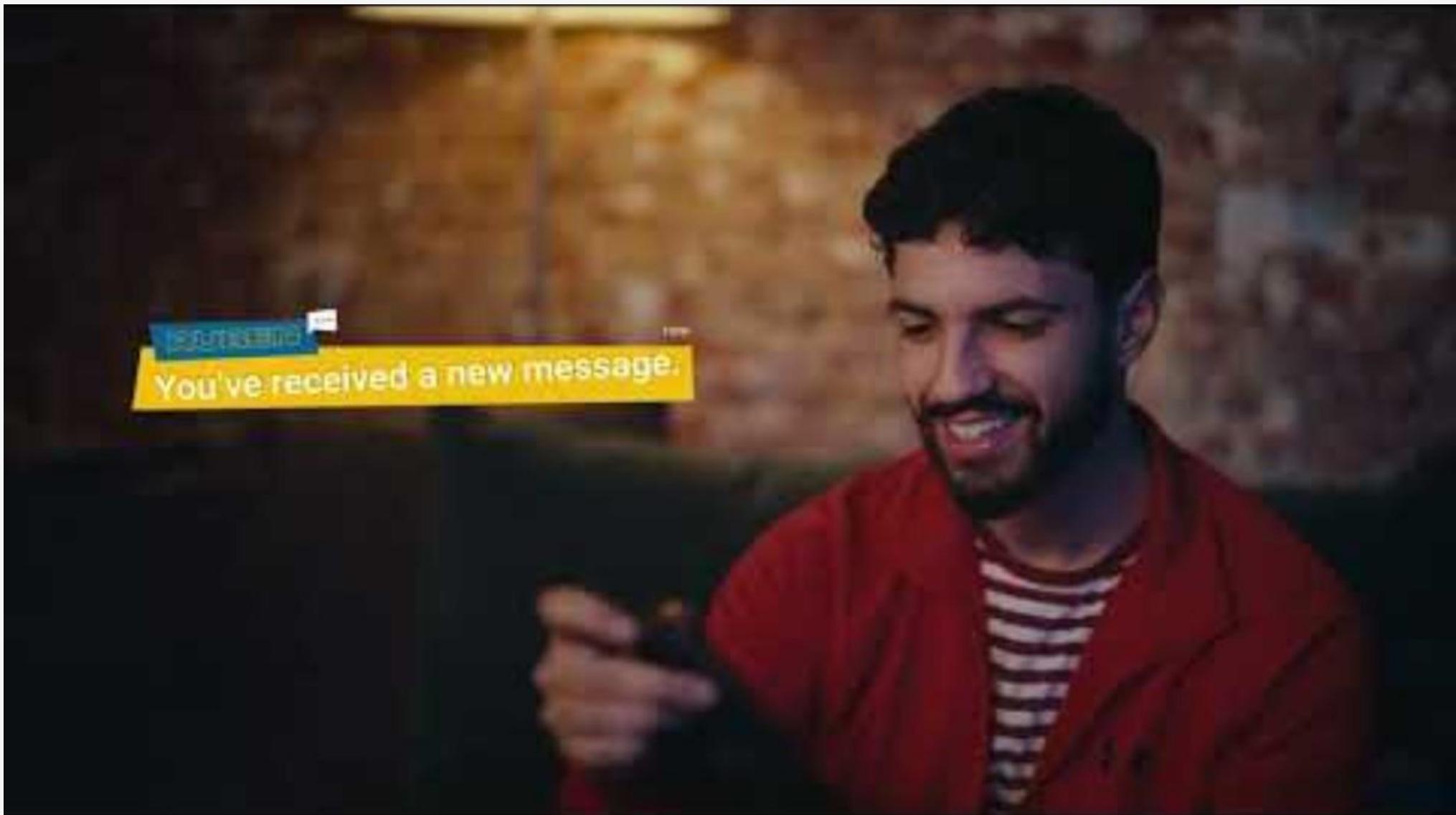
No added value: Unlike better seats or extra services, dynamic pricing doesn't improve the experience. It just makes it costlier.

Excludes people: Dynamic pricing limits access, shutting out everyone who cannot or will not pay inflated prices for the same experience.

Destroys trust: Consumers lose faith in event organisers and ticket platforms when prices feel unpredictable and exploitative. Ultimately it undermines trust in a fair digital market.



Why it matters now: FIFA



Thank you!

More info

Position Paper Dynamic Pricing: [Dynamic-Pricing-Definitely-Maybe.pdf](#)

Real Price of Priceless campaign: [The Real Price of Priceless](#)

Contact: els.bruggeman@euroconsumers.org

