

**Priority question for written answer P-000488/2024  
to the Commission**  
Rule 138  
**Biljana Borzan (S&D)**

Subject: Skimpflation

Although inflation is no longer at record-high levels, a new trend known as ‘skimpflation’ has emerged in supermarkets across the European Union. With skimpflation, it is noteworthy that, unlike with inflation and shrinkflation, manufacturers not only increase prices but also reduce the quality of their products. Since the Russian invasion of Ukraine, higher-quality ingredients have been replaced by lower-quality ones to produce many food products. This measure was initially intended to be temporary, but has persisted to this day. For instance, the shortage of sunflower oil has led to its substitution with palm oil in certain products. Although the market has stabilised, some manufacturers have not returned to using sunflower oil as an ingredient, but continue to use palm oil because it is cheaper. It is particularly concerning that certain manufacturers have not informed consumers about the changes in ingredients on the packaging, and the nutritional values no longer correspond to the original data.

Does the Commission consider this practice to be misleading to consumers, and if so, how is it planning to counter it?

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