

G-Regs™

Sweden – Price Information Act (SFS 2004:347)



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**Full title:** **Price Information Act (Swedish Code of Statutes 2004:347) Entry into force: 01/10/2004**  
**Prisinformationslag ( Svensk författningssamling SFS 2004:347)**  
Amended by The Act (2008:507) amending the Price Information Act

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### PURPOSE AND SCOPE OF THE ACT

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**Section 1** This Act has the purpose of promoting good price information for consumers.

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**Section 2** In this Act,

**consumer:** means a natural person who primarily acts for purposes that do not fall within the sphere of commercial activities

**trader:** means a natural or legal person who acts for purposes relating to their own commercial activity,

**product:** means goods, services or other utility, though not real property and provision of work,

**price:** means the final price for a specific product or a given part of a product, expressed in kronor, including value added tax and other taxes,

**unit price:** means the final price for a product per kilogram, litre, metre or other measure customarily used for the product, expressed in kronor, including value added tax and other taxes.

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**Section 3** The Act applies to such traders who in their professional activity provide products to consumers.

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**Section 4** The Act does not apply to products that are sold by auction. Nor does the Act apply to products other than goods that are sold through procedures resembling an auction.

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**Section 5** If a statute or other enactment contains special provisions concerning price indication for consumers, those provisions shall apply instead of the provisions of this Act.

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### PRICE INFORMATION

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**Section 6** Price information shall be provided when a trader markets specific products.

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**Section 7** Price information for goods shall be provided by details of the price and unit price of the goods.

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For products other than goods, the price information (indication) shall be provided by details of the price of the product. The Government or the authority appointed by the Government may also prescribe that unit prices shall be indicated for such products.

If the price of a product cannot be indicated, the trader shall instead provide a price indication by stating the basis on which the price is determined.

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**Section 8**

A unit price need not be indicated if, owing to the nature or purpose of the product, it may be assumed that the indication of a unit price would not be relevant or if such an indication would possibly cause confusion.

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**Section 9**

Only a unit price needs to be indicated for goods that are not pre-packed and which are measured in the presence of the customer.

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**Section 10**

The price information shall be correct and clear. If charges and other costs may be added, this shall be indicated specially.

The price information shall be provided in writing if the consumer cannot obtain the information in some other equivalent way.

Price information shall be provided in such a way that it clearly indicates to the consumer the product to which the (price) information relates.

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**AUTHORISATION**

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**Section 11**

The Government or the authority appointed by the Government may issue regulations concerning the obligation to provide price indication and concerning the calculation of price and unit price.<sup>1</sup>

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**SANCTIONS**

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**Section 12**

If a trader does not provide price indication under this Act or according to regulations made in accordance with this Act, the Marketing Act (2008:486) shall apply, with the exception of the provisions of §§ 29-36 on market disruption charge. Such pricing information shall be considered material according to §10, para. 3 of the Marketing Act.<sup>2</sup>

(Section 10(3) Marketing Act reads: *Further, a trader may not omit material information when marketing his own or another person's business activity. Misleading omission also refers to cases where the material information is provided in an unclear, incomprehensible, ambiguous or other inappropriate manner*)

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<sup>1</sup> In this case: Swedish Consumer Agency (konsumentverket – KO) is the regulatory authority for the Price Information Act – whose role is to monitor company compliance with the law. The Consumer Agency has produced guidance on price information and concluded trade agreements with various industries – in form of KOVFS 2012:1: regulations on price information: <http://publikationer.konsumentverket.se/sv/publikationer/lagarregler/forfattningssamling-kovfs/kovfs-2011-5-konsumentverkets-foreskrifter-om-leksakers-sakerhet.html>

These regulations contain provisions concerning the obligation to provide price information and the calculation basis for pricing and price units.

<sup>2</sup> Section 12 of Pricing Information Act has been amended by Act 2008:507

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