



FCCPC ACTS ON DECEPTIVE PRICING AT FAST-MOVING CONSUMER GOODS STORE

Pursuant to Section 17 of the Federal Competition & Consumer Protection Act (FCCPA)

Saturday, February 17, 2024: The Federal Competition and Consumer Protection Commission (FCCPC) conducted an on-the-spot check on a Fast-Moving Consumer Goods (FMCG) Store in Abuja on February 16, 2024, leading to the temporary closure of the store due to continued violations involving misleading pricing and lack of transparency.

Earlier, on January 8, 2024, the FCCPC investigated the FMCG store following reports of misleading pricing practices. The investigation revealed that the store displayed lower prices on shelves and charged higher prices at checkout, contravening Section 115 of the Federal Competition and Consumer Protection Act (FCCPA) 2018.

The investigation included all branches of the store in Abuja to ensure a comprehensive understanding of the issue and implement corrective measures across the entire chain.

The FCCPC promptly issued a summons to specific staff of the FCMG store, asking them to appear on February 12, 2024, to discuss corrective measures. However, the staff failed to appear without justification, raising concerns about potential violations under Section 33(3) of the FCCPA.

Consequently, on February 16, 2024, FCCPC operatives visited the FCMG store and confirmed through random checks that the deceptive practice did not only continue, but cashiers also charged prices at their discretion, leaving unsuspecting customers vulnerable to unfair pricing. Exercising its authority under Section 18(f), the Commission temporarily sealed the premises to allow the store time to readjust their pricing system.

Subsequently, following a mutual understanding and commitment from the store to implement transparent pricing practices, the FCCPC reopened the store on February 16, 2024, at about 7:00 PM.

The Commission is aware that similar practices may be occurring at other FCMG outlets nationwide. These outlets are advised to cease such practices immediately to avoid consequences.

Businesses are expected to display transparent pricing information to empower consumers to make informed purchasing decisions, especially during challenging economic times. The FCCPC remains committed to combating all forms of exploitative or misleading practices that undermine consumer rights. The FCCPA protects consumer rights and prohibits deceptive business practices. Section 115 outlines potential penalties for violations, including fines for organisations and imprisonment for directors.

The FCCPC encourages all businesses to adhere to fair and transparent pricing practices to ensure consumer protection and a healthy market environment.

Dr. Adamu Abdullahi

Ag. Executive Vice Chairman/Chief Executive Officer