How do you find the previous price when the item's price has been changed several times?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: In a special form of selling goods to consumers and in the associated advertising.

For a special form of goods sale, Article 19 stipulates that the current discounted price and the lowest price applied to the same goods in the 30 days prior to the start of the sale must be displayed. In addition to advertising, you must also comply with the display requirements set out in the relevant article.

When this is applied

Use the history of actually applied prices for the same product, including the period start date and the item identifier. In special scenarios, check the provisions regarding the type of discount.

What to do in practice

Before publishing, export the price history and check the calculation on a sample.

A business example

If the same product was available for €29 30 days before the campaign, then €22, and then €29 again, the €22 is generally taken as the starting point for displaying the lowest price.

Specific next steps

1. Before publishing, export the price history and check the calculation on a sample.

Limits of application

In a special form of selling goods to consumers and in the associated advertising.

Sources

Official Gazette · Consumer Protection Act, Article 19.

https://narodne-novine.nn.hr/clanci/sluzbeni/full/2022_02_19_203.html

Official Gazette · Amendments to the Consumer Protection Act, OG 59/2026

https://narodne-novine.nn.hr/clanci/sluzbeni/2026_06_59_728.html

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https://adriatrends.hr/poslovni-vodic/en/pitanja/akcija-minimum-izmedu-promjena