Base (anchor) price from 17 November 2026. What must the trader disclose?

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

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Applicability: From 17 November 2026

For the covered goods and services at today's retail price, the base price is specified. For food, drink, cosmetics and other specifically listed categories, the reference date is 2 May 2025, and for all other goods and services, 10 September 2026.

What if you added the product or service afterwards?

The starting price is the one in effect on the date the item is added to the offer. If the item has been introduced at a special reduced price, please refer to the rule for your group in Article 3.

Base price and sale price

The base price shows the prescribed historical reference. The lowest price in the past 30 days is governed by the rules on special sales. Depending on the circumstances, both may be relevant.

Own online shop with equipment

The product has been in the regular range since August 2026, and on 10 September it cost €80 without any discount. If it is now €90, the base price of €80 is displayed alongside the current €90. For special sales, a separate minimum price rule is also applied.

Specific next steps

1. List the goods and standard services. For new items, check the date of the first quotation.

2. Check whether the price on the relevant day was reduced. Article 3, paragraphs 2–5, contain different rules for product groups.

3. Mark the retail price, base price and unit price where required. For each promotion, separately check the rules on the 30-day minimum price.

Limits of application

Article 4 governs exceptions, for example regulated and specified truly personalised or dynamic prices, as well as prices on intermediary channels. The exception for the intermediary does not in itself address sales through its own channel.

Sources

Official Gazette · base price, OG 132/2026

https://narodne-novine.nn.hr/clanci/sluzbeni/2026_11_132_1583.html

Official Gazette · Amendments to the Consumer Protection Act

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

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