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Federation Internationale de Football Association

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Brussels, 10th July 2025

RE: Concerns and Request for Clarification on the Use of Dynamic Pricing for World Cup Tickets

Dear Mr.Mattias Grafström,

We are writing on behalf of Euroconsumers¹ and Football Supporters Europe to express serious concerns regarding recent reports that FIFA plans to introduce **dynamic pricing** for ticket sales to the upcoming World Cup.

As organisations committed to protecting the interests of fans and consumers across Europe and beyond, we recognise the need to modernise ticketing systems. While technology can improve efficiency and flexibility, the use of dynamic pricing, particularly in the context of a

¹ Gathering five national consumer organisations (Testaankoop / Testachats in Belgium, Altroconsumo in Italy, DECO/DECO Proteste in Portugal, OCU in Spain, Proteste in Brazil) and giving voice to a total of more than 6 million people, Euroconsumers is the world's leading consumer group in innovative information, personalised services and defence of consumer's rights.



global event like the FIFA World Cup, raises serious questions about **fairness, accessibility, and the treatment of loyal supporters.**

Dynamic pricing models, which adjust prices in real time based on demand, may be justified in some competitive markets provided consumers can choose between competing offers and prices can go both up and down. Additionally, it is crucial that the practice is used fairly, meaning consumers are fully informed on the use of dynamic pricing, including the range in which the price can vary, and that the price does not change during the purchase process. However, in emotionally charged and offer-constrained markets, where fans have no meaningful alternative ticket providers, like international football matches, this approach risks transforming fans into targets of revenue maximisation rather than valued participants in a shared cultural experience.

Euroconsumers has previously outlined its concerns and recommendations on such pricing models in [its position paper on dynamic pricing](#), which we invite FIFA to review.

Supporters and consumers make great efforts, both financially and personally, to follow their teams. They should not be penalised by opaque pricing systems that reward affluence and algorithmic timing. Introducing dynamic pricing without clear guardrails or justification sends the wrong message at a time when fans across the world already face rising costs and growing barriers to participation.

The FIFA World Cup is not just another entertainment product. It is a once-in-a-lifetime experience for millions of fans around the world. Supporters plan, travel, and save for years to be part of this global celebration of football. Introducing a pricing model that **rewards those who can pay the most or click the fastest risks turning a unifying global celebration into a pay-to-play spectacle.**

We therefore request that FIFA:

1. **Provide a clear public explanation** of the rationale behind this decision, including how it aligns with FIFA's commitment to accessibility and inclusivity;
2. **Specify any consumer benefits** FIFA expects this model to deliver, beyond increased revenue;
3. **Outline any safeguards** that will be in place to prevent excessive price fluctuations or the exclusion of ordinary fans;
4. **Ensure full transparency** in how prices will be set, adjusted, communicated and advertised across global markets and income levels,. This should also include information on the use of maximum and minimum pricing-limits and for which tickets this will be implemented

5. **Engage directly** with supporters' organisations and consumer representatives before any such pricing model is implemented.

Without compelling justification, we fear this decision could set a worrying precedent as a **case study in how dynamic pricing can be misused to exploit fan loyalty and passion for profit.**

We urge FIFA to reconsider this approach and to open a **constructive dialogue** on fairer, more inclusive ticketing policies to deliver a World Cup that is both financially sustainable and truly accessible to all.

Yours sincerely,



Marco Pierani
Director of Public Affairs
Euroconsumers



Ronan Evain
Executive Director
Football Supporters Europe