

## Euroconsumers and Football Supporters Europe call out FIFA's dynamic ticket pricing plan for World Cup 2026

10th July - ***Euroconsumers and Football Supporters Europe (FSE) have serious concerns about FIFA's plan to introduce dynamic pricing for ticket sales to the upcoming World Cup. While dynamic pricing can be effective in competitive markets, applying it in a monopolized way to a global event like the World Cup raises important questions about fairness, transparency, and fan accessibility.***

Euroconsumers and FSE have reached out to FIFA with the urgent request to:

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, including pricing limits and which tickets this will apply to;
5. **Engage directly** with supporters' organisations and consumer representatives before any such pricing model is implemented.

As organisations dedicated to defending the interests of fans and consumers across Europe and beyond, we understand the need to modernise ticketing practices. While technology can offer greater efficiency and adaptability, applying dynamic pricing to the World Cup—where ticket supply is fixed and fans lack alternatives—**risks turning loyal supporters into targets for profit**, rather than recognising them as central participants in a shared cultural event.

Euroconsumers has previously outlined concerns and recommendations on such pricing models in its [position paper on dynamic pricing](#).

*"Fans invest significant time and money to support their teams, they deserve a clear and fair ticketing process — not one driven by opaque pricing algorithms. Without proper justification and protection, this sets a troubling precedent for future live events",* said **Els Bruggeman, Head Policy and Enforcement at Euroconsumers**.

*"FIFA's use of dynamic ticket pricing is seriously concerning. Loyal supporters, who travel across the world to back their teams, will feel taken advantage of, while countless others are priced out entirely.*



*Supporters deserve much better in return for their commitment to their teams and contribution to football as a whole”, added **Ronan Evain, FSE Executive Director.***

Euroconsumers and Football Supporters Europe remain firmly committed to ensuring that the FIFA World Cup remains a truly global, unifying celebration — **accessible to all fans, not just the highest bidders.**

Read our full letter [here](#).

### About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 6 million people in Italy, Belgium, Spain, Portugal and Brazil, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and the defence of consumer rights. Our European member organisations are part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.

### About Football Supporters Europe (FSE)

FSE is an independent, non-profit, members’ association of supporters recognised as a representative body on fan issues by institutions including UEFA and the Council of Europe. We are the democratic, passionate voice that represents the interests of supporters in European football. We exist to make an impact for fans by acting as a watchdog and enhancing supporter rights, while providing training, resources, and information.

