

## **Euroconsumers to FIFA: Dynamic pricing has no place in the World's Game**

**As FIFA prepares to launch World Cup 2026 ticket sales with dynamic pricing, fans worldwide face the prospect of soaring, unpredictable prices. Under this model, the more enthusiasm fans show, the more the price climbs, turning loyalty into a penalty. Euroconsumers is calling on FIFA to protect supporters and keep the world's most iconic sporting experience accessible to all. Dynamic pricing has no place in live events, and it certainly has no place in the World Cup.**

### **A market with no competition**

Dynamic pricing may work in markets where consumers can choose between different sellers, but not in live events like the World Cup where there is only one organiser and one place to buy tickets. Fans cannot shop around, compare prices, or wait for a better offer. This creates a captive market where dynamic pricing becomes fundamentally unfair. For fans, this means:

- **Higher prices for the same seat**
- **Opaque price changes they cannot anticipate**
- **Reduced access for families and ordinary supporters**
- **Declining trust in organisers**

### **“Fans are not revenue targets”**

In a joint letter to FIFA earlier this year, Euroconsumers and Football Supporters Europe warned that introducing dynamic pricing to a global event risks pushing out the very supporters who bring the World Cup to life. Since then, both organisations have met with FIFA to raise those concerns directly.

Despite the meeting, FIFA failed to present meaningful safeguards, limits or transparency measures and fans remain at risk of being exploited by unpredictable, demand-driven price changes. FIFA has only confirmed that ticket prices will be “periodically reviewed”, leaving supporters with no clarity on how or why prices will shift.

*“Football is a shared cultural experience, not a testing ground for revenue-maximising algorithms,” says Els Bruggeman, Head of Policy and Enforcement at Euroconsumers. “Without alternatives, fans are left exposed to unpredictable, unfair pricing. FIFA must rethink this.”*

### **New video urges FIFA to restore fairness**

As part of *The Real Price of Priceless*, Euroconsumers is launching a new video to pressure FIFA to drop this unfair practice, highlighting how dynamic pricing undermines the accessibility and inclusivity central to the spirit of football.

Euroconsumers calls on FIFA to:

- **Drop dynamic/variable pricing for World Cup tickets**
- **Set transparent, fixed prices in advance**
- **Engage with consumer groups to build a fairer ticketing system**

More info: <https://www.euroconsumers.org/the-real-price-of-priceless/>

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### **About Euroconsumers**

Gathering five national consumer organizations 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 group in innovative information, personalized services, and defense of consumer rights.