

FIFA finally acknowledges using dynamic pricing for World Cup

Euroconsumers and Football Supporters call on FIFA to stop squeezing fans loyalty and drop dynamic pricing

FIFA said it would not use dynamic pricing for World Cup tickets. Now its president openly admits it on US national TV.

24th February - ***For Euroconsumers and Football Supporters Europe, this is more than a contradiction. It raises serious questions about transparency, fairness and trust — and about whether football’s most treasured global event is being turned into a revenue-maximisation experiment, with group group stage tickets are up to five times the price of those for the 2022 World Cup in Qatar. Euroconsumers and Football Supporters Europe reiterate their call on FIFA to drop dynamic or variable pricing for World Cup tickets and set transparent prices.***

Dynamic Pricing at the World Cup? FIFA: “No, yes, no,... YES”

Euroconsumers and Football Supporters Europe express serious concern following comments made by Gianni Infantino, President of FIFA, during an [interview](#) with CNBC in which he acknowledged the use of dynamic pricing for World Cup tickets.

In the interview, Mr Infantino stated that while prices had been “fixed”, “in the US in particular there is this thing called dynamic pricing, meaning the prices will go up or down”, adding that resale on the secondary market would also drive prices up and that “that’s part of the market that we are in”.

Yet last year, when Euroconsumers and Football Supporters Europe [wrote to FIFA](#) and met with its representatives in October, they were told that dynamic pricing **would not be used**. A month later, the organisations sent [a follow-up letter](#) reiterating our concerns that such as this ticketing system risks being unfair to fans and undermining equal access to the tournament. To date, these concerns regarding the ticketing process have not received a substantive response.

While FIFA has stated that ticket prices are “periodically reviewed,” it has not clarified how these reviews operate in practice, what triggers price changes, or what safeguards protect supporters from unpredictable increases. Mr Infantino mentioned that prices can “go up or down,” yet he failed to provide any concrete examples or guarantees of downward adjustments. **This continued lack of clarity raises serious concerns about transparency and fairness for supporters.**

No Dynamic Pricing for Live Events



Supporting their national team is a priceless experience that has now become unaffordable. That is why Euroconsumers and FSE combine their force in a [campaign](#) to fight this unfair practice.

Dynamic pricing may increase efficiency in competitive markets. But the World Cup is not a competitive marketplace.

Applying dynamic pricing in this context risks turning loyal fans into targets for profit rather than recognising them as central participants in a shared cultural event. Where there is no competition and no consumer choice, such pricing practices reflect the use of monopoly power rather than genuine market dynamics.

For football supporters, this means:

- Higher prices for identical seats depending on timing and demand;
- Opaque and unpredictable price changes;
- Reduced access for families and ordinary supporters, in particular fans with disabilities;
- A growing distrust in FIFA.

European leaders have already voiced their concerns. Glenn Micallef, European Commissioner for Sport, recently [described](#) the tournament as “too expensive” and criticised FIFA’s dynamic pricing system, warning that it risks pricing supporters out of the event. “The prices are exorbitant. I’ve seen some reaching thousands of euros,” he said.

“Football is a shared cultural experience, not a testing ground for revenue-maximisation,” said Els Bruggeman, Head of Policy and Enforcement at Euroconsumers. *“When there is no competition and no alternative for consumers, dynamic pricing becomes fundamentally unfair. Fans are not revenue targets.”*

“FIFA has imposed dynamic ticket pricing on most tickets, meaning that ordinary supporters are being exposed to demand-driven price surges and exploitative practices. Ticketing policies like these have no place in football,” said Stuart Dykes, Director of European and Institutional Affairs at Football Supporters Europe.

Euroconsumers and Football Supporters Europe reiterate their call on FIFA to:

- Drop dynamic or variable pricing for World Cup tickets;
- Set transparent, fixed prices in advance;
- Clearly communicate any pricing structure and safeguards;
- Engage meaningfully with consumer organisations and supporters’ groups before implementing such models.

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.

About Euroconsumers





Gathering six national consumer organisations and giving voice to a total of more than 6 million people in Italy, Belgium, Spain, Poland and Brazil, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and the defence of consumer rights.

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.

