

## Why Euroconsumers calls for a ban on dynamic pricing in live events

### Our position on dynamic pricing

Euroconsumers is not opposed to dynamic pricing as a concept. **In competitive markets, it can benefit consumers** by reducing food waste, facilitating energy flexibility, or helping distribute products more efficiently. We explored this in depth in our [position paper](#) published last year.



But we are convinced that **dynamic pricing should be fair** - and making it fair requires updating existing rules. Under the Digital Fairness Act, we call for **clear safeguards in sectors where dynamic pricing is appropriate**: no price changes once the purchase process has begun, with a legal definition anchoring that moment to when an item is placed in a basket; mandatory disclosure of dynamic pricing and its range of variation; a fixed window during which a quoted price remains valid within a web session; and an economic analysis of dynamic pricing impacts across market sectors.

**But dynamic pricing is only fair when consumers have a genuine choice. In live events, they do not.**



*"When there is no competition and no alternative for consumers, the market fails, dynamic pricing becomes fundamentally unfair and consumers are reduced to mere revenue targets."*

**Els Bruggeman, Head of Policy & Enforcement, Euroconsumers**



## Why live events are different

**Live events are structurally different from competitive markets:** there is one organiser, one date, one location, and often one authorised ticket seller. Consumers cannot compare prices, switch provider, or wait for a better deal. This is a **market failure**, and in a market failure, dynamic pricing does not allocate resources efficiently. It simply maximises revenue at the consumer's expense.

**No choices:** Fans cannot switch to a different seller, change date, or choose an alternative event. Demand-based price hikes exploit their dedication, not market efficiency.

**Prices rise mid-purchase:** Fans queue for hours only to find prices have surged at checkout.

**No added value, only a higher price:** A more expensive ticket does not mean a better experience. Fans end up paying ten times more than the person sitting next to them for the exact same seat, the exact same concert — solely because they joined the digital queue a few minutes later.

## Transparency without choice is not protection


Transparency is necessary, but disclosure is not protection. In live events, warning consumers that dynamic pricing is in use does not give them an alternative: there is still only one organiser, one venue, one date. The warning simply confirms that prices will be high.

Worse, transparency can actively backfire. Seeing a dynamic pricing notice sends a single message to fans: **buy now or pay more later**. Research on football ticketing in the UK found that prices in live events effectively never fall. Far from empowering consumers, disclosure psychologically coerces them into purchasing immediately. In this sector, transparency does not neutralise the unfairness of dynamic pricing, it amplifies it.

**This is why we call on legislators to introduce a targeted ban on dynamic pricing in live events under the Digital Fairness Act, not only clearer rules.**

## Real life cases with real human implication


### Bad Bunny concert in Spain



When tickets for Bad Bunny's Barcelona and Madrid concerts went on sale, **fans had no way of knowing what they would actually pay until the very last step** of checkout. Prices varied dynamically "according to market conditions" with no explanation of what drove changes, and three additional undisclosed charges pushed a €79.50 ticket to a final price of €269.30, none of them refundable.

Euroconsumers' Spanish member OCU filed a complaint with the Ministry of Consumer Affairs, finding that dynamic pricing and hidden fees had made the true cost of a ticket unknowable until it was too late to walk away.

### FIFA World Cup



The 2026 FIFA World Cup is set to be the **most expensive in history** and the use of dynamic pricing explains why. With **no cap and no transparency** on how prices are set, tickets surged by up to 25% between sales phases. The cheapest final tickets now start at \$4,185, more than seven times the cost of the cheapest 2022 World Cup final ticket. For most families, the World Cup final has moved from an expensive dream to an impossible one.



# euroconsumers GROUP

**Empower** people,  
**improve** the market.

