Official Journal
of the European Union

EN
C series

C/2024/6621

11.11.2024

Judgment of the Court (Eighth Chamber) of 26 September 2024 (request for a preliminary ruling from the Landgericht Düsseldorf – Germany) – Verbraucherzentrale Baden-Württemberg e.V. v Aldi Süd Dienstleistungs-SE & Co. OHG

(Case C-330/23, [1] **Aldi Süd)**

(Reference for a preliminary ruling – Consumer protection – Indication of the prices of products – Directive 98/6/EC – Article 6a – Price reduction announcements – Conditions – Concept of 'prior price' – Obligation to determine the announced price reduction on the basis of the prior price)

(C/2024/6621)

Language of the case: German

Referring court

Landgericht Düsseldorf

Parties to the main proceedings

Applicant: Verbraucherzentrale Baden-Württemberg e.V.

Defendant: Aldi Süd Dienstleistungs-SE & Co. OHG

Operative part of the judgment

Article 6a(1) and (2) of Directive 98/6/EC of the European Parliament and of the Council of 16 February 1998 on consumer protection in the indication of the prices of products offered to consumers, as amended by Directive (EU) 2019/2161 of the European Parliament and of the Council of 27 November 2019,

must be interpreted as meaning that it requires that a price reduction of a product announced by a trader in the form of a percentage, or in the form of a promotional statement intended to highlight the advantageous nature of the announced price, must be determined on the basis of the 'prior price', within the meaning of paragraph 2 of that article.

[1] OJ C 338, 25.9.2023.