



Empowering Consumers, Nurturing Fairness



# Press Release

**FOR IMMEDIATE RELEASE**

## IMMINENT INTRODUCTION OF DIGITAL PRICING IN SUPERMARKETS RAISES QUESTIONS OVER PRICING CLARITY

Westminster, 30<sup>th</sup> April 2026

**Consumer Protection Bureau engages Bank of England and Government to safeguard consistent pricing on essential goods.**

The Consumer Protection Bureau (CPB) has raised concerns over the imminent introduction of digital pricing systems in UK supermarkets, warning that the technology could affect clarity and consistency in the pricing of essential goods if not properly governed.

The intervention follows recent remarks by Andrew Bailey of the Bank of England, who highlighted the wider implications of pricing systems capable of real-time adjustment.

Electronic shelf labelling offers clear operational efficiencies. CPB recognises this. However, such systems also enable prices to be updated instantly and at scale, creating the potential for more frequent and less visible price changes.



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Yousouf Jhugroo, speaking on behalf of CPB, said:

“The issue is not the technology. It is what it may lead to if left unchecked.

In supermarkets, where people are buying essential goods, pricing must remain clear and consistent. Consumers should not be left guessing what they are paying or why.”

CPB has identified a number of areas requiring attention, including improved visibility of price changes, consistency in pricing for essential goods, and appropriate oversight of digital pricing systems.

As part of its response, CPB has written to the Bank of England and the Department for Business and Trade, offering to contribute to discussions and share insights from consumer cases.

The organisation is also inviting members of the public to report experiences of unclear or unexpected price changes in supermarkets, as part of its ongoing monitoring of the issue.

CPB stated that early engagement is essential to ensure that pricing practices remain clear, reliable, and properly understood as technology continues to develop.

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## About the Consumer Protection Bureau (CPB)

The Consumer Protection Bureau (CPB) is a UK Community Interest Company focused on promoting clarity, consistency, and accountability in consumer markets. We work across sectors including transport, financial services, utilities, and digital platforms, advocating to ensure consumers are treated properly and have access to fair outcomes.

CPB also operates an International Consumer Protection Desk (ICPD), providing support in cross-border cases where consumers encounter barriers in seeking redress from UK-based businesses.



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