

**Ministerial Decision No 245 of 2024
Concerning the Unit Price of Some Consumer Goods**

The Minister of Economy,

After perusal of Federal Law No. (1) of 1972 on the competencies of Ministries and the powers of Ministers and its amendments.

And Federal Law No. (15) of 2020 concerning consumer protection and its amendments, and its implementing regulations, and

Federal Decree-Law No. (14) of 2023 concerning trade through modern technology means, and

Cabinet Decision No. (120) of 2022 on the rules and conditions for pricing consumer goods in the State.

Decided:

**Article 1
Definitions**

The same definitions mentioned in Cabinet Decision No. (120) of 2022 on the rules and conditions for pricing consumer goods in the State shall apply to this decision. Otherwise, the following words and phrases shall have the meanings indicated next to each of them, unless the context of the text dictates otherwise:

Unit price: the price of the good according to a single unit of measurement by volume or weight.

Selling price: The final price at which the good is sold by the retailer to the consumer.

Retail store: A commercial establishment, whether physical or digital, dedicated to selling goods and products directly to end consumers who purchase them for personal consumption or use and not for resale, with its physical store space exceeding 1,000 square meters.

**Article 2
Objectives**

This decision aims to achieve the following objectives:

1. Ensure transparency of the selling prices for consumer goods.
2. Provide accurate information to the consumer to help them rationalize consumption and make choices.
3. Ensure fair competition among goods based on the unit price.

Article 3 Scope of Application

1. The provisions of this decision apply to the following goods:
 - a. Basic consumer goods according to Cabinet Decision No. (120) of 2022 mentioned above.
 - b. Household cleaning materials.
2. The provisions of this decision apply to retail stores and digital traders according to Federal Decree-Law No. (14) of 2023 mentioned above.
3. The minister, in coordination with the competent authorities, may take the following actions:
 - a. Amend the list of goods subject to this decision by addition or reduction.
 - b. Amend the space of retail stores subject to this decision by increase or decrease.

Article 4 Adherence to the unit price

Retail stores and digital traders must display the unit price of the good to which this decision applies, ensuring it is associated with and distinct from the selling price of the displayed good.

Article 5 Unit price controls

1. Retail stores and digital traders must display the unit price in accordance with the following requirements.
 - a. It should be prominently displayed and close to the selling price.
 - b. It should be readable and unambiguous.
 - c. The font size for the unit price should be the same as the font size for the selling price.
 - d. The space allocated for the unit price should be half the space allocated for the selling price.
2. Retail stores and digital traders must use the most relevant unit of measurement for the unit price of the concerned good in terms of volume or weight, according to the nature of the good, using one of the following units of measurement:
 - a. Use the kilogram or (100 grams) if the good is measured by weight.
 - b. Use the liter or (100 ml) if the good is measured by volume.

Article 6
Monitoring the Retailer's Adherence to the Unit Price

1. The ministry and the competent authorities shall monitor the adherence of retail stores and digital traders to the unit price as outlined in this decision.
2. Consumers may file a complaint regarding any actions committed by retail stores and digital traders that violate the provisions of this decision, in accordance with the same procedures stipulated for consumer complaints in Cabinet Decision No. (66) of 2023 mentioned above.

Article 7
Violations and Administrative Penalties

Administrative penalties determined by a Cabinet decision shall be applied to anyone who violates the provisions of this decision.

Article 8
Publication and Implementation of the Decision

This decision shall be published in the official gazette and shall come into effect from January 2, 2025.

Abdulla bin Touq Al Marri
Minister of Economy

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