

118TH CONGRESS
2D SESSION

H. R. 9279

To direct the Federal Trade Commission to issue regulations with respect to shrinkflation transparency, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

AUGUST 2, 2024

Ms. OMAR (for herself, Ms. NORTON, Mrs. WATSON COLEMAN, Mr. CARSON, Mr. JACKSON of Illinois, Mr. CASAR, Ms. TLAIB, Mr. BOWMAN, Ms. LEE of Pennsylvania, Ms. BUSH, Mrs. RAMIREZ, Mr. CLEAVER, Mrs. FOUSHEE, Mr. HORSFORD, Ms. KAPTUR, Mr. TONKO, and Mr. GARCÍA of Illinois) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To direct the Federal Trade Commission to issue regulations with respect to shrinkflation transparency, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Shrinkflation Reduc-

5 tion Act”.

1 **SEC. 2. FTC REGULATIONS WITH RESPECT TO**
2 **SHRINKFLATION TRANSPARENCY.**

3 (a) REQUIREMENT.—Not later than 1 year after the
4 date of the enactment of this Act, the Commission shall
5 promulgate, under section 553 of title 5, United States
6 Code, regulations to ensure that a manufacturer incor-
7 porates, on the packaging of each consumer product of
8 the manufacturer with respect to which the manufacturer
9 has engaged in shrinkflation, labeling to inform consumers
10 of such shrinkflation.

11 (b) ENFORCEMENT BY COMMISSION.—

12 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-
13 TICES.—A violation of a regulation promulgated
14 under subsection (a) shall be treated as a violation
15 of a rule defining an unfair or deceptive act or prac-
16 tice under section 18(a)(1)(B) of the Federal Trade
17 Commission Act (15 U.S.C. 57a(a)(1)(B)).

18 (2) POWERS OF THE COMMISSION.—The Com-
19 mission shall enforce the regulations promulgated
20 under subsection (a) in the same manner, by the
21 same means, and with the same jurisdiction, powers,
22 and duties as though all applicable terms and provi-
23 sions of the Federal Trade Commission Act (15
24 U.S.C. 41 et seq.) were incorporated into and made
25 a part of this Act. Any person who violates a regula-
26 tion promulgated under subsection (a) shall be sub-

1 ject to the penalties and entitled to the privileges
2 and immunities provided in the Federal Trade Com-
3 mission Act (15 U.S.C. 41 et seq.).

4 (3) AUTHORITY PRESERVED.—Nothing in this
5 Act may be construed to limit the authority of the
6 Commission under any other provision of law.

7 (c) AUTHORIZATION OF APPROPRIATIONS.—There is
8 authorized to be appropriated to carry out this section
9 \$1,000,000.

10 (d) DEFINITIONS.—In this section:

11 (1) COMMISSION.—The term “Commission”
12 means the Federal Trade Commission.

13 (2) CONSUMER PRODUCT.—The term “con-
14 sumer product” has the meaning given such term in
15 section 101 of the Magnuson-Moss Warranty—Fed-
16 eral Trade Commission Improvement Act (15 U.S.C.
17 2301).

18 (3) SHRINKFLATION.—

19 (A) IN GENERAL.—The term
20 “shrinkflation” means the practice of
21 downsizing, including by reducing the amount
22 or size of, a consumer product while not de-
23 creasing the price of such product by a com-
24 mensurate amount.

1 (B) MODIFICATIONS.—The Commission
2 may promulgate, under section 553 of title 5,
3 United States Code, regulations to modify the
4 definition in subparagraph (A) as the Commis-
5 sion considers appropriate.

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