

## About You to pay more than one billion forints to Hungarians

*As a result of the GVH's proceeding, the operator of About You will pay more than HUF 500 million in compensation to hundreds of thousands of Hungarian consumers, in addition to paying a HUF 505 million fine to the central budget*

**Budapest, November 19, 2025 – The Hungarian Competition Authority (GVH) has determined that About You engaged in misleading advertising and applied psychological pressure on consumers. The operator of the popular online fashion platform acknowledged the violations and agreed to compensate hundreds of thousands of Hungarian consumers who made purchases via its website or app between December 31, 2022, and December 31, 2024, with HUF 1,750. In addition to refunds totaling over HUF 500 million, the German company must pay a HUF 505 million fine to the Hungarian budget, as ordered by the Competition Council of the GVH. The authority urges consumers to shop cautiously during the pre-Christmas sales and will continue monitoring retailers closely.**

In July 2023, the Hungarian Competition Authority (GVH) [launched three competition supervision proceedings](#) against major players in Hungary's online clothing and footwear sector. The GVH alleged that CCC, Answear, and About You displayed sale prices in a misleading manner. Investigations into [CCC](#) and [Answear](#) concluded with accepted commitments, under which both operators pledged to enhance price display practices and ensure greater transparency going forward.

During its investigation of About You's price and discount display practices, the national competition authority determined that the Hamburg-based German operator had engaged in misleading commercial practices on several fronts:

- It operated a price and discount display system that failed to provide consumers with accurate information on available discounts and their extent.
- It applied psychological pressure through a continuously counting-down campaign timer highlighting limited time, and persistent messages during checkout emphasizing product scarcity.

These practices were liable to significantly impair consumers' freedom of choice and decision-making regarding the products, as well as their ability to form informed judgments.

The About You operator initially contested the allegations but later acknowledged the infringements during proceedings and cooperated with the GVH. To mitigate the fine, it committed to a comprehensive consumer protection compliance program, including redesign of urging messages. The company also agreed to compensate all Hungarian consumers who purchased via its website or app between December 31, 2022, and December 31, 2024, with HUF 1,750 – potentially exceeding HUF 500 million in total. Consumers with available bank details will receive direct refunds; others will get equivalent value as "About You coins," redeemable for one year. These will apply automatically at checkout without codes or actions, including on discounted items outside major promotional campaigns (e.g., multi-day events like Black Friday affecting broad product ranges).

With these commitments, the operator of About You was able to reduce the fine imposed by almost half, and the Competition Council of the GVH finally ordered the undertaking to pay HUF 505 million into the Hungarian central budget, taking into account other cooperation measures. The fines imposed will be credited to the central budget's competition supervision fine account. The company must implement the mandatory commitments (compliance program, consumer compensation) within one year, which will be

thoroughly monitored by the Hungarian Competition Authority in a follow-up investigation. If the company fails to comply with the requirements, it will also have to pay the reduced fine retroactively.

In the run-up to Christmas and during the current Black Friday sales period, the GVH is keeping a close eye on the price display and promotional practices of online stores, and if it suspects any violations, it will take the necessary measures and, where justified, launch an investigation. As in previous years, the GVH is helping consumers to shop wisely and not fall for seasonal promotions with informative videos and good advice.

The official registration number of the case is **VJ/15/2023**.

### **GVH Press**

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