

118TH CONGRESS  
2D SESSION

**S.** \_\_\_\_\_

To direct the Federal Trade Commission to issue regulations to establish shrinkflation as an unfair or deceptive act or practice, and for other purposes.

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IN THE SENATE OF THE UNITED STATES

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Mr. CASEY (for himself, Ms. BALDWIN, Ms. WARREN, Ms. ROSEN, Mr. BOOKER, Mr. WHITEHOUSE, Mr. BROWN, Mrs. MURRAY, and Mr. SANDERS) introduced the following bill; which was read twice and referred to the Committee on \_\_\_\_\_

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**A BILL**

To direct the Federal Trade Commission to issue regulations to establish shrinkflation as an unfair or deceptive act or practice, 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 Preven-  
5 tion Act of 2024”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

8 (1) According to the Bureau of Economic Anal-  
9 ysis, from the third quarter of 2020 to the second

1 quarter of 2022, corporate profits rose by 75 per-  
2 cent, and Federal Reserve research found that 42  
3 percent of inflation over that same time period went  
4 toward greater corporate profits.

5 (2) Shrinkflation, or product downsizing, occurs  
6 when a company decreases the amount or size of a  
7 consumer product and charges the same price, or a  
8 higher price, for such smaller product.

9 (3) Companies seek to deceive consumers when  
10 they practice shrinkflation without clearly disclosing  
11 the size change and per unit price increase of a  
12 product.

13 (4) According to the Bureau of Labor Statis-  
14 tics, roughly 10 percent of inflation in some con-  
15 sumer product categories is driven by shrinkflation.

16 (5) Deceptive shrinkflation tactics allow compa-  
17 nies to profit off unaware consumers, as academic  
18 research shows that consumers are less sensitive to  
19 changes in product size than to changes in price.

20 (6) Shrinkflation is disrupting the ability of  
21 families in the United States to save money.

22 **SEC. 3. PROHIBITION OF SHRINKFLATION.**

23 (a) DEFINITION OF SHRINKFLATION.—

24 (1) IN GENERAL.—In this Act, the term  
25 “shrinkflation” means the practice of downsizing, or

1       reducing the amount or size of a consumer product  
2       (as defined in section 101 of the Magnuson-Moss  
3       Warranty—Federal Trade Commission Improvement  
4       Act (15 U.S.C. 2301)) while not decreasing the price  
5       of such product by a commensurate amount.

6               (2) MODIFICATIONS.—The Federal Trade Com-  
7       mission (in this section referred to as the “Commis-  
8       sion”) may promulgate regulations under section  
9       553 of title 5, United States Code, to modify the  
10      definition in paragraph (1) as the Commission con-  
11      siders appropriate.

12      (b) PROHIBITION.—Not later than 18 months after  
13      the date of enactment of this Act, the Commission shall  
14      promulgate regulations under section 553 of title 5,  
15      United States Code, to prohibit any manufacturer from  
16      engaging in shrinkflation.

17      **SEC. 4. ENFORCEMENT.**

18      (a) ENFORCEMENT BY THE COMMISSION.—

19               (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-  
20      TICES.—A violation of a regulation promulgated  
21      under section 3(b) shall be treated as a violation of  
22      a rule defining an unfair or deceptive act or practice  
23      under section 18(a)(1)(B) of the Federal Trade  
24      Commission Act (15 U.S.C. 57a(a)(1)(B)).

25               (2) POWERS OF THE COMMISSION.—

1           (A) IN GENERAL.—The Commission shall  
2           enforce the regulations promulgated under sec-  
3           tion 3(b) in the same manner, by the same  
4           means, and with the same jurisdiction, powers,  
5           and duties as though all applicable terms and  
6           provisions of the Federal Trade Commission  
7           Act (15 U.S.C. 41 et seq.) were incorporated  
8           into and made a part of this Act.

9           (B) PRIVILEGES AND IMMUNITIES.—Any  
10           person who violates a regulation promulgated  
11           under section 3(b) shall be subject to the pen-  
12           alties and entitled to the privileges and immuni-  
13           ties provided in the Federal Trade Commission  
14           Act (15 U.S.C. 41 et seq.).

15           (C) AUTHORITY PRESERVED.—Nothing in  
16           this Act shall be construed to limit the author-  
17           ity of the Commission under any other provi-  
18           sion of law.

19           (D) RULEMAKING.—The Commission shall  
20           promulgate in accordance with section 553 of  
21           title 5, United States Code, such rules as may  
22           be necessary to carry out this Act.

23           (b) ENFORCEMENT BY STATES.—

24           (1) IN GENERAL.—In any case in which the at-  
25           torney general of a State has reason to believe that

1 an interest of the residents of the State has been or  
2 is threatened or adversely affected by the engage-  
3 ment of any person in a practice that violates a reg-  
4 ulation promulgated under section 3(b), the attorney  
5 general of the State may, as *parens patriae*, bring  
6 a civil action on behalf of the residents of the State  
7 in an appropriate district court of the United  
8 States—

9 (A) to enjoin further violation of such reg-  
10 ulation by such person;

11 (B) to compel compliance with such regula-  
12 tion;

13 (C) to obtain a permanent, temporary, or  
14 preliminary injunction;

15 (D) to obtain civil penalties;

16 (E) to obtain damages, restitution, or  
17 other compensation on behalf of such residents;

18 or

19 (F) to obtain any other equitable relief  
20 deemed appropriate by the court.

21 (2) RIGHTS OF THE COMMISSION.—

22 (A) NOTICE TO THE COMMISSION.—

23 (i) IN GENERAL.—Except as provided  
24 in clause (iii), the attorney general of a  
25 State shall notify the Commission in writ-

1           ing that the attorney general intends to  
2           bring a civil action under paragraph (1)  
3           not later than 10 days before initiating the  
4           civil action.

5           (ii) CONTENTS.—The notification re-  
6           quired by clause (i) with respect to a civil  
7           action shall include a copy of the complaint  
8           to be filed to initiate the civil action.

9           (iii) EXCEPTION.—If it is not feasible  
10          for the attorney general of a State to pro-  
11          vide the notification required by clause (i)  
12          before initiating a civil action under para-  
13          graph (1), the attorney general shall notify  
14          the Commission immediately upon insti-  
15          tuting the civil action.

16          (B) INTERVENTION BY THE COMMIS-  
17          SION.—The Commission may—

18               (i) intervene in any civil action  
19               brought by the attorney general of a State  
20               under paragraph (1); and

21               (ii) upon intervening—

22                       (I) be heard on all matters aris-  
23                       ing in the civil action; and

24                       (II) file petitions for appeal of a  
25                       decision in the civil action.

1           (3) INVESTIGATORY POWERS.—Nothing in this  
2 subsection may be construed to prevent the attorney  
3 general of a State from exercising the powers con-  
4 ferred on the attorney general by the laws of the  
5 State to conduct investigations, to administer oaths  
6 or affirmations, or to compel the attendance of wit-  
7 nesses or the production of documentary or other  
8 evidence.

9           (4) ACTION BY THE COMMISSION.—If the Com-  
10 mission institutes a civil action or an administrative  
11 action with respect to a violation of a regulation pro-  
12 mulgated under section 3(b), the attorney general of  
13 a State may not, during the pendency of such ac-  
14 tion, bring a civil action under paragraph (1)  
15 against any defendant named in the complaint of the  
16 Commission for the violation with respect to which  
17 the Commission instituted such action.

18           (5) VENUE; SERVICE OF PROCESS.—

19           (A) VENUE.—Any action brought under  
20 paragraph (1) may be brought in—

21                   (i) the district court of the United  
22 States that meets applicable requirements  
23 relating to venue under section 1391 of  
24 title 28, United States Code; or

1                   (ii) another court of competent juris-  
2                   diction.

3                   (B) SERVICE OF PROCESS.—In an action  
4                   brought under paragraph (1), process may be  
5                   served in any district in which the defendant—

6                   (i) is an inhabitant; or

7                   (ii) may be found.

8                   (6) ACTIONS BY OTHER STATE OFFICIALS.—

9                   (A) IN GENERAL.—In addition to civil ac-  
10                  tions brought by attorneys general under para-  
11                  graph (1), any other official of a State who is  
12                  authorized by the State to do so may bring a  
13                  civil action under paragraph (1), subject to the  
14                  same requirements and limitations that apply  
15                  under this subsection to civil actions brought by  
16                  attorneys general.

17                  (B) SAVINGS PROVISION.—Nothing in this  
18                  subsection may be construed to prohibit an au-  
19                  thorized official of a State from initiating or  
20                  continuing any proceeding in a court of the  
21                  State for a violation of any civil or criminal law  
22                  of the State.