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Brussels, 14th November 2025

RE: Concerns on the Use of Dynamic Pricing for World Cup Tickets

Dear Mr Schirgi,

Thanks to you and your team for taking the time to meet with Euroconsumers¹ and Football Supporters Europe, and for the opportunity to discuss FIFA's ticketing strategy for the 2026 World Cup. We appreciate your team's openness in explaining FIFA's objectives and the challenges involved in balancing accessibility, revenue generation, and compliance with host country laws.

However, we remain convinced that dynamic or variable pricing, regardless of whether it is algorithmic or manually adjusted, has no place in football. Implementing such a strategy will be perceived as revenue maximisation under the guise of responding to market realities. As we have previously stated, the World Cup is not a commercial product like any other: it is a

¹ Gathering five national consumer organisations (Testaankoop / Testachats in Belgium, Altroconsumo in Italy, DECO/DECO Proteste in Portugal, OCU in Spain, Proteste in Brazil) and giving voice to a total of more than 6 million people, Euroconsumers is the world's leading consumer group in innovative information, personalised services and defence of consumer's rights.



global cultural event that depends on the passion, loyalty, and inclusion of ordinary fans. The pricing strategy for such an event must reflect that reality.

To be clear, the modification of prices based on demand, among other factors, is a form of dynamic pricing. The presence of an algorithm is not a prerequisite for this practice.

We recognise that host markets offer different experiences in their ticketing frameworks and legal environments. We understand that the United States, in particular, has a competitive secondary market that poses specific concerns with regard to ticket value retention. However, the existence of this resale market does not justify replicating its pricing model at the primary level. It simply demonstrates that demand exceeds supply at face value — a challenge that could be addressed through alternative allocation mechanisms rather than by raising prices for everyone. In other words, the fact that scalping is legal doesn't mean FIFA must become the scalper.

As a global organisation, FIFA sets the standard for international sporting events. It should therefore follow global best practices, not exceptional market models. While variable pricing may be familiar to American consumers, it is not an approach fans around the world expect from an organisation that represents global football. Applying it universally risks undermining the values of fairness, transparency, and inclusivity that FIFA aspires to promote.

We regret that many of the concerns expressed in our previous correspondence remain unresolved following our discussion. We therefore wish to reiterate the following points, which we believe demand urgent attention:

1. **Provide a clear public explanation** of how the ticketing strategy will work in practice and what it means for fans. This should be accessible and easily understandable to ensure supporters know how and why prices may change.
2. **Clearly communicate the prices** for each seating category and the precise distribution of these categories for each match before the sale period begins. We are particularly concerned that FIFA has not yet published a price list for this World Cup, despite several lotteries already taking place. This has left fans unable to plan or budget effectively.
3. **Introduce safeguards** to protect consumers from excessive price fluctuations or exclusion, particularly for high-demand fixtures. We would welcome the opportunity to collaborate on possible options.
4. **Ensure full transparency** in how prices are set, adjusted, communicated, and advertised across markets and income levels. This should include clear information on

any minimum and maximum price limits, and for which ticket categories they will apply.

Without concrete action to address these points, we fear that fans will continue to feel excluded and exploited by a pricing model that fails to reflect the spirit of the World Cup. We therefore urge FIFA to reconsider this approach and to communicate its ticketing policy with clarity, fairness, and respect for the global community of supporters.

We remain available to continue this dialogue and to provide constructive input on how FIFA can achieve its objectives without undermining the trust and inclusivity that underpin the world's most celebrated sporting event.

Yours sincerely,



Marco Pierani
Director of Public Affairs
Euroconsumers



Ronan Evain
Executive Director
Football Supporters Europe