

Hungary tightens rules on green claims: What businesses need to know

29.9.2026 - Dávid Adamov | Kinstellar

September 2026 - Environmental and sustainability-related claims are facing significantly stricter rules in Hungary. Essentially, a zero-tolerance policy has been introduced toward these deceptive practices.

As of 27 September 2026, several new provisions concerning misleading environmental claims have been incorporated into Hungary's Act XLVII of 2008 on the Prohibition of Unfair Commercial Practices against Consumers (Fttv.).

For businesses using environmental or sustainability-related claims in their advertising, product communication, or other commercial practices, this represents a significant compliance development.

What has changed?

Several greenwashing-related practices have now been added to the **“black list” of unfair commercial practices**.

This includes, among others, the following:

- **Making a generic environmental claim** where the business is unable to demonstrate recognised excellent environmental performance relevant to the claim.
- **Making an environmental claim about an entire product or the entire business** where the claim actually concerns only a specific aspect of the product or a particular activity of the business.
- **Claiming that a product has a neutral, reduced, or positive impact on the environment in terms of greenhouse gas emissions** based on the offsetting of greenhouse gas emissions.
- **Falsely claiming that a product has a certain durability** in terms of its period or intensity of use under normal conditions.
- **Presenting a product as repairable** where it is not.

Why does being on the “black list” matter?

The Act's “black list” contains commercial practices that are considered unfair by law when the relevant statutory conditions are met.

This is particularly important from a compliance perspective: unlike other potentially misleading commercial practices, these practices do not require the same kind of further assessment of whether they are unfair in the specific circumstances.

In other words, if a commercial practice falls within one of the black-listed categories, it may constitute an objective infringement of the Fttv.

This can expose businesses to **enforcement action and potentially significant fines**, including proceedings before the Hungarian Competition Authority (GVH), and other related administrative lawsuits.

What does this mean for businesses?

The new rules make it increasingly important for businesses to carefully review any communication that refers to environmental performance, sustainability, or climate-related benefits.

Terms and claims such as “*environmentally friendly*,” “*sustainable*,” “*green*,” “*climate neutral*,” “*carbon neutral*,” “*eco-friendly*,” “*repairable*” or claims concerning a product’s durability may require scrutiny.

Importantly, the risk does not necessarily arise only from traditional advertising. **Product descriptions, websites, packaging, promotional materials, social media communications, and other commercial communications may also need to be assessed.**

Our recommendation

In light of the new rules, we recommend that businesses seek specialist consumer-protection advice before publishing or using environmental or sustainability-related claims, advertising slogans, or other commercial communications.

A short compliance review before publication can help identify potentially problematic claims, assess the available evidence supporting them, and reduce the risk of costly enforcement action.

Green claims are no longer simply a marketing issue - they are a compliance issue.

If your business uses environmental or sustainability-related claims, now is the right time to review your existing communications and ensure that future claims are supported by appropriate evidence and comply with the new Hungarian rules.

<https://www.kinstellar.com/news-and-insights/detail/4743/hungary-tightens-rules-on-green-claims-what-businesses-need-to-know>