



SHRINKFLATION

"Sometimes, the smallest changes make the biggest impact."

SPRINT GOALS

TOPIC 1:
Shrinkflation

TOPIC 2:
Legal
English

Let's **warm-up** with a board game!



Practice this class with **Lexis GPT**



Shrinkflation
By Fabio Oliveira

Try saying...
"Find me news articles links about Shrinkflation."



SHRINKFLATION VIDEO - PART 1

- ☐ UNDERHAND
- ☐ TO CALL OUT
- ☐ TO ADMIT TO



A Match the sentences to the **HIGHLIGHTED** terms:

I	What is an " UNDERHAND TACTIC "?	
II	What does " CALL OUT " mean?	
III	What verb form is used after " ADMIT TO " in the video?	

B Write a sentence with **TO ADMIT TO**:

The
Guardian

Watch more interesting videos at...
<https://www.youtube.com/@ItsComplicated>

Practice this class with **Lexis GPT**

Try saying...
 "Create a game about the video on page 2."

SHRINKFLATION VIDEO - PART 2

- ☐ VOCABULARY
- ☐ LISTENING
- ☐ SPEAKING



2'07" to 5'07"

C Answer the questions about the video.

I

Why do companies choose **shrinkflation** instead of simply **raising prices**?

II

Why do consumers often **fail to notice** shrinkflation? What examples are given?

III

How are **regulators** responding to shrinkflation?

D Make a **PRESENTATION** about Shrinkflation.

SHRINKFLATION

1. What is Shrinkflation? Name one or two products that have experienced it.
2. Why do companies adopt shrinkflation?
3. How do you feel about shrinkflation?

Length:

1-2 min.

Language Goal:

Use one of the terms from **Part 1 - Page 2**.

HOMEWORK

Do a little research on whether shrinkflation is regulated in Brazil.

You'll use your findings in the **Language Plus**.

Practice this class with **Lexis GPT**

Try saying...
"Make a fill-in-the-gap exercise about the video."

SHRINKFLATION

Shrinkflation is the practice of reducing the size or quantity of a product while maintaining its price.

CAUSES

- Higher production costs
- Increased inflation
- Supply chain issues

EXAMPLES



EFFECTS

- Reduced consumer value
- Eroded purchasing power
- Decreased brand loyalty

LEGAL ENGLISH

Legal English is a specialized register used to draft, interpret, and enforce laws, regulations, and contractual agreements. Unlike general or even professional English, it relies on highly precise vocabulary, formal structures, and unambiguous phrasing to avoid misinterpretation.

In the shrinkflation context, you'll find Legal English in consumer-protection statutes and labeling requirements that spell out exactly how product size and price information must be presented.

Reading or applying these rules means navigating long sentences, defined terms, and a level of formality you rarely see in everyday speech.

NOTWITHSTANDING

(meaning)
//Example

TO PROMULGATE

(meaning)
//Example

PURSUANT TO

(meaning)
//Example

TO DEEM

(meaning)
//Example

SHALL

(meaning)
//Example

HERETOFORE

(meaning)
//Example

Notwithstanding any provision to the contrary, and pursuant to subsection 7.4(a) of the Consumer Transparency Act (hereinafter the "Act"), all manufacturers, importers, and retailers of packaged consumables shall conspicuously display the unit price per standard measure on the principal display panel of each package. For the purposes of this section, "shrinkflation" shall mean any reduction in net quantity or volume of a product without a corresponding decrease in its retail price, and any omission or misrepresentation thereof shall be deemed a deceptive trade practice. The regulatory agency is empowered to promulgate rules necessary to enforce this requirement and to impose administrative sanctions, including but not limited to monetary penalties, injunctive relief, and corrective advertising, as prescribed under section 12.2. All rules heretofore issued in conflict with this section are hereby repealed.

A Choose whether the statements are **TRUE** or **FALSE**.

1

"Notwithstanding any provision to the contrary" means this section takes priority over any conflicting rules.

2

Only manufacturers are required to display the unit price per standard measure on the package.

3

All existing rules that conflict with this section remain valid until they are explicitly amended.

B **HOMEWORK** Legal English Writing. (75-100 words)

Write a paragraph about **shrinkflation laws** in Brazil.

Practice this class with **Lexis GPT**

Try saying...
"Rewrite the Legal text on page 4 in plain English."

SHRINKFLATION IN BRAZIL

- ☐ WATCHDOG (N)
- ☐ DECEPTIVE (ADJ.)
- ☐ TO TRIM (V)

LISTENING



Practice this class with **Lexis GPT**

Try saying...
"Show me the transcription of the podcast on page 5 with gaps for me to fill in."

A Choose the correct **SYNONYM** for each **TERM**:

I	WATCHDOG (NOUN)	GUARDIAN	SPECTATOR	LEGISLATOR
II	DECEPTIVE (ADJECTIVE)	MISTAKEN	MISLEADING	MISGUIDED
III	TO TRIM (VERB)	TO CUT BACK	TO LOOK INTO	TO SCALE UP

B Listen to the **RECORDING** and answer the questions below.

I	When was the current shrinkflation law created? What does it establish?
II	What is the main change proposed by the Senate Bill regarding shrinkflation labels?
III	What has been the repercussion of the new law by consumer agencies?

C Choose whether the **STATEMENTS** below are **TRUE** or **FALSE**:

I	According to Procon, shrinkflation complaints have been increasing steadily.	
II	Seven out of ten consumers feel affected by shrinkflation.	
III	Shrinkflation reduced Brazilians' purchasing power by almost 4 %.	

D Discuss the question the question below.

What other strategies could firms use to pass or share rising costs to consumers more transparently than shrinkflation?

SHRINKFLATION IN BRAZIL

1

Read the text and
do the exercises.



Click the link to read the original news article:
<https://economia.uol.com.br/noticias/redacao/2025/02/25/reduflacao-ovo-milho.htm>

Practice this class with **Lexis GPT**

Try saying...
"Find me Youtube videos links about Shrinkflation."

Shrinkflation Erodes Brazilian's Purchasing Power

A survey by the IBPT (Brazilian Institute for Planning and Taxation) shows that shrinkflation shaved 3.78 percentage points off Brazilians' purchasing power in 2023. The product with the steepest cut was popcorn corn. UOL has been tracking the practice since at least 2021. Shrinkflation occurs when a product gets smaller but its price stays the same—or even rises.

WHAT HAPPENED?

Shrinkflation has become a strategy for some manufacturers, who reduce pack sizes without changing the shelf price. A 2022 UOL report had already noted several examples: laundry detergent dropped from 1 kg to 800 g, tomato-sauce pouches from 180 g to 150 g, and cans of corn or peas also shrank. Even matchboxes now hold fewer sticks.

Panettones slimmed down in 2023, and this February even paper-towel rolls lost sheets. Have you noticed the egg carton? The old dozen—12 eggs—has been replaced by packs of ten. That change alone represents a 16.67 percent shrinkage, according to the study.

Another casualty is popcorn corn: many brands cut the standard 500-gram bag to 400 g, a 20 percent reduction with no proportional price drop. Basic-staple items such as beans, white rice, cooking oil, salt, and pasta have also been affected, as have powdered milk, plain yogurt, lentils, and coffee.

These changes directly eroded consumers' buying power—down 3.78 percent in 2023, the survey says. "Because the cut in each package is small, shoppers often don't notice, but at industrial scale the impact is significant," the report warns.

IBPT based its findings on data from a personal-finance app that scans receipts and flags shrinkflation patterns.

THE EFFECTS?

For consumer-law specialist Paulo Akiyama, smaller packages at the same price distort reality: "People struggle to compare prices and quantities across brands, leading to poorer choices." Shrinkflation hits low-income families hardest because many of the affected items are staples; IBPT calculates their food costs rose as much as 5.22 percent. Akiyama adds that companies risk losing consumer trust—and sales—when they resort to the tactic.

SO WHAT CAN YOU DO?

1. **Read labels carefully** – compare the net weight with previous versions or competing brands.
2. **Compare unit prices** – look at the price per kilo, liter, or gram, not just the package price.
3. **Shop around** – check different stores and supermarkets for better deals.
4. **Question and report** – if you suspect shrinkflation or misleading labels, file a complaint with bodies such as Procon.
5. **Stay informed** – know your rights and follow market practices so you can make smarter buying decisions.



READING EXERCISES

- ☐ COMPREHENSION
- ☐ VOCABULARY
- ☐ SPEAKING

DISCUSSION

Which approach would curb shrinkflation more effectively: **tougher regulations** with hefty fines, or large-scale **consumer-education** campaigns?

Practice this class with **Lexis GPT**

Try saying...
"Show a sample answer for speaking task on page 7."

A Answer the following question about the text.

I

From the perspectives of (a) **low-income households**, (b) **retailers**, and (c) **brand owners**, explain how each of them might be negatively impacted by shrinkflation, especially in the long term.

B Rewrite each sentence with the same meaning but starting with the prompt given.

I

Manufacturers reduce package sizes, yet the shelf price remains unchanged.
Although...

II

Consumers seldom notice tiny quantity cuts; nevertheless, the overall impact is huge.
While...

III

The ordinance demands that companies display the weight difference clearly.
Companies are required...

IV

If shoppers suspect shrinkflation, they should file a complaint with Procon.
Should...

V

Low-income families bear the brunt of shrinkflation because many staples are affected.
Given that...

SPEAKING TASK

Imagine shrinkflation continues **unchecked** for the next five years. Based on trends and expert comments in the article, predict two long-term market **outcomes** (for example, shifts in consumer behaviour, product innovation, or legal action).

Duration:

1-2 MIN

Language Goal:

Use one of the terms: **UNCHECKED** / **STEEP** / **STAPLE**



Warm-Up

Discuss the questions below.

- I** What was the most surprising thing you learned about shrinkflation during this sprint?
- II** What other kinds of products, besides food, might have been affected by shrinkflation?
- III** What other tactics do brands use to mislead shoppers besides shrinkflation?

Let's get started!



A Listen to each recording and write a sentence about it with the terms below.

UNDERHAND

TO CALL OUT

TO ADMIT TO



1



2



3

B Choose the correct **SYNONYM** for each term:

PURSUANT TO

ACCORDING TO

DUE TO

IN SPITE OF

TO DEEM

TO IMPOSE

TO REGARD

TO ANNOUNCE

TO PROMULGATE

TO ENACT

TO REVOKE

TO PROPOSE

C Explain the meaning and usage of **SHALL** in Legal English.

D Which of the sentences is related to the verb **TO TRIM**?

- 1** They increased the revenue by expanding their brand range.
- 2** They reduced the budget by cutting unnecessary expenses.
- 3** They attracted customers by investing in product design.

E Translate the sentence below into English.

Jornalistas frequentemente atuam como **FISCAIS/VIGILANTES** dos gastos públicos.

F Answer the question below orally.

What are some examples of **DECEPTIVE** marketing strategies that target children?

SPRINT PODCAST



Shrinkflation-tion-tion



Listen to the **Sprint Podcast** to review our Sprint into the film industry!
You can also listen to it [here](#).

★ BONUS QUESTION ★

Can you remember any of the **legal terms** we learned in this Sprint?

SPRINT SCORE

UNDERHAND

CALL OUT

ADMIT TO

PURSUANT

DEEM

PROMULGATE

SHALL

TRIM

FISCAL

DECEPTIVE