

REWARDING FLEXIBILITY - HOW RETAIL MARKETS CAN EMPOWER CONSUMERS

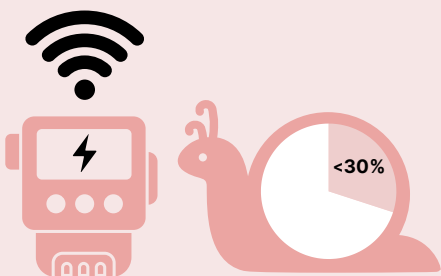
 Retail

 REPORT

2025 Monitoring Report - Retail
27.11.2025

59% of EU consumers

remain on flat or regulated
retail offers. Expanding
access to dynamic contracts
is key to unlocking flexibility.



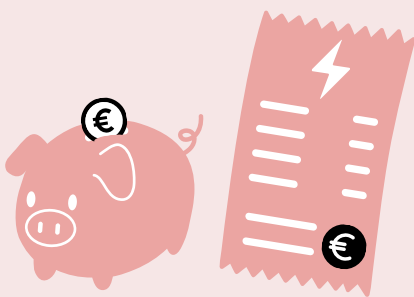
Smart meter rollout below 30% in 6 Member States

slows supplier innovation and limits
consumer flexibility.

Dynamic contracts could reduce
electricity bills for households by

up to €270

per year, depending on
consumption patterns.

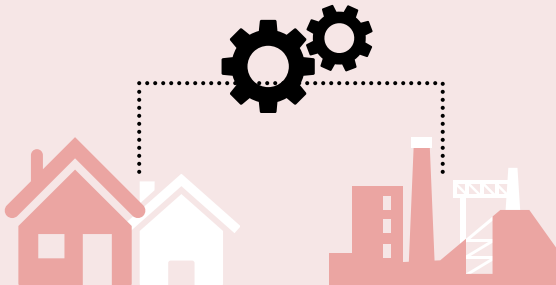


Gradually phasing out broad price interventions

while maintaining targeted protection
for vulnerable consumers will help
ensure appropriate price signals.

Aligning retail and wholesale market design

will strengthen flexibility, improve
efficiency and support the clean
energy transition.



Fair competition requires easier access

to authorised, secure data.

ACER retail pricing dashboard



ACER electricity country sheets



ACER gas country sheets

