

Viral English: Shrinkflation — Same Price, Less Chocolate

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Key words & expressions · English

3 learning entries

Study task: Listen again and notice the expressions you studied.

1

shrinkflation

DEF

A reduction in the amount of a product without a corresponding reduction in its price.

Usually uncountable. The price may stay the same or rise; compare quantity and price, not wrapper size alone. A change in ingredients is not automatically shrinkflation.

The same-price chocolate bar contains less chocolate: that is shrinkflation.

The report compared pack weights and prices to identify shrinkflation.

2

downsize

DEF

Make something smaller, or move to something smaller.

A verb: downsized is the past form. It describes a reduction, not necessarily dishonest intent; a household can downsize to a smaller home as well as a company downsizing a pack.

The company has downsized the pack.

After their children moved out, they downsized to a smaller home.

3

get less for your money

DEF

Receive less in return for the amount you spend.

A conversational comparison of value or quantity. In this episode it concerns less product at the same price; if both quantity and price fall, compare their proportions before deciding.

The bar is smaller at the same price, so I get less for my money.

We checked the weight to see whether we were getting less for our money.

