



An Coimisiún  
um Rialáil Fóntas  
Commission for  
Regulation of Utilities

08 April 2025

CRU Reference: CRU202517

**To:** All Licensed Suppliers

**RE: Deadline for the introduction of Standard Dynamic Price Tariffs to the Retail Electricity Market extended to 1 June 2026**

In September 2024, the CRU decided ([CRU2024121](#)) that the five obligated licensed electricity suppliers who have reached a threshold of 200,000 customers are required to offer both household and non-household electricity customers a Standard Dynamic Price Contract by 1 October 2025.

The CRU has received a request, jointly from Electric Ireland, Energia and PrePay Power, to extend this deadline to 1 June 2026.

Following consideration of the request, the CRU extends – for all five obligated suppliers - the implementation deadline for the introduction of standard dynamic price tariffs until 1 June 2026. In granting this extension, the CRU notes the benefits advocated by these suppliers of extending the timeline, including:

- decreases the financial risk to customers by the introduction of dynamic price contracts in Spring rather than in Winter when wholesale prices – on average - are generally at their highest;
- provides additional time during Summer months for customers to adapt their electricity usage to dynamic price signals before the onset of Winter;
- provides suppliers with adequate time to ensure billing functionality is operating correctly and is providing accurate data to the customer; and
- provides more time for suppliers to put systems in place which will ensure the best customer experience.

The extended deadline also provides suppliers with additional time to develop and launch customer awareness and education campaigns prior to the introduction of dynamic tariffs.

The new extended deadline of 1 June 2026 is a hard deadline by which date the obligated suppliers must introduce a Standard Dynamic Price Contract. However, any supplier can introduce a Dynamic Price Contract to the market at any time before then.

In granting this extension, the CRU has taken on board the concerns of the three suppliers who requested the extension and who have stressed to the CRU the utmost importance of getting dynamic price tariffs off to a good start, thereby ensuring the best customer experience and avoiding poor uptake of this tariff in the longer term.

Any queries to the CRU in relation to this notification can be sent to [smartmetering@cru.ie](mailto:smartmetering@cru.ie).