

October 9, 2026

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Page 1 of 1

Attorney General Marshall Storm Watch: State of Emergency Declared for 40 Counties, Price Gouging Laws in Effect

(Montgomery, Ala) – Attorney General Steve Marshall announced today that Alabama’s price gouging law is now in effect following Governor Kay Ivey’s declaration of a State of Emergency in advance of Hurricane Isaias. The declaration, which took effect at 4:00 p.m. Wednesday, October 7, 2026, covers 40 Alabama counties.

In her declaration, Governor Ivey cited sections 8-31-1 of the Code of Alabama, which makes it unlawful for any person in the State of Alabama to engage in “price gouging” in the sale or rental of any commodity or rental facility during the period of a declared State of Emergency.

“The Governor’s emergency declaration triggers Alabama’s price gouging law, and my office is watching. From now until October 14, anyone looking to profit off a neighbor’s misfortune should know that they will be held accountable,” said Attorney General Marshall. “Alabamians should be on the lookout for exorbitant price hikes on emergency-related items, as well as repair and clean-up services, as Hurricane Isaias makes a path through Alabama,” said Attorney General Marshall.

Alabama’s price gouging law takes effect when the Governor declares a State of Emergency, and it prohibits the “unconscionable pricing” of items for sale or rent. Although state law does not specifically define an unconscionable price, a price that is 25 percent or more above the average price charged in the same area during the previous 30 days, unless the increase can be attributed to a reasonable cost. The penalty is a fine of up to \$1,000 per violation, and those found to have willfully and continuously violated the law may be prohibited from doing business in Alabama.

“Residents in the affected counties who see price gouging should report it to my office for investigation,” said Attorney General Marshall. “To file a complaint online, visit www.alabamaag.gov and look for the ‘consumer complaint’ link. Consumers can also call the toll-free Consumer Interest Division at 1-800-392-5658.”

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