NEWSLETTER

2026

Georgian Competition
and Consumer
Agency

April - June

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY HOLDS THE PRESIDENCY OF THE INTERNATIONAL CONSUMER PROTECTION AND ENFORCEMENT NETWORK (ICPEN) FOR THE TERM 2026-2027

As part of its ICPEN Presidency, the Agency will host a high-level international conference in Tbilisi in September 2026, to be attended by representatives from up to 80 countries.

During its Presidency, the Agency will work together with ICPEN member countries on three priority areas: strengthening cross-border cooperation through the exchange of experience, the development of global standards, and the elimination of unfair commercial practices; reinforcing consumer protection mechanisms in digital markets; and supporting emerging consumer protection authorities through deeper engagement with more experienced institutions.

The central message of the GCCA's ICPEN Presidency is “Building Trust in the Digital Age”.

Established in 1992, the International Consumer Protection and Enforcement Network brings together more than 80 member countries alongside leading international organisations.

https://gcca.gov.ge/index.php?m=370&news_id=1959&lng=eng

CHAIRMAN LEKVINADZE ADDRESSES ICPEN INTERNATIONAL CONFERENCE

In June of this year, GCCA Chairman Irakli Lekvinadze took part in an international conference organised by the International Consumer Protection and Enforcement Network (ICPEN).

In his address, Chairman Lekvinadze presented the Agency's activities in strengthening international cooperation on consumer protection and in responding to contemporary digital challenges, and outlined the Agency's forward-looking priorities.

The Chairman noted that trust constitutes a fundamental pillar of market functioning in the modern economy, and that this principle underpins the central message of the Agency's ICPEN Presidency: “Building Trust in the Digital Age”.

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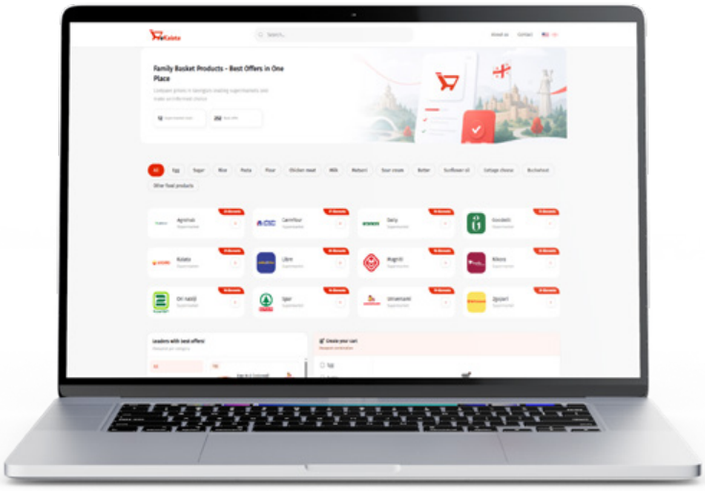
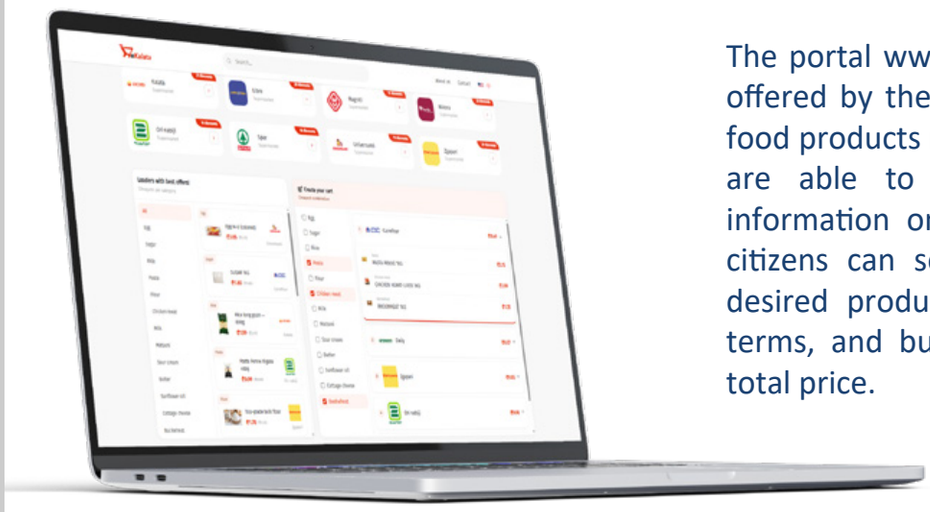
The Agency has launched a unified information platform for monitoring the Family Basket Programme - the Electronic Basket - presenting consumers, in a single space, with the best available prices and offers for basic products across retail chains.

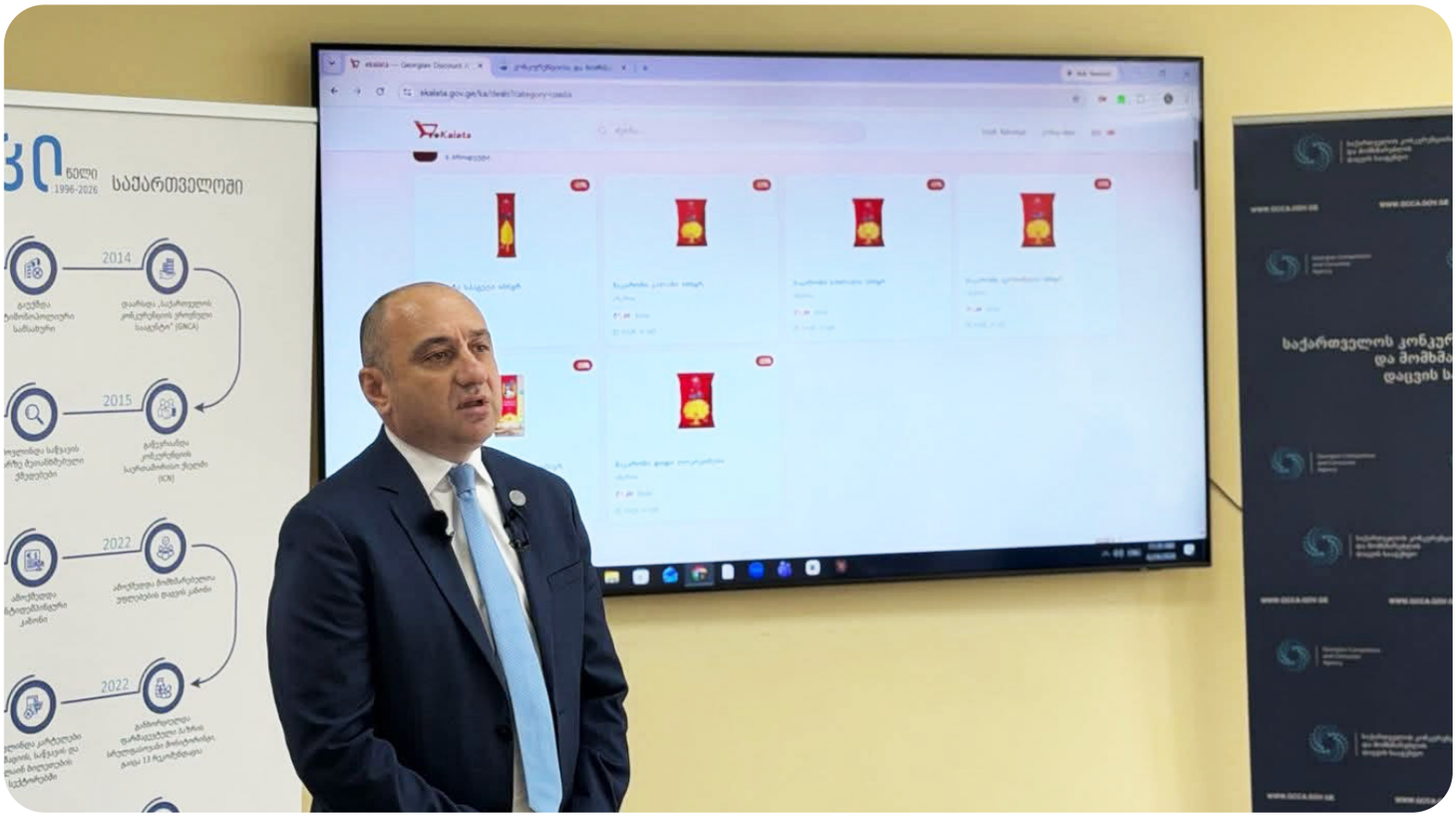
THE GEORGIAN COMPETITION AND CONSUMER AGENCY HAS LAUNCHED AN INFORMATION PORTAL WWW.EKALATA.GOV.GE DEDICATED TO THE BASIC PRODUCTS INCLUDED IN THE FAMILY BASKET PROGRAMME. THE ELECTRONIC BASKET BRINGS TOGETHER, IN A SINGLE SPACE, THE BEST AVAILABLE OFFERS AND PRICES FOR BASIC PRODUCTS ACROSS VARIOUS RETAIL CHAINS.



Under the short-term strategy set out in the findings of the Parliamentary Temporary Commission estab-lished at the initiative of the Prime Minister to examine the pricing structure of food products, medicines, and fuel, retail chains have begun offering consumers improved terms on basic food products included in the Family Basket. Under this strategy, the Agency was tasked with presenting, in a single space and in electronic-basket format, information on the best available offers and prices for basic products included in the Family Basket Programme across retail chains.



The portal www.ekalata.gov.ge displays the best prices offered by the 13 largest retail chains for the 13 basic food products included in the Family Basket. Consumers are able to compare product prices and access information on the best available offers. In addition, citizens can search by category to identify where a desired product is available on the most favourable terms, and build a personalised basket reflecting the total price.



At the portal's presentation, GCCA Chairman Irakli Lekvinadze stated that the platform's purpose is to enhance consumer awareness and provide a more transparent overview of market offers. He further noted that the platform will support the continued strengthening of competition in the FMCG sector and enable citizens to make informed purchasing decisions.

Retail chains participating in the programme are required to provide the Agency, on a weekly basis, with information on the best available offers and prices for basic products under the Family Basket Programme, which is updated proactively on the information portal. Further development of the web portal is planned to maximise the level of consumer information available. Information on the best available offers will also be disseminated through broadcast and television formats, and a dedicated mobile application is under development.

Under the Prime Minister's initiative, the Parliamentary Temporary Commission examining the pricing structure of food products, medicines, and fuel conducted a study of the FMCG sector, resulting in a comprehensive set of findings on short-, medium-, and long-term measures to promote competition.

The Georgian Competition and Consumer Agency has monitored the FMCG market for the purpose of assessing the quality of competition since 2023. According to the Agency's assessment, the FMCG market reached a volume of GEL 14 billion in 2025, with the organised market accounting for a 64% share.

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With a view to raising awareness of consumer rights and supporting the establishment of transparent, fair, and predictable commercial practices, the GCCA has adopted a number of important standards.

REFUND ENTITLEMENT UPON EVENT CANCELLATION OR POSTPONEMENT

In the event of cancellation or postponement, consumers shall be entitled to a full refund of the ticket purchase price, inclusive of any platform service fees applied at the time of transaction.

STOCK AVAILABILITY UPDATES AND OBLIGATION TO OFFER ALTERNATIVES

Traders are under an obligation to update stock availability information in a timely, accurate, and transparent manner. Where a consumer is unable to obtain a discounted product due to stock exhaustion, the trader shall be required to extend equivalent promotional conditions to alternative goods, as applicable on the original date of the promotion.

PROHIBITION ON ODOMETER TAMPERING

A vehicle's mileage record constitutes material information determinative of its physical condition and roadworthiness. Any alteration of odometer readings is strictly prohibited and shall be classified as a misleading and unfair commercial practice under applicable consumer protection legislation.

PROHIBITION ON ARTIFICIAL SCARCITY INDICATORS AND FAKE COUNTDOWN TIMERS

The use of statements such as "Only 1 item remaining" or "Offer expires in 5 minutes", where such representations do not reflect factual circumstances, constitutes a misleading commercial practice. The deployment of false stock limitation indicators and artificial urgency mechanisms is strictly prohibited.

MENU PRICES MUST BE FINAL AND TRANSPARENT

Prices displayed on menus at food service establishments must be final and inclusive of all applicable charges, including VAT and service fees.

TIMEFRAME FOR REPAIR OF DEFECTIVE GOODS

In standard cases, the warranty repair period for defective goods shall not exceed 30 calendar days. This period may be extended only under duly justified circumstances, such as the necessity of sourcing spare parts from abroad.

CONSUMERS HAVE THE RIGHT TO RECEIVE SERVICES IN THE GEORGIAN LANGUAGE

Consumers have the right to receive information and services in the official state language. Lack of proficiency in the Georgian language may not be invoked as grounds for refusing to provide a service.

STANDARD FOR UNIT PRICE INDICATION

Goods that are not pre-packaged and are weighed or measured in the presence of the consumer must display the unit price (per 1 kg, 1 litre, 1 metre, etc.).

USE OF FAKE REVIEWS IS PROHIBITED

In the context of distance selling, the use of fabricated consumer reviews constitutes an unfair commercial practice and is strictly prohibited.

PACKAGING OR DESIGN MUST NOT CREATE MISLEADING ASSOCIATIONS

Where a product's appearance resembles that of a well-known brand, its origin must be clearly indicated. Consumers must be able to identify with certainty the manufacturer of the product they are purchasing.

STANDARD FOR INTERMEDIARY SERVICE PROVIDERS

Intermediary service providers are required to ensure that their platforms display accurate trader information, including the trader's name, identification number, and contact details. Failure to do so will result in the intermediary itself being identified as the trader.

ENVIRONMENTAL CLAIMS MUST BE CREDIBLE AND VERIFIABLE

Terms such as "green", "eco", and "natural" must not be used without supporting evidence. Exaggerated or vague environmental claims, commonly referred to as greenwashing, are not permissible.

PRODUCT PACKAGING MUST ACCURATELY REFLECT CONTENTS

Packaging that does not accurately represent the actual composition of a product is prohibited. For instance, it is impermissible to omit a visual reference to apple on fruit juice packaging when apple constitutes 90% of its content, or to label a product as "100% Cherry and Pomegranate Juice" when the actual content of those ingredients is minimal.

With a view to improving the competitive environment, ensuring the effective enforcement of competition policy, and upholding the principles of fair markets, the GCCA continues to introduce important standards and recommendations.

CARTEL AGREEMENTS ARE PROHIBITED

Agreements between competitors concerning the fixing of prices, the allocation of markets, or the limitation of production volumes constitute the most serious category of infringement under competition law. Any covert arrangement that restricts or distorts free competition is strictly prohibited and subject to enforcement action and sanctions under applicable legislation.

ABUSE OF DOMINANT POSITION IS PROHIBITED

The holding of a dominant position on the market does not in itself constitute a violation of competition law. However, the exploitation of such a position to foreclose competitors from the market or to impose unfair trading conditions on consumers or trading partners is strictly prohibited.

EXCESSIVE PRICING IS PROHIBITED

An undertaking holding a dominant position on the market is prohibited from directly or indirectly imposing unfairly high or excessive prices for its products.

UNFAIR COMPETITION IS PROHIBITED

Undertakings are prohibited from engaging in practices that constitute unfair competition, including acts intended to damage a competitor's business reputation, the unlawful use of a competitor's trademark or other intellectual property rights, or any conduct liable to mislead consumers as to the nature, origin, or characteristics of a competitor's products or services.

PRIOR APPROVAL OF THE AGENCY IS REQUIRED FOR CONCENTRATIONS

Mergers, full or partial acquisitions, the purchase of shareholdings, or the acquisition of control over an undertaking are subject to prior mandatory notification to and approval by the Agency where the combined annual turnover of the undertakings concerned exceeds the thresholds established under applicable legislation. Concentrations implemented without the required prior approval shall be deemed unlawful and subject to enforcement action.

RESTRICTION OF COMPETITION BY STATE AUTHORITIES IS PROHIBITED

State bodies and local self-government authorities are prohibited from adopting acts, decisions, or measures that confer an undue advantage upon a specific undertaking or that restrict, distort, or prevent free enterprise and competition on the market. Such conduct undermines the principles of equal treatment and competitive neutrality.

CONCERTED PRACTICES IN PUBLIC PROCUREMENT

Covert arrangements or concerted practices between participants in tender procedures concerning the fixing of prices, the submission of cover bids, or the coordination of other conditions of participation are strictly prohibited. The preservation of effective competition in public procurement proceedings is essential to ensuring the efficient, transparent, and accountable use of public resources.

DISCRIMINATORY CONDITIONS ARE PROHIBITED

A dominant undertaking is prohibited from applying dissimilar conditions to equivalent transactions with different trading partners, thereby placing those partners at a competitive disadvantage without objective justification.

OBLIGATION TO PROVIDE INFORMATION

In the course of a market study or formal investigation, undertakings are under a legal obligation to provide the Agency with complete, accurate, and timely information. The submission of incorrect, incomplete, or misleading information, or the failure to respond to a request within the prescribed timeframe, shall give rise to liability as established under applicable legislation.

LENIENCY PROGRAMME

A participant in a cartel who voluntarily approaches the Agency, discloses the existence of the infringement, and cooperates fully with the investigation may be granted full or partial exemption from financial sanctions.

In order to protect fair competition and the domestic industry, the GCCA ensures the enforcement of anti-dumping legislation. Further information on dumping, anti-dumping inquiries, and mechanisms for protecting domestic producers is available via the resources below.

DEFINITION OF DUMPING

Dumping constitutes a form of price discrimination in international trade, whereby a foreign manufacturer sells goods on the Georgian market at a price below their cost of production. The differential between the prevailing price in the country of manufacture and the price at which the imported product is sold on the Georgian market is referred to as the dumping margin.

INSTITUTIONAL FRAMEWORK FOR ENFORCEMENT

Georgian Competition and Consumer Agency (GCCA) -
Upon receipt of a formal application, prepares a reasoned conclusion and submits it to the Government of Georgia for consideration.

Government of Georgia -
Decision-making body. Takes the final decision on the introduction of anti-dumping measures in trade.

Revenue Service of Georgia -
Administers and enforces the anti-dumping measures as determined by the Government.

GROUNDS FOR INITIATING AN INVESTIGATION

- *An anti-dumping investigation may be initiated on the basis of a formal application submitted on behalf of the domestic industry.*
- *The volume of like products manufactured by companies supporting the application must account for at least 25% of total domestic production of the like product.*
- *Supporting producers must collectively manufacture a greater volume of the like product than those producers who oppose the application (i.e. more than 50% of the production represented by those producers who have taken a position).*

GROUNDS FOR NON-INITIATION OR TERMINATION OF AN INVESTIGATION

- *The share of the product under investigation imported into Georgia is less than 3% of total imports of the like product, and the aggregate share in total imports is less than 7%.*
- *The dumping margin is less than 2%.*

OBJECTIVES OF AN ANTI-DUMPING INVESTIGATION:

The existence of dumped imports.

The existence of material injury caused to the domestic industry producing the like product, or the threat thereof.

The existence of a causal link between the dumped imports and the injury or threat of injury established.

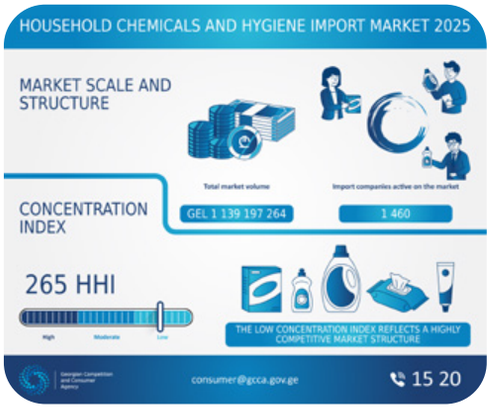
INSTRUMENTS FOR THE PROTECTION OF DOMESTIC INDUSTRY AGAINST DUMPED IMPORTS

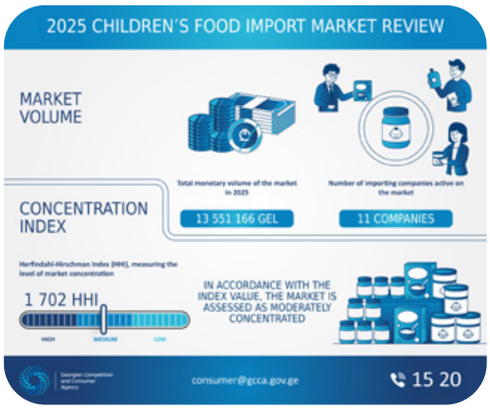
Preliminary Anti-Dumping Measure -
A temporary measure introduced in the form of a provisional anti-dumping duty or a security (cash deposit or bond), applicable during the course of the investigation where preliminary findings so warrant.

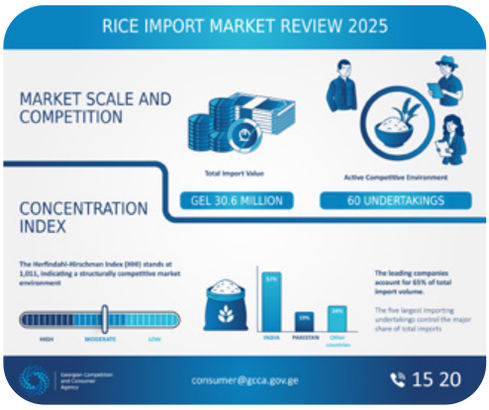
Liability in relation to prices -
a voluntary written commitment assumed by exporting companies to revise the price of the product concerned or to cease exports at dumped prices, to a level sufficient to eliminate the injurious effects of the dumping.

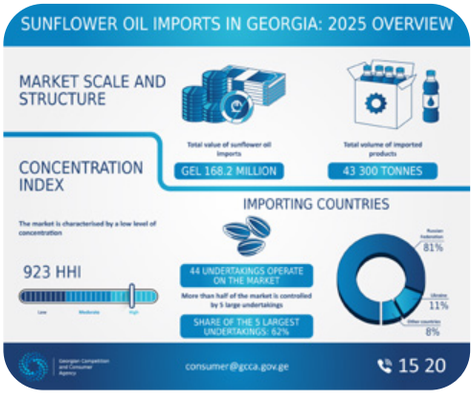
Special Anti-Dumping Tariff -
A measure imposed to offset the injury caused to the domestic industry by dumped imports. The duty is expressed as an ad valorem percentage and shall remain in force for a period not exceeding five (5) years.

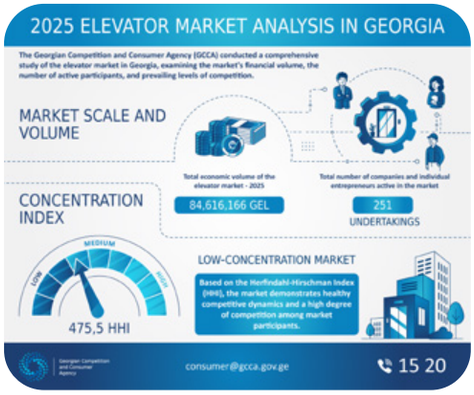
Strategic Markets Analysis

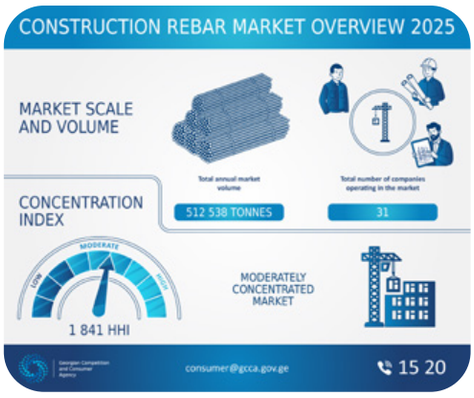


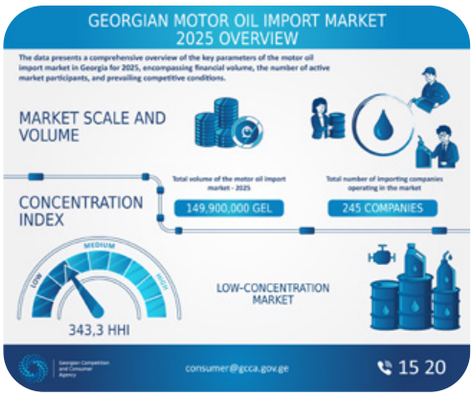


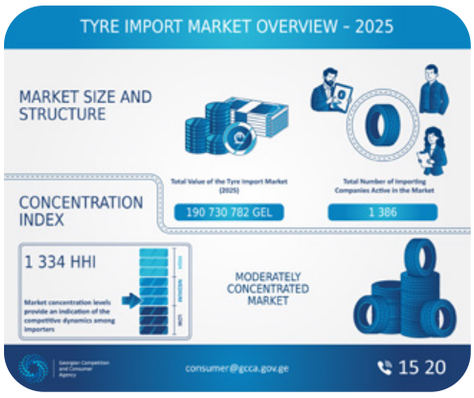












MEMORANDUMS OF UNDERSTANDING (MOUS)

MEMORANDUM OF UNDERSTANDING SIGNED WITH THE GEORGIAN BAR ASSOCIATION

A memorandum of understanding was signed between the Georgian Competition and Consumer Agency and the Georgian Bar Association.

The document was signed by GCCA Chairman Irakli Lekvinadze and Georgian Bar Association Chairman Irakli Kandashvili. The memorandum is intended to strengthen institutional cooperation and to advance the development of professional standards in the fields of competition law, anti-dumping, and consumer rights protection, including through the involvement of the Bar Association's Competition Law Committee.

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MEMORANDUM OF UNDERSTANDING SIGNED WITH THE SWEDISH CONSUMER AGENCY

A memorandum of understanding was signed between the Georgian Competition and Consumer Agency and the Swedish Consumer Agency.

The memorandum was signed during a study visit to Sweden by GCCA Chairman Irakli Lekvinadze and KOV Director-General Lena Aronsson. The memorandum is aimed at deepening cooperation between the two agencies and sharing experience and best practice in consumer rights protection.

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MEMORANDUM OF MUTUAL COOPERATION CONCLUDED BETWEEN THE GCCA, COMCOM, THE PUBLIC DEFENDER, AND THE YOUTH AGENCY

A memorandum of understanding was signed between the Georgian Competition and Consumer Agency, the Georgian National Communications Commission, the Public Defender of Georgia, and the Youth Agency.

The memorandum is aimed at fostering cooperation among the parties to strengthen youth centres and spaces at municipal level, support their strategic development, ensure effective communication with young people, and raise youth awareness of state services.

Under the memorandum, public agencies will, within their respective competences, conduct educational and informational meetings and seminars in 12 pilot municipalities: Poti, Adigeni, Zestaponi, Kutaisi, Khelvachauri, Dusheti, Akhmeta, Khashuri, Zugdidi, Lanchkhuti, Ozurgeti, and Rustavi.

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ONGOING MONITORING OF STRATEGIC MARKETS

- AUTO FUEL MARKET
- MEDICAL SERVICES MARKET
- PESTICIDES AND AGROCHEMICALS MARKET
- CHILDREN'S FOOD PRODUCTS MARKET
- FMCG MARKET
- TOBACCO MARKET
- HAZELNUT MARKET
- BLUEBERRY MARKET

The GCCA has concluded a sectoral monitoring exercise of the plastic pipe industry: no circumstances were identified in the Georgian polyethylene pipe market between 2022 and 2025 indicating material injury to the domestic industry caused by imports.

According to the price development analysis, the downward price trend observed during the review period — in respect of both domestic and imported products — was largely consistent with movements in international polyethylene raw material prices. The assessment further identified no indication of imports at dumped prices.

On the basis of the monitoring findings, it was not established that any deterioration in the condition of the domestic industry was caused by increased import volumes or by imports at dumped prices.

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MERGER CONTROL

IN THE SECOND QUARTER OF 2026, 4556 CONCENTRATIONS WERE REGISTERED IN GEORGIA, OF WHICH 4 WERE PRESUMED TO BE SUBJECT TO PRIOR NOTIFICATION TO THE GCCA; THE AGENCY HAS ACCORDINGLY OPENED PROCEEDINGS IN RESPECT OF THESE CASES

IN THE SECOND QUARTER OF 2026, THE GCCA APPROVED 8 CONCENTRATIONS

GCCA APPROVES CONCENTRATION IN THE CONSTRUCTION, REHABILITATION AND PROJECT DESIGN SERVICES SECTOR AS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The Georgian Competition and Consumer Agency found the concentration carried out by LLC Saba Invest, through the acquisition of a 100% share in LLC Medegi, to be compatible with the competitive environment.

The parties to the transaction, together with their respective affiliated undertakings, operate in the provision of construction, rehabilitation and project design services.

The Agency established that the market was lowly concentrated in 2024. The market shares of the undertakings involved, and of their related persons, are limited, and the resulting change in the market concentration index (ΔHHI) is likewise low.

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY APPROVES A CONCENTRATION IN THE AUTO PRODUCTS TRADING SECTOR, FINDING IT COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The GCCA approved the concentration carried out by LLC Ambol through the acquisition of the assets of LLC Wissol Auto Express.

The undertakings involved operate in the trade of automotive products. In assessing the concentration, the Agency focused on the automotive battery, tyre, and oil markets.

The analysis found that the automotive oil market, at import level, was lowly concentrated in 2025, with a low corresponding ΔHHI. The automotive tyre and battery markets were, in the same year, moderately concentrated at import level, with concentration indices marginally above the threshold for a lowly concentrated market. In both cases the ΔHHI remained below 250; the concentration therefore does not give rise to a material restriction of effective competition.

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY APPROVES A CONCENTRATION IN THE BABY FOOD SUPPLY SECTOR, FINDING IT COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The GCCA found the concentration carried out by individual entrepreneur Giorgi Tvaladze, through the acquisition of a 70% share in LLC Fine Tree International, to be compatible with the competitive environment.

Reflecting the specifics of the undertakings' activities and product ranges, the Agency examined the following markets: 1. infant formula for children aged 0–12 months; 2. milk for children aged 1-3 years; 3. milk-based and non-milk-based cereals; 4.ready-made baby food products; 5. household chemical, hygiene, and personal care products; 6. consultancy services.

The analysis showed that the relevant children's food product markets are moderately concentrated across all four categories, with the market shares of the undertaking involved remaining limited. The markets for household chemical, hygiene, and personal care products, and for consultancy services, were found to be lowly concentrated, with correspondingly limited market shares.

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GCCA APPROVES THE CONCENTRATION IN THE WHOLESALE AND RETAIL FOOD AND BEVERAGE MARKETS, FINDING IT COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The GCCA found two concentrations, carried out at the wholesale and retail supply levels of the food and beverage products market, to be compatible with the competitive environment. Both concern LLC ITN, through the acquisition of 20% shares in LLC Horeca Delivery and LLC Gastronom Georgia respectively.

Reflecting the specifics of the target undertakings' activities, the relevant market was considered to be the wholesale/distribution level in one case and the retail supply level in the other.

Both market levels were found to be lowly concentrated, with the HHI falling significantly below the maximum threshold of 1,250 applicable to lowly concentrated markets, and with limited market shares held by the target undertakings. The Agency accordingly concluded that the concentrations do not have a material effect on the relevant markets and are compatible with the competitive environment.

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GCCA APPROVES THE CONCENTRATION IN THE CONSTRUCTION REBAR MARKET, FINDING IT COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The GCCA found the concentration to be carried out by LLC PM Metal, through the acquisition by LLC Rustavi Steel of a 100% share in LLC Iberia Rebar, to be compatible with the competitive environment.

Reflecting the specifics of the undertakings' activities, the relevant market was considered to be the supply market for construction rebar (hot-rolled long steel products), without further sub-categorisation.

The analysis showed the construction rebar market to be moderately concentrated in 2025, remaining moderately concentrated following completion of the concentration. The ΔHHI falls significantly below 250, indicating that the concentration does not give rise to a material restriction of effective competition.

GCCA APPROVES THE CONCENTRATION IN THE CHILD AND MATERNAL CARE PRODUCTS MARKET, FINDING IT COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The GCCA found the concentration to be carried out by JSC GEPA, through the acquisition of a 100% share in LLC GBC, to be compatible with the competitive environment.

Reflecting the specifics of the undertakings' activities, the relevant market was considered to be the market for baby and maternity care products, without further sub-categorisation.

The analysis found the market to be lowly concentrated in 2025, with the HHI falling significantly below the 1,250 threshold for a lowly concentrated market. The target undertaking's market share is low, and the resulting increase in the Herfindahl-Hirschman Index is accordingly insignificant.

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https://gcca.gov.ge/index.php?m=370&news_id=1955&lng=eng

GCCA APPROVES THE PROPOSED CONCENTRATION IN THE MEDICAL SERVICES MARKET, FINDING IT COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT

The GCCA found the concentration to be carried out by LLC Georgian Hospitals Group, through the acquisition of control over LLC Open Heart - University Hospital, to be compatible with the competitive environment.

Reflecting the specifics of the undertakings' activities, the relevant markets were considered to be inpatient and outpatient medical services.

The analysis established that the market was lowly concentrated across all segments in 2025, with limited market shares held by the undertakings involved and their related entities. The resulting increase in the Herfindahl-Hirschman Index is accordingly insignificant.

AMENDMENTS TO THE RULE ON THE SUBMISSION AND REVIEW OF CONCENTRATION NOTIFICATIONS

The amendments are intended to increase the effectiveness of the merger control process.

Under the previous provision, the obligation to notify a concentration to the Agency did not arise where the combined turnover of the person directly participating in the concentration, together with the person(s) controlling or controlled by it, fell below the applicable thresholds - even where the combined turnover of other undertakings under the control of the same controlling entity exceeded those thresholds.

To ensure that merger control fully captures the undertakings forming part of the acquiring or target group, and to further increase the effectiveness of the process, the amendment provides that the combined turnover of undertakings controlled by the controlling person of a participant in the concentration shall also be taken into account when calculating combined turnover for notification purposes.

The amendment also clarifies the scope of persons and parties participating in a concentration, and introduces the possibility of holding a consultation meeting with the party or parties to a concentration, together with the applicable procedure.

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COMPLAINT BY LLC MULTILINGUIST - DECLARED INADMISSIBLE

The matter concerned an alleged infringement of Articles 6, 7, and 11(3) of the Law of Georgia on Competition by the respondent undertakings - LLC Translate Hub, LLC T-Men Group, LLC New Translation, and LLC Wordspace.

https://gcca.gov.ge/uploads_script/decisions/tmp/phpYqBseN.pdf

COMPLAINT BY LLC MILLENNIALS - DECLARED INADMISSIBLE

The complaint concerned an alleged infringement of Article 11[3] of the Law (unfair competition) by JSC Mamati. The complainant alleged that the respondent had used the packaging and website design of the complainant's tea products.

https://gcca.gov.ge/index.php?m=370&news_id=1909

COMPLAINT BY JSC BASHKIR SODA COMPANY - DECLARED INADMISSIBLE

The complaint concerned an alleged infringement of Article 11(3) of the Law of Georgia on Competition by LLC Suntrade, relating to alleged unfair competition arising from the unlawful use of a trademark belonging to the complainant.

https://gcca.gov.ge/index.php?m=370&news_id=1954&lng=eng

FINE IMPOSED ON LLC COMMUNITY SOFT SOLUTIONS FOR FAILURE TO PROVIDE INFORMATION

The Agency is conducting an inquiry, pursuant to Order N 04/1320 of the Chairman of the Agency of 10 November 2025, into an alleged infringement of Article 11(3) of the Law of Georgia on Competition (unfair competition) by LLC Community Soft Solutions.

In the course of the inquiry, the Agency requested relevant information and documentation from the respondent undertaking. Despite acknowledged receipt of the request, the undertaking failed to submit the information within the specified deadline. LLC Community Soft Solutions was accordingly fined GEL 3,000.

https://gcca.gov.ge/index.php?m=370&news_id=1935&lng=eng

GCCA INITIATES INVESTIGATION INTO POSSIBLE VIOLATION OF ARTICLE 6 OF THE LAW OF GEORGIA ON COMPETITION BY THE NON-ENTREPRENEURIAL LEGAL ENTITY "EXTENDED PRODUCER RESPONSIBILITY ASSOCIATION", FOLLOWING A COMPLAINT SUBMITTED BY THE NON-ENTREPRENEURIAL LEGAL ENTITY "EPR GEORGIA"

The GCCA has opened an inquiry into a possible infringement of Article 6 of the Law of Georgia on Competition (abuse of a dominant position) by the Non-Entrepreneurial Legal Entity Extended Producer Responsibility (EPR) Association, following a complaint filed by the Non-Entrepreneurial Legal Entity EPR Georgia.

The matter concerns the fulfilment of extended producer responsibility obligations. According to the complainant, the respondent association has obstructed the withdrawal of its member undertakings, preventing them from joining an alternative EPR organisation; the complainant states that the conduct affected producers who had expressed an intention to join EPR Georgia. An inquiry team has been established within the Agency to examine the matter.

https://gcca.gov.ge/index.php?m=370&news_id=1936&lng=eng

CONSUMER PROTECTION-KEY DECISIONS

INFRINGEMENTS CONFIRMED

GEORGIAN COMPETITION AND CONSUMER AGENCY FINDS JYSK IN BREACH OF CONSUMER PROTECTION LEGISLATION

A consumer complaint concerned JYSK's incomplete provision of information required by law. The undertaking's website advertised a 40% discount on products available only in its physical store; upon purchase in-store, however, only a 30% discount applied, on the stated basis that the 40% discount was available exclusively for online purchases, a condition not clearly and unambiguously disclosed in the offer. As a result, the consumer's incomplete information led to their being misled.

The Agency assessed the trader's conduct as a misleading commercial practice by action, contrary to the principles of fair trading and materially harmful to the interests of the consumer group concerned. To remedy the infringement, the trader was instructed, within one month, to restore consumers' infringed rights and to bring its trading policy into conformity with the requirements of the law.

https://gcca.gov.ge/index.php?m=370&news_id=1907&lng=eng

GCCA ESTABLISHES VIOLATION BY RESTAURANT "KHINKALI HOUSE"-FAILURE TO DISPLAY FINAL PRICES IN MENU CONSTITUTES AN UNFAIR COMMERCIAL PRACTICE-A 15% SERVICE CHARGE APPLIED IN ADDITION TO LISTED PRICES

The Agency confirmed an infringement of the Law of Georgia on Consumer Rights Protection by LLC Gulians (restaurant “Khinkali House”). Examination of the case established that the undertaking failed to disclose the final price of goods in its reference menu: a 15% service charge was added on top of the prices displayed.

In the Agency's assessment, presenting an additional service charge solely as a percentage - requiring the consumer to perform a supplementary calculation, at an unavoidable cost, in order to ascertain the final price constitutes an unfair commercial practice. Consumers should not be required to take additional steps, such as independently calculating the final price, in order to obtain information to which they are entitled by law prior to entering into a contractual relationship.

To remedy the infringement, the trader was instructed, within one month, to amend its reference menu to disclose the final price of goods, inclusive of value added tax and all other applicable charges, including the service charge.

https://gcca.gov.ge/index.php?m=370&news_id=1930&lng=eng

GCCA ESTABLISHES UNFAIR COMMERCIAL PRACTICE BY ONLINE STORE "KHEIRI NAKHE" FOLLOWING REVIEW OF 22 CONSUMER COMPLAINTS

Based on a review of 22 consumer complaints, the Agency established that the trader systematically failed to meet delivery deadlines for goods purchased by consumers and, upon order cancellation, delayed refunds beyond a reasonable period. The examination also identified an infringement relating to the delivery of goods on the terms agreed under the applicable contracts.

The trader's conduct was assessed as a misleading commercial practice by action, contrary to the principles of fair trading and materially harmful to the interests of the consumer group concerned. The trader was instructed, within one month, to restore consumers' infringed rights and to bring its trading policy into conformity with the requirements of the law.

https://gcca.gov.ge/index.php?m=370&news_id=1933&lng=eng

GCCA ESTABLISHES UNFAIR COMMERCIAL PRACTICES BY "ISURVE" FOLLOWING 78 CONSUMER COMPLAINTS

Based on a review of 78 consumer complaints, the Agency established that the trader systematically failed to meet delivery deadlines for items purchased by consumers and, upon order cancellation, delayed refunds beyond a reasonable period. The examination also identified an infringement relating to the delivery of goods on the terms agreed under the applicable contracts.

The trader was instructed, within one month, to restore consumers' infringed rights and to bring its trading policy into conformity with the requirements of the law.

https://gcca.gov.ge/index.php?m=370&news_id=1917&lng=eng

FINES

GCCA IMPOSES A FINE OF GEL 115,396 ON "ISURVE" FOR FAILURE TO COMPLY WITH THE AGENCY'S DECISION WITHIN THE PRESCRIBED TIMEFRAME

LLC Isurve was fined GEL 115,396 for failure to comply, within the specified deadline, with the Agency's decision requiring it to restore consumers' infringed rights, including in relation to delivery deadlines and to bring its trading policy into conformity with the law.

Under the applicable legislation, failure to comply, or improper compliance, with an Agency decision within the established deadline renders the trader liable to a fine of up to 2% of its annual turnover for the preceding financial year. In determining the fine, the Agency applied the statutory criteria, namely the scale, intent, severity, duration, and systemic nature of the infringement. The imposition of a fine does not release the trader from its underlying obligation to comply with the Agency's decision.

https://gcca.gov.ge/index.php?m=370&news_id=1950&lng=eng

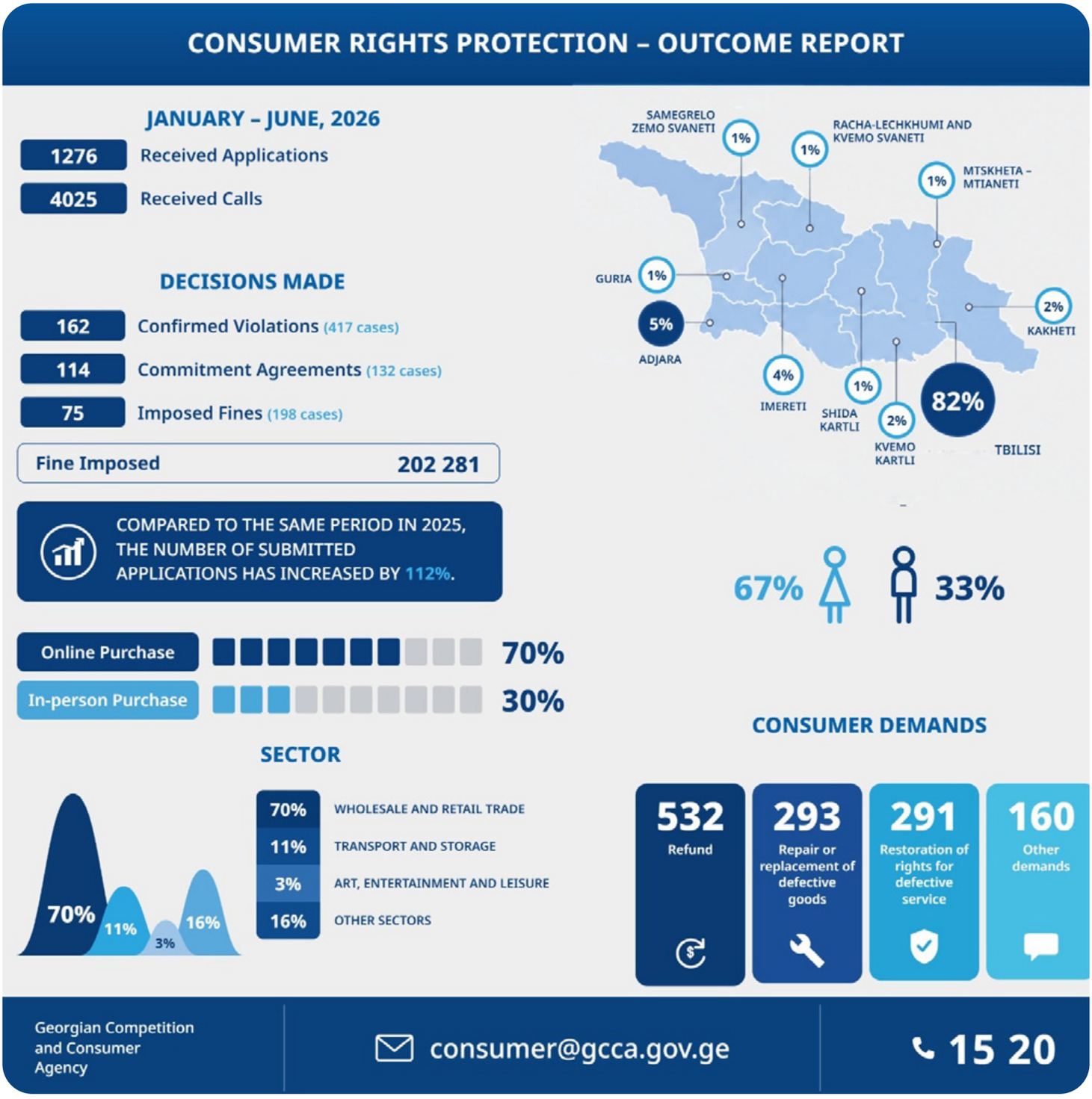
GCCA FINES “ORBI GROUP BATUMI” FOR INCOMPLETE SUBMISSION OF REQUESTED INFORMATION

Following a complaint concerning the undertaking's commercial practices, the GCCA opened an examination into a possible infringement of the Law of Georgia on Consumer Rights Protection by LLC Orbi Group Batumi.

In the course of the examination, the Agency requested specific information from the undertaking on several occasions; LLC Orbi Group Batumi, in written correspondence, declined to cooperate or to provide the requested information.

Under the applicable legislation, the Agency is authorised to request necessary information including confidential information from a trader for the purposes of examining a case, and to set a reasonable deadline for its provision. Failure to provide the requested information within the established deadline, or its incomplete provision, renders the trader liable to a fine of GEL 500. The imposition of a fine does not release the undertaking from its obligation to provide the requested information.

https://gcca.gov.ge/index.php?m=370&news_id=1953&lng=eng



THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS PUBLISHED ITS CONSUMER RIGHTS PROTECTION STATISTICS COVERING THE FIRST SIX MONTHS OF THE CURRENT YEAR

During the reporting period, the GCCA received a total of 1276 applications and 4025 calls related to consumer rights protection-representing a 112% increase in the number of applications submitted compared to the corresponding period of the preceding year.

During the reporting period, the Georgian Competition and Consumer Agency (GCCA) identified 162 violations of consumer group rights in 417 cases. Due to non-compliance with obligations imposed by the GCCA, 75 traders were fined in 198 cases, with total penalties amounting to 202 281 GEL. For consumer protection, 114 commitment agreements were signed in 132 cases, where traders committed to modifying their internal business policies and restoring the rights of affected consumers who suffered due to unfair business practices.

According to the reporting period, 70% of submitted applications concerned online trading, while 30%

related to in-person purchases. From a regional perspective, Tbilisi accounted for the largest share of applications 82%, followed by Adjara 5%, Imereti 4%, Kvemo Kartli 2% , Kakheti 2%, Samegrelo Zemo-Svaneti 1%, etc.

As regards the subject matter of applications submitted during the first six months of the current year, 532 concerned requests for reimbursement, 293 related to the repair or replacement of defective goods, 291 pertained to the restoration of rights in cases of deficient service provision, 60 concerned the delivery of goods within the prescribed timeframe, and the rest is 100. By sector, wholesale and retail trade accounted for the largest share at 70%, followed by transport and storage 11%, arts, entertainment and recreation 3%, and other activities 16%.

https://gcca.gov.ge/index.php?m=370&news_id=1960&lng=eng

ACTIVITIES OF THE TRAINING RESEARCH CENTRE

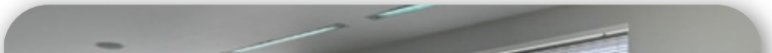
SCHOOL ENGAGEMENT PROGRAMME

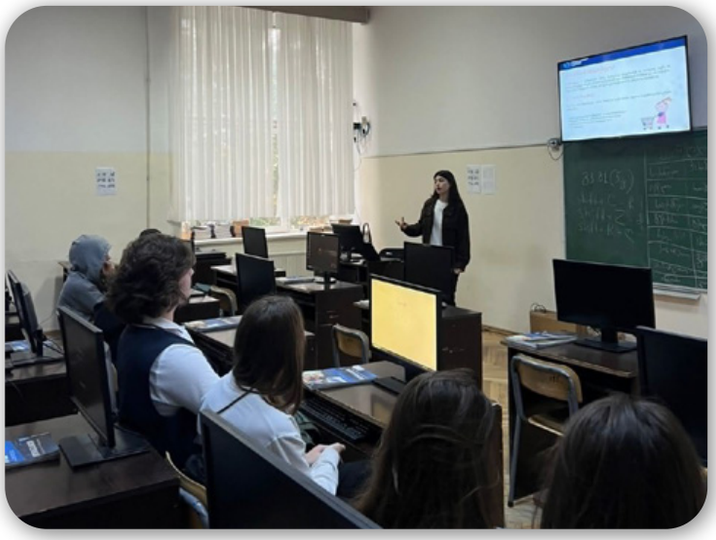
During the current academic year, representatives of the GCCA's Training Research Centre held 51 informational and educational meetings with pupils of public schools in Tbilisi and the regions, reaching approximately 1,500 pupils.

The programme is implemented jointly with the Ministry of Education, Science and Youth of Georgia, with the aim of raising awareness of competition and consumer rights among public school pupils.

Beyond the capital, meetings were held in the regions of Mtskheta-Mtianeti, Kakheti, Imereti, Guria, Adjara, Samegrelo-Zemo Svaneti, Samtskhe-Javakheti, and Kvemo Kartli. The programme's awareness campaign extended to border-area schools, with particular emphasis on their active integration.

https://gcca.gov.ge/index.php?m=370&news_id=1939&lng=eng





IN THE SECOND QUARTER OF THE YEAR, 16 INFORMATIONAL MEETINGS WERE HELD IN SCHOOLS ACROSS TBILISI AND THE REGIONS TO RAISE AWARENESS AMONG YOUNG PEOPLE OF COMPETITION AND CONSUMER RIGHTS.

Feedback mechanisms have been introduced to evaluate the effectiveness of trainings and meetings, assess participant satisfaction, and support more targeted planning of future activities.

REPRESENTATIVES OF THE GCCA HOLD INFORMATIONAL MEETING WITH STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS OF BATUMI STATE UNIVERSITY

GCCA representatives held an informational meeting with students of the Faculty of Economics and Business at Batumi State University. Discussion centred on competition and consumer rights protection, recent legislative amendments, and key decisions adopted by the Agency.

https://gcca.gov.ge/index.php?m=370&news_id=1944&lng=eng

GCCA TRAINING RESEARCH CENTRE CONDUCTS INFORMATIONAL MEETING WITH MEMBERS OF THE KUTAISI BRANCH OF THE GEORGIAN BLIND UNION

Organised by the Agency's Training Research Centre, the meeting addressed consumer rights and the principal legislative guarantees and recent amendments in this area; safe trading practices, both online and in-person; and key decisions adopted by the Agency.

https://gcca.gov.ge/index.php?m=370&news_id=1948&lng=eng

LOCAL AND INTERNATIONAL COOPERATION

GCCA representatives took part in a high-level international meeting organised by the International Competition Network (ICN).

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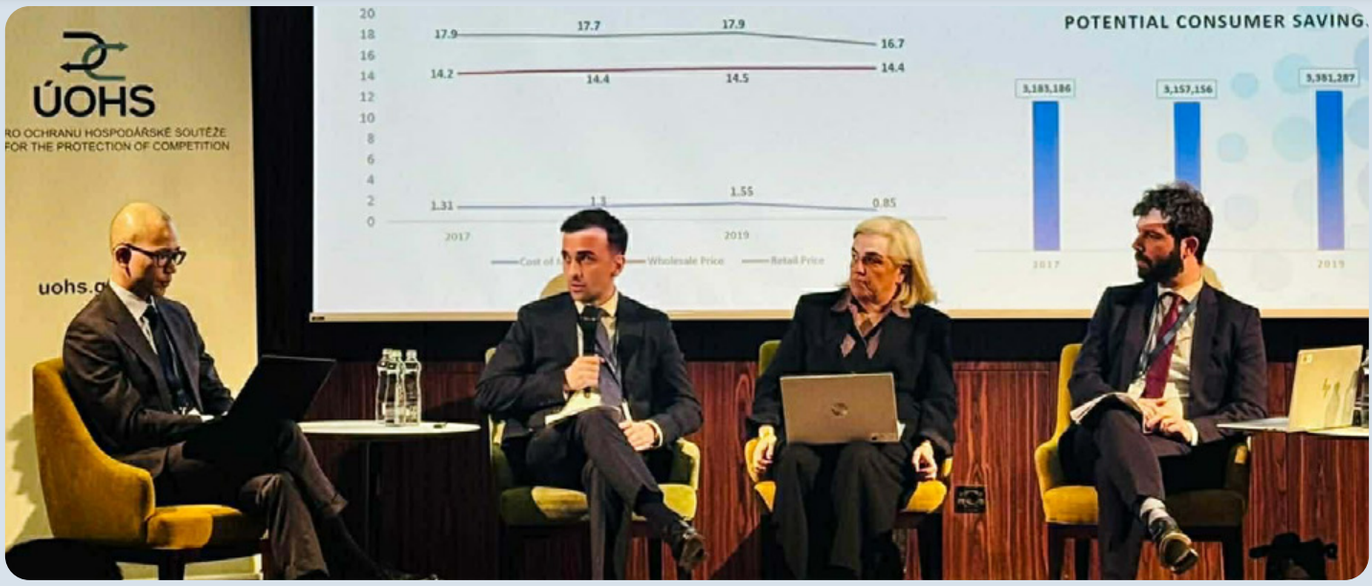

Irakli Turmanidze, Head of the Administrative and Financial Department, took part in an international workshop on the abuse of dominant position, held in Istanbul.

https://gcca.gov.ge/index.php?m=370&news_id=1918&lng=eng

GCCA Chairman Irakli Leqvinadze took part in the annual international conference of the International Competition Network (ICN).

https://gcca.gov.ge/index.php?m=370&news_id=1925&lng=eng

Giorgi Kedelidze, Head of the Strategic Markets Monitoring Department, attended an international event marking European Competition Day.

https://gcca.gov.ge/index.php?m=370&news_id=1945&lng=eng

GCCA Chairman Irakli Leqvinadze delivered a welcome address at an event held on the occasion of Insurance Day.

https://gcca.gov.ge/index.php?m=370&news_id=1920&lng=eng

The Georgian Competition and Consumer Agency participated in the employment forum organised by Grigol Robakidze University

https://gcca.gov.ge/index.php?m=370&news_id=1934&lng=eng

Irakli Shakiashvili, Deputy Head of the Legal Department, took part in the international business forum “NextGen Business Forum 2026.”

https://gcca.gov.ge/index.php?m=370&news_id=1940&lng=eng

Representatives of the Georgian Competition and Consumer Agency participate in employment forums organised by the International Black Sea University (IBSU) and the Georgian National University (SEU)

https://gcca.gov.ge/index.php?m=370&news_id=1941&lng=eng

Organised by the Training Research Centre, GCCA representatives held meetings on consumer rights protection with member organisations of “Women for the Future” and the “E-Commerce Association of Georgia.”

https://gcca.gov.ge/index.php?m=370&news_id=1949&lng=eng

Agency staff completed a training programme on artificial intelligence (AI).

https://gcca.gov.ge/index.php?m=370&news_id=1943&lng=eng

Under GCCA leadership, ICPEN's Annual Global Sweep conducted with the participation of 20 Consumer Protection Authorities Worldwide

https://gcca.gov.ge/index.php?m=370&news_id=1958&lng=eng

The Chairman of the Georgian Competition and Consumer Agency (GCCA), Irakli Lekvinadze, participated in the international conference entitled “Competition Policy Measures as a Driver of Sustainable Economic Growth in the Context of Global Uncertainty”.

https://gcca.gov.ge/index.php?m=370&news_id=1957&lng=eng

COMPETITION POLICY AND CONSUMER PROTECTION DEVELOPMENTS WORLDWIDE

INTERNATIONAL REVIEW

Korea Fair Trade Commission - The Korea Fair Trade Commission has fined SM Hwajin and Hankook Cubic for cartel collusion in tenders for Hyundai and Kia automotive interior components.

https://www.ftc.go.kr/www/selectBbsNttView.do?pageUnit=10&pageIndex=1&searchCnd=all&key=12&bordCd=3&searchCtgry=01,02&nttSn=47369

Korea Fair Trade Commission – South Korea has imposed a record USD 490 million fine on seven flour manufacturers for a six-year price-fixing cartel.

https://www.ftc.go.kr/www/selectBbsNttView.do?pageUnit=10&pageIndex=1&searchCnd=all&key=12&bordCd=3&searchCtgry=01,02&nttSn=47500

Italian Competition Authority - The Italian Competition Authority has opened an investigation into Booking.com over suspected unfair commercial practices.

https://en.agcm.it/en/media/press-releases/2024/4/PS13115

Italian Competition Authority - The Italian Competition Authority has fined Revolut over EUR 11 million for unfair commercial practices.

https://en.agcm.it/en/media/press-releases/2026/4/PS12974

Office of Competition and Consumer Protection of Poland - Live Nation has been fined over PLN 15 million and ordered to provide consumer compensation.

https://uokik.gov.pl/en/abusive-clauses-are-being-removed-live-nation-faces-over-pln-15-million-in-fines-and-consumer-refunds

Administrative Council for Economic Defense of Brazil (CADE) - CADE has imposed a daily fine on Meta and WhatsApp.

https://www.gov.br/cade/pt-br/assuntos/noticias/cade-mantem-multa-diaria-contra-meta-e-whatsapp-por-descumprimento-de-medida-preventiva

Turkish Competition Authority - The Turkish Competition Authority has launched an inquiry to assess the impact of digital transformation on competition policy.

https://www.rekabet.gov.tr/en/Guncel/competition-policies-in-the-digital-age%E2%80%93724e271ce037f11193f70050568585c9

Italian Competition Authority - The Italian Competition Authority has opened an investigation into companies of the Glovo Group and Deliveroo Italy.

https://en.agcm.it/en/media/press-releases/2026/5/PS13124-PS12991

Italian Competition Authority - The Italian Competition Authority has fined companies over EUR 23 million for participation in a cartel agreement.

https://en.agcm.it/en/media/press-releases/2026/4/I871

Office of Competition and Consumer Protection of Poland - Decora and Bel Pol engaged in price coordination and market allocation over a five-year period through a cartel agreement.

https://uokik.gov.pl/en/five-years-of-overpaying-decora-and-bel-pol-engaged-in-price-fixing-and-market-sharing

Commission for Protection of Competition of the Republic of Bulgaria - The Bulgarian Commission for Protection of Competition has brought charges against seven companies.

https://www.cpc.bg/news-501

European Commission - The Commission has fined Temu EUR 200 million for breaching the Digital Services Act.

https://digital-strategy.ec.europa.eu/en/news/commission-fines-temu-eu200-million-breaching-digital-services-act

Australian Competition and Consumer Commission - Fuel price monitoring amid the current Middle East conflict.

https://www.accc.gov.au/consumers/petrol-and-fuel/fuel-price-monitoring-during-the-current-middle-eastern-conflict

Czech Office for the Protection of Competition - A baby food manufacturer has been fined over CZK 2 million.

https://uohs.gov.cz/cs/vyznamna-trzni-sila/aktuality-z-vyznamne-trzni-sily/4594-vyrobce-detske-vyzivy-dostal-pokutu-pres-2-miliony-korun.html

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