NEWSLETTER

2026

July-September

Georgian Competition and Consumer Agency

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1. STRATEGIC PRIORITIES AND NEW INITIATIVES

GEORGIA HOLDS THE ICPEN PRESIDENCY: HIGH-LEVEL INTERNATIONAL CONFERENCE HELD IN TBILISI

The Georgian Competition and Consumer Agency (GCCA) holds the Presidency of the International Consumer Protection and Enforcement Network (ICPEN) for 2026-2027. Within the framework of its Presidency, the Agency hosted a high-level international conference in Tbilisi from 15 to 17 September 2026, bringing together approximately 100 consumer protection representatives from 55 countries.

"BUILDING TRUST IN THE DIGITAL AGE": KEY THEMES OF THE CONFERENCE

Under the overarching theme "Building Trust in the Digital Age", participants addressed the evolving challenges of consumer protection and the risks emerging in digital markets. Discussions covered the impact of artificial intelligence and other emerging technologies on consumer rights, the protection of children and young people from harmful online commercial practices, and issues such as dark patterns, influencer marketing and digital transparency.

The conference also highlighted the importance of strengthening international cooperation, advancing the institutional development of consumer protection authorities, and putting effective enforcement mechanisms in place.

https://gcca.gov.ge/index.php?m=372&news_id=1995&lng=eng

GCCA SIGNS MEMORANDUM OF COOPERATION WITH FIVE COUNTRIES

On the margins of the ICPEN conference in Tbilisi, the GCCA signed memoranda of cooperation with the competent authorities of Spain, Portugal, Türkiye, South Africa and Latvia.

The memoranda aim to deepen cooperation in the field of consumer protection, promote the exchange of experience, best practices and information, and strengthen capacities for a coordinated response to consumer needs and concerns.

In the course of the meetings, the parties also discussed the effective implementation of consumer protection policy, current challenges, the further development of the regulatory framework and the improvement of enforcement mechanisms.

https://gcca.gov.ge/index.php?m=372&news_id=1997&lng=eng

REGIONAL COOPERATION: GEORGIA, ARMENIA, AZERBAIJAN AND BULGARIA

On the final day of the conference, representatives of Georgia, Armenia, Azerbaijan and Bulgaria took part in a regional discussion. The participants reviewed the challenges facing consumer protection in Eastern Europe and the South Caucasus, as well as opportunities for closer cooperation.

https://gcca.gov.ge/index.php?m=372&news_id=1998&lng=eng

2026 CONSUMER PROTECTION AWARDS CEREMONY

The World Bank Group and ICPEN recognised and honoured outstanding, innovative and effective initiatives in the field of consumer protection. The awards provided an important international platform for acknowledging achievements and sharing successful practices. The ceremony was co-hosted by Elena Gasol Ramos representative of the World Bank Group and Irakli Lekvinadze, Chairman of the Georgian Competition and Consumer Agency.

https://gcca.gov.ge/index.php?m=372&news_id=1998&lng=eng

"The conference held in Tbilisi has reaffirmed that effective consumer protection in the digital age depends on international cooperation and the exchange of experience. Over the past three days, we have not only discussed common challenges but also shared practical tools and innovative approaches that help strengthen consumer protection mechanisms. As the holder of the ICPEN Presidency, Georgia considers it particularly important to act not merely as a host, but as an active participant and partner in this process. I would like to thank all delegates, international organisations and partner authorities for travelling to Tbilisi and for contributing to this important dialogue. Our shared goal is to foster a more effective, trust-based consumer protection environment in the digital age."

Irakli Lekvinadze - Chairman of the Georgian Competition and Consumer Agency

EKALATA.GOV.GE NOW AVAILABLE AS A MOBILE APPLICATION FOR ANDROID AND IOS

The price comparison portal www.ekalata.gov.ge, established on the initiative of the Government of Georgia, is now also available as a mobile application for Android and iOS devices. The application allows consumers to compare prices and access product information directly from their mobile devices.

The portal currently covers 13 basic food products and 10 essential non-food products. It enables consumers to compare prices across 16 retail chains in one place, create a personalised basket and calculate potential savings. A geolocation function further facilitates the search for the nearest store.

The portal was launched in late June 2026 on the basis of an initiative of the Prime Minister and the findings of the Parliament of Georgia's commission examining the price formation structure of food products. Its purpose is to provide information on prices and offers for basic products in a single place and to support informed consumer choice.

https://gcca.gov.ge/index.php?m=370&news_id=2018&lng=eng

EKALATA.GOV.GE: ENHANCED PRICE COMPARISON FUNCTIONALITY

New retail chains have been added to the price comparison portal established on the initiative of the Government of Georgia. The portal now also features a store geolocation function, which allows consumers to locate the nearest branch.

The portal covers 13 basic food products and 10 essential non-food products. Consumers can compare prices across retail chains, create a personalised basket and calculate potential savings.

EKALATA.GOV.GE: PRICE TRENDS, JULY-SEPTEMBER

JULY: FOOD BASKET

In July, the lowest cost of the cheapest basket of 13 basic food products was recorded on 23 July.

- Lowest cost: GEL 35.96
- End of the month: GEL 37.41

https://gcca.gov.ge/index.php?m=372&news_id=1974&lng=eng

AUGUST: FOOD AND NON-FOOD BASKETS

In August, the cheapest basket of 13 basic food products cost GEL 37.41, while the cheapest basket of 10 essential non-food products cost GEL 25.23.

- Food basket: GEL 37.41
- Non-food basket: GEL 25.23

https://gcca.gov.ge/index.php?m=372&news_id=1988&lng=eng

SEPTEMBER: FOOD AND NON-FOOD BASKET TRENDS

In September, the cost of the food basket fell compared with the beginning of the month, while the lowest cost of the non-food basket was recorded on 10 September.

- Food basket: GEL 37.45 at the beginning of the month; GEL 35.82 at the end (-4.4%)
- Non-food basket: lowest cost of GEL 25.57 (10 September); GEL 26.17 at the end of the month (-5.3% compared with the beginning of the month)

https://gcca.gov.ge/index.php?m=372&news_id=2014&lng=eng

2. MARKET SUPERVISION

GCCA OPENS INVESTIGATION INTO THE ONLINE PREPARED FOOD DELIVERY MARKET

On 29 September 2026, the GCCA opened an investigation into the market for the delivery of prepared food via online platforms, in view of a possible infringement of the Law of Georgia on Competition.

The investigation follows a complaint submitted by Delivery Technology Georgia LLC, which alleges that Wolt and Glovo may have entered into agreements with certain restaurants that restrict the latter's cooperation with other platforms. In the complainant's view, such arrangements may hinder the entry of new platforms into the market and have an adverse effect on competition.

The Agency will examine the case and assess whether Article 6 of the Law has been infringed. The circumstances set out in the complaint are the subject of the investigation, and the final assessment will be made once the Agency has completed its examination.

https://gcca.gov.ge/index.php?m=372&news_id=2011&lng=eng

GCCA APPROVES ACQUISITION OF SHARES IN EVERLLENCE SE BY BAIN CAPITAL INVESTORS

The GCCA has approved the indirect acquisition by Bain Capital Investors of shares in Everllence SE, a German engineering company.

The Agency assessed the transaction as a conglomerate concentration. There was no horizontal overlap between the parties, and the concentration did not give rise to a risk of restricting competition.

Foreign concentrations are also subject to prior notification to the GCCA where they affect the Georgian market and the statutory turnover thresholds are met. As of September 2026, the Agency had approved 12 concentrations in the course of the year.

https://gcca.gov.ge/index.php?m=372&news_id=2009&lng=eng

GCCA PRESENTS ITS 2025 ACTIVITY REPORT TO PARLIAMENT

Irakli Lekvinadze, Chairman of the GCCA, presented the Agency's 2025 activity report to the Human Rights and Civil Integration Committee of the Parliament of Georgia.

The report covered concluded investigations in the field of competition, the monitoring of strategic markets, concentration control, anti-dumping matters and the results of consumer rights protection.

In 2025, the number of consumer applications rose by 65%, and citizens recovered approximately GEL 1 million in total following the restoration of their rights. The report also reviewed measures implemented in the pharmaceutical market and the Rustavi car market.

https://gcca.gov.ge/index.php?m=372&news_id=1992&lng=eng

GCCA DECLARES COMPLAINT BY CITYCOM INADMISSIBLE

The GCCA has declared inadmissible the complaint submitted by Citycom LLC against Allservicegroup LLC, which concerned alleged unfair competition.

The Agency's examination at the admissibility stage did not give rise to a reasonable suspicion of an infringement. There were therefore no grounds for opening an investigation.

https://gcca.gov.ge/index.php?m=372&news_id=1978&lng=eng

MONITORING OF CONCENTRATIONS

IN THE THIRD QUARTER OF 2026, IN GEORGIA

2 652 transactions were registered

11 were assessed as concentrations meeting the applicable turnover criteria (0,4%)

7 of these fell within the exemptions provided for by law

4 cases the GCCA opened proceedings on account of possible infringements

3. CONSUMER PROTECTION: KEY DECISIONS AND ENFORCEMENT

CONSUMER PROTECTION STATISTICS: NUMBER OF APPLICATIONS INCREASED BY 110%

In January-August 2026, the GCCA received 1,758 applications concerning consumer rights and 5,367 telephone calls. The number of applications rose by 110% compared with the same period of the previous year.

The Agency identified 227 violations of consumer group rights in 516 cases. In 268 cases, 114 traders were fined a total of GEL 289,663 for failing to comply with their statutory obligations. In addition, 134 commitment agreements were signed in 151 cases, with a view to aligning traders' internal policies with the law and restoring consumers' rights.

Online sales accounted for 69% of applications and in-store purchases for 31%. Consumers most frequently sought refunds, the repair or replacement of defective goods, and redress for poor-quality services. Wholesale and retail trade accounted for 67% of all applications.

https://gcca.gov.ge/index.php?m=372&news_id=1987&lng=eng

LIABILITY OF DIGITAL PLATFORMS TOWARDS CONSUMERS

FOODLY -BOLT FOOD PLATFORM

The GCCA determined that Foodly LLC is responsible for compliance with consumer protection obligations in connection with the operation of the Bolt Food platform in Georgia.

The Agency held that consumers must be provided with essential information on the trader's identity and contact details, the legal guarantee and the right of withdrawal from a distance contract. The company was ordered to remedy the infringements, comply with the requirements of the law and restore consumers' rights.

https://gcca.gov.ge/index.php?m=372&news_id=1975&lng=eng

SMARTLY - BOLT TAXI PLATFORM

The GCCA imposed a fine of GEL 59,871 on Smartly LLC, the operator of the Bolt taxi platform in Georgia, for failure to comply with a decision of the Agency.

The original decision concerned the absence of mandatory information on the trader on the platform, as well as standard contract terms that shifted liability to the driver. The company was ordered to remedy the infringements and restore consumers' rights, but failed to do so within the prescribed time limit.

Payment of the fine does not release the company from its obligation to comply with the Agency's decision.

https://gcca.gov.ge/index.php?m=372&news_id=1976&lng=eng

REFUNDS, SERVICE QUALITY AND CONTRACT TERMS

Food Gallery Georgia LLC

The GCCA found that Food Gallery Georgia LLC had infringed consumer rights by delaying refunds following the cancellation of a service and by providing a service that differed materially from the terms offered. The company was ordered to restore consumers' rights and bring its trade policy into line with the law.

https://gcca.gov.ge/index.php?m=372&news_id=1979&lng=eng

Travelify LLC

The case concerned a travel package, an essential component of which was attendance at a Kanye West concert in Bologna, Italy. Following the cancellation of the concert, the package no longer served its original purpose. Nevertheless, consumers' requests to terminate the contract and obtain a full refund were refused.

The GCCA took the view that attendance at the concert was the essential purpose of the package and that, following its cancellation, consumers were entitled to withdraw from the contract and receive a full refund. The company was ordered to restore consumers' rights and bring its trade policy into line with the law.

https://gcca.gov.ge/index.php?m=372&news_id=1982&lng=eng

Electrify Georgia LLC

The GCCA found that Electrify Georgia LLC had infringed consumer rights in connection with a technical fault at an electric vehicle charging station. The system continued to supply energy after the vehicle's demand had fallen to zero, causing damage to the vehicle.

The company justified its refusal to compensate for the damage by reference to its internal rules. The Agency found that the service provider had failed to rebut the presumption of improper service provision and that the contract terms were misleading as to the limitation of liability.

The company was ordered to restore the damaged parts to their original condition, compensate for the damage and cease the unfair commercial practice.

https://gcca.gov.ge/index.php?m=372&news_id=1983&lng=eng

GORGIA: INFORMATION ON THE LEGAL GUARANTEE

The GCCA found that Gorgia had misled consumers by stating a one-year guarantee, instead of the two-year legal guarantee provided for by law, in its individual communications with consumers and in its guarantee cards. In some cases, the guarantee covered only a specific part of the product, and the replacement of defective goods was limited to 14 calendar days.

The Agency ordered the company to provide consumers with correct information on the legal guarantee and to cease the misleading commercial practice.

https://gcca.gov.ge/index.php?m=372&news_id=1984&lng=eng

ENFORCEMENT OF THE AGENCY'S DECISIONS AND RESTORATION OF CONSUMER RIGHTS

ISURVE : RIGHTS OF 182 CONSUMERS FULLY RESTORED

Following a financial sanction imposed by the GCCA, Isurve LLC fully restored the rights of 182 consumers. The company had been required to refund payments and to deliver the parcels purchased by consumers.

The Agency reminded the company of its obligations under the decision, contacted consumers individually and verified whether the obligations towards them had been fulfilled.

https://gcca.gov.ge/index.php?m=372&news_id=1981&lng=eng

"KHEIRI NAKHE": FINE OF GEL 1,374

The GCCA fined the individual entrepreneur Nikoloz Chakhaia ("Kheiri Nakhe") GEL 1,374 for failure to comply with a decision of the Agency. The case concerned repeated late delivery of goods and delays in refunding payments following the cancellation of an order.

https://gcca.gov.ge/index.php?m=372&news_id=1977&lng=eng

"TAMOSKIN": FINE OF GEL 600

The GCCA fined Tamoskin LLC GEL 600 for failure to comply with a decision of the Agency. The company had been ordered to bring its trade policy into line with the law and to restore consumers' rights, but did not fulfil these obligations within the prescribed time limit.

https://gcca.gov.ge/index.php?m=372&news_id=1986&lng=eng

4. EDUCATION AND AWARENESS-RAISING

GCCA HOLDS INFORMATION SESSION FOR YOUNG PEOPLE IN RUSTAVI

An information session for approximately 50 young people was held at the Digital Development Space of the Rustavi Youth Centre, with the participation of Irakli Lekvinadze, Chairman of the GCCA.

Participants learned about the importance of fair competition, its effect on prices and quality, and the mechanisms for detecting restrictions of competition. On consumer rights, the session covered the 14-day right to withdraw from online purchases without giving a reason, and the two-year legal guarantee. Participants were also introduced to the price comparison portal ekalata.gov.ge and to the Agency's educational resources.

The session was organised under the memorandum concluded with the Youth Agency. The GCCA plans to hold similar sessions in other municipalities.

https://gcca.gov.ge/index.php?m=372&news_id=2008&lng=eng

INFORMATION AND EDUCATION SESSIONS IN 25 PUBLIC SCHOOLS

Under the memorandum concluded with the Ministry of Education, Science and Youth, the GCCA plans to hold information and education sessions in 25 public schools by the end of the year.

The sessions will take place in Tbilisi and in the regions of Kakheti, Kvemo Kartli, Shida Kartli, Samtskhe-Javakheti and Samegrelo-Zemo Svaneti. Pupils will learn about consumer rights and the mechanisms for their protection, competition policy and the work of the Agency, with the support of practical examples.

Particular attention will be paid to pupils from ethnic minorities, pupils with disabilities and other groups, in order to ensure their equal access to educational resources.

https://gcca.gov.ge/index.php?m=372&news_id=2010&lng=eng

FINANCIAL EDUCATION IN SCHOOLS

The Chairman of the GCCA took part in the National Bank of Georgia's conference "Financial Education in Schools: From Idea to Classroom". In a panel discussion, he spoke about the importance of financial education, informed decision-making and the protection of one's financial interests.

The discussion also highlighted the use of digital resources and the role of the GCCA's online competition glossary, which helps pupils and teachers to gain a better understanding of economic, financial and legal issues.

https://gcca.gov.ge/index.php?m=372&news_id=1993&lng=eng

KUTAISI INTERNATIONAL UNIVERSITY STUDENTS COMPLETE INTERNSHIP

Under the memorandum concluded between the GCCA and Kutaisi International University, six students completed a remote internship programme.

The one-month programme, developed by the Agency's Training and Research Centre, combined theoretical modules, mentoring and practical assignments. Its purpose was to introduce students to the work of the Agency and to support them in gaining professional experience. The GCCA also intends to offer similar opportunities to young people living in the regions.

https://gcca.gov.ge/index.php?m=372&news_id=1989&lng=eng

5. INTERNATIONAL COOPERATION

GCCA CHAIRMAN PRESENTS ICPEN PRIORITIES AT HIGH-LEVEL UNCTAD MEETING

Irakli Lekvinadze, Chairman of the GCCA, participated in a high-level meeting of the United Nations Conference on Trade and Development (UNCTAD) in Geneva. In his capacity as head of the authority holding the ICPEN Presidency, he presented to international partners the priorities and projects planned for the duration of the Presidency.

The priorities include support for consumer protection authorities in developing countries, the strengthening of mechanisms to respond to the challenges posed by digital markets and artificial intelligence, and the protection of vulnerable consumers' rights.

https://gcca.gov.ge/index.php?m=372&news_id=1961&lng=eng

GCCA CHAIRMAN PARTICIPATES IN NATIONAL COMPETITION CONFERENCE IN CHINA

Irakli Lekvinadze, Chairman of the GCCA, participated in the National Fair Competition Conference in Xi'an, China, organised by the State Administration for Market Regulation (SAMR).

At the conference, he presented Georgia's experience in competition policy and consumer protection. Discussions focused on the importance of effective competition enforcement for sustainable economic development, the monitoring of strategic markets, the reduction of monopolisation risks, and the balance between competition, investment and industrial policy.

https://gcca.gov.ge/index.php?m=372&news_id=1990&lng=eng

GCCA REPRESENTATIVES ATTEND OECD-GVH RCC SEMINAR

Chief Specialist of the Legal Department, and Giorgi Modebadze, Leading Specialist of the Strategic Markets Monitoring Department. represented the GCCA at the OECD-GVH Regional Centre for Competition (RCC) seminar "Main Concepts of Competition Enforcement and Advocacy", held in Málaga, Spain.

The seminar was designed to facilitate the exchange of international experience in competition matters and to strengthen enforcement capacities. Participants discussed restrictive agreements, abuse of a dominant position, concentration control and competition advocacy.

https://gcca.gov.ge/index.php?m=372&news_id=2001&lng=eng

6. UPCOMING INTERNATIONAL EVENT

FIFTH INTERNATIONAL CONFERENCE ON COMPETITION AND CONSUMER PROTECTION TO BE HELD IN TBILISI

The Fifth International Conference on Competition and Consumer Protection will take place in Tbilisi on 19–20 November 2026. The GCCA is organising the event in cooperation with the National Bank of Georgia, the Georgian National Energy and Water Supply Regulatory Commission (GNERC), the Insurance State Supervision Service of Georgia and the Georgian National Communications Commission.

The conference will bring together representatives of up to 20 countries, local and international experts in competition and consumer protection, and representatives of public authorities and international organisations.

The programme will address global developments and regulatory approaches in consumer protection; competition and access in vulnerable markets; concentration control; online consumer protection; the interplay between competition law and sector-specific regulation; and the balance between competition, trade and industrial policy.

The keynote speaker will be Ms. Teresa Moreira, an international competition expert and former Head of the Competition and Consumer Policies Branch at UNCTAD.

The event is dedicated to the 30th anniversary of competition and consumer protection policy in Georgia. The 2025 conference brought together more than 350 delegates from 18 countries and more than 50 speakers.

https://gcca.gov.ge/index.php?m=372&news_id=2012&lng=eng

7. INTERNATIONAL REVIEW OF COMPETITION POLICY AND CONSUMER PROTECTION DEVELOPMENTS

Office of Competition and Consumer Protection of Poland (UOKiK): Fines of more than PLN 900 million imposed on pharmaceutical wholesalers

https://uokik.gov.pl/en/less-competition-but-more-to-pay-for-medicines-at-the-pharmacy-more-than-pln-900-million-in-fines-for-pharmaceutical-wholesalers

Australian Competition and Consumer Commission (ACCC): Australia's two largest airline groups report strong earnings despite significantly higher fuel costs

https://www.accc.gov.au/media-release/the-qantas-group-and-virgin-australia-report-substantial-earnings-despite-increased-fuel-costs

Australian Competition and Consumer Commission (ACCC): Online retailer Neptune Blanket penalised for misleading statements

https://www.accc.gov.au/media-release/online-retailer-neptune-blanket-pays-penalties-for-allegedly-misleading-statements-about-consumer-guarantees

State Consumer Rights Protection Authority of Lithuania: Following an investigation, the Authority establishes an infringement of the Law on the Prohibition of Unfair Commercial Practices Towards Consumers

https://vvtat.lrv.lt/lt/naujienos-ir-pranesimai-ziniasklaidai-377/vvtat-skyre-bauda-26-tukst-euru-uab-checkcarvin-uz-nesazininga-komercine-veikla-k6s/

Autorité de la concurrence: French Competition Authority launches English version of its CARTELS&CIE podcast

https://www.autoritedelaconcurrence.fr/en/podcast

European Commission: Commission fines Google EUR 890 million for infringement of the Digital Markets Act

https://ec.europa.eu/commission/presscorner/detail/en/ip_26_1670

Office of Competition and Consumer Protection of Poland (UOKiK): Fair practices in the dairy industry

https://uokik.gov.pl/en/fair-practices-in-the-dairy-industry

National Commission on Markets and Competition (CNMC): E-commerce turnover in Spain exceeds EUR 114.8 billion in 2025

https://www.cnmc.es/prensa/comercio-electronico-20260703

Australian Competition and Consumer Commission (ACCC): ACCC institutes proceedings in the Federal Court against Amazon Commercial Services Pty Ltd (Amazon AU)

https://gcca.gov.ge/uploads_script/publications/tmp/phpJb6QJp.pdf

Italian Competition Authority (AGCM): Authority fines e-bike and e-scooter service operators a total of EUR 2.7 million

https://en.agcm.it/en/media/press-releases/2026/8/PS13028-PS13029-PS13030

Office for the Protection of Competition of Czech Republic (ÚOHS): Fines of more than CZK 280 million imposed for a cartel agreement

https://uohs.gov.cz/cs/informacni-centrum/tiskove-zpravy/hospodarska-soutez/4642-spolecnostem-o2-czech-republic-a-sherlog-technology-byly-za-kartel-ulozeny-pokuty-pres-280-milionu-korun.html

Office for the Protection of Competition Czech Republic (ÚOHS): Chairman of the Office imposes a new fine on the City of Prague for infringement of competition rules

https://vvtat.lrv.lt/lt/naujienos-ir-pranesimai-ziniasklaidai-377/vvtat-skyre-baudas-elektroniniu-parduotuviu-valdytojams-5dC/

State Consumer Rights Protection Authority of Lithuani: Authority fines e-commerce operators

https://vvtat.lrv.lt/lt/naujienos-ir-pranesimai-ziniasklaidai-377/vvtat-skyre-baudas-elektroniniu-parduotuviu-valdytojams-5dC/

15 20
info@gcca.gov.ge
www.gcca.gov.ge
GCCA • The Georgian Competition and Consumer Agency
GCCA • Georgian Competition and Consumer Agency
154 Davit Aghmashenebeli Ave, Tbilisi 0102, Business Center "Green Office"