NEWSLETTER

2026

Georgian Competition and Consumer Agency

January-March

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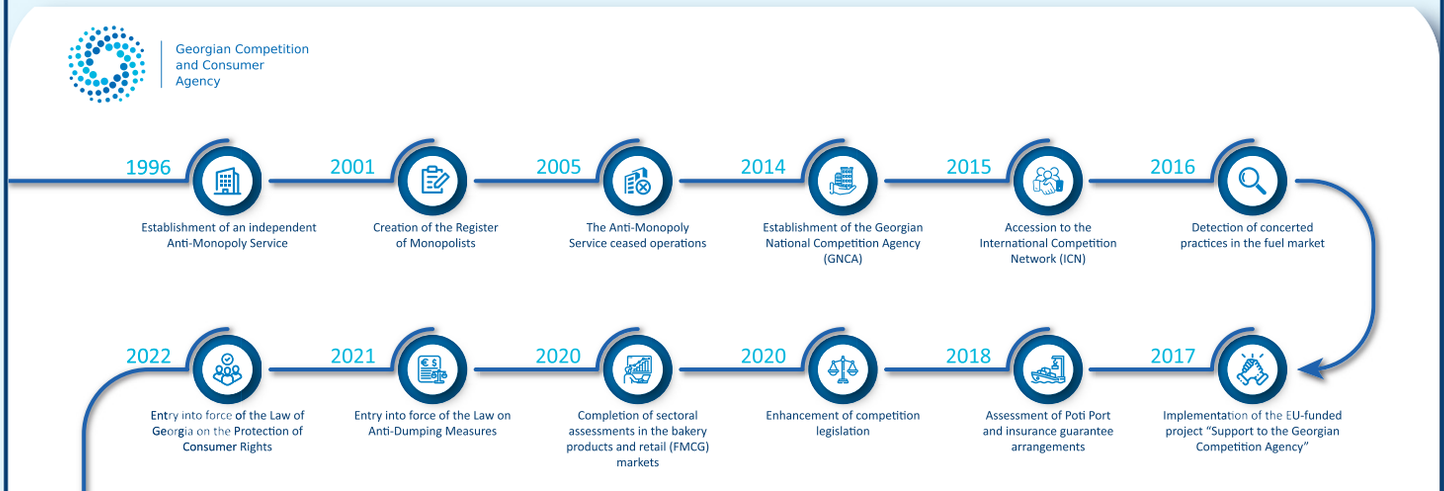
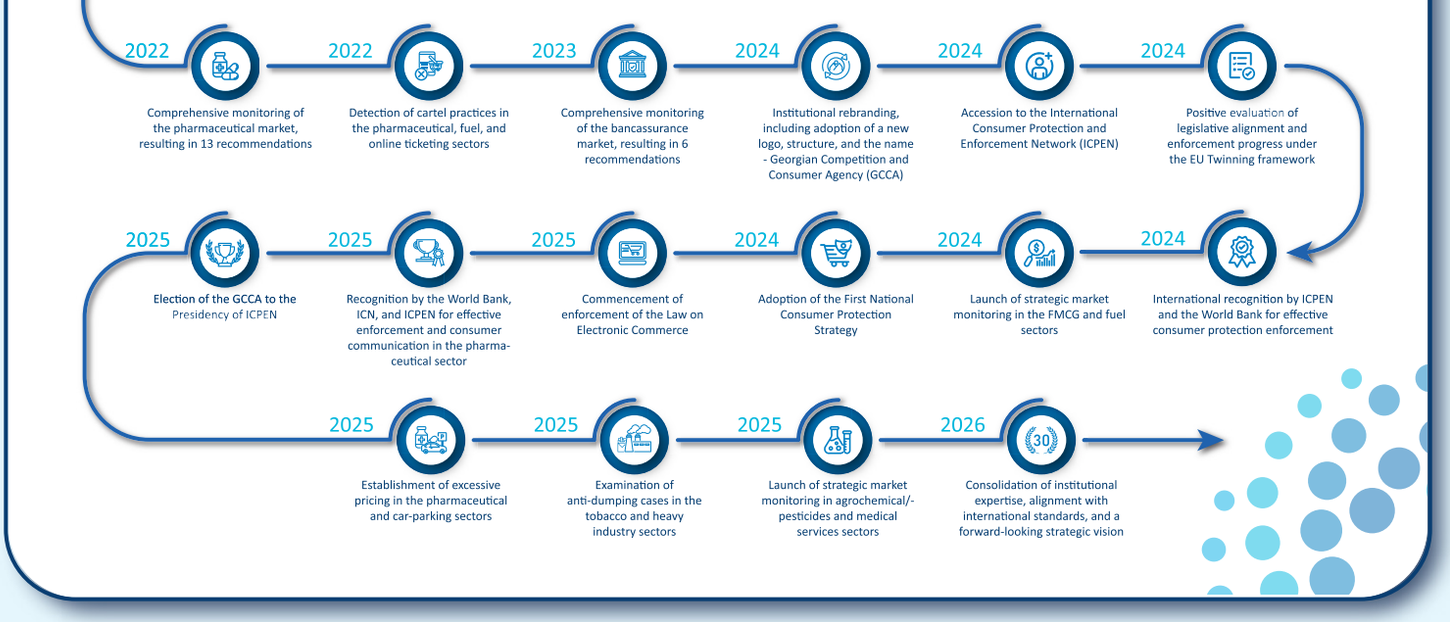
AN INFORMATIONAL BROCHURE HAS BEEN DEVELOPED THAT REFLECTSTHE 30-YEAR HISTORY OF COMPETITION AND CONSUMER PROTECTION POLICY IN GEORGIA.





COMPETITION AND CONSUMER AGENCY WITHIN THE GOVERNMENT COORDINATION COMMISSION ON PRICES OF FOOD PRODUCTS, PHARMACEUTICALS AND FUEL

A Government Coordination Commission on Prices of Food Products, Pharmaceuticals and Fuel has been established in Georgia, chaired by Prime Minister Irakli Kobakhidze, to monitor and address pricing developments for essential goods.

The Commission brings together high-level representatives of competent state authorities, including Minister of Economy and Sustainable Development of Georgia - Mariam Kvrivishvili, Minister of Environmental Protection and Agriculture of Georgia - David Songulashvili, Minister of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia- Mikheil Sarjveladze, Minister of Finance of Georgia - Lasha Khutsishvili, Head of the State Security Service of Georgia - Mamuka Mdinaradze, Head of the Administration of the Government of Georgia -Levan Zhorzholiani, and the Chairman of the Georgian Competition and Consumer Agency - Irakli Lekvinadze.

Within this institutional framework, structured consultations have been conducted with representatives of large retail chains, distribution companies, domestic producers, and major stakeholders in the pharmaceutical and fuel sectors. In close coordination with the relevant parliamentary committee, the Commission is expected to complete its work by the end of April.

The Commission's overarching objective is to promote fair and transparent pricing mechanisms for essential goods, ensuring that the benefits of economic growth are effectively transmitted to consumers. The Government remains committed to a balanced and proportionate approach that safeguards both consumer welfare and the legitimate interests of businesses, in line with best European practices.

GEORGIAN COMPETITION AND CONSUMER AGENCY WILL HOLD THE PRESIDENCY OF THE INTERNATIONAL CONSUMER PROTECTION AND ENFORCEMENT NETWORK (ICPEN) IN 2026–2027

WITH THE CONSENSUS OF UP TO 90 COUNTRIES, THE GCCA HAS BEEN HONORED WITH THE PRESIDENCY OF THE INTERNATIONAL CONSUMER PROTECTION AND ENFORCEMENT NETWORK (ICPEN) FOR THE 2026–2027 TERM.

THE DECISION, REQUIRING THE AGREEMENT OF ALL MEMBER STATES, WAS ADOPTED AT THE ICPEN INTERNATIONAL CONFERENCE HELD FROM 12 TO 16 MAY IN WASHINGTON, D.C.

DURING ITS PRESIDENCY, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) WILL CONCENTRATE ON THREE STRATEGIC PRIORITIES IN CLOSE COOPERATION WITH ICPEN MEMBER STATES:

01 **Strengthening international cooperation** by promoting the exchange of best practices, supporting the development of global standards, and tackling unfair commercial practices;

02 **Enhancing consumer protection in digital markets** through improved regulatory frameworks and effective oversight;

03 **Building the capacity of emerging consumer protection authorities** by fostering closer collaboration with more experienced counterparts.

As President of ICPEN, the Georgian Competition and Consumer Agency (GCCA) will coordinate the network's working groups, guide the development of discussion topics aligned with the strategic agenda, contribute to the advancement of global consumer protection standards, and host an international conference involving ICPEN member states.

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FROM 9 TO 16 MARCH 2026, GEORGIA HOSTED THE 4TH INTERNATIONAL CONSUMER PROTECTION WEEK, CONVENING EVENTS IN TBILISI, GARDABANI, GORI, BATUMI, AND TSQALTUBO.

The Week commenced on 9 March at the Pullman Hotel in Tbilisi, bringing together approximately 200 participants, including representatives of the executive and legislative bodies, public and private sector organizations, non-governmental organizations, international partners, and leading experts in consumer protection.

The initiative is jointly implemented by the Georgian Competition and Consumer Agency, the Georgian National Energy and Water Supply Regulatory Commission, the Georgian National Communications Commission, the National Bank of Georgia, the Insurance State Supervision Service of Georgia, and the National Food Agency.

The Week aims to underscore the critical importance of consumer rights protection and to enhance public awareness on this subject. It is held in observance of the International Day for Consumer Rights, commemorated annually on 15 March.

During the Week, regional events were hosted in Gardabani on 10 March, Gori on 11 March, Batumi on 15 March, and Tsqaltubo on 16 March, marking the formal conclusion of the initiative.

This year's edition represents the fourth occurrence of the International Consumer Protection Week in Georgia. Between 2023 and 2025, the initiative engaged approximately 2,000 stakeholders, with activities conducted in multiple cities across the country, including Tbilisi, Batumi, Zugdidi, Akhalkalaki, Gurjaani, and Kutaisi, reflecting a strong nationwide commitment to promoting consumer protection and awareness.

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ONGOING MONITORING'S OF STRATEGIC MARKETS

- MONITORING OF THE HEALTHCARE SERVICES MARKET
- MONITORING OF THE AUTO FUEL MARKET
- MONITORING OF PESTICIDES AND AGROCHEMICALS
- MONITORING OF THE FMCG MARKET
- MONITORING OF THE TOBACCO MARKET
- MONITORING OF THE NUT MARKET
- MONITORING OF THE BLUEBERRY MARKET

GCCA HAS PUBLISHED AN INTERIM REPORT ON THE BLUEBERRY MARKET - SUSTAINED GROWTH IN EXPORT VOLUMES AND VALUES, WITH A POSITIVE ASSESSMENT OF THE COMPETITIVE ENVIRONMENT FOR 2020-2025

IN TERMS OF VOLUME, THE COMPOUND AVERAGE ANNUAL GROWTH RATE FOR 2020-2024 REACHED 66%. THE TREND OBSERVED DURING THE FIRST TEN MONTHS OF 2025 REMAINS POSITIVE, REFLECTING A 38% INCREASE COMPARED TO THE SAME PERIOD IN THE PREVIOUS YEAR. IN VALUE TERMS, THE COMPOUND ANNUAL GROWTH RATE FOR 2021-2024 WAS 62%. BETWEEN JANUARY AND OCTOBER 2025, THE TOTAL VALUE OF EXPORTED BLUEBERRIES INCREASED BY 59% RELATIVE TO THE SAME PERIOD IN 2024, INDICATING A RISE IN THE AVERAGE PRICE PER UNIT.

WITH REGARD TO MARKET STRUCTURE, EXPORTS WERE LOW-CONCENTRATED DURING 2020-2022, TRANSITIONING TO A MODERATELY CONCENTRATED MARKET IN 2023–2025. DESPITE THE GROWING SHARE OF THE LARGEST EXPORTING COMPANY, NO SINGLE ENTITY HOLDS DOMINANT MARKET POWER, AND THE DISTRIBUTION OF MARKET SHARES DOES NOT SUGGEST CONDITIONS FOR COLLECTIVE DOMINANCE.

ADDITIONALLY, THE NUMBER OF COMPANIES OPERATING AT THE EXPORT LEVEL HAS INCREASED SIGNIFICANTLY COMPARED TO 2020-2021. DURING THE REVIEW PERIOD, THE POSITION OF THE LARGEST MARKET PARTICIPANT CHANGED MULTIPLE TIMES, AND THE COMPOSITION OF THE FIVE LARGEST COMPANIES HAS BEEN DYNAMIC.

BASED ON THESE FINDINGS, NO RISKS OF COMPETITION LAW VIOLATIONS HAVE BEEN IDENTIFIED IN THE EXPORT SEGMENT OF THE BLUEBERRY MARKET. ACCORDINGLY, THE GCCA POSITIVELY ASSESSES THE COMPETITIVE ENVIRONMENT IN THIS MARKET FOR THE PERIOD 2020–2025 (JANUARY-OCTOBER).

IT SHOULD BE NOTED THAT THE DOMESTIC SALE OF BLUEBERRIES LARGELY DEPENDS ON EXPORT MARKETS. CONSEQUENTLY, THE PRIMARY MARKET OPERATORS ARE EXPORTING COMPANIES. THE GCCA INITIATED MONITORING OF THE BLUEBERRY MARKET IN 2020 IN RESPONSE TO REQUESTS FROM LOCAL FARMERS.

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GCCA HAS PUBLISHED AN INTERIM REPORT ON HAZELNUT MARKET MONITORING: EXPORT GROWTH AND RISING AVERAGE PRICES OBSERVED IN 2025

ACCORDING TO THE AGENCY'S ASSESSMENT, FOLLOWING A DECLINE IN EXPORT VOLUMES DURING THE PERIOD 2021-2024, THE HAZELNUT MARKET DEMONSTRATED POSITIVE EXPORT DYNAMICS IN 2025. IN JANUARY-OCTOBER 2025, THE VOLUME OF EXPORTED HAZELNUTS INCREASED BY UP TO 18% COMPARED TO THE CORRESPONDING PERIOD OF THE PREVIOUS YEAR. AT THE SAME TIME, A SLIGHT DECREASE WAS OBSERVED IN THE HERFINDAHL–HIRSCHMAN INDEX (HHI) AND IN THE MARKET SHARES OF LEADING COMPANIES.

THE ANALYSIS ALSO REVEALS AN UPWARD TREND IN AVERAGE PRODUCT PRICES. AFTER A PERIOD OF DECLINING PRICES DURING 2020-2022, WHEN THE LOWEST AVERAGE PRICE WAS RECORDED IN 2022 AT GEL 13 PER KILOGRAM, EXPORT PRICES INCREASED TO GEL 17 PER KILOGRAM IN 2024. IN 2025, THE AVERAGE PRICE REACHED GEL 23.4 PER KILOGRAM, REPRESENTING A 35% INCREASE COMPARED TO THE CORRESPONDING TEN-MONTH PERIOD OF THE PREVIOUS YEAR.

BASED ON THE AGENCY'S ASSESSMENT, NO RISKS OF VIOLATIONS OF COMPETITION LEGISLATION HAVE BEEN IDENTIFIED IN THE HAZELNUT MARKET. THE EXPORT SEGMENT IS CHARACTERIZED BY A LOW LEVEL OF CONCENTRATION, THE PRESENCE OF A LARGE NUMBER OF EXPORTING UNDERTAKINGS, AND THE ABSENCE OF A DOMINANT POSITION.

FOR THE PURPOSE OF ASSESSING THE COMPETITIVE ENVIRONMENT, THE GEORGIAN COMPETITION AND CONSUMER AGENCY INITIATED MONITORING OF THE HAZELNUT MARKET IN 2023. GEORGIAN HAZELNUT EXPORTS ARE PRIMARILY DESTINED FOR ITALY, FOLLOWED BY GERMANY, SPAIN, ARMENIA, AND OTHER MARKETS.

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GCCA HAS PUBLISHED AN INTERIM REPORT ON THE MONITORING OF THE FAST-MOVING CONSUMER GOODS (FMCG) MARKET

IN 2025, THE RETAIL VALUE OF THE FMCG MARKET AMOUNTED TO GEL 13,698,224,599 (EXCLUDING VAT), REPRESENTING AN INCREASE OF 6.61% COMPARED TO 2024 (GEL 12,792,211,332) AND 12.52% COMPARED TO 2023 (GEL 11,983,346,244).

BETWEEN 2023 AND 2025, THE AGGREGATE MARKET SHARE OF LARGE RETAIL COMPANIES EXHIBITED A GRADUAL UPWARD TREND. IN 2025, THE COMBINED MARKET SHARE OF THE TEN LARGEST COMPANIES INCREASED BY 7.1% COMPARED TO 2024 AND BY 12.5% COMPARED TO 2023. THE ORGANISED RETAIL SEGMENT ACCOUNTED FOR 64.08% OF TOTAL RETAIL SALES IN 2025, REPRESENTING A 5.68 PERCENTAGE POINT INCREASE COMPARED TO 2024 (58.4%).

AS OF 2025, THE LARGEST RETAIL CHAINS OPERATED THE FOLLOWING NUMBER OF STORES:
DAILY GROUP - 1411 STORES
- NIKORA - 672 STORES
- ORI NABIJI - 638 STORES
- CARREFOUR - 97 STORES
- GOODWILL - 9 STORES
- AGROHUB - 9 STORES

WITHIN THE FRAMEWORK OF THE MONITORING EXERCISE, THE AGENCY FURTHER ASSESSED A RANGE OF INDIRECT FINANCIAL CHARGES IMPOSED BY RETAIL CHAINS ON DISTRIBUTORS, INCLUDING SO-CALLED "CASHBACK" PAYMENTS, LISTING (ENTRY) FEES, SHELF PLACEMENT FEES, MARKETING CONTRIBUTIONS, AND OTHER ANCILLARY COSTS. THE ASSESSMENT INDICATES THAT, OVER THE PERIOD 2021–2025, FEES RELATED TO ACCESS TO RETAIL NETWORKS EXHIBITED A CLEAR UPWARD TREND. IN PARALLEL, "CASHBACK" RATES INCREASED MARKEDLY IN 2025 COMPARED TO THEIR 2021 LEVELS. NOTWITHSTANDING THE VARIATION IN "CASHBACK" RATES ACROSS DIFFERENT RETAIL CHAINS, IDENTICAL PRODUCTS WERE, IN THE MAJORITY OF CASES, OFFERED AT BROADLY COMPARABLE RETAIL PRICES. THIS SUGGESTS THE PRESENCE OF AN OFFSETTING MECHANISM BETWEEN RETAIL MARK-UPS AND "CASHBACK" ARRANGEMENTS, RESULTING IN A RELATIVE ALIGNMENT OF FINAL CONSUMER PRICES.

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GCCA HAS PUBLISHED AN INTERIM REPORT ON THE MONITORING OF THE AGROCHEMICALS AND PESTICIDES MARKETS

ACCORDING TO THE INTERIM FINDINGS, IN 2025 A TOTAL OF GEL 128.8 MILLION WORTH OF AGROCHEMICALS WAS IMPORTED INTO GEORGIA BY 96 UNDERTAKINGS, REPRESENTING AN INCREASE OF 11% COMPARED TO 2022. DURING THE SAME PERIOD, PESTICIDES WERE IMPORTED BY 164 UNDERTAKINGS, WITH A TOTAL IMPORT VALUE AMOUNTING TO GEL 118.6 MILLION, REFLECTING A 24% INCREASE COMPARED TO 2022.

AGROCHEMICAL IMPORTS WERE PREDOMINANTLY SOURCED FROM THE RUSSIAN FEDERATION, TURKEY AND EUROPEAN COUNTRIES. IN THE PESTICIDES SEGMENT, IMPORTS WERE PRIMARILY SOURCED FROM CHINA, TURKEY AND MEMBER STATES OF THE EUROPEAN UNION. BASED ON THE ANALYSIS OF DATA COVERING THE PERIOD 2022-2025, THE AGENCY IDENTIFIED 32 RELEVANT MARKETS IN THE AGROCHEMICALS SEGMENT AND 34 RELEVANT MARKETS IN THE PESTICIDES SEGMENT. ACCORDING TO THE AGENCY'S PRELIMINARY ASSESSMENT, IN THE AGROCHEMICALS SEGMENT, 9 UNDERTAKINGS WERE FOUND TO HOLD DOMINANT POSITIONS ACROSS 14 IDENTIFIED RELEVANT MARKETS, WHILE IN THE PESTICIDES SEGMENT, 7 UNDERTAKINGS WERE IDENTIFIED AS HOLDING DOMINANT POSITIONS ACROSS 30 RELEVANT MARKETS.

THE MONITORING FURTHER REVEALED THAT BETWEEN 2022 AND 2025, 75 INSTANCES WERE IDENTIFIED IN THE AGROCHEMICALS SEGMENT WHERE THE PRICE MARK-UP FROM IMPORT LEVEL TO RETAIL LEVEL EXCEEDED 100%, EXCLUDING OPERATING COSTS AND TAXES. IN THE PESTICIDES SEGMENT, 86 COMPARABLE INSTANCES WERE IDENTIFIED DURING THE SAME PERIOD, WHERE THE MARK-UP FROM IMPORT TO RETAIL LIKEWISE EXCEEDED 100%.

IN ADDITION, THE AGENCY ESTABLISHED THAT THE PROCESS OF PROVIDING AND RECEIVING ADVISORY SERVICES IN CONNECTION WITH THE PURCHASE OF THESE PRODUCTS IS, IN PRACTICE, NOT SUBJECT TO A SPECIFIC REGULATORY FRAMEWORK IN GEORGIA.
ACCORDING TO THE ONGOING ASSESSMENT, THE AGENCY CONSIDERS THAT THE ABOVE-MENTIONED FACTORS MAY CONTRIBUTE TO ARTIFICIALLY STIMULATED DEMAND, ELEVATED PRICE LEVELS AND EXCESSIVE CONSUMPTION WITHIN THE RELEVANT MARKETS. IN ORDER TO PROMOTE A FAIR, TRANSPARENT AND WELL-FUNCTIONING MARKET ENVIRONMENT, THE AGENCY CONSIDERS IT APPROPRIATE TO FURTHER DEVELOP A REGULATORY POLICY FRAMEWORK IN THIS AREA.

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CONCENTRATION CONTROL

IN 2025, A TOTAL OF 23,768 CONCENTRATIONS WERE REGISTERED IN GEORGIA, OF WHICH 18 WERE SUBJECT TO MANDATORY PRIOR NOTIFICATION TO THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) AND WERE SUBSEQUENTLY APPROVED.

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GCCA IMPOSES FINES ON TWO UNDERTAKINGS FOR IMPLEMENTING CONCENTRATIONS WITHOUT PRIOR NOTIFICATION

IN THE CONTEXT OF DETECTING POTENTIAL INSTANCES OF NOTIFIABLE CONCENTRATIONS IMPLEMENTED WITHOUT PRIOR NOTIFICATION AND ENSURING SUBSEQUENT ENFORCEMENT UNDER THE LAW OF GEORGIA ON COMPETITION, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) CONFIRMED, IN THE FOURTH QUARTER OF 2025, TWO CONCENTRATIONS THAT WERE EXECUTED WITHOUT SUBMITTING THE LEGALLY REQUIRED NOTIFICATIONS TO THE AGENCY. THE CASES CONCERN THE ACQUISITION OF 100% OF THE SHARES IN LLC "MEDEGI" (I/N 418475929) BY LLC "SABA INVEST" (I/N 400269044), AS WELL AS THE ACQUISITION OF A 70% SHAREHOLDING IN LLC "FINE TREE INTERNATIONAL" (I/N 405376828) BY NATURAL PERSON GIORGI TVALADZE. THE AGENCY FOUND THAT BOTH TRANSACTIONS WERE IMPLEMENTED WITHOUT PRIOR NOTIFICATION, IN VIOLATION OF THE APPLICABLE LEGAL REQUIREMENTS. CONSEQUENTLY, THE PARTIES SUBJECT TO THE NOTIFICATION OBLIGATION WERE JOINTLY FINED A TOTAL OF GEL 25,000. IN ADDITION, THE PARTIES WERE REQUIRED TO SUBMIT THE RESPECTIVE CONCENTRATION NOTIFICATIONS TO THE AGENCY IN ACCORDANCE WITH THE ESTABLISHED LEGAL PROCEDURES.

IN CASE OF BYPASSING THE COMPETITION AGENCY SUBJECT TO THE MANDATORY NOTIFICATION, BEFORE THE AGENCY REVIEWS THE NOTIFICATION OR DESPITE THE NEGATIVE CONCLUSION, THE PERSON WITH THE OBLIGATION TO SUBMIT THE NOTIFICATION SHALL BE FINED. IN ACCORDANCE WITH GEORGIAN LEGISLATION, CONCENTRATION IS SUBJECT TO NOTIFICATION TO THE AGENCY IF THE AGGREGATE (TOTAL) JOINT INCOME OF ITS PARTICIPANTS ON THE TERRITORY OF GEORGIA, EXCEEDS 20 MILLION GEL AND THE JOINT INCOME OF AT LEAST TWO PERSONS PARTICIPATING IN THE CONCENTRATION EXCEEDS 5 MILLION GEL FOR THE PREVIOUS FINANCIAL YEAR. THE FEE FOR THE REVIEW OF A CONCENTRATION NOTIFICATION AMOUNTS TO GEL 5,000.

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IN THE FIRST QUARTER OF 2026, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) GRANTED APPROVAL FOR THREE CONCENTRATIONS

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS DETERMINED THAT THE ACQUISITION BY THE NON-ENTREPRENEURIAL (NON-COMMERCIAL) LEGAL ENTITY "NEW VISION UNIVERSITY" OF A 40% EQUITY INTEREST IN LLC "NEW VISION UNIVERSITY HOSPITAL - MTSKHETA" IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

IN RELATION TO THIS TRANSACTION, THE GCCA PREVIOUSLY IMPOSED A FINE ON THE RELEVANT UNDERTAKING IN THE FOURTH QUARTER OF LAST YEAR FOR IMPLEMENTING THE CONCENTRATION WITHOUT PRIOR MANDATORY NOTIFICATION TO THE AGENCY, AS REQUIRED UNDER GEORGIAN COMPETITION LEGISLATION. THE PARTY CONCERNED WAS SUBSEQUENTLY INSTRUCTED TO SUBMIT A FORMAL NOTIFICATION OF THE CONCENTRATION FOR ASSESSMENT.

NEW VISION UNIVERSITY OPERATES IN THE HIGHER EDUCATION SECTOR, WHILE LLC "NEW VISION UNIVERSITY HOSPITAL - MTSKHETA" IS ACTIVE IN THE PROVISION OF HEALTHCARE SERVICES. AT THE INITIAL STAGE OF THE ASSESSMENT, THE AGENCY EXAMINED THE POTENTIAL IMPACT OF THE CONCENTRATION ON HEALTHCARE MARKETS IN GEORGIA, COVERING BOTH INPATIENT AND OUTPATIENT SERVICES. THE ANALYSIS CONSIDERED REVENUES GENERATED WITHIN AND OUTSIDE THE FRAMEWORK OF THE STATE UNIVERSAL HEALTHCARE PROGRAMME. THE ASSESSMENT WAS BASED ON DATA FOR 2024 AS WELL AS RESULTS COVERING THE FIRST NINE MONTHS OF 2025.
ACCORDING TO AVAILABLE DATA FOR THE FIRST NINE MONTHS OF THE PREVIOUS YEAR, BOTH OUTPATIENT AND INPATIENT HEALTHCARE MARKETS (INCLUDING SERVICES PROVIDED BOTH WITHIN AND OUTSIDE THE STATE UNIVERSAL HEALTHCARE PROGRAMME) WERE CHAR-

ACTERISED BY LOW LEVELS OF MARKET CONCENTRATION AND A COMPETITIVE STRUCTURE. IN THE OUTPATIENT SERVICES SEGMENT (EXCLUDING REVENUES GENERATED UNDER THE STATE PROGRAMME), TOTAL MARKET TURNOVER AMOUNTED TO GEL 479 346 717, WITH 141 UNDERTAKINGS ACTIVE IN THE MARKET. WITH REGARD TO INPATIENT SERVICES (EXCLUDING REVENUES UNDER THE STATE PROGRAMME), THE MARKET VOLUME TOTALLED GEL 399 754 314, WITH 151 UNDERTAKINGS OPERATING IN THE SECTOR.

THE AGENCY'S ANALYSIS INDICATES THAT THE HEALTHCARE SERVICES MARKET IN GEORGIA REMAINS LOW-CONCENTRATED. THE COMBINED MARKET SHARES OF THE PARTIES INVOLVED IN THE CONCENTRATION, AS WELL AS THOSE OF THEIR AFFILIATED ENTITIES, ARE LIMITED, AND THE RESULTING INCREASE IN THE HERFINDAHL–HIRSCHMAN INDEX (HHI) IS NEGLIGIBLE. GIVEN THAT THE ACQUIRING ENTITY IS ACTIVE IN THE HIGHER EDUCATION SECTOR, THE AGENCY ALSO ASSESSED MARKET CONCENTRATION IN THIS FIELD. THE CALCULATED CONCENTRATION INDEX FOR THE HIGHER EDUCATION MARKET AMOUNTED TO 599.72 POINTS, CONFIRMING THAT THIS MARKET IS LIKEWISE CHARACTERISED BY LOW CONCENTRATION LEVELS IN GEORGIA.

BASED ON THE COMPREHENSIVE ASSESSMENT OF THE AVAILABLE DATA, THE GCCA CONCLUDED THAT THE NOTIFIED CONCENTRATION IS UNLIKELY TO HAVE A SIGNIFICANT IMPACT ON MARKET COMPETITION AND IS THEREFORE COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

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GCCA APPROVES CONCENTRATION IN THE ELEVATOR IMPORT AND HEATING AND COOLING EQUIPMENT SUPPLY SECTORS

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS APPROVED A CONCENTRATION IMPLEMENTED THROUGH THE ACQUISITION OF A 50% SHAREHOLDING IN LLC "ICE" BY LLC "ANAGI CONSTRUCTION," HAVING DETERMINED THAT THE TRANSACTION IS COMPATIBLE WITH THE COMPETITIVE ENVIRONMENT.

LLC "ICE" IS ACTIVE IN THE SUPPLY AND INSTALLATION OF ELEVATORS, AS WELL AS HEATING AND COOLING EQUIPMENT.
WITHIN THE FRAMEWORK OF THE MARKET ANALYSIS, IT WAS ESTABLISHED THAT IN 2025 THE ELEVATOR IMPORT MARKET COMPRISED 251 UNDERTAKINGS, WITH A TOTAL MARKET VOLUME OF GEL 84 616 166.3. THE LEVEL OF MARKET CONCENTRATION, AS MEASURED BY THE HERFINDAHL–HIRSCHMAN INDEX (HHI), AMOUNTED TO 475.5 POINTS. IN THE MARKET FOR THE IMPORT OF HEATING AND COOLING EQUIPMENT AND RELATED ACCESSORIES, 264 UNDERTAKINGS WERE ACTIVE IN 2025, THE MARKET VOLUME REACHED GEL 199 145 493.6, AND THE HHI STOOD AT 1 134.1 POINTS.

ACCORDINGLY, BOTH THE ELEVATOR IMPORT MARKET AND THE MARKET FOR HEATING AND COOLING EQUIPMENT AT THE IMPORT LEVEL ARE CHARACTERIZED BY A LOW DEGREE OF CONCENTRATION. THE TARGET UNDERTAKING'S MARKET SHARE IN BOTH MARKETS IS LIMITED. FURTHERMORE, IN THE MARKET FOR HEATING AND COOLING EQUIPMENT, THE CHANGE IN THE MARKET CONCENTRATION INDEX (ΔHHI) IS MINIMAL, WHILE IN THE ELEVATOR IMPORT MARKET THE CONCENTRATION INDEX REMAINS UNCHANGED.

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CASE OF LLC "PRIME MEDIA GLOBAL" AND LLC "GEORGIAN MEDIA PRODUCTION GROUP"

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) APPROVED A CONCENTRATION IN THE ELECTRONIC COMMUNICATIONS AND BROADCASTING SECTORS. THE TRANSACTION INVOLVES LLC "PRIME MEDIA GLOBAL" ACQUIRING 100% OF THE SHARES OF LLC "GEORGIAN MEDIA PRODUCTION GROUP."

A DETAILED MARKET ASSESSMENT FOR 2025 REVEALED THE FOLLOWING:
• **BROADCASTING MARKET:** 69 UNDERTAKINGS, TOTAL MARKET VALUE OF GEL 230,101,965, HHI 2,107.1, INDICATING MODERATE CONCENTRATION.
• **FIXED-LINE VOICE TELEPHONY SERVICES:** 30 UNDERTAKINGS, MARKET VOLUME GEL 23,518,128 ACROSS 233,843 SUBSCRIBERS, HHI 2,729.1, REFLECTING HIGH CONCENTRATION.
• **BACKBONE DIGITAL COMMUNICATION SERVICES (WIRELESS):** 16 UNDERTAKINGS, TOTAL MARKET VALUE GEL 1,592,586,958, HHI 4,400, INDICATING HIGH CONCENTRATION.
• **LOCAL ACCESS SERVICES (WIRED NETWORK AND/OR TERMINAL FACILITIES):** 24 UNDERTAKINGS, MARKET VOLUME GEL 2,304,821,064, HHI 2,686.5, INDICATING HIGH CONCENTRATION.

THE ANALYSIS CONCLUDED THAT THE BROADCASTING MARKET IS MODERATELY CONCENTRATED AND THAT THE PROPOSED TRANSACTION WILL NOT MATERIALLY ALTER THE MARKET'S CONCENTRATION INDEX. FOR THE SPECIFIC MARKETS IN WHICH THE TARGET ENTITY OPERATES, EACH MARKET IS HIGHLY CONCENTRATED. HOWEVER, THIS CONCENTRATION IS DRIVEN BY THE MARKET SHARES OF EXISTING COMPETITORS RATHER THAN THE PARTIES INVOLVED IN THE TRANSACTION. LLC "GEORGIAN MEDIA PRODUCTION GROUP" HOLDS A NEGLIGI-

BLE MARKET SHARE IN EACH RELEVANT MARKET. CONSEQUENTLY, THE PROPOSED CONCENTRATION IS NOT EXPECTED TO SIGNIFICANTLY IMPACT MARKET COMPETITION OR THE HHI INDICES IN ANY OF THE RELEVANT MARKETS.

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

GCCA IS CURRENTLY CONDUCTING A DETAILED REVIEW OF 3 CONCENTRATION NOTIFICATIONS TO ASSESS THEIR COMPATIBILITY WITH THE COMPETITIVE ENVIRONMENT:

ONGOING REVIEW OF CONCENTRATION NOTIFICATIONS:

LLC “AMBOLI” - LLC “VISOL AUTO EXPRESS” THE PROPOSED TRANSACTION INVOLVES THE ACQUISITION OF ASSETS OF LLC “VISOL AUTO EXPRESS” (I/N 404878806) BY LLC “AMBOLI” (I/N 216402701). BOTH COMPANIES OPERATE AS NETWORKS IN THE AUTOMOTIVE PRODUCTS AND SERVICES SECTOR, PRIMARILY ENGAGED IN THE SALE OF TIRES, SPARE PARTS, OILS, AND BATTERIES.

LLC “SABA INVEST” - LLC “MEDEGI” THIS CONCENTRATION CONCERNS THE ACQUISITION BY LLC “SABA INVEST” (I/N 400269044) OF 100% OF THE SHARES OF LLC “MEDEGI” (I/N 418475929). BOTH ENTITIES OPERATE IN THE CONSTRUCTION MARKET.

NATURAL PEROSN GIORGI TVALADZE - LLC “FINE TREE INTERNATIONAL” THE PROPOSED TRANSACTION INVOLVES THE ACQUISITION OF A 70% STAKE IN LLC “FINE TREE INTERNATIONAL” (I/N 405376828) BY THE NATURAL PEROSN GIORGI TVALADZE. LLC “FINE TREE INTERNATIONAL” IS ENGAGED IN WHOLESALE TRADING AND DISTRIBUTION OF BABY FOOD PRODUCTS, WHEREAS THE ACQUIRING PARTY OPERATES IN THE IMPORT AND DISTRIBUTION OF HOUSEHOLD CHEMICALS AND HYGIENE PRODUCTS.

GCCA DECLARES INADMISSIBLE THE COMPLAINT SUBMITTED BY “LAZAROS 2022” AGAINST “DIOS”

THE COMPLAINT ALLEGED A VIOLATION BY LLC “DIOS” OF ARTICLE 11^3 OF THE LAW OF GEORGIA ON COMPETITION, SPECIFICALLY AN ACT OF UNFAIR COMPETITION ALLEGEDLY ARISING FROM THE UNLAWFUL USE OF THE “BARRISOL” TRADEMARK.

https://gcca.gov.ge/index.php?m=372&news_id=1865&lng=eng

VOLUME OF DE MINIMIS STATE AID IN 2025 REACHED GEL 647 159

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS PUBLISHED INFORMATION ON INDIVIDUAL STATE AID OF INSIGNIFICANT AMOUNT GRANTED TO UNDERTAKINGS. ACCORDING TO DATA PROCESSED BY THE AGENCY, IN 2025, VARIOUS PUBLIC AUTHORITIES IN GEORGIA GRANTED 22 INSIGNIFICANT AMOUNT OF INDIVIDUAL STATE AID WITH A TOTAL AGGREGATE VALUE OF GEL 647 159.

DURING THE REPORTING PERIOD, THE PRINCIPAL GRANTING AUTHORITIES WERE THE MUNICIPALITIES OF TBILISI AND BATUMI, WHILE THE PREDOMINANT FORM OF SUPPORT CONSISTED OF DIRECT FINANCIAL ASSISTANCE.

UNDER THE APPLICABLE LEGAL FRAMEWORK, THE AID-GRANTING AUTHORITIES ARE REQUIRED TO SUBMIT DETAILED INFORMATION TO THE GCCA BY FEBRUARY 1 OF THE YEAR FOLLOWING THE REPORTING PERIOD. THIS INCLUDES THE AMOUNT OF AID, ITS TIMELINE, AND THE RECIPIENTS. BASED ON THIS INFORMATION, THE GCCA COMPILES AN ANNUAL REGISTRY OF DE MINIMIS INDIVIDUAL STATE AID.

https://gcca.gov.ge/index.php?m=372&news_id=1877&lng=eng

CONSUMER RIGHTS PROTECTION - SIGNIFICANT DECISIONS

CONFIRMATION OF VIOLATION

THE GEORGIAN COMPETITION AND CONSUMER AGENCY FINDS “ALTA“ IN INFRINGEMENT OF CONSUMER PROTECTION LEGISLATION

The case was initiated following a number of complaints submitted to the Agency concerning defective products purchased from the trader, in circumstances where the trader refused to acknowledge and address consumers’ claims.

In the course of the proceedings, the Agency carried out an independent assessment of the actual condition of a product purchased by one of the complainants. On that basis, the GCCA rejected the technical report submitted by the trader, which concluded that the product was free of defects. Furthermore, in another case assessed as part of the same decision, the consumer submitted an independent expert opinion. A comparative assessment of the evidence provided by the parties established that the diagnostic methods used by the trader’s service centre were not capable of reliably identifying the defect. As a result, the consumer was effectively deprived of the possibility to exercise the remedies provided under the applicable legislation.

Under the Law of Georgia on the Protection of Consumer Rights, a trader may refuse a consumer’s request for repair, replacement or withdrawal from the contract only where it demonstrates, on the basis of objective, reliable and comprehensive diagnostic methods, that the product is free from defects and was in conformity with the contract at the time of delivery.

The Agency established that the technical report provided by “Alta Retail” LLC failed to meet the required standard of proof and did not credibly demonstrate the absence of a defect. Accordingly, the trader was found to have breached its obligation to supply goods in conformity with the contract.

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THE GEORGIAN COMPETITION AND CONSUMER AGENCY HAS ESTABLISHED THAT LLC “KARCHER” INFRINGED APPLICABLE LAW

Following a comprehensive assessment and examination of the case, it was determined that the trader failed to provide consumers with complete, accurate, and reliable information regarding the products they purchased, thereby contravening the principles of fair and transparent commercial practices.

The GCCA further found that, in certain instances, consumers were supplied with information that directly contradicted the trader’s stated commercial policy, for example, claims that certain accessories were not covered by a warranty - resulting in the dissemination of misleading information.

In accordance with applicable legislation, consumers are entitled, prior to the acquisition of goods or services, to receive full, truthful, and comprehensive information in the state language, presented in a clear and understandable manner. The Agency concluded that the trader's commercial policy, in several instances, was of an illusory nature, in breach of the principles of good faith and to the material detriment of the affected consumer group.

Following the investigation, it was confirmed that the trader breached its obligations to inform consumers, included unfair standard contractual terms, and engaged in unfair commercial practices. Pursuant to the Agency's decision, the trader is required, within one month, to restore the violated consumer rights and ensure that its commercial policy fully complies with the law.

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpAX6TJm.pdf

GCCA IMPOSES A GEL 31,185 FINE ON ELECTRONICS RETAILER ADASHOP.GE FOR NON-COMPLIANCE WITH IMPOSED OBLIGATIONS

In the case under consideration, four consumers submitted complaints to the Agency concerning alleged violations of Georgian legislation by the trader. The disputed products included various types of technical equipment and furniture.

Following a comprehensive investigation, the Agency established that the trader failed to fulfill its obligations related to the remedy of product defects and did not ensure that the purchased goods were brought into conformity with the terms and conditions agreed under the contract. Furthermore, the trader disregarded consumers' statutory right, in the context of distance selling, to return goods within a 14 day period without providing any justification. According to the consumers, no effective measures were taken by the trader to restore their infringed rights.

The examination of the case against LLC "Ada" initially concluded with the conclusion of a commitment agreement, under which the trader was required to amend its internal business policies and restore the rights of consumers who may have been adversely affected by its previous commercial practices. However, due to the trader's failure to comply with the imposed obligations, GCCA reopened the proceedings on the grounds of a potential violation of the law. As LLC "Ada" also failed to fulfill its obligations within the framework of the renewed proceedings, the Agency imposed a fine of GEL 31,185.

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpOFlgJP.pdf

THE GEORGIAN COMPETITION AND CONSUMER AGENCY ESTABLISHES A VIOLATION BY "IPHONE GEORGIA"

A consumer filed a complaint with the GCCA alleging that the product purchased from the trader was unfit for its intended use. Although the consumer initially addressed the issue directly with the trader, no effective response or remedial measures were undertaken.

As part of the examination of the case, the trader argued that the product had been used incorrectly by the consumer. However, following a thorough examination of the case materials and the evidence obtained, the Agency concluded that the consumer had not been provided with essential information regarding the product. On the basis of the evidence assessed, the Agency determined that LLC "iPhone Georgia" violated its mandatory obligations to provide essential information to consumers and to supply goods that comply with the requirements of defect-free products.

The Agency ordered the company to restore the violated consumer rights within one month and to align its trading policy with the requirements of the applicable legislation.

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpvScOTN.pdf

Other Cases:

CASE OF LLC "TRAVEL WORLD"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpXM6DrW.pdf

CASE OF LLC "INEX GROUP"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpGerBMm.pdf

CASE OF LLC "SMILE TRAVEL GEORGIA"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpgQwNTn.pdf

CASE OF LLC "JOURNEY TRAVEL"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpw6OD3c.pdf

CASE OF LLC "ZARABAS"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpPDPO06.pdf

CASE OF LLC "NIKE EXPRESS"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpSqeRNJ.pdf

CASE OF LLC "BEST SOLUTION 2022"

https://gcca.gov.ge/uploads_script/user_rights/tmp/php6MP3mx.pdf

CASE OF LLC "HOLDING GEORGIA"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpTp9915.pdf

CASE OF LLC "LION AUTO"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpqnOlyu.pdf

CASE OF LLC "MIATRANSPORTERI SHENIAMANATI.GE"

https://gcca.gov.ge/uploads_script/user_rights/tmp/php7VZT62.pdf

CASE OF LLC "LAVOSA"

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpat5ZUb.pdf

CASE OF LLC "OPATRADE"

https://gcca.gov.ge/uploads_script/user_rights/tmp/php5Uxbe1.pdf

CASE OF LLC “FADEL ISLAND”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpGKRsCV.pdf

CASE OF LLC “ELECTRONIC AUCTION”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpge617p.pdf

CASE OF LLC “ITRADER”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phplPPihW.pdf

CASE OF LLC “METROMART”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phphjgmuV.pdf

CASE OF LLC “NEW GUSTAVE”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpyFT0T3.pdf

CASE OF LLC “OMNITECH SOLUTIONS”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpwD1sal.pdf

CASE OF LLC “GROOM-GROOM”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpF2onxn.pdf

CASE OF LLC “AUTOGRAPH”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpBhR2PG.pdf

CASE OF LLC “ZOOMMER GEORGIA”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpjJ0xMJ.pdf

CASE OF LLC “WORLD LOGISTICS”

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpVlMbk9.pdf

CASE OF “FORSA”

The Georgian Competition and Consumer Agency completed a case study concerning an alleged violation of the Law of Georgia on the Protection of Consumer Rights by the trader “Forsa” LLC (I/N 405324108). The Agency concluded the case by signing a commitment agreement with the trader. Within the frame of the case study, the Agency assessed the trader's obligations and concluded that fulfilling those requirements would eliminate the risk of potential legal infractions. The trader committed to revising its internal practices and restoring the rights of consumers who may have been adversely affected by its previous policies.

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpkal6gZ.pdf

CASE OF “TRAVELGATE”

The Georgian Competition and Consumer Agency completed a case study concerning an alleged violation of the Law of Georgia on the Protection of Consumer Rights by the trader “Travelgate” LLC (I/N 405256066) .The Agency concluded the case by signing a commitment agreement with the trader. Within the frame of the case study, the Agency assessed the trader's obligations and concluded that fulfilling those requirements would eliminate the risk of potential legal infractions. The trader committed to revising its internal practices and restoring the rights of consumers who may have been adversely affected by its previous policies.

https://gcca.gov.ge/uploads_script/user_rights/tmp/phpZmZZT3.pdf

CASE OF “VARTSIKHE MARANI”

The Georgian Competition and Consumer Agency completed a case study concerning an alleged violation of the Law of Georgia on the Protection of Consumer Rights by the trader “Vartsikhe Marani” LLC (I/N 400291000) .The Agency concluded the case by signing a commitment agreement with the trader. Within the frame of the case study, the Agency assessed the trader's obligations and concluded that fulfilling those requirements would eliminate the risk of potential legal infractions. The trader committed to revising its internal practices and restoring the rights of consumers who may have been adversely affected by its previous policies.

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OTHER CASES:

CASE OF LLC “BELLEZZA HOLDING”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpVwbkEq.pdf

CASE OF LLC “GGG GROUP”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpUGuomH.pdf

CASE OF LLC “TGL SPORTS”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpdJMNqN.pdf

CASE OF LLC “EASY.GE”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpZ8Hp5j.pdf

CASE OF LLC “AMAROV”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpgsADnK.pdf

CASE OF LLC “GLOBAL NOVA LOGISTICS”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpqVNzhl.pdf

CASE OF LLC “CONTINENTAL”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpeM9YDf.pdf

CASE OF LLC “PANATA”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpMWDfhw.pdf

CASE OF LLC “MOBIWAY”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpbIImh0.pdf

CASE OF LLC “CAUCASUS HOTEL”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpe3tHiW.pdf

CASE OF LLC “WOODCO”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpUa0yUe.pdf

CASE OF LLC “ELVIX”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpsIMpOW.pdf

CASE OF LLC “LUXURY GROUP”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpHS6wdO.pdf

CASE OF LLC “TBILISI HILLS GOLF MANAGEMENT”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpg3xay5.pdf

CASE OF LLC “MONIKA GEORGIA”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpE78WwR.pdf

CASE OF LLC “BEST HOLIDAYS”
https://gcca.gov.ge/uploads_script/user_rights/tmp/php55AeuN.pdf

CASE OF LLC “ISURVE”
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpN2yR97.pdf

CASE OF LLC “NEW HOME”

https://gcca.gov.ge/uploads_script/user_rights/tmp/php9g2zPU.pdf

CASE OF LLC "FASHION RETAIL GEORGIA"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpiLo379.pdf

CASE OF LLC "MONOLITH GROUP PLUS"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpXk8TRR.pdf

CASE OF LLC "MYLINE"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpUT1adu.pdf

CASE OF LLC "MAGIC CITY"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpKS4ozI.pdf

CASE OF LLC "ORGANIC CARE"
https://gcca.gov.ge/uploads_script/user_rights/tmp/php2aHPbN.pdf

CASE OF LLC "CRAFTLION"
https://gcca.gov.ge/uploads_script/user_rights/tmp/php7CujIj.pdf

CASE OF LLC "CASA DEL LUSO"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpZUUGQM.pdf

CASE OF LLC "SENSESI 2021"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpx5FYPh.pdf

CASE OF LLC "KM GEORGIA"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phphac4sR.pdf

CASE OF LLC "A.M.P. GEORGIA"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phptJyr8Y.pdf

CASE OF LLC "PURI SASURVELI"
https://gcca.gov.ge/uploads_script/user_rights/tmp/phpZCflu3.pdf

2026 YEAR, JANUARY - MARCH

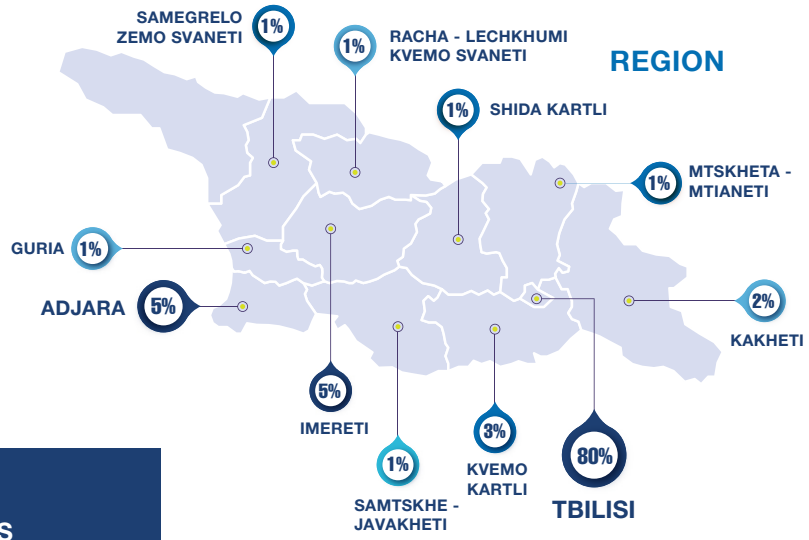
619	Received Applications
2078	Received Calls

DECISIONS MADE

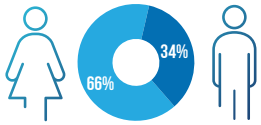
80	Confirmed Violations (142 cases)
56	Commitment Agreements (67 cases)
28	Imposed Fines (48 cases)

Fine Imposed: 50,325

REGION



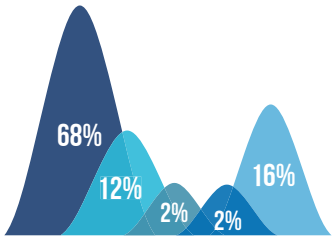
COMPARED TO THE SAME PERIOD IN 2025, THE NUMBER OF SUBMITTED APPLICATIONS HAS INCREASED BY 95%.



ONLINE PURCHASE 65%

IN-PERSON PURCHASE 35%

SECTOR



68%	WHOLESALE AND RETAIL TRADE
12%	TRANSPORT AND STORAGE
2%	ACCOMMODATION & FOOD SERVICES
2%	ART, ENTERTAINMENT AND LEISURE
16%	OTHER SECTORS

CONSUMER DEMANDS

201 Refund		**63** Other demands
176 Repair or replacement of goods not in conformity with the contract.	**140** Restoration of rights in cases of defective service	**39** On time delivery

Georgian Competition and Consumer Agency

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TRAINING RESEARCH CENTER ACTIVITIES

AS PART OF ITS ONGOING EFFORTS TO RAISE AWARENESS OF COMPETITION AND CONSUMER RIGHTS AMONG YOUNG PEOPLE, THE AGENCY ORGANIZED 10 TARGETED INFORMATIONAL SESSIONS IN SCHOOLS ACROSS TBILISI AND OTHER REGIONS OF GEORGIA.

TO ENSURE THE EFFECTIVENESS OF THESE INITIATIVES, STRUCTURED FEEDBACK MECHANISMS WERE INTRODUCED TO ASSESS THE IMPACT OF THE SESSIONS, MEASURE PARTICIPANT SATISFACTION, AND GUIDE THE STRATEGIC PLANNING OF FUTURE EDUCATIONAL ACTIVITIES.

THE GCCA HAS DEVELOPED A CODE OF CONDUCT TO ENSURE ADHERENCE TO ETHICAL STANDARDS BY ITS EMPLOYEES IN THE COURSE OF THEIR OFFICIAL DUTIES

https://gcca.gov.ge/uploads_script/legislation/tmp/phpqFlHje.pdf

LOCAL AND INTERNATIONAL COOPERATION

The Georgian Competition and Consumer Agency, with the support of the WTO, organised an awareness-raising meeting on WTO trade defence instruments, in particular anti-dumping measures

https://gcca.gov.ge/index.php?m=370&news_id=1893&lng=eng

Sergo Sanikidze, Head of the Consumer Rights Protection Department at the Georgian Competition and Consumer Agency, has been awarded the prestigious international Antitrust Writing Award in the field of competition policy

https://gcca.gov.ge/index.php?m=370&news_id=1901&lng=eng

The Head of the GCCA Training Research Center took part in an OECD international conference exploring the role of artificial intelligence in shaping competition policy

https://gcca.gov.ge/index.php?m=370&news_id=1886&lng=eng

Representatives of the GCCA participated in the OECD-GVH RCC seminar on "Pharma Markets and Competition" in Budapest

https://gcca.gov.ge/index.php?m=370&news_id=1884&lng=eng

Representatives of the GCCA participated in the webinar "Consumer Agenda 2025-2030", organised by the European Law Institute

https://gcca.gov.ge/index.php?m=370&news_id=1881&lng=eng

GCCA presents research findings to ICPEN member countries on strengthening consumer awareness and transparency in digital marketing

https://gcca.gov.ge/index.php?m=372&news_id=1863&lng=eng

Irakli Shakiashvili, Deputy Head of the Legal Department of the Georgian Competition and Consumer Agency, participated in an international seminar held in Yerevan, the capital of the Republic of Armenia.

https://gcca.gov.ge/index.php?m=370&news_id=1895&lng=eng

GCCA representatives participate in an International Conference in Poland

https://gcca.gov.ge/index.php?m=370&news_id=1896&lng=eng

Head of the Legal Department Salome Kavtaradze attended World Bank-Organized I nternational Seminar in Vienna

https://gcca.gov.ge/index.php?m=372&news_id=1876&lng=eng

GCCA representatives discussed E-Commerce sector challenges and regulatory standards with eCommerce Association Georgia

https://gcca.gov.ge/index.php?m=372&news_id=1871&lng=eng

The January 2026 issue of the OECD GVH RCC Newsletter featured an article: "The GCCA's Recent Unfair Competition Trend"

https://gcca.gov.ge/index.php?m=372&news_id=1868&lng=eng

Representative of the Georgian Competition and Consumer Agency participated in an International Seminar

https://gcca.gov.ge/index.php?m=370&news_id=1897&lng=eng

GCCA CHAIRMAN IRAKLI LEKVINADZE REVIEWS LAST YEAR'S ACHIEVEMENTS AND OUTLINES 2026 PRIORITIES WITH AGENCY EMPLOYEES

https://gcca.gov.ge/index.php?m=372&news_id=1866&lng=eng

COMPREHENSIVE REVIEW OF KEY INTERNATIONAL DEVELOPMENTS AND LANDMARK DECISIONS IN COMPETITION POLICY AND CONSUMER PROTECTION

INTERNATIONAL REVIEW

Italian Competition Authority - THE ITALIAN COMPETITION AUTHORITY LAUNCHES MARKET INVESTIGATION INTO LARGE-SCALE RETAIL DISTRIBUTION AND THE AGRI-FOOD SUPPLY CHAIN

https://en.agcm.it/en/media/press-releases/2026/1/IC58

Italian Competition Authority - ITALIAN COMPETITION AUTHORITY LAUNCHES INVESTIGATIONS INTO SEPHORA BENEFIT COSMETICS AND LVMH PROFUMI E COSMETICI ITALIA

https://en.agcm.it/en/media/press-releases/2026/3/PS13110

Italian Competition Authority - THE ITALIAN COMPETITION AUTHORITY FINES EDREAMS €9 MILLION FOR UNFAIR COMMERCIAL PRACTICES

https://en.agcm.it/en/media/press-releases/2026/2/PS12853

Office of Competition and Consumer Protection of Poland -
Samsung faces allegations from the President of UOKiK

https://uokik.gov.pl/en/can-these-reviews-be-trusted-samsung-faces-allegations-from-the-president-of-uokik

Office of Competition and Consumer Protection of Poland -
The President of UOKiK brings charges against HBO

https://uokik.gov.pl/en/can-these-reviews-be-trusted-samsung-faces-allegations-ohttps://uokik.gov.pl/en/the-service-stopped-working-but-the-subscription-remains-valid-the-president-of-uokik-brings-charges-against-hbofrom-the-president-of-uokik

Office of Competition and Consumer Protection of Poland -
The President of UOKiK brings charges against the company managing Facebook and Instagram

https://uokik.gov.pl/en/no-such-number-the-president-of-uokik-brings-charges-against-the-company-managing-facebook-and-instagram

Australian Competiton and Consumer Commission - Mobil to pay $16m in penalties for misleading statements about fuel sold at nine petrol stations

https://www.accc.gov.au/media-release/mobil-to-pay-16m-in-penalties-for-misleading-statements-about-fuel-sold-at-nine-petrol-stations

Australian Competiton and Consumer Commission - ACCC authorises fuel majors to coordinate to ensure fuel supplies, with conditions

https://www.accc.gov.au/media-release/accc-authorises-fuel-majors-to-coordinate-to-ensure-fuel-supplies-with-conditions

BUNDESKARTELLAMT - The German Federal Cartel Office prohibits Amazon from using so-called price control mechanisms

https://www.bundeskartellamt.de/SharedDocs/Meldung/DE/Pressemitteilungen/2026/26_02_05_Amazon.html?nn=52004

Competition Commission (Hong Kong) - Competition Commission meets with local petrol companies to express concern on volatile auto-fuel prices

https://www.compcomm.hk/en/media/press/files/petrol_company_PR.pdf

Competition Commission of the Republic of Bulgaria - Bulgarian citizens pay for some of the most expensive dairy products, while at the same time the sector is failing

https://www.cpc.bg/news-485

The Portuguese Competition Authority - The Portuguese Competition Authority (AdC) sanctions an association of temporary employment agencies for restrictive practices against competition in the labor market

https://www.concorrencia.pt/pt/artigos/adc-sanciona-associacao-de-empresas-do-setor-do-trabalho-temporario-por-praticas

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GCCA • Georgian Competition and Consumer Agency

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