

ABUSE OF DOMINANCE

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Picture a bully that is bigger than you. That bully can use his/her/their strength to overpower you and force you to do things that you do not want to do. That is what happens when a company abuses its dominance.

When you think of a dominant business, you think of **market power**. A company that is in a dominance position is one that possess significant economic strength where it can adjust prices or outputs without effective constraints from competitors.

Being a dominant business is not in itself a problem. What is of interest to the Competition and Consumer Authority is whether a business **abuses its dominance** i.e does their conduct restrict or prevent competition.

As a dominant business, there are lines that you should not cross as you are subject to regulatory control. Join us in the next segment as we discuss the parameters within which you can operate without the risk of breaching any regulatory controls.

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