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Answer given by Executive Vice-President Séjourné
on behalf of the European Commission
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Competition law remains an effective tool to fight unjustified territorial supply constraints if these are imposed unilaterally by companies that are in a dominant position or if they result from anticompetitive agreements between companies. The Commission takes forceful action to sanction such practices¹.

However, many of such practices happen outside these scenarios.

Unjustified territorial supply constraints risk limiting consumer choice and can contribute to price differences across the EU, notably for daily consumer goods.

As set out in the Single Market Strategy², unjustified territorial supply constraints are one of the ‘Terrible Ten’ most harmful Single Market barriers. Therefore, in the Strategy the Commission committed to developing tools to address unjustified territorial supply constraints by end of 2026 to cover situations beyond those captured by competition law. The introduction of any measure requires a solid analysis of the varying situations on the ground, and it merits full consultation of all parties concerned and strict adherence to the better regulation principles of the Commission. This will involve in particular a full impact assessment to identify appropriate measures to tackle such unjustified practices, the adoption of specific legislation will be one of the possible options to be assessed therein.

¹ In the AB InBev and Mondelēz investigations the Commission fined these undertakings, respectively, EUR 200 million and EUR 337.5 million for cross-border trade restrictions that segment the internal market. The Commission also carried out in March 2025 unannounced antitrust inspections in the non-alcoholic drinks sector and sent out a formal request for information in the personal care sector for possible restrictions on the trade of goods in the internal market and market segmentation covered by competition rules.

² https://single-market-economy.ec.europa.eu/document/download/d92c78d0-7d47-4a16-b53f-1cead54bcb49_en?filename=Communication%20-%20Single%20Market%20Strategy.pdf.