

## Price Fixing on E-commerce Platforms?

*Don't. It's illegal.*

Want to know more about price fixing?  
Check out our [joint article](#) with Carousell!



### What is price fixing?

Price fixing occurs when **sellers communicate** with each other on what the **prices of their goods/services** will (or should) be, rather than determining their own prices independently.

It includes any **agreement between sellers to match each other's prices** or to **fix a component of their prices**. It also includes agreements between them on what **discounts to give buyers**.



Both businesses and individuals who provide goods or services can be held liable!



Remember: Even casual/informal agreements between small sellers can constitute price fixing.



### What are some potential implications for sellers/businesses?

**CCCS will not hesitate to investigate** any price fixing conduct.

**Sellers engaged in price fixing could face serious consequences including:**



Financial penalties by CCCS (of up to 10% of turnover for each year of infringement (max. 3 years))



Legal action by affected buyers





## How should sellers/ businesses set their prices?

### Sellers/businesses should:

- ✓ Set prices independently from their competitors based on their own costs and market research.
- ✓ Not discuss pricing strategies with other sellers
- ✓ Make their own decisions about sales, discounts and promotions
- ✓ Compete fairly with other sellers



It is important to be aware of and comply with competition law. Avoid engaging in cartel activities with competitors.



## What can buyers do?

### Stay alert:

- ✓ Compare prices on the same product across platforms.
- ✓ Report suspected anti-competitive conduct to CCCS.



If you have information about **cartel activities\*** in Singapore, or are part of one and would like to come forward and apply under CCCS's reward/whistle-blowing scheme or leniency programme, contact us.

*\*Cartel activities include agreements between competing sellers/businesses to manipulate markets for their own benefit.*



[go.gov.sg/approach-cccs](https://go.gov.sg/approach-cccs)