

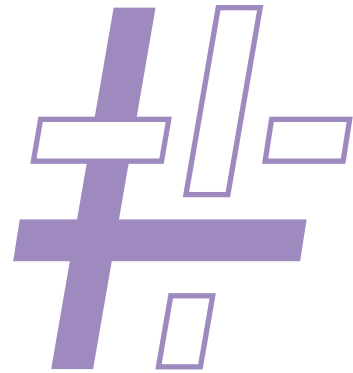


Office of Competition and Consumer Protection

REPORT ON UOKIK ACTIVITIES IN 2024



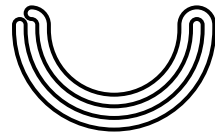
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#foreword



2024 was a very busy year for the Office of Competition and Consumer Protection and important in terms of competition and consumer protection. This is evidenced by both the number of decisions – over 750 – and the total amount of penalties we have imposed for practices restricting competition and violating collective consumer interests – a total of over PLN 937 million.

The figures are impressive. They show a lot about the scale of the UOKiK's activities, but they don't tell the whole story. Firstly, there are further figures behind them – thousands of proceedings, studies and analyses, and a huge amount of work carried out by the experts of the Office and the Trade Inspection. Secondly, they only concern part of our activity, which also includes information and educational activities for undertakings and consumers – for example, a guide on labour market collusions or recommendations for payment service providers.

Last year saw us actively participate in law-making and important court decisions, including a judgement confirming our case law on contractual advantage. It also involves many important activities including consumer protection and cooperation with government agencies, international institutions and non-governmental organisations.

I would also like to draw attention to the tasks we carry out in the field of fuel quality monitoring, non-food product safety, concentration control, public aid assessment and intervention in cases of payment gridlocks. Is that all? Definitely not. More information and data can be found on the following pages of the report.

Enjoy reading!

Tomasz Chróstny
President of the Office of Competition and Consumer Protection

WHO ARE WE?

The President of the Office of Competition and Consumer Protection is a central governmental authority responsible for making and implementing competition and consumer protection policies in Poland¹.

The Office of Competition and Consumer Protection ensures the implementation of the Authority's tasks. The institution's activities are financed from the state budget.

The mission of the Office is to enhance consumer welfare by effectively protecting their interests and promoting the development of competition while respecting the principles of openness and dialogue in relations with market participants.

WHAT DO WE DO?

The tasks of the President of UOKiK focus on ensuring appropriate conditions for the functioning of competition, as well as protection of consumer interests and safety.

MANAGEMENT

President of UOKiK
Tomasz Chróstny

Vice-President of UOKiK
Daniel Mańkowski

Director General
Katarzyna Prus-Stachyra

¹ Systemic issues are regulated in the Competition and Consumer Protection Act of 16 February 2007 (Journal of Laws of 2024, item 1616, as amended).

AREAS OF ACTIVITY OF THE PRESIDENT OF UOKiK

COMPETITION PROTECTION

- combating anti-competitive practices used by undertakings (prohibited agreements and abuse of a dominant position)
- control of undertaking concentration
- monitoring aid granted by the state
- eliminating practices involving an unfair use of contractual advantage
- counteracting payment gridlocks (excessive payment delays in commercial transactions)

CONSUMER PROTECTION

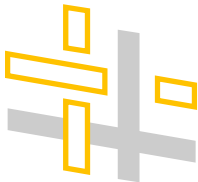
- eliminating practices infringing collective consumer interests and abusive clauses in model contracts
- supervising the Trade Inspection
- carrying out market surveillance and ensuring the safety of non-food products
- monitoring the out-of-court consumer dispute resolution system
- financing consumer advice through helpline and e-advice system
- advising in cross-border issues provided as part of the European Consumer Centre

market research

legislative activities

information and educational activities

international cooperation



BUDGET

PLN 174.5 million²

DECISIONS

751

including:

353 related to competition protection

398 related to consumer protection

PENALTIES imposed by the President of UOKiK

PLN 937.6 million

including:

PLN 650.1 million	for competition-restricting practices
PLN 84.1 million	for practices infringing collective consumer interests
PLN 178.8 million	in relation to the recognition of model contract clauses as abusive
PLN 0.8 million	for causing payment gridlocks
PLN 1.2 million	for violations in connection with the Act on Conformity Assessment and Market Surveillance Systems
PLN 0.8 million	in relation to the general product safety
PLN 13.3 million	for failure to provide information / provision of false / misleading information
PLN 0.4 million	for failure to cooperate in the course of inspection / search
PLN 1 million	for failure to report the intention to implement a concentration or for implementing a concentration without obtaining the required consent from the President of UOKiK
PLN 7.1 million	for managing persons

PENALTIES paid by undertakings

PLN 136.4 million³

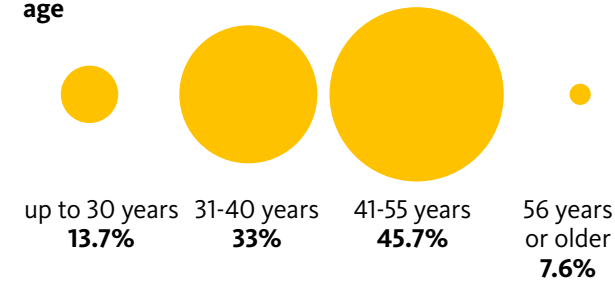
including:

PLN 22.5 million to the Financial Education Fund

EMPLOYMENT STRUCTURE⁴

number of employees: 656⁵

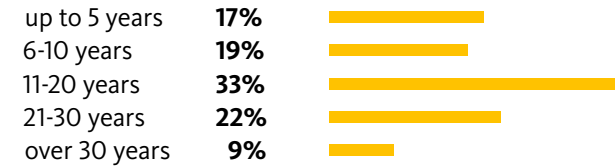
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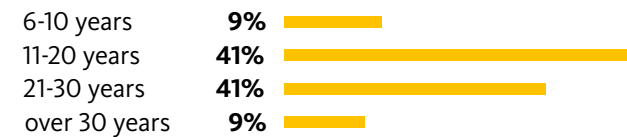
education



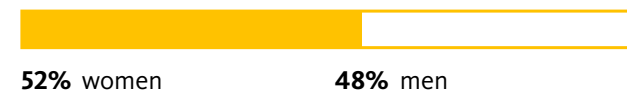
total seniority



seniority – senior positions⁶



sex – senior positions

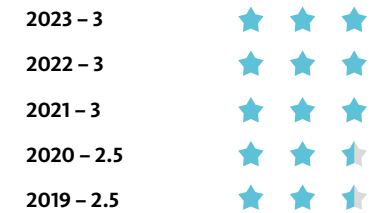


² Budget implemented in 2024. Budget implemented in 2023 – PLN 136.2 million, in 2022 – PLN 125.5 million.
³ Penalties resulting from final decisions of the President of UOKiK, including those made before 2024, including penalties imposed on managers.
⁴ As at 31 December 2024.
⁵ As at 31 December 2023 – 631, as at 31 December 2022 – 604.

GLOBAL COMPETITION REVIEW RANKING

In the GCR ranking,⁷ UOKiK received 3 stars, indicating a good level. It was praised for its clear objectives and consistent pursuit of these objectives, as well as for taking new measures, such as those related to the protection of competition in the labour market.

UOKiK RATING BY GCR



ORGANISATIONAL STRUCTURE⁸

DEPARTMENTS

Department for Analysis Development
 Department for Combating Payment Gridlocks
 Department of Communication
 Department of Competition Protection
 Department of Concentration Control
 Department of Contractual Advantage
 Department of Laboratories
 Department of Legal Affairs
 Department of Market Analyses
 Department of Market Surveillance
 Department of Protection of Collective Consumer Interests
 Department of State Aid Monitoring
 Department of Trade Inspection

Support Department for Combating Payment Gridlocks

BRANCH OFFICES

Branch Office in Bydgoszcz
 Branch Office in Gdańsk
 Branch Office in Katowice
 Branch Office in Kraków
 Branch Office in Lublin
 Branch Office in Łódź
 Branch Office in Poznań
 Branch Office in Wrocław

OFFICES

Administration Office
 Executive Office
 Finance Office
 International Cooperation Office
 IT and Security Office
 Office of Human Resources, Training, and Organisational Affairs

⁶ Directors and deputy directors.
⁷ The ranking refers to 2023 and was published in September 2024.
⁸ As at 31 December 2024.

” The jubilee of our Authority, which we celebrate in 2025, is the history of turning points. Important changes which we have introduced first and foremost for the safety and enhancement of consumer position and protection of fair competition in market economy.

Tomasz Chróstny
The President of UOKiK

35 years of UOKiK. More competence, protection and rights

On 13 April 1990, the Anti-Monopoly Office, that is, today's UOKiK, was established. This equals three and a half decades of fight to protect competition and consumer rights.

Online shopping and ability to return goods ordered remotely or at commercial demonstrations. Clear information about discounts offered, ability to verify prices in effect over the period of 30 days prior to a given promotional campaign. The rights and standards most of us take for granted today – as if they had been there forever – **are the legacy of the past 35 years**. This period of time marks also the entire history of the Office of Competition and Consumer Protection.

It all started with the Anti-Monopoly Office

After the political breakthrough of 1989, when the economy that was based, to a large extent, on state-owned monopolies changed the course and began to rely on free market mechanisms, the issue of promoting competition and preventing anti-market practices became of **fundamental importance** for the success of the economic transformation.

Therefore, under the Act on Preventing Monopolistic Practices, the Anti-Monopoly Office was established. It was tasked with controlling business concentrations, preventing the conclusion of competition-mitigating agreements and abusing dominant positions of entrepreneurs on the market.

1990
ANTI-MONOPOLY OFFICE
COMPETITION PROTECTION

1996
UOKiK
CONSUMER PROTECTION
TRADE INSPECTION

2001
STATE AID

2017
CONTRACTUAL ADVANTAGE

2020
PAYMENT GRIDLOCKS

How the market evolved

The first decision taken in 1990 by the then Anti-Monopoly Office was related to the practices of a car maker, Fabryka Samochodów Osobowych in Warsaw, as the price of its Fiat 125 model was increased three times over one month. As a result of the efforts of the Office, tariffs for passenger cars were reduced by 70%. Consequently, in the following year, imports exceeded domestic production three times, creating market competition, which was beneficial for consumers.

After 1990, when the first decision was issued by the Office, the cars on the Polish roads changed significantly, as did the market practices. In 2024, the President of UOKiK issued a decision related to **unlawful collusion** between KIA Poland and dealers selling KIA vehicles. The entrepreneurs had reached an agreement on the pricing of the vehicles they were selling and divided the market among them. Twelve entrepreneurs and five natural persons had PLN 408 million in fines imposed. The decision is not final.

For the term of 35 years, the Office has completed thousands of proceedings and issued as many decisions. Some of the actions transformed the modus operandi of the entire sectors of the economy, benefiting competition and consumers alike. Below you will find some examples from the last five years.

Price fixing on the Warsaw heat supply market – in 2020, the President of UOKiK imposed nearly PLN 120 million in fines on companies belonging to the Veolia Polska group, for reaching an agreement – with PGNiG group companies – concerning market sharing as well as price and bid rigging – practices resulting in higher heating prices. For the first time, the manager directly responsible for the infringement was also punished. The decision is not final.

Influencer marketing – in 2022, the President of UOKiK issued Recommendations on the tagging of advertising content by influencers on social media following the consultation with the industry representatives. One year later, he initiated a round table attended by the largest social platforms in Poland.

Contractual advantage – Jeronimo Martins Polska – the owner of the Biedronka chain – illegally obtained, from its produce suppliers, discounts that had not been agreed in advance. In 2024, the court of first instance agreed with UOKiK's findings, confirming the ruling practice of the President of UOKiK.

Not only in Poland

UOKiK has been active on the international arena for many years now. The Office is particularly closely involved in the work of the European Competition Network (ECN) and the International Consumer Protection and Enforcement Network (ICPEN). The Office has been also implementing projects for EU candidate or developing countries.

Two years ago, the President of UOKiK became a member of the European Commission's High-Level Group for the Digital Markets Act, aiming to support the European Commission with advice and expertise. The President of UOKiK was also elected deputy chairman of the OECD Competition Committee for 2025.

Decision no. D0-1-644/26/90/353/DB dated 22.10.1990 ordering "Pol-Mot", a limited liability company in Warsaw, to stop imposing, in contracts of sale on cars imported from the Comecon countries, the terms and conditions which did not provide for an option to choose car colour by a buyer.

An excerpt from the first report of the Anti-Monopoly Office from 1990.

competition
protection



#1

#1.1

Competition-restricting practices

Competition-restricting practices are **illegal agreements and the abuse of a dominant position**. If the President of UOKiK suspects that undertakings have violated the regulations, he can initiate a preliminary investigation. It is conducted with regard to a specific matter, not against any specific entity. The evidence collected, for example as a result of inspections and searches, may form the basis for initiating antitrust proceedings and pressing charges against both the undertaking and the management.

The proceedings may end with a decision ordering the cessation of prohibited practices and the imposition of a **financial penalty** on the undertaking. The **leniency programme** offers the chance to reduce, and sometimes avoid, these penalties. Two conciliatory solutions are also possible: **voluntary** submission to penalty and **obliging** the undertaking to take specific actions.

The President of UOKiK can also act in a different way – call the undertaking to provide explanations, change or cease unfair activities. These are so-called **soft calls**. He can also provide a **reasoned opinion on the legal case**.

UOKiK monitors the market and analyses signals from consumers and undertakings. Violations of competition law can be reported **anonymously** via the whistleblower platform.

NEW PROCEEDINGS
concerning protection of competition

15

preliminary investigations

6

proceedings concerning the imposition of a fine for non-cooperation*

11

antitrust proceedings, including those concerning:

- 10 prohibited agreements, including 7 bid riggings
- 1 abuse of a dominant position

* Proceedings concerning a financial penalty for failure to provide the requested information or for providing untrue or misleading information, or for failure to cooperate in the course of an inspection.

Report a violation of competition law

Anonymous whistleblower platform



DECISIONS concerning protection of competition

13

in cases concerning competition-restricting practices, including:

- 11 concerning prohibited agreements
- 2 concerning abuse of a dominant position
- 9 imposing a penalty on the undertaking (46 penalties – a total of over PLN 650 million)*
- 1 with an accepted commitment from the undertaking
- 2 with voluntary submission to penalty**

6

in cases of penalties for non-cooperation***

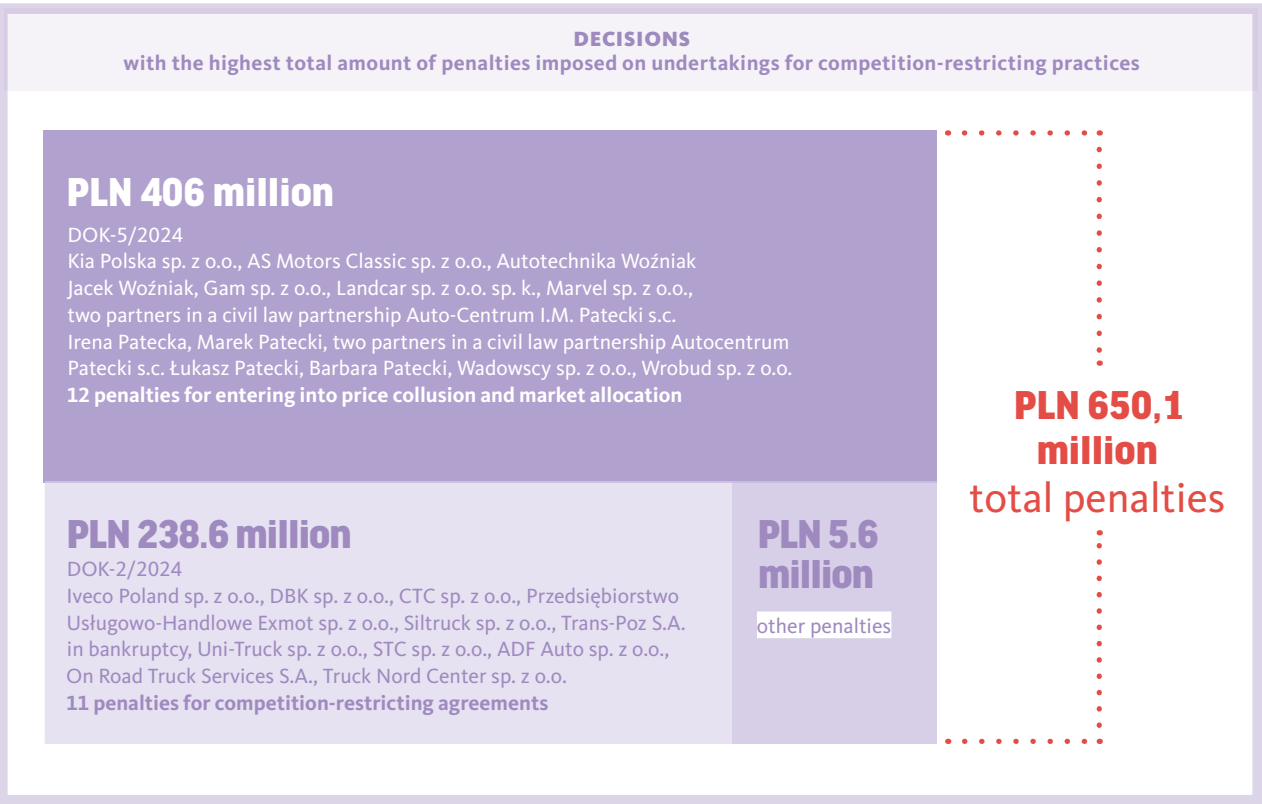
* The financial penalty is imposed for a particular practice, and as such, more than one such penalty may be imposed through a single decision.
** Based on Article 89a of the Competition and Consumer Protection Act.

*** Decisions on the imposition of a fine for failure to provide the President of UOKiK with requested information or for providing untrue or misleading information or decisions for failure to cooperate in the course of inspection/search.



* As part of 10 proceedings.

** Concerns calls made on the basis of Article 49a of the Competition and Consumer Protection Act.



SELECTED ACTIVITIES

Collusions on the passenger car market

Antitrust proceedings revealed that Kia Polska had colluded with its car dealers to fix prices and divide up the market. According to the illegal agreement, buyers of Kia cars could only purchase a vehicle from a designated dealer for at least eight years, without the possibility of receiving a cheaper offer from another dealer.

Furthermore, the undertakings **agreed on the prices for Kia cars among themselves**. The importer provided price lists to distributors and informed them of the maximum discounts they could give. The dealers of Kia Polska accepted these arrangements and refused to provide potential customers with an offer that was competitive relative to the one proposed at another dealership. According to the agreement, distributors were also to sell cars only to customers who reside or pursue business activity in a location closest to their dealership.

For practices restricting competition, the President of UOKiK imposed a total of **nearly PLN 406 million in fines on companies and over PLN 1.6 million in fines on their managers**. The decision (DOK-5/2024) is not final.

Collusions on the truck market

Another case related to the automotive market concerned a collusion between the truck importer Iveco Poland and the distributors of these vehicles. The illegal agreement consisted in the **undertakings determining the areas** in which the local distributor had priority in customer service. The market division was supported by price agreements. The President of UOKiK imposed **fines of over PLN 238 million on the companies and over PLN 2.5 million on their managers**. The decision (DOK-2/2024) is not final.

PLN 407.6 million

the **HIGHEST FINE** imposed in a single decision on companies and managers for competition-restricting practices



PLN 4.3 million

total amount of fines imposed on **MANAGERS** for competition-restricting practices



INTERNAL MARKET OF THE EU

Six of the President of UOKiK’s decisions concerned anti-competitive practices affecting trade between EU member states*



* Decisions issued on the basis of Articles 101 and 102 of TFEU.

Labour market

The cases concern the practices of the Biedronka and Dino retail chains and the transport companies that serve them. UOKiK is checking whether undertakings have entered into an illegal agreement under which **they did not compete with each other for employees**. As a result, drivers may have limited employment opportunities. The Office is determining whether the owners of the discount stores imposed, enforced and coordinated the use of prohibited practices.

Digital market

The President of UOKiK has initiated an investigation into the changes made by Meta Platforms Ireland on the Facebook platform. The content of Polish publishers is displayed as a single link, rather than as a graphic preview of the material, as was previously the case. The change could result in lower interest in journalistic content and reduce the number of views of the articles. UOKiK is checking Meta’s practices, in particular whether it **could have abused its market position**.

E-commerce market

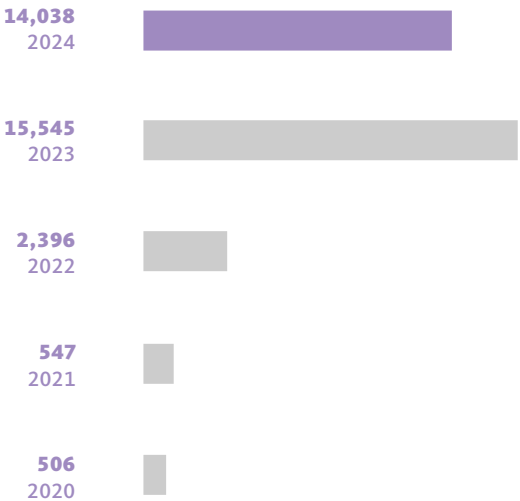
UOKiK has received signals indicating that Garmin Polska company may have entered into an anti-competitive agreement with the distributors of its products. UOKiK is checking **whether undertakings fixed prices**, e.g. for smartwatches and GPS devices. The Competition Authority conducted an analysis, which showed that the prices of Garmin equipment in online stores were at the same or very similar level. If this is the result of an illegal agreement, it would deprive consumers of the opportunity to purchase Garmin products at a competitive price. A search was carried out at the headquarters of Garmin and three other companies.

UOKIK GUIDE
“Collusion and abuses on the labour market. Competition law and employees’ matters”

The publication explains which actions by undertakings or trade unions are not allowed
More about the guide:
3.3. Information and educational activities



WHISTLEBLOWER
from 2020 to 2024



The number of anonymous notifications via whistleblower platform **remains high**. This may be due to the growing public awareness of the activities of UOKiK. Notifications from current or former employees of companies involved in prohibited agreements are particularly valuable sources of information.



Concentration control

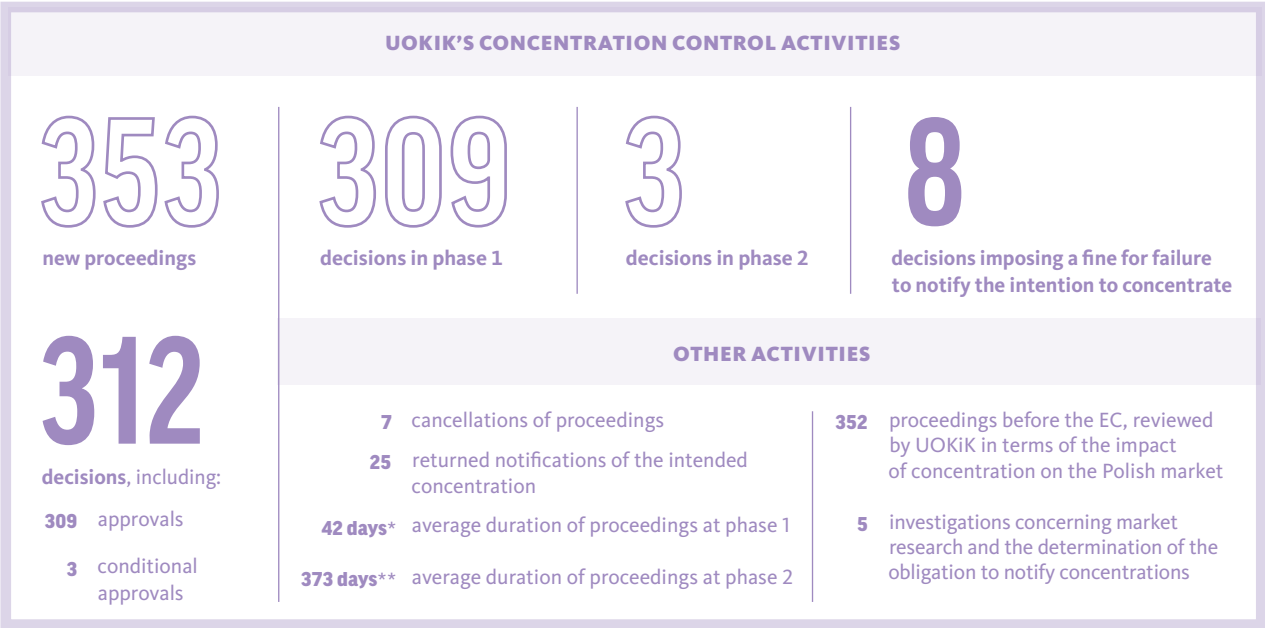
The President of UOKiK monitors concentrations that have a significant impact on the state of competition on the Polish market. This applies to a merger of enterprises, the acquisition of control over another entity, the establishment of a joint venture and the acquisition of part of another enterprise’s assets.

Undertakings **are obliged to notify the intention to merge** if their total turnover in the year preceding the notification exceeded EUR 1 billion worldwide or EUR 50 million in Poland and they do not benefit from any statutory exemptions in this regard.

The President of UOKiK may decide to prohibit a concentration if it significantly restricts market competition.

Conditional approval is also possible, i.e. approval of a merger under certain conditions, the fulfilment of which will ensure that there is no significant restriction of competition. Most merger procedures are processed within one month (phase 1). For more complex transactions, the processing time may be extended by an additional four months (phase 2).

In addition to analysing cases which are subject to national legislation, **UOKiK gives its opinion on concentration applications filed with the European Commission** with regard to the impact of the concentration on the Polish market and, consequently, the legitimacy of conducting the proceedings independently.



* The actual case review time, including time limits subject to exclusion under Article 96(2) of the Competition and Consumer Protection Act (rounded to a whole day).

** The actual case review time, including time limits subject to exclusion under Article 96a(8) of the Competition and Consumer Protection Act (rounded to a whole day).



Cable and wire market

President of UOKiK has granted conditional approval for concentration in the wholesale market of electrical and technical products. Company Fega & Schmitt Elektrogroßhandel may take over TIM in Wrocław. The acquiring company is a German firm providing services of distribution of electrical and technical products and the ensuing logistics services. The acquired Polish company sells electrical products.

Following the condition imposed, the acquiring party **must sell the shop** located at Krośnieńska street in Zielona Góra which is held by TIM. The decision (DKK-24/2024) is final.

Concrete market

President of UOKiK has granted conditional approval for concentration in the ready-mix concrete market. Lafarge Cement company may take over part of Eurobud Chajewski’s property **on condition that it sells its concrete plant** in Piła. The decision (DKK-27/2024) is final.

Fuel market

Anwim (franchisor of the Moya petrol station chain) has received conditional approval to purchase three petrol stations belonging to Elbah II in Chorzów, Radzionków and Tarnowskie Góry.

UOKiK’s analysis shows that the activities of the participants in the concentration overlapped in Radzionków and competition could be restricted in the part of the town. Anwim **must terminate the contract with one of the franchisees** in this city, as stipulated. The decision (DKK-40/2024) is final.



The President of UOKiK has been monitoring investments concerning Polish companies that have strategic importance for public order, security or health. Within the scope

of his powers, he may **block their acquisition by investors outside the EU, EEA, and OECD**.

The control covers investments concerning Polish-based undertaking whose revenue from sales and services exceeded the equivalent of EUR 10 million in the territory of Poland and meeting the conditions set out in the Act.⁹ The entity conducting the transaction is obliged to notify the Office about it.

Investment control proceedings, just like concentration proceedings, are divided into two phases. The President of UOKiK conducts **verification proceedings** (phase 1) after receiving a notification of the intended transaction. It serves to separate cases that are simple from those that are more complex. If the transaction raises no objections, the Authority issues a no-objection decision and refrains from instituting control proceedings. Proper **control proceedings** (phase 2) are instituted with respect to cases that may pose a serious threat to public order, security, or health.



* On refusing to initiate control proceedings and not objecting to transactions, and on discontinuing control proceedings due to lack of cause.

⁹ They are public companies or possess property that has been disclosed in the list of facilities, installations, equipment and services constituting critical infrastructure, or they develop or modify software in areas indicated by the Act or conduct business activity in one of the industries specified in the Act (including energy, fuel, chemical, food companies).

#1.3

State aid

State aid constitutes an interference with market processes and should be applied only in justified cases. Granting state aid to an undertaking or launching an aid scheme **requires prior consent from the European Commission**.

An exception in this regard includes aid granted under block exemptions, i.e. based on specific provisions recognising certain categories of support as compatible with the internal market (e.g. aid for small and medium-sized enterprises or environmental protection aid). The notification requirement also does not apply to *de minimis* aid, i.e. small-scale support,¹⁰ that does not violate market competition principles. EC approval is also not required, as a rule, for aid to compensate for the provision of public services, for example rail and road passenger transport.

UOKiK monitors state aid in Poland and also prepares reports and statements in this regard. Data concerning the aid granted are exchanged and collected within the SHRIMP system (Aid Scheduling, Reporting, and Monitoring System). The President of UOKiK **issues opinions** about state aid projects for compliance with EU law and the obligation to notify the EC. The President of UOKiK plays a key role in that process of **notification** of projects providing for the granting or modification of state aid – he notifies the EC of any intention to grant new aid. The notification can be preceded by a **prenotification** procedure, which is used to analyse the legal and economic aspects of the planned aid.

WHAT IS state aid in the EU?

This is any support granted by a Member State or through state resources in any form that distorts or threatens to distort competition by favouring certain companies or the production of certain goods, insofar as it affects trade between Member States

Examples

grants, tax reliefs and exemptions, preferential loans and credits, credit sureties and guarantees, and recapitalisation of an enterprise on terms more favourable than those offered on the market



SELECTED ACTIVITIES

Economic support following Russia's aggression against Ukraine

UOKiK continued to work on aid programmes related to the effects of the armed conflict in Ukraine. The most important of these were the notification procedures concerning:

- support for the realisation of investment projects of strategic importance for the transition to a net-zero emissions economy,

¹⁰ The amount of *de minimis* aid is EUR 300,000 gross for one undertaking within three years. Until the end of 2023, this amount was EUR 200,000 gross and covered a period of three tax years – these rules could be applied temporarily until the end of June 2024.

- support for the use of energy storage facilities and associated infrastructure for the purpose of stabilising the power grid,
- aid to cover additional costs resulting from exceptionally severe increases in natural gas and electricity prices in Poland incurred in 2024.

Opinions on state aid projects

The President of UOKiK issued an opinion on **16 draft** aid programmes, including those defining the rules for granting public aid from European funds in the new programming period 2021-2027. These included:

- state aid for investment projects to support the national energy system as part of the “National recovery and resilience plan”,
- state aid for equipping rail vehicles with ERTMS-enabled traction or driving cabs as part of the “National recovery and resilience plan”.

OPINIONS on state aid projects and ANALYSIS of draft government documents

28

opinions, including those concerning:
16 aid programmes
12 individual aid

778

requests for the interpretation of state aid regulations

3,109

reviewed notifications of *de minimis* aid schemes

175

reviewed draft government documents to determine if specific support qualifies as state aid

Notification PROCEEDINGS before the EC

8

pre-notified projects

23

notified projects

18

projects approved by the EC*

95

projects notified under block exemptions

4

withdrawn projects*

* Statistics include cases reported in previous years.

IMPORTANT EC APPROVALS regarding state aid for Poland

- # related to the effects of the armed conflict in Ukraine – investment projects; coverage of additional costs resulting from increases in natural gas and electricity prices
- # for social protection for employees in the electricity and lignite mining sectors
- # for the realisation of intermodal transport projects within the framework of the “European funds for infrastructure, climate, environment programme 2021-2027”

#1.4

Contractual advantage

Contractual advantage occurs when there is a significant disparity in economic potential between suppliers and buyers of agricultural and food products. It may be unfair to use it if it is contrary to good practices and poses a threat to the essential interests of the other parties or infringes upon such interests.¹¹

To protect the interests of suppliers or buyers of agricultural and food products, the President of UOKiK institutes **proceedings** concerning practices involving an unfair use of contractual advantage. This may be preceded by a **preliminary investigation**, which is intended to establish whether there has been a violation of the law that justifies the initiation of proceedings concerning practices involving an unfair use of contractual advantage.

The proceedings may end in a cease and desist letter concerning the abusive practices and the imposition of a fine on the undertaking. **Two conciliatory solutions** are also possible – voluntary submission to penalty and the President’s decision obliging the undertaking to cease and desist the abusive practices or remedy their consequences.

#/- SELECTED ACTIVITIES

Unfair discounts of a retail chain – the court upheld the decision of the President of UOKiK

Particularly noteworthy is a court judgement that confirms the line of rulings of the President of UOKiK regarding contracts between large retail chains and suppliers of

¹¹ The Act of 17 November 2021 on Counteracting the Unfair Use of Contractual Advantage in Trade in Agricultural and Food Products (Journal of Laws of 2023, item 1773).



* As part of single proceedings.

agri-food products. The regional court agreed with the findings of the decision issued in 2020. It confirmed that Jeronimo Martins Polska was not entitled to obtain previously unagreed discounts from grocery suppliers. The court set the penalty at over half a billion zlotys (over PLN 506 million). **A judgement is an important signal for the market, especially for the largest undertakings.** It confirmed that retail chains should pay suppliers the agreed price for their products. It also shared the position of the President of UOKiK that the chain is obliged to fulfil the concluded contracts and refrain from unilateral price changes.

Milk market

The President of UOKiK obliged District Dairy Cooperative (OSM) in Koło to change practices unfavourable to milk suppliers. Challenged actions included **unilateral price list changes, failure to verify milk testing and sanctions for termination of cooperation.** As a result of the decision of the President of UOKiK, suppliers who do not agree to the price list change will be able to terminate the contract with notice. Until the end of the contract, the existing price will apply. A provision obliging suppliers to return the premium if they change their milk purchaser was also removed from the model contract. In addition, farmers

who disagree with the cooperative’s milk quality tests will be able to verify the tests at an accredited laboratory other than the one designated by or owned by OSM Koło. This will allow a supplier who disagrees with the cooperative’s quality assessment to have its concerns verified by an independent entity. The decision (DPK-1/2024) is final.

Fruit market

The President of UOKiK **called upon seven large fruit processors** to change their business practices. Five of them voluntarily complied with the position of the President of UOKiK, reducing payment terms for perishable fruit and allowing verification of fruit quality tests. The measures are being continued.

Sugar market

Informal interventions are also important. The President of UOKiK, thanks to the dialogue with undertakings, has led to important changes – the development of new standards for supplying sugar beet growers with seed material, enabling them to have wider access to seeds offered on the market. This resulted in relevant modifications to the provisions of the “All-Poland industry agreement”, which is signed by all sugar producers operating in Poland.

#1.5

Payment gridlocks

Payment gridlocks occur when companies do not receive payment from their counterparties on time. The accumulated debt affects subsequent affiliates in the supply chain, negatively impacting the financial liquidity of the entire business environment.

The President of UOKiK conducts proceedings and imposes financial penalties on undertakings who violate the statutory prohibition by **being in arrears with payments to their counterparties**. Proceedings are instituted *ex officio* based on **analyses** conducted by UOKiK. The information may originate from **notices** submitted by entities suspecting that they have fallen victim to a payment gridlock.

An excessive delay in the fulfilment of financial obligations occurs when, over a period of three consecutive months, the sum of due financial obligations unfulfilled and fulfilled after the deadline by a given entity amounts to **at least PLN 2 million**. The President of UOKiK may impose a **penalty** on the undertaking, the amount of which depends on the value of overdue receivables and the length of delays in payments.

Undertakings have the right to request the President of UOKiK to **reconsider the case** or file a complaint with the Voivodeship Administrative Court in Warsaw.

UOKiK'S PAYMENT GRIDLOCK
activities

31

new proceedings

1

decision with a penalty

6

decisions following
requests for
reconsideration*

* All decisions upheld the finding of excessive delays in the fulfilment of financial obligations.

OTHER ACTIVITIES

79 soft notices to undertakings*

28 reviewed notices**

2.8 million invoices examined

PLN 93.3 million total amount of payment
gridlocks identified***

142.4 thousand number of entities examined

369.5 million number of invoices examined

* Refers to the calls under Article 13ca of the Act on Counteracting Excessive Delays in Commercial Transactions (Journal of Laws of 2023, item 1790).

** In the case of 15 of them, UOKiK initiated further action (probability analysis).

*** A gridlock found in one issued decision stating excessive delay in the fulfilment of monetary benefits.

NEW PROCEEDINGS
concerning payment gridlocks – by industry

	number of proceedings
automotive	7
transportation	5
construction	5
pharmaceutical	5
machinery	4
cosmetics	2
food	1
paper	1
metal	1



SELECTED ACTIVITIES

The President of UOKiK issued one decision stating that Hitachi Energy Poland sp. z o.o. was excessively delaying the fulfilment of monetary benefits, imposing a **fine of nearly PLN 767,000** on the undertaking. The decision (DPZ-1/2024) is not final.

The President of UOKiK **contacted 79 undertakings** without initiating proceedings. These are so-called soft calls which, as part of a broader prevention strategy, shape the payment culture and awareness of undertakings and enable them to change their practices without having to participate in the proceedings. This allows UOKiK to **clarify doubts and eliminate irregularities from the market more quickly**.



competition protection in 2024

See more





VIOLETION OF CONSUMER
INTERESTS AND ABUSIVE
CLAUSES

SUPERVISION OVER
THE TRADE INSPECTION

PRODUCT SAFETY
AND MARKET SURVEILLANCE

CONSUMER SUPPORT



consumer protection

#1-2



#2.1

Violation of consumer interests
and abusive clauses

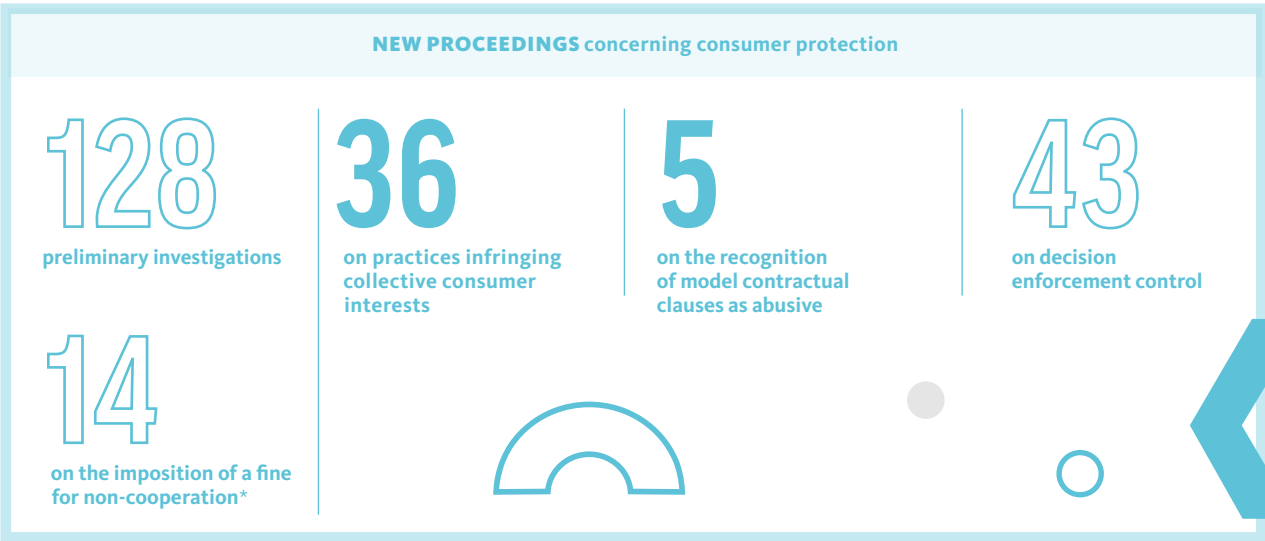
The President of UOKiK conducts proceedings to eliminate **practices that violate the collective interests of consumers**. These are unlawful or unethical business practices that can affect an unlimited number of people. It also counteracts the use of **abusive clauses in model contracts** that shape the rights and obligations of consumers in a manner contrary to good practice and grossly violate their interests.

The proceedings may end with an injunction to discontinue the contested practices and the imposition of a **fine** of up to 10% of the undertaking's turnover in the previous year. Managers can also face penalties. The President of UOKiK may also accept a voluntary **commitment** from the trader to change their practices.

Proceedings against a specific entity are usually preceded by a **preliminary investigation** to determine whether a violation of the law has occurred.

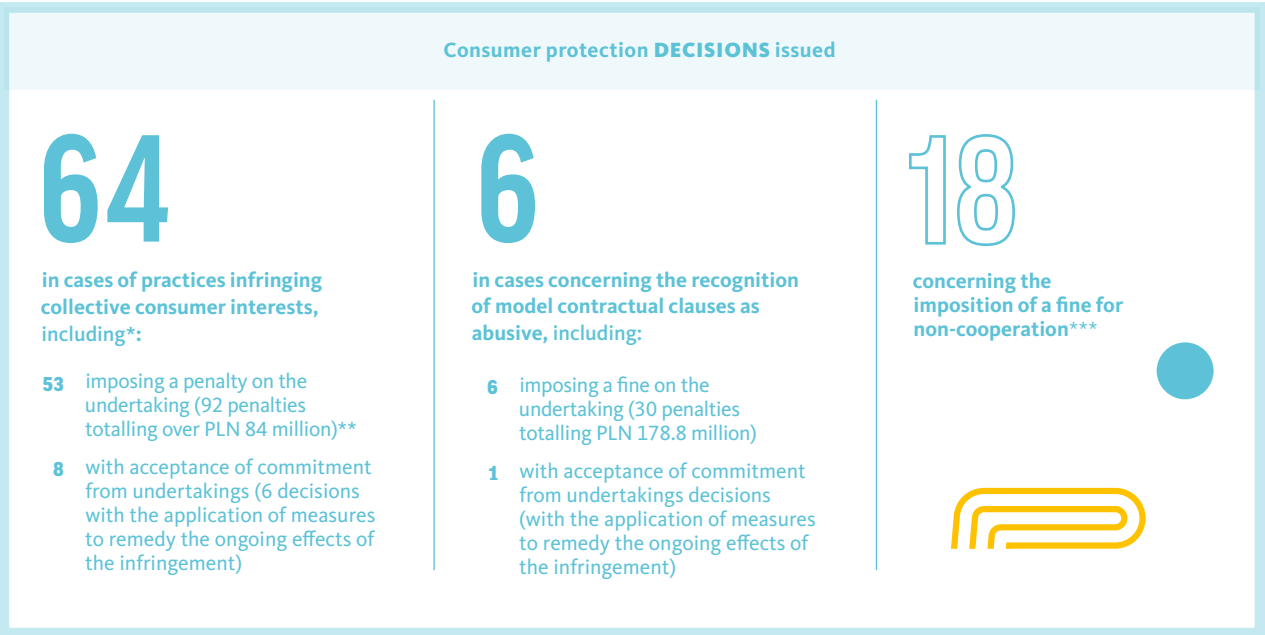
The President of UOKiK may use the formula of a **soft call** to the undertaking, i.e. call on him to explain, change or cease unfair activities. He can also provide a **reasoned opinion on the legal case**.

UOKiK identifies infringements by monitoring the conduct of undertakings and analysing signals received from the market. In addition, it **provides legal assistance to consumers** as part of a subsidy programme for non-governmental organisations.



* Proceedings concerning a financial penalty for non-compliance with or late compliance with a decision, for failure to provide requested

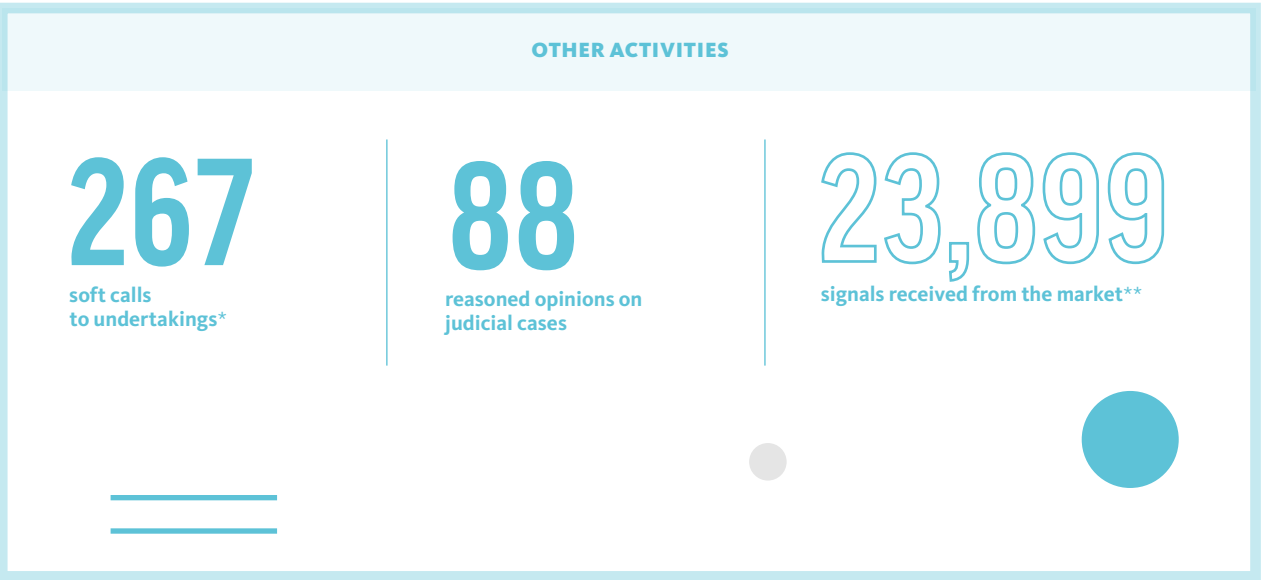
information or for providing untrue or misleading information, or for failure to cooperate in the course of an inspection.



* The decisions provided are exemplary.

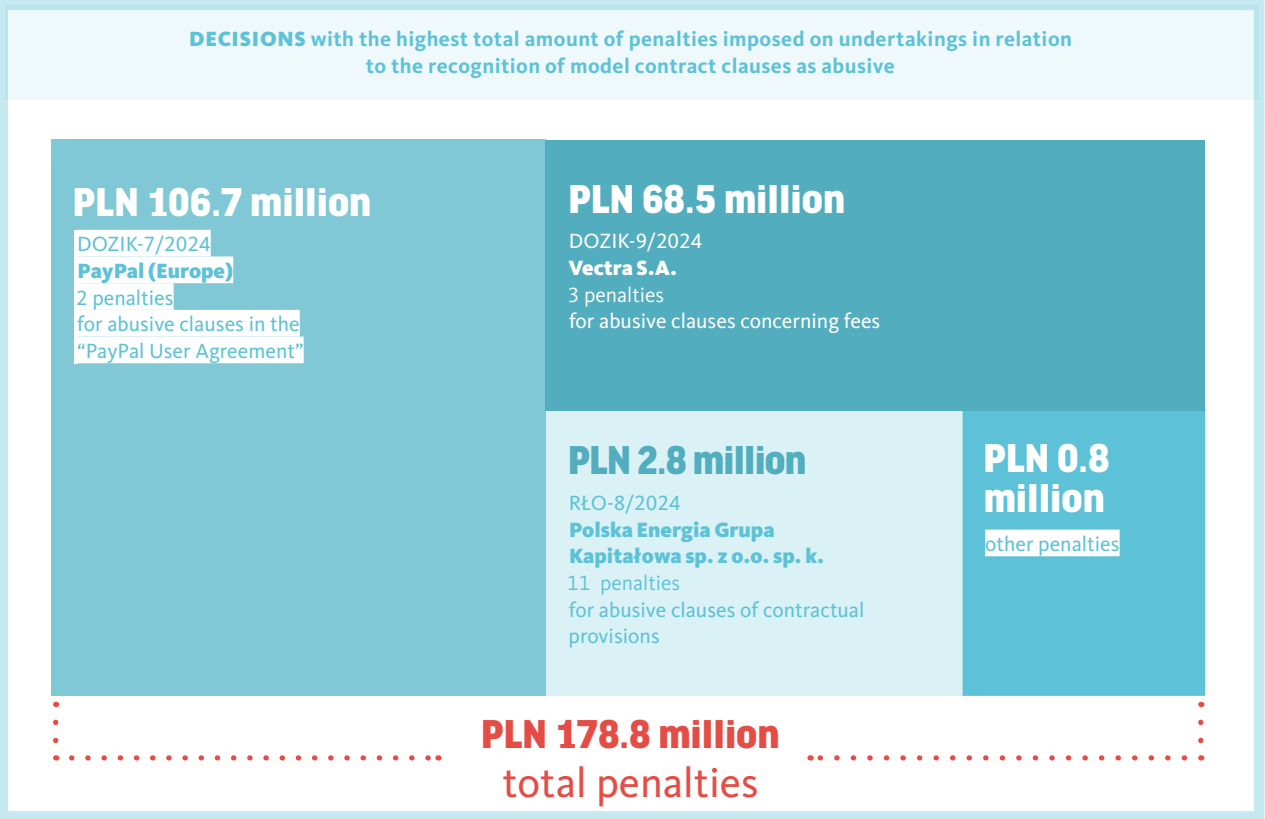
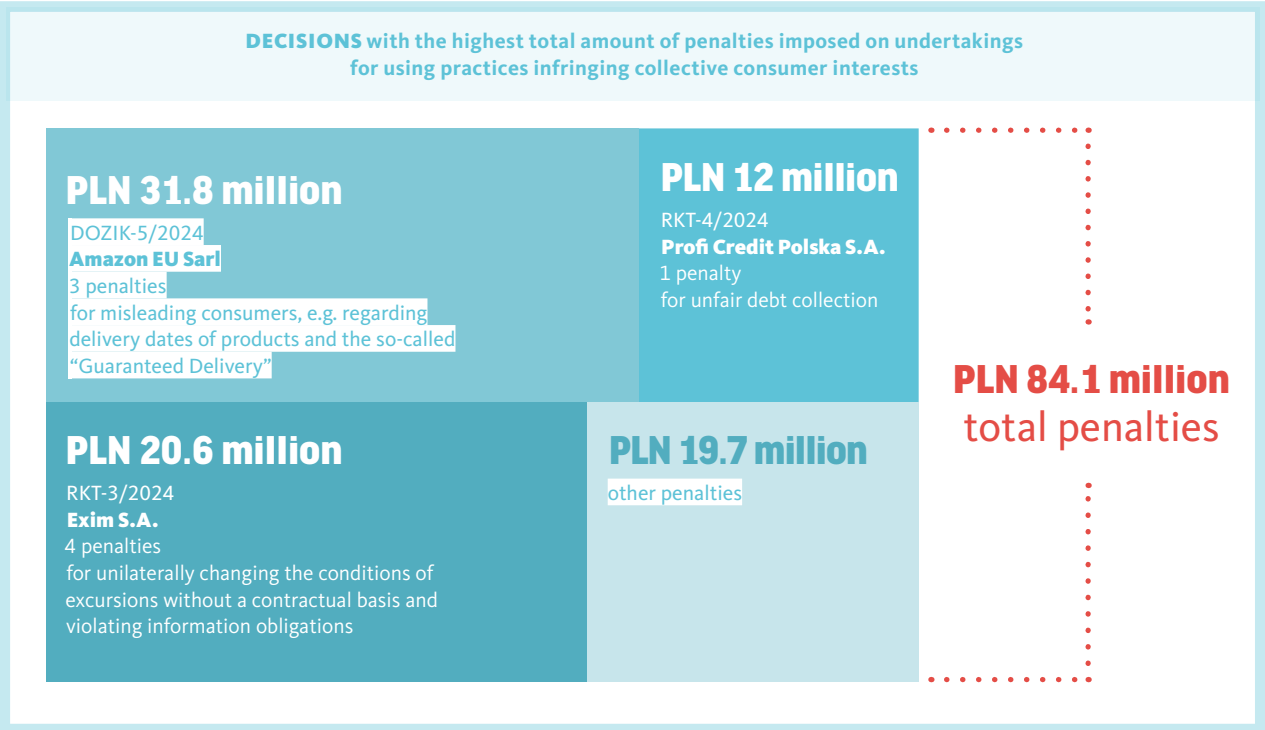
** The financial penalty is imposed for a particular practice, and as such, more than one such penalty may be imposed through a single decision.

*** Decisions on the imposition of a fine for failure to provide requested information or for providing untrue or misleading information.



* Concerns calls made on the basis of Article 49a of the Competition and Consumer Protection Act.

** Data based on notifications reported to the UOKiK headquarters and branch offices.



consumer was unable to foresee which sanctions might be applied to them and when, and there could even be several at the same time. According to the decision of the President of UOKiK, the fine for PayPal amounted to **over PLN 106 million**. The decision (DOZIK-7/2024) is not final.

Fictitious loan crowdfunding

Polskie Destylarnie (Polish Distilleries) from Lublin ran a loan campaign called "Skarbiec Palikota" (Palikot's Vault). The undertaking **provided false information** about the company's market position, did not inform about the risks, advertised a fictitious competition and non-existent loan crowdfunding (social financing) – in fact, it was a collection for investment purposes. For misleading consumers, the President of UOKiK imposed a **fine of nearly PLN 240,000** on Polskie Destylarnie and **PLN 950,000 on a member of the company's management board**, as he intentionally allowed consumer rights to be violated. The decision (RBG-1/2024) is final.



SELECTED ACTIVITIES

Prohibited practices of the online platform

Amazon EU SARL is one of the sellers on the Amazon.pl platform. The company **misled consumers** regarding information about when a sales contract is concluded, product availability, delivery dates and consumers' rights related to the "Guaranteed delivery" service. The Office received complaints showing irregularities in the provision of services through the website. The President of UOKiK imposed **finest of almost PLN 32 million** on the company for violating the collective consumer interests. The decision (DOZIK-5/2024) is not final.

Abusive clauses related to online payments

PayPal is an online service that offers an electronic wallet integrated with a bank account, which allows online payments to be made. The company used to include clauses in contracts with consumers which contained, among other things, a list of several dozen actions that the company considered prohibited, along with a catalogue of severe and difficult to justify sanctions. The contractual provisions allowed the company to apply them arbitrarily. **The**

Unauthorised change of fees

The mobile phone provider Vectra modified customer contracts during their term based on non-transparent criteria. Vectra made changes to the amount of fees based on **abusive clauses**. Fixed-term contracts should not be subject to any unilateral changes of their essential elements – for example, the price. On the other hand, changes in the price of a service in a contract concluded for an indefinite period of time must result from relevant provisions known to the consumer before the conclusion of the contract. At the same time, consumers should have the right to cancel these contracts without incurring additional costs. The President of UOKiK **finest** the company with **over PLN 68 million**. The decision (DOZIK-9/2024) is not final.

Unsolicited services fees

Customers of UPC Polska (now P4 company) were charged for additional TV channels and higher internet speeds, even though they had not ordered these services. As part of the "More benefits for You" package, UPC Polska increased the subscription fee to customers with indefinite contracts, **activating new services without asking customers for permission**. Launching any services, adding them against a fee to a previously concluded contract

must be performed upon an explicit and informed consent of consumers. Absence of objection on consumer's part may not be deemed as tacit consent to the undertaking's actions. The President of UOKiK obliged UPC Polska to cease this practice and remove its effects. The decision (RBG-3/2024) is final.

Failure to fulfil information obligations

Zalando did not provide customers with the legally required information about the status of sellers on its online sales platform. Customers can buy products not only from Zalando, but also from its partners. Using the platform, in no way could they be sure that they were buying a given product from a trader and, consequently, whether they were entitled to all their rights arising from that fact when making the purchase. **Lack of access to important information** could have made it difficult for consumers to make informed transactions based on clear and transparent rules.

The President of UOKiK ordered Zalando to **modify its websites with regard to the information obligations under the Omnibus Directive**. Before clicking "proceed to checkout" (*przejdź do kasy*), consumers should know who they are buying goods from and under what terms. In addition, the platform has given consumers vouchers to be used in the manner specified in the decision. The decision (RKR-3/2024) is final.

Ensuring security for consumers
using **ONLINE PAYMENTS**

Document "Actions aimed at mitigating the risk of fraudulent transactions. Recommendations of the President of UOKiK for payment service suppliers" contains a list of risk factors or functions offered by payment service suppliers which are used by fraudsters most frequently. The said list was developed on the basis of an analysis of complaints delivered by consumers to UOKiK and, in the course of the works of the working group* was additionally supplemented with the risks specified by financial sector experts

The main part of the document is a set of 16 recommendations aimed at reducing the possibility of fraudulent transactions over the Internet



* The working group included representatives of, among others, the Polish Financial Supervision Authority and experts from the banking sector.

#2.2

Supervision over the Trade Inspection

The President of UOKiK **sets the directions of inspections** conducted by the Trade Inspection and **monitors their execution**. He also carries out appeal proceedings against the decisions of voivodeship inspectors.¹²

The Trade Inspection conducts activities in the following scope:

- inspections in the field of non-food products, services, and obligations of undertakings,
- product inspections for meeting general safety requirements and assessing conformity with the requirements,
- fuel inspections under the fuel quality monitoring and control system.

The inspections include **laboratory tests** performed by both UOKiK laboratories and external ones. UOKiK manages three laboratories performing tests on liquid fuels, toys, textiles, and other non-food items.

RESULTS OF INSPECTIONS – non-food products

941,218 inspected product batches
154,575 contested product batches

RESULTS OF INSPECTIONS – product safety

general product safety
723 inspected product batches
256 contested product batches

assessment of compliance with requirements
1,171 tested product types
404 contested products (identified irregularities)

THE TRADE INSPECTION INSPECTIONS

13,073 in the field of non-food products, services, and obligations of undertakings
1,490 relating to general product safety and conformity assessment of products with requirements
1,886 of fuel quality
491 of solid fuel quality

12 The Act of 15 December 2000 on Trade Inspection (Journal of Laws of 2025, item 229).

UOKIK'S LABORATORIES

1,935
samples tested

DECISIONS

287

on appeals against decisions issued by voivodeship
inspectors of the Trade Inspection

EXAMPLES OF PRODUCTS

product	samples tested
liquid fuels	701
toys	500
textiles	280
footwear	204
cosmetics	91



EXAMPLES OF INSPECTIONS

Toys

The President of UOKiK, together with the Trade Inspection, ensures that only safe toys, especially those that do not contain **hazardous chemicals**, end up in the hands of the youngest consumers.

The Authority checked **221 toy models** for compliance with formal requirements and chemical properties. The toys that were tested mostly came from China (186 models). The following were examined: **dolls, squeaky toys, skipping ropes, inflatable toys and bath toys**. The checks were carried out on manufacturers, importers, wholesalers, and retail and large-scale stores. The inspectors checked whether the toys were properly labelled (including whether they have the CE mark, identification details of the manufacturer or importer, operating instructions in Polish and the required warnings) and whether the phthalate content in the toys did not exceed the permissible concentration.¹³

¹³ Toys containing phthalates in a concentration greater than 0.1% of the weight of the material with added plasticisers should not be placed on the market.

Irregularities were found in 49 toy models (22%), formal non-conformities in 30 (14%), and exceeded phthalate content in 25 (11%). Based on the inspection, the President of UOKiK conducted proceedings, thanks to which **hazardous toys were destroyed** (1,349 items in total). In four cases, proceedings were discontinued due to the toys being withdrawn from the market. The contractors carried out corrective measures for 12 toy models that only had formal non-conformities.

TOYS INSPECTION

The Authority checked 221 toy models for compliance with formal requirements and chemical properties



Carbon monoxide detectors

The Trade Inspection periodically checks carbon monoxide detectors before the heating season. The correct functioning of this type of equipment is crucial for the health and life of consumers.

The Trade Inspection inspected the **labelling of 12 carbon monoxide detector models**. In addition, experts have carried out laboratory tests on parameters affecting user safety, in particular the emergency response time after detecting carbon monoxide. The inspection mainly covered retail outlets and large-scale stores. Most of the equipment was manufactured in China (10).

The Authority **contested five models**. Two models had design and labelling discrepancies, and three models had labelling irregularities. Warnings and markings on the device and its packaging were missing or incomplete.

In the case of faulty detectors, the Trade Inspection submitted two motions to the President of UOKiK to initiate

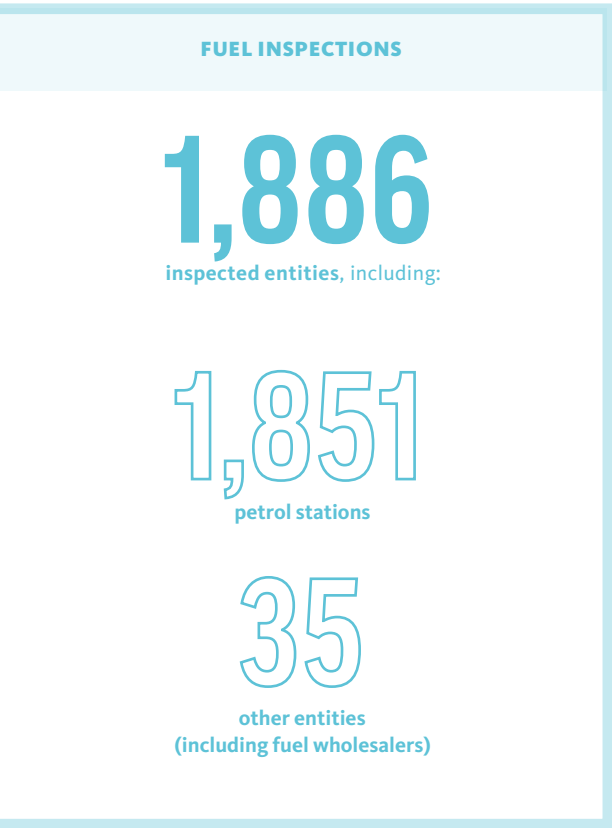
administrative proceedings. The cases are pending. In the case of the detector models where the irregularities only concerned the labelling, the undertakings took corrective action under the supervision of the Trade Inspection.

Fuel quality monitoring and control system

The President of UOKiK manages the fuel quality monitoring and inspection system, the purpose of which is to **eliminate fuels which do not comply with quality requirements from the market**. The results of the inspections are used in administrative proceedings conducted both by voivodeship Trade Inspection inspectors, the President of UOKiK, and the President of the Energy Regulatory Office in accordance with their respective competences.

Fuel inspections are carried out in two ways. The first type of inspection is carried out under the European surveillance system and includes randomly selected entities. The second type includes both selected stations and stations selected at random based on negative results of previous checks, as well as information from consumers, the police, etc.

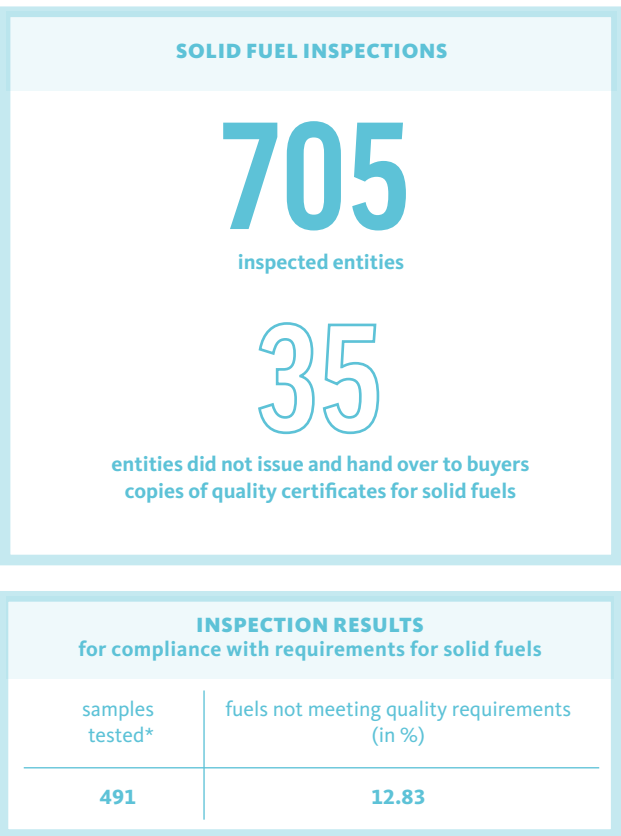
Inspections of solid fuels concern both the fulfilment of quality requirements (defined by law and declared) and the fulfilment by undertakings of the obligation to issue solid fuel quality certificates and to provide their copies to consumers.



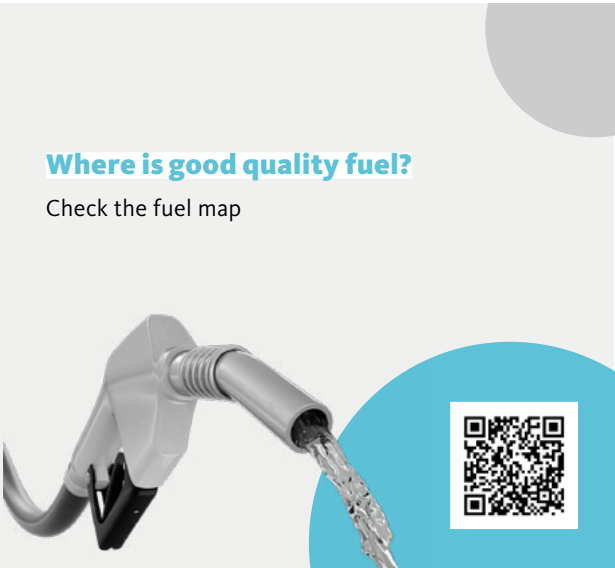
INSPECTION RESULTS
by fuel type

fuel type	samples tested*	fuels not meeting quality requirements (in %)
diesel	764	3,80
petrol	853	0,23
LPG	327	0,92
light fuel oil	2	0

* The tests were also carried out in external laboratories.



* The tests were also carried out in external laboratories.



#2.3

Product safety and market surveillance

The President of UOKiK exercises general safety supervision over products intended for consumers.¹⁴ The President conducts proceedings to **eliminate risks to human health and life**. The Office acts as the national contact point for the EU Safety Gate/RAPEX system,¹⁵ which is intended for the rapid exchange of information on risks posed by non-food products. UOKiK also analyses notifications on dangerous products from undertakings and monitors the implementation of corrective actions.

The President of the Office monitors the functioning of the market surveillance system in Poland¹⁶ to ensure that products comply with requirements laid down in EU harmonised legislation. This system is made up of national authorities entitled to control non-food products. The President of UOKiK also conducts **compliance proceedings concerning products requiring CE marking**.¹⁷ UOKiK is also responsible for the national contact point for the ICSMS system,¹⁸ which has become the EU's primary system for the exchange of information as well as collection and processing of data related to the enforcement of market surveillance tasks.

The President of UOKiK **may impose a fine or certain obligations** on the manufacturer, importer or distributor, including the obligation to withdraw products from the market. In practice, many businesses voluntarily take remedial measures when the proceedings are still pending. The Office's activities ensue from inspections conducted by the Trade Inspection in the area of general product safety and from the obligations as part of the EU market surveillance system (more information: 2.2 Supervision over the Trade Inspection).

14 Supervision is exercised in accordance with the General Product Safety Act of 12 December 2003 (Journal of Laws of 2021, item 222).
15 Safety Gate: the EU rapid alert system for dangerous non-food products.
16 Supervision is exercised in accordance with the Act of 30 August 2002 on Conformity Assessment System (Journal of Laws of 2023, item 215) and the Act of 13 April 2016 on Conformity Assessment and Market Surveillance Systems (Journal of Laws of 2022, item 1854).
17 CE marking is the manufacturer's declaration that the product placed on the market complies with the harmonised requirements laid down in EU harmonised legislation. CE marking applies only to certain product categories – among others electrical appliances (including electronics and household appliances).
18 Information and Communication System on Market Surveillance.



MARKET SURVEILLANCE ACTIVITIES		
	general product safety	compliance with requirements
preliminary activities	64	72
new proceedings	43	187
decisions, including*:	48	190
discontinuation of cases due to remedial measures taken by the undertaking and elimination of the risk	37	148
imposing obligations	7	42
imposing financial penalties	38	55
decisions on applications for reconsideration of the case	15	22

* Examples of types of decisions have been provided, but these data are not included in the total number of issued decisions. Pursuant to the General Product Safety Act, it is possible to issue different decisions, which often combine different categories – e.g. decisions to discontinue proceedings and impose a penalty or simply discontinuing the proceedings, decisions imposing obligations with or without a financial penalty, decisions imposing only a financial penalty.

EFFECTS OF ACTIVITIES in the scope of market surveillance	
general product safety	
18,539	products from which risks were removed
12,007	products withdrawn from the market
11	warnings
product compliance with EU requirements	
8,979	products whose non-conformities were removed
95,055	recalled products
175	notifications of non-conformities

NOTIFICATIONS	
326	
voluntary notifications of dangerous products received from undertakings	

SAFETY GATE/RAPEX SYSTEM	
170	UOKiK notifications concerning more than 1.7 million products
4,136	notifications by EU Member States, including 187 pertaining to products manufactured or imported by Polish undertakings

ICSMS SYSTEM	
453	notifications forwarded by UOKiK
218	notifications forwarded by Trade Inspection
52	reactions of UOKiK to notifications from other countries
63	products reported by EU Member States

#2.4 Consumer support

OUT-OF-COURT CONSUMER DISPUTE RESOLUTION SYSTEM

The President of UOKiK supervises the out-of-court consumer dispute resolution system in Poland (also known as ADR – Alternative Dispute Resolution).¹⁹ It is made up of institutions conducting **amicable proceedings between consumers and undertakings**. The Trade Inspection, as a horizontal institution, deals with matters for which no sector-specific entity has been established.

The President of UOKiK conducts proceedings concerning entries into the register of ADR entities. In addition, he monitors the implementation of statutory obligations by authorised entities, among others, on the basis of annual reports. UOKiK operates an **ADR/ODR Contact Point**, which provides information on amicable proceedings and geoblocking and also offers assistance in filling out applications. ODR is a European platform for resolving disputes between consumers and undertakings which enables the filing of complaints about goods or services purchased online, both domestically and in all EU countries, Liechtenstein, and Norway.

ADR/ODR CONTACT POINT	
1,463	
pieces of advice given to consumers and undertakings	

MOST FREQUENTLY REPORTED categories of cases

- airlines**
problems with receiving compensation for delayed or cancelled flights and problems with booking or payment
- clothing and footwear**
non-delivery of products ordered online and problems with refunds when withdrawing from the contract
- household appliances**
rejection of a complaint about a defective product by the seller



How to amicably resolve a consumer dispute?



19 The Act of 23 September 2016 on Out-of-Court Consumer Dispute Resolution (Journal of Laws of 2016, item 1823).



CONSUMER INSTITUTIONS

UOKiK cooperates with **municipal and district consumer ombudsmen**, who provide assistance to consumers in individual cases. The Office organises and participates in training for ombudsmen and provides them with free educational materials.

The Office also cooperates with **non-governmental organisations**, e.g. by organising open grant competitions for the provision of free legal assistance to consumers and the dissemination of consumer law.



CONSUMER COUNSELLING

Grant amount

PLN 1.6 million

Pieces of advice provided

112,447 including:

84,589 through consumer helpline

27,858 e-advice

MOST FREQUENTLY GIVEN advice

- products**
consumer electronics, household appliances, clothing, footwear, furniture and interior
- services**
telecommunications, tourism and finance

ADVICE FOR CONSUMERS e-advice system



EUROPEAN CONSUMER CENTRE

The European Consumer Centre Poland (ECC Poland) operates at UOKiK.²⁰ It provides **free advice to consumers** regarding their rights in the EU single market and assists in the out-of-court resolution of individual cross-border issues.

COMPLAINTS AND INQUIRIES FILED TO ECC

9,229

notifications handled, including:

5,551 complaints, including 1,584 conducted mediations

3,678 inquiries

MOST FREQUENTLY REPORTED categories of cases

airlines – problems with receiving compensation for delayed or cancelled flights or lost luggage

clothing and footwear – problems with refunds when withdrawing from the contract

accommodation – conditions not as advertised, problems with withdrawing from the contract

20 The ECC-Net network is co-financed by the European Commission. ECC-NET includes 30 centres in EU Member States and in Norway, Iceland, and Great Britain.



consumer protection in 2024

See more



MARKET RESEARCH

DRAFTING OF LEGAL
REGULATIONS

INFORMATION AND
EDUCATIONAL ACTIVITIES

INTERNATIONAL
COOPERATION

common
section



##-3

#-3.1

Market research

The President of UOKiK conducts market research aimed at **diagnosing the general market situation, selected sectors or a specific issues** affecting the consumer conditions or the environment in which business activity is pursued. Such analyses are carried out in the form of separate administrative proceedings²¹ and their results may be used for the Office to undertake intervention activities. Market survey is carried out, among other things, by means of surveys and questions addressed to undertakings operating in a particular industry. The analyses particularly focus on markets that are at greater risk of anti-competitive behaviour due to their existing structure or changes. They can be nationwide or local.

The President of UOKiK has initiated seven surveys, six of which have been completed.²²

#- SELECTED MARKET SURVEYS

Medical waste disposal market

After receiving **signals about significant increases in prices in tenders** organised by hospitals for the collection and disposal of medical waste – especially during the pandemic – UOKiK conducted a market survey of services related to the management of such waste. In the analysed period, there were 183 competitors in the medical waste

transport market. At that time, the eight largest entities had a share of approximately 73% in the amount of waste collected and delivered to incineration plants. In turn, 21 entities were involved in the incineration of medical waste. For the eight largest entities, the average share of the amount of waste disposed of was 83%.

One of the aims of the UOKiK analysis was to define the market, including its geographical scope and barriers to entry. In addition, the Office's activities served to estimate national and local plant capacity, the level of utilisation, the degree of market concentration and price dynamics. **The result is the report that also includes recommendations for legal and systemic changes.**

UOKiK'S RECOMMENDATIONS for the medical waste market

- # abolition of regionalisation
- # acceptance of alternative disposal methods
- # increased cooperation between hospitals and local governments

Full text of recommendations in the report



21 Market research is conducted in the form of preliminary investigations, which are separate from concentration or competition and consumer protection proceedings. Some of the proceedings concerning local markets are linked to nationwide research projects coordinated by the UOKiK headquarters.
22 Completed surveys also include cases that were started in previous years.

According to the President of UOKiK, the presented proposals should be the beginning of a discussion on changes in the law. They will allow both large hospitals and micro and small undertakings to pay less for the collection and disposal of medical waste.

Beer and hops market

The brewing industry has undergone significant changes in recent years. Therefore, the President of UOKiK decided to examine how this market operates and the relationships within it. In addition, the Office examined the level of competition in the Polish beer and hops industry.

The study targeted **16 selected breweries**, including the largest beer producers operating in the country. It also covered hop producers, processors, intermediaries, and malt houses. During the period under review, the domestic beer market **was dominated by three manufacturers** that produced beer on an industrial scale. Together, these entities accounted for approximately 80% of beer sales in Poland, in terms of both quantity and value.

The survey indicated that the domestic hops and beer market generally operates under a model involving growers and intermediaries or processors and beer producers. Growers are relatively the weakest group. **The biggest problems include: fragmentation of hop growers and the underdeveloped hop processing sector.** Another issue was the growing power of retail chains and purchasing alliances, which exert pressure to lower prices despite rising production costs.

The competitiveness of the Polish hops and beer industry can be increased by, among other things, the measures recommended by UOKiK in the report.

UOKiK'S RECOMMENDATIONS for the beer and hops market

- # cooperation between growers and processors
- # increasing the scale of cultivation of individual plantations
- # supporting the development of the craft beer segment
- # optimisation of costs through the use of renewable energy sources and energy efficient technologies
- # providing support for the promotion and sale of Polish hop varieties and beers

Full text of recommendations in the report



#3.2

Drafting of legal regulations

The President of UOKiK is committed to drafting Polish and EU regulations that protect consumer interests and support the development of competition. To this end, he prepares legal solutions and analyses draft laws and regulations.

The Office monitors the case law of the Court of Justice of the European Union. In particular, it analyses **preliminary ruling proceedings**, i.e., those in which the CJEU interprets EU law regulations at the request of a national court. For UOKiK, the key issue is whether it is appropriate to join these proceedings if the judgement could have an impact on Polish case law.

OPINIONS on draft legislation

768
legal acts

1,627
regulations

2,712
other government documents reviewed

ANALYSIS OF PRELIMINARY RULINGS

60

LEGAL CHANGES – EXAMPLES

Pursuing of claims

In 2024, the regulations on representative actions came into force.²³ An authorised entity acting in the interest of consumers will be able to assert against the undertaking the use of practices infringing the general interests of consumers, as well as claims related to their use, both in separate actions and in a single collective action. This way, **the catalogue of cases in which group proceedings are possible has expanded**. Entities entered in the register kept by the President of UOKiK or – in the case of cross-border class actions – in the register kept by the European Commission, are authorised to bring these actions.

Product safety

Online purchasing platforms have joined the group of entities responsible for product safety.²⁴ They are obliged to monitor offers and remove those that do not meet safety requirements. Until now, this obligation rested mainly with manufacturers and importers. This means that purchasing platforms can no longer only act as intermediaries, but must actively participate in ensuring the safety of products sold through them. If the shopping platform does not take appropriate action, it will be held liable.

23 Act amending the Act on pursuing claims in group proceedings and certain other acts of 24 July 2024 (Journal of Laws of 2024, item 1237).
24 Regulation (EU) 2023/988 of the European Parliament and of the Council of 10 May 2023 on general product safety.

This regulation also facilitates the recovery of products from buyers in the event of a recall, i.e. the withdrawal of hazardous goods from the market.

EU LEGISLATION – examples of UOKiK’s involvement	
ADOPTION OF THE RIGHT TO REPAIR DIRECTIVE	# promoting the repair of goods and preventing the premature disposal of consumer goods suitable for repair to strengthen sustainable consumption
DEVELOPMENT OF THE DIRECTIVE INCREASING THE EFFECTIVENESS OF TRAVELLER PROTECTION (PTD)	# strengthening travellers’ rights and increasing their protection to solve the problem of reimbursement for cancelled trips and organiser insolvency, also in crisis situations

#3.3

Information and educational activities

UOKiK informs and educates many target groups through websites and social media, social campaigns, publications, interactive tools, competitions, funding of projects carried out by consumer organisations, as well as cooperation with the media and institutions.

WWW

More than **12 million page views** of the websites of the UOKiK: the **new homepage uokik.gov.pl** and thematic portals, fuel map, online calculators for mortgage interest rates, repayment penalties and a form to check if you are eligible for the Borrowers Support Fund.



@UOKIKGOVPL

On four social media channels – X, Instagram, YouTube, Facebook – the Office had **62,000 engaged followers**, including 14,000 new followers. The published contents had over three million views.

SELECTED ACTIONS

#Safety

There's chemistry between us
Flail knives. We are sounding the alarm!
M-sections. They are not shocking?

#Education

Renting? Don't get ripped off
Credit on credit. How to avoid getting caught in a loop
Clear prices or window dressing?

#OnVacation

In the mood for a holiday? Or maybe you're flying there?
Paris 2024 Olympic Games fan guide
Complaint baggage

#ChristmasIsComing

Santa's finances. Far too much?
Unwanted gift? Consumer etiquette
New Year's Eve mishaps?

#ITagAds

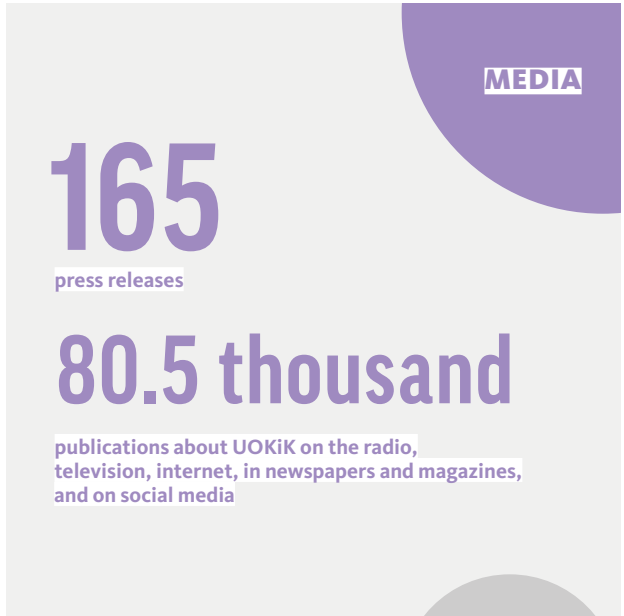
Influencer on vacation. Free from cooperation?

#LabourMarketCollusions

Oops... Collusions are no joke. What to do?

#Flood

Information campaign UOKiK, Financial Ombudsman,
Office of Electronic Communications, Energy
Legulatory Office, Office of Rail Transport



SOCIAL CAMPAIGNS

UOKiK carried out two social campaigns based on 30-second spots and graphic materials in many formats. The campaigns were supported free of charge by **almost 400 partners**. The spots could be seen and heard on public and commercial media, on the internet and social media, as well as on buses, in the underground, in cinemas and at train stations.

The campaign **"Do you invest? Give yourself time. Check, read, ask!"** was launched on the World Consumer Rights Day. It warned about fake investments and scams with the unlawful use of the image of famous people or companies.

The campaign **"Check if you can afford it!"** was launched on Black Friday and warned consumers of the financial consequences of deferred payment purchases. The spot went viral thanks to the involvement of the Instagram community.

PUBLICATIONS

UOKiK has produced **almost 50 publications**, including guides, market research and Trade Inspection inspection reports, leaflets and posters. Materials can be downloaded or ordered free of charge on the website **uokik.gov.pl**.

#Safety – 31 inspection reports of the Trade Inspection concerned the safety and quality of products including toys, electronic devices, household appliances, clothing. The materials contained advice for consumers and undertakings. UOKiK also cooperated with the National Revenue Administration and the Central Office of Construction Supervision.

UOKiK guide – "Collusion and abuse on the labour market. Competition law and employee affairs" – was nominated in the competition organised by the Concurrences portal and George Washington University **for the best European publication** in the field of competition protection in 2024.



FOR CHILDREN AND YOUTH

UOKiK granted a subsidy of PLN 800,000 for **two educational projects** for young consumers to be implemented in 2024-2025 by non-governmental organisations selected in an open competition. Practical and engaging education includes kindergartens, primary schools and teachers all over Poland.

Trap simulator

The portal **konsument.edu.pl** teaches safe behaviour and habits online. It is a simulator of 10 threats, including shopping fraud, alternative investment, and BLIK code

phishing. A special section for teachers supports interactive consumer education in schools.

Online and offline

The “ABC of the small consumer” teaches the basics of buying, safety and labelling of products. It combines modern technologies with traditional forms of learning. Online games and materials with ideas for activities in kindergarten or fun at home are available at malykonsument.uokik.gov.pl.

FOR STUDENTS

Master’s theses

The 15th edition of the competition for the best master’s theses in the field of competition protection and the 13th edition in the field of consumer protection has ended. The competition jury – consisting of prominent academics and legal practitioners – selected **five winners**. The best work was published as part of the “UOKiK Library” publishing series.

Summer Camp UOKiK ’24

During the **second edition** of the five-day competition law workshops, several dozen students from all over Poland analysed case studies on unfair practices, abuse of a dominant position and concentration control. Participants also got to know the “behind the scenes” of the Office’s work: white intelligence, computer forensics, mystery shopper.

FOR SENIORS

Invitations to free medical check-ups that turn out to be sales demonstrations are still a problem among senior citizens. Unscrupulous companies know how to manipulate and trick you into buying on instalments.

As every year, UOKiK called for the best gifts for Grandparents’ Day – knowledge and time. It encouraged listeners to listen to the podcast about the most expensive pots in the world and watch the webinar about assertiveness. Materials are available on prawakonsumenta.uokik.gov.pl. UOKiK also joined in the

celebration of Senior Citizens’ Day as part of its cooperation with the Social Insurance Institution (ZUS).

In the leaflet “**Health check for show? Beware!**” the Office reminds about the right to withdraw from the contract, the ban on concluding financial contracts at trade shows and advises on how to protect oneself from manipulation. The publication is widely distributed thanks to cooperation with consumer advocates and the Trade Inspection.



International cooperation

The President of UOKiK undertakes numerous international activities, often initiating cooperation with other institutions within the framework of bilateral and multilateral contacts. Representatives of the Office participate in the work of European Union institutions, taking an active

part in the working groups of the EU Council and contributing to the drafting of EU legislation. International cooperation also includes the implementation of projects within the framework of EU and Polish development cooperation.

UOKiK’s participation in international organisations – examples

- CPN** Consumer Policy Network
- CPC** Consumer Protection Cooperation
- ICPEN** International Consumer Protection and Enforcement Network
- UNCTAD** United Nations Conference on Trade and Development
- OECD** Organization for Economic Co-operation and Development
- ECN** European Competition Network
- ICN** International Competition Network
- CSN** Consumer Safety Network
- EUPCN** European Union Product Compliance Network
- AdCos** Administrative Cooperation Groups
- SAM WG** State Aid Modernisation Working Group

- consumer protection
- competition protection
- product safety and market surveillance
- state aid



CONSUMER PROTECTION

As part of its **chairmanship of the International Consumer Protection and Enforcement Network** (ICPEN), UOKiK guided the network’s work and inspired global activities aimed at consumer protection. The Office worked intensively on expanding ICPEN. Consumer agencies from Armenia, Croatia, Georgia and Romania joined the network as partners, and the World Bank became an observer.

In the area of combating manipulative sales practices (dark patterns), the Office implemented, among other initiatives, the project “Detection and combating of dark patterns with the use of artificial intelligence”, as part of which it developed and published the “White paper”. This document contains information on how AI can be used to protect consumers and improve law enforcement.

WHITE PAPER
Advancing Consumer Law Enforcement with Artificial Intelligence





As part of the development cooperation programme “Polish aid”, financed by the Ministry of Foreign Affairs, UOKiK implemented a project concerning institutional support for the **Competition Authority of Kenya** (CAK).

COMPETITION PROTECTION

As part of the “Polish aid” programme, UOKiK implemented a project for the **Moldovan Competition Council** (CC) and the **Antimonopoly Committee of Ukraine** (AMCU). Its aim was to provide experts from Moldova and Ukraine with practical knowledge in the application of national and EU competition law, and thus, above all, to familiarise them with the most interesting cases handled by the Office and the daily challenges faced by the Polish competition authority.

UOKiK has also started a project in the area of competition law and state aid with the **Moldovan Competition Council**, as well as with Romania and Lithuania, as part of twinning, which is an EU aid instrument that provides expert support from public institutions in EU candidate countries and countries covered by the Neighbourhood and Partnership Policy to the public administration of EU member states.

The Office also participated in TAIEX projects, which is a technical assistance and information exchange instrument of the European Commission. The Office carried out these projects for the **Georgian Competition and Consumer Agency** (GCCA) – concerning competition issues, state aid and concentration control – and the **Albanian Competition Authority** (ACA) – in the field of competition law enforcement and promotion.

UOKiK, together with the **competition authorities of Lithuania** and **Latvia** and the **Organisation for Economic Co-operation and Development** (OECD), has also launched the project “Market and competition study: digital sector – Poland, Latvia and Lithuania”, funded by the European Commission under the “Technical support instrument” (TSI). The project involves conducting a study of digital markets in Poland, Latvia and Lithuania, in particular online platforms and their ecosystems, in order to make them more competitive.

PRODUCT SAFETY

UOKiK carried out a twinning project for the **Market Supervision Agency in Georgia**, in a consortium with Lithuania and Germany. The activities are intended to help introduce appropriate legislative and institutional changes that bring Georgia’s national regulations closer to EU standards and increase consumer protection in the country.

NOMINATION OF THE PRESIDENT OF UOKiK TO THE OECD

The President of UOKiK was elected as the deputy chairman of the OECD Competition Committee for 2025

The Committee brings together competition experts from all OECD member and partner countries. It supports more effective competition law enforcement and promotes regular exchanges of views

The Office, as his executive body, is responsible for managing the Committee’s work and chairing key initiatives

market research, legislation education and cooperation in 2024

See more



REPORT ON UOKIK ACTIVITIES IN 2024



ENGLISH VERSION

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POLISH VERSION



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