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REPUBLIKA E SHQIPËRISË  
AUTORITETI I KONKURRENCËS

**PRESS RELEASE**

**The Competition Authority launches the monitoring of prices of basic consumer basket goods during the end-of-year holidays**

The Competition Authority informs the public that, starting from yesterday and until 15 January, it has launched a special monitoring process in the market for basic consumer basket goods, with particular focus on the end-of-year holiday period.

The purpose of this monitoring is to verify price developments and the conduct of undertakings throughout the supply and distribution chain, with the aim of preventing any unjustified price increases resulting from coordinated commercial behavior or prohibited agreements among distributors, wholesalers, and supermarket chains.

The monitoring covers basic consumer basket goods, specifically pasta, rice, flour, eggs, sugar, edible oil, and non-alcoholic beverages.

The Competition Authority emphasizes that any agreement or concerted practice that has as its object or effect the distortion of competition, in particular through price increases to the detriment of consumers, constitutes a violation of Law No. 9121/2003 “On the Protection of Competition” and will be treated with the utmost seriousness.

In this context, the Competition Authority calls on all undertakings operating in the relevant markets to respect the rules of fair competition and to avoid any conduct that may undermine the normal functioning of the market.

The Competition Authority will continue to closely follow market developments and will inform the public of any findings or measures to be taken upon the conclusion of this monitoring process.