



R E P U B L I C O F A L B A N I A

COMPETITION AUTHORITY

Press Release

**"THE COMPETITION AUTHORITY BEGINS MONITORING THE
MARKET FOR BASKET PRODUCTS IN THE COUNTRY'S MAIN
SUPERMARKETS"**

The Competition Authority, following citizens' complaints and concerns raised by members of the Albanian Parliament, has started monitoring the retail market for basket products, regarding the price levels of everyday consumer goods.

The monitoring will include the main supermarkets operating in the country and aims to create a comprehensive overview of the developments in this market by analyzing data on sales, consumption structure, and price trends during the period January 1, 2025, to June 2026.

Within this process, the Authority has requested entities to submit detailed information on total sales for the year 2025 and the period January–June 2026, as well as the list of the 30 products that hold the largest share in their sales, which will undergo a comprehensive comparative analysis of market behavior.

The purpose of the monitoring is to assess the functioning of competition in this segment, which is of particular importance to the household economy, to identify market trends, and to identify any element that may require intervention by the Authority in accordance with competition protection legislation.

The Competition Authority remains committed to guaranteeing open, competitive, and transparent markets, in order to protect the public interest and the well-being of consumers.