



Thailand Introduces Stricter Competition Rules for Digital Platforms

Thailand has implemented new trade competition guidelines governing multi-sided digital platforms under the Trade Competition Act, marking a significant regulatory development in the country's digital economy. The guidelines aim to address growing concerns over market concentration and anti-competitive practices in e-commerce and social commerce platforms. The framework targets major operators such as e-marketplaces and integrated platforms, where network effects have enabled control across multiple layers of the digital value chain, including sales, payments, and logistics.

The guidelines establish a comprehensive framework identifying both price-related and non-price-related conduct that may be deemed anti-competitive. On the pricing side, regulators have highlighted practices such as predatory pricing, resale price maintenance, and price parity clauses, as well as platform-imposed fees—including commissions, advertising charges, logistics fees, and payment processing costs—that may be considered unlawful if excessive, discriminatory, or lacking justification. These provisions reflect an effort to ensure transparency and fairness in platform pricing structures while preventing the abuse of market power.

In relation to non-price conduct, the rules impose restrictions on practices that limit fair competition among business users. These include self-preferencing by platform operators, algorithmic manipulation affecting product visibility, forced use of in-house services (such as logistics or payment systems), and unjustified delisting or refusal to deal. The guidelines also address the increasing role of data and algorithms, signalling that the use of platform data to gain competitive advantage or discriminatory outcomes may trigger regulatory scrutiny. Notably, the framework adopts a broad enforcement approach, capturing not only explicitly listed conduct but also any behaviour that results in market distortion or unfair advantage.

From a legal and policy perspective, these guidelines represent a decisive step toward strengthening competition enforcement in Thailand's rapidly expanding digital economy. While the guidelines themselves do not prescribe penalties, violations fall within the scope of the Trade Competition Act, including both criminal and administrative sanctions for abuse of dominance

and anti-competitive agreements. The impact on Thailand's legal system is substantial, as regulators move toward more proactive and sophisticated oversight of digital markets, aligning with global trends in platform regulation. For businesses, particularly platform operators, the new regime necessitates a reassessment of commercial practices, compliance frameworks, and data governance strategies in order to mitigate legal risks and ensure adherence to evolving competition standards.

Should you have any question, please do not hesitate to contact us via info@bglballaw.com

