



TCCT Increases Regulatory Oversight of Digital Platforms

Thailand's Trade Competition Commission (TCCT) is stepping up its oversight of digital platforms by requiring major e-commerce operators, including Shopee, Lazada, and TikTok Shop, to disclose their fee structures and other relevant commercial information. The initiative follows increasing complaints from merchants regarding opaque platform fees, restrictions on the choice of logistics providers, mandatory participation in promotional campaigns, and return policies that are allegedly inconsistent with platform terms.

The TCCT intends to exercise its authority under the Trade Competition Act B.E. 2560 (2017) to assess whether these business practices may constitute unfair trade practices or otherwise have an adverse effect on market competition. In addition, the regulator has indicated that it will refer to the Electronic Transactions Development Agency (ETDA)'s Guidelines on Transparent and Fair Fee Practices when evaluating the conduct of digital platform operators.

This development reflects Thailand's broader regulatory focus on promoting transparency, fairness, and competition in the digital economy. Businesses operating digital platforms should review their commission structures, merchant agreements, promotional policies, and operational practices to ensure they are transparent, commercially reasonable, and compliant with applicable competition laws. With the TCCT also expanding its scrutiny to ride-hailing platforms and online travel agencies, platform operators should expect increased regulatory attention and proactively strengthen their competition law compliance programs.

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

