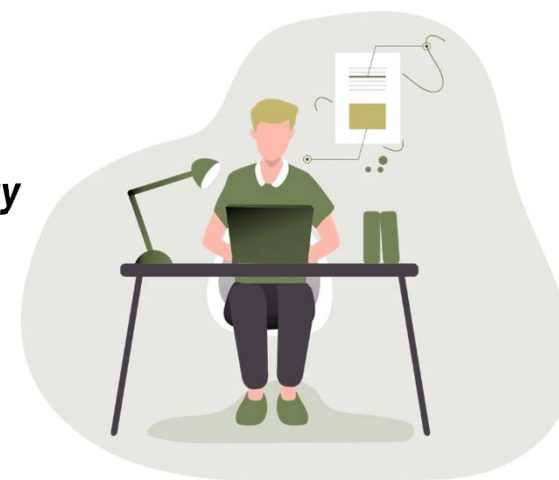


## **Accelerated sector inquiry (ASI)**

III. Visegrád 4 Competition Conference  
27 April 2022

**László Bak**  
**Vice-President**  
**Hungarian Competition Authority**





GAZDASÁGI  
VERSENYHIVATAL

## Features

- ❑ As of July 2021
  - **Fast intervention in urgent market issues**
  - **Statutory deadline: draft report within 1 month** (can be extended twice by 1 month),
  - **Dawn raids, procedural fines**
  - **Public consultation deadline of draft report: 8 days**
  - **Access to the file** after investigation
- ❑ Otherwise: general rules on sector inquiries



"KITT is bad ass" by ekai is marked with [CC BY-NC-SA 2.0](#).



Year	Sector inquiry	Accelerated sector inquiry	Market analysis
2017	Bank card acceptance market		Distribution and service market of passenger cars and commercial vehicles
2019			Comparison sites and consumer behaviour
2020	Beverage procurement practices of domestic HORECA units  Television broadcasting and distribution markets		Digital markets- the importance of data in e-commerce (antitrust and consumer protection)
2021		<i>Market of ceramic masonry elements</i>	
		<i>Market of wooden construction materials</i>	
2022		<i>Market of coronavirus antigen rapid tests</i>	
		<i>Market of coronavirus antibody rapid tests</i>	

### ACCELERATED SECTOR INQUIRY INTO THE MARKET OF CERAMIC MASONRY ELEMENTS

#### DATA GATHERINGS



Full spectrum of manufacturers  
(9 undertakings)



Purchasing cooperatives  
(covering 90% of the retailers)



Domestic network of building  
material retailers



Significant contractors  
(their total turnover is approx..  
HUF 356 billion)



Foreign manufacturers  
of imported bricks



#### FINDINGS

1.

Significant differences in retail prices,  
Greater consumer awareness is needed,  
offers should be obtained from several building yards.

2.

High level of concentration at the manufacturer level,  
competition enhanced through state incentives  
that promote the production capacity of SMEs.

3.

Purchasing cooperatives with small retailers  
are best placed to counterbalance the greater  
bargaining power of major manufacturers.

## ACCELERATED SECTOR INQUIRY INTO THE MARKET OF WOODEN CONSTRUCTION MATERIALS

### DATA GATHERINGS



Covering all levels of the value chain  
(94 requests for information sent)



Forestries,  
wood processors



Significant building  
material purchasing cooperatives



Building material retailers  
and contractors



### FINDINGS

1.

Prices of materials are not transparent, the GVH initiates the mandatory publication of prices on the Internet and at the points of sale.

2.

Research and innovation of wood products replacing pine may be increased with state incentives.

3.

Monitoring the movement of goods may be assisted by government cooperation with timber-exporting countries and enhancing digitalization.

4.

Provision of an electronic registration and administration system for distributors with state support.





## COVID-19 rapid self tests

### COVID-19 antigen rapid (self) tests

#### Retail price competition is low

→ GVH: Raise the number of retail point of sales!

#### Value chains are long and new margins appear at all levels

→ GVH: Develop shorter value chains, e.g. purchase directly from domestic importers

#### Consumers not properly informed about COVID test served for self-testing

- GVH: Regulator should publish product summaries of the tests!
- GVH: sent informal objections of B2C UCP to webshop operators

### COVID-19 antibody rapid (self) tests

#### Domestic communication environment may have created misleading consumer perceptions on the connection of presence/absence of the antibody and the level of immunity

→ GVH: Avoid commercial practices referring to the absence/presence of antibodies and the level of immunity.

#### Consumers read user manuals of manufacturers and other commercial practices

→ GVH: Traders should avoid using HCPs and influencers when advertising

#### Contrary to law, market players sell rapid self tests for professional use to the general public

- GVH: pro-activity by the competent authorities is needed
- GVH: sent informal objections of B2C UCP to webshop operators



## PROS & CONS

Synergies: consumer protection and competition policy

Not an in-depth investigation

Fast reaction to market anomalies, strong enforcement powers

Very resource-intensive  
(so far: 15 dawn raids, 250 RFIs)

Difficulties with import-dependent services/products

Gaining knowledge on new markets

Initiation of antitrust investigation only in case of hard evidence

Competition advocacy

*Thank you for your kind attention!*

[elnokhelyettes@gvh.hu](mailto:elnokhelyettes@gvh.hu)

