Distribution Law Center
DRIVEN BY CONTRAST

Modzelewska & Paśnik
COMPETITION REGULATION LITIGATION

NEWS | 14 March 2025

Polish NCA issues fines for anticompetitive practices in coffee machine market

Facts

On 24 February 2025, the Polish competition authority ('UOKiK') issued an infringement decision regarding an anticompetitive agreement between Jura Polska, the exclusive importer of the renowned Jura coffee machines, and its distributors (Terg, Media Saturn Online, Media Saturn Holding Polska and Euro-net). The proceedings began in 2022, and by the end of that year, UOKiK obtained court approval for dawn raids conducted in 2023. These dawn raids uncovered evidence of prohibited arrangements on minimum prices.

Prohibited practice

UOKiK found that the involved parties had agreed on fixed or minimum resale prices, preventing consumers from purchasing coffee machines and related accessories at lower prices. These resale prices applied to both online and on-site sales. Moreover, Jura Polska actively encouraged and disciplined retailers to maintain these minimum prices. Evidence, including emails and WhatsApp messages, revealed that Jura Polska threatened to stop supplying coffee machines or terminate contracts if distributors did not comply. The prohibited agreement lasted up to 10 years for some businesses.

Fines

UOKiK imposed harsh penalties totalling 66 million PLN (approx. 15.7 million EUR). The highest fine, over 30 million PLN (approx. 7.1 million EUR) was imposed on Terg, the owner of Media Expert stores. Other fines included 10.5 million PLN (approx. 2.5 million EUR) for Euro-net, 6.7 million PLN (approx. 1.6 million EUR) for Media Saturn Online, and 6.5 million PLN (approx. 1.6 million EUR) for Media Saturn Holding Polska. Jura Polska, the organiser of the agreement, received a fine exceeding 12 million PLN (approx. 2.9 million EUR). Additionally, UOKiK fined the chairman of Jura Polska's management board 243,750 PLN (approx. 58,000 EUR) for intentionally contributing to the infringement. All parties involved have announced their intention to appeal UOKiK's decision.

Commentary

This decision is part of UOKiK's ongoing efforts to detect and severely punish vertical price agreements. It also confirms UOKiK's strict fining policy, which targets both businesses and managers involved in price arrangements. Recently, UOKiK has been very active in the household appliances market, issuing RFIs and conducting dawn raids. We can expect more decisions regarding practices in this market.