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COMPETITION REGULATION LITIGATION

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Scott Sportech Poland fined for restricting online bike sales

The infringement

On 21 July 2025, the Polish Competition Authority (PCA) has fined Scott Sportech Poland over 4.3 million PLN (approx. 1.01 million EUR) for restricting online sales of bicycles. For nearly a decade, the undertaking required its dealers to sell bikes exclusively via physical stores, blocking remote transactions and deliveries.

Although the distribution agreements did not contain an outright ban on online sales, Scott Sportech Poland imposed requirements such as personal handover of fully assembled bikes and a prohibition on sales through platforms like Allegro or eBay. Dealers who attempted to offer delivery were met with threats of sanctions. In practice, these rules forced consumers to purchase bikes in person, even if it meant travelling hundreds of kilometres. Dealers monitored each other and reported non-compliance, reinforcing the system.

Impact on the market

According to the PCA, the restriction limited price competition and reduced consumer access to competitive offers. The ban on online sales may have hindered cross-border transactions between Polish dealers and customers in other EU countries.

Wider enforcement context

The Scott case follows recent actions of the PCA in the same sector. In 2023, the PCA fined Merida Polska nearly 2.5 million PLN (approx. 588,000 EUR) for similar conduct (the appeal proceedings are still ongoing). The PCA is also investigating Kellys, the Polish distributor for Kellys Bicycles, for potential resale price maintenance.

These cases form part of a broader enforcement initiative of the PCA to eliminate potential restrictions of competition in the bicycle market and protect consumer access to competitive online offers.

The PCA's decision is not yet final and may be appealed.

The official press release can be found here.