

NEWS | 3 November 2025

Austrian Cartel Court fines Sennheiser and Sonova for resale price maintenance

On 23 July 2025, the Austrian Cartel Court imposed fines of 534,000 EUR on Sennheiser and 100,000 EUR on Sonova, following a request by the Austrian Federal Competition Authority ('AFCA'). The fines were issued for engaging in vertical price fixing in the consumer electronics sector, specifically in relation to the sale of Sennheiser-branded headphones.

The infringement

Between May 2015 and February 2022, Sennheiser used online price comparison services and software to monitor retail prices and to intervene when retail partners sold Sennheiser headphones below recommended resale prices. Intervention could also follow after Sennheiser was made aware of below recommended resale prices by reseller complaints. After acquiring Sennheiser's consumer electronics business unit, Sonova continued similar practices from March to September 2022. These practices included the use of coded language to disguise price-fixing discussions conduct.

Leniency and cooperation

Austria is one of the few EU Member States where leniency is available for vertical infringements. Both companies applied for leniency and cooperated with the AFCA during the investigation. Their cooperation was considered when determining the amount of the fines.

Market context

This case highlights the continued scrutiny of resale price maintenance under competition law, including that it can lead to the competition authorities dawn raiding companies engaging in it.

The decision is final.

The official press release can be found [here](#).

You can find our article about the German fining decision [here](#).