Distribution Law Center
DRIVEN BY CONTRAST

contrast

DISTRIBUTION TALKS | 5 March 2026

Distribution Talks #6 - Dual pricing

In this sixth edition of the Distribution Talks, we explore another relevant question concerning vertical agreements.

To what extent is a supplier permitted to apply different wholesale prices depending on whether the customer sells the products online or in physical stores?

We explain the legal framework and practical implications in our signature clear and concise style.

Enjoy reading!

P.S. Missed any of the previous Distribution Talks? You can catch up on earlier editions:

- DT #1 - Online marketplaces: here
- DT #2 - Use restrictions: here
- DT #3 - Business transition and exclusivity: here
- DT #4 - Passing on of sales restrictions: here
- DT #5 - Fulfilment contracts and RPM: here