



# Category Management and Shelf Space Competition

Antitrust & Competition Consumer Products

## Overview

Now, more than ever, issues related to category management, shelf space allocation, and designating “category captains” are increasingly under regulatory and other scrutiny. Our experienced counsel can help your business assess strategies and provide innovative solutions to antitrust and competition law issues related to these category management issues.

Our experience touches on all aspects of category management and shelf space competition issues, including counseling on effective category management contracts, manufacturer-imposed price restrictions, shelf space allocation policies, exclusive dealing claims, territorial and customer restrictions, and a host of other price and non-price distribution-related issues in the U.S., the EU and the U.K.

We represent clients in matters before an array of U.S. and European competition regulators in a wide variety of consumer products industries including: pharmaceuticals, beverages, consumer electronics, sports equipment, luxury goods, groceries and consumables, cosmetics, consumer appliances, clothing, and pet supplies.

## Representative Experience

- Counseled a multinational personal care corporation on segments of its North American business related to product placement and promotional activity
- Advised a consumer electronics company on its distribution of television and audio products in the U.S and EU.
- Counseled a global beverage supplier regarding product distribution agreements
- Counseled leading sports equipment supplier on overhaul of several distribution policies relating to sales in the U.S. and Europe
- Advised a leading grocery store retailer on distribution and pricing agreements for multiple retail products
- Successfully represented a global consumer appliances company in a government antitrust investigation related to the company's distribution network and shelf space strategy
- Counseled a leading athletic shoe manufacturer on its selective and EU distribution issues
- Counseled a luxury lifestyle brand on US and European distribution matters
- Developed a distribution and dealer termination compliance program for a premium golf and ski company

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New York Palo Alto Riyadh San Francisco Singapore Washington

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- Advised a consumer electronic group on its US distribution and supply agreements
- Counseled a pet food and pet care products manufacturer on their distribution agreements in the US and Europe

## Contacts

To learn more about our experience in crafting antitrust-related strategic business solutions for category management and shelf space competition issues, please contact one of the lawyers below.



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