



Dual Distribution and Channel Conflicts

Antitrust & Competition Consumer Products

Overview

Baker Botts Antitrust & Competition Consumer Product lawyers have extensive experience of guiding companies through the challenges of criminal and administrative government investigations into unilateral conduct and other types of potentially anti-competitive conduct, including distribution-related strategies and conduct, while minimizing impacts on the company and its executive team.

Our lawyers have handled hundreds of cartel and government investigations in dozens of jurisdictions around the world, including in consumer product sector, ranging from consumer electronics, personal care products, lighting, cars, transportation services, social media, online merchant platforms, carbonated soft drinks and beer. Our clients come to us when the core of their business is at risk, or when they are confronted with strategic questions regarding the manufacture and distribution of their products and services.

Dual distribution issues and channel conflicts may occur where manufacturers and suppliers of products leverage multiple distribution channels. For example, suppliers of consumer products may balance selling directly to consumers through their e-commerce store and brick & mortar points of sale with selling through retailers and third-party platforms such as eBay and Amazon. However, multiple sales channels increase the chances that manufacturers, buyers and retailers conflict.

Our Antitrust & Competition Consumer Product team is recognized as one of the world's leading competition practices and handles leading-edge competition matters on U.S., European and international competition issues, including cartel investigations and defense of cartel prosecutions, cartel damage litigation, private antitrust litigation in the U.S and Europe and defenses of clients in actions before government authorities, including investigations into predatory and excessive pricing and a large variety of distribution-related issues. Our lawyers have the experience and technical knowledge to help clients navigate any potential antitrust hurdles, including dual distribution and channel conflicts.

Contacts

To learn more about our dual distribution and channel conflicts experience, please contact the lawyer below.

Austin Brussels Dallas Dubai Houston London
New York Palo Alto Riyadh San Francisco Singapore Washington

bakerbotts.com | Confidential | Copyright© 2023 Baker Botts L.L.P.





Paul Lugard

Partner

T: +32.2.891.7320

paul.lugard@bakerbotts.com