

Strategic review of markets remedies

Decision to launch a review of 33 markets remedies and consultation on whether those remedies remain appropriate

19 January 2026

Summary

1. This document explains the CMA's decision to launch a strategic review of the 33 markets remedies listed in Annex A and invites stakeholders' views on whether, by reason of any change of circumstances, each of the remedies is no longer appropriate and should be amended or removed.¹
2. In February 2025, the CMA introduced the 4Ps framework to enhance business and investor confidence in the UK's competition and consumer regimes, supporting a regulatory environment which is conducive to growth.
3. In July 2025, the CMA published *The CMA's approach to markets work*, which set out how the CMA will implement the 4Ps framework to its markets work. This included a commitment to prioritise reviewing the markets remedies backbook to ensure that longstanding remedies that are no longer needed can be removed.²
4. To fulfil this commitment, the CMA has decided to launch a strategic review of the 33 markets remedies listed in Annex A. Monitoring and enforcing compliance with the CMA's markets remedies can impose a significant burden on both the businesses subject to the remedies and the CMA. Therefore, the CMA is committed to keeping its markets remedies under review and removing those remedies that are no longer appropriate. This avoids the

¹ Amendment and removal has been used as shorthand in this document. However, the statutory language in section 162(2) Enterprise Act 2002 and section 88(4)(a) and 88(5) Fair Trading Act 1973 (as preserved) refers to the release, variation or superseding of undertakings; and the variation, superseding or revocation of orders.

² See The CMA's approach to markets work, page 14, paragraph 4.8 (f).

imposition of unnecessary burden on the businesses subject to those remedies, and also enables the CMA to prioritise pro-growth and pro-investment interventions in line with the government's [Strategic Steer](#).

5. In the remainder of this document, we set out the legal framework applicable to this strategic review and the possible changes of circumstances that we consider may apply to one or more of the 33 remedies listed in Annex A. Finally, we set out details of our consultation on whether these remedies should be amended or removed.
6. Respondents should provide their views and supporting evidence to the CMA at MarketsRemediesStrategicReview@cma.gov.uk (Subject line: Strategic Review of Markets Remedies (please also reference the relevant remedy)). The consultation closes on 2 March 2026.

Legal framework

7. The CMA has a statutory duty to keep under review the undertakings and orders made under the Fair Trading Act 1973 (FTA) and the Enterprise Act 2002 (EA02).³ From time to time, the CMA is required to consider whether, by reason of any change of circumstances, an order or undertaking is no longer appropriate. Where this is the case, the CMA shall then consider whether it can be amended or removed.
8. [Remedies: Guidance on the CMA's approach to the variation and termination of merger, monopoly and market undertakings and orders \(CMA11\)](#) sets out the process which the CMA will typically follow. As part of its consideration of whether to conduct a review, the CMA initially assesses whether there is a realistic prospect of the review finding that there has been a change of circumstances.⁴

Changes of circumstances

9. The 33 remedies included in this strategic review are a mix of undertakings and orders, made between 1987 and 2017 under the FTA or EA02, which apply across many different sectors of the UK economy.

³ Under sections 162(1), (2) and (3) of the EA02; sections 88(4) and (5) of the FTA (as preserved in Schedule 24 of the EA02).

⁴ See CMA11, paragraph 3.10. The CMA recently consulted on proposed changes to CMA11, which are included in [Markets Regime Guidance: Guidance on CMA market reviews, market studies, market investigations and the monitoring and review of market remedies \(CMA3\(con\)\)](#). This new draft guidance sets out the CMA's proposed approach to strategic reviews of remedies (CMA3(con), paragraph 9.33) and will supersede CMA11 once finalised and published.

10. The possible changes of circumstances that we consider may apply to one or more of the 33 remedies listed in Annex A are:
 - (a) Market developments: changes in the market and competitive landscape since the remedy was introduced. For example, the entry and expansion of competitors to the bound businesses or a change in consumer behaviour.
 - (b) Age and impact: the age of the remedy indicates that the remedy no longer addresses the original competition problem and/or consumer detriment which it was designed to remedy. For example, a remedy which predates developments such as the internet or a remedy requiring bound businesses to provide information to consumers which is no longer used or is no longer relevant to them.
 - (c) Regulatory landscape: changes to relevant regulations or legislation affecting the appropriateness of the remedy. For example, alternative regulatory or legislative solutions have been introduced to address the original competition problem.
 - (d) Changes to the bound businesses: structural, behavioural or other changes to businesses bound by the remedies. For example, the bound businesses have exited the relevant market.

Decision to launch the strategic review

11. The CMA has decided to launch a strategic review of the 33 markets remedies listed in Annex A. For each remedy, the CMA considers that there is a realistic prospect of finding clear and straightforward changes of circumstances, meaning the remedy is no longer appropriate in dealing with the competition problem and/or adverse effects which it was designed to remedy and can be amended or removed.
12. Following the publication of this document, the CMA will:
 - (a) publish an administrative timetable;
 - (b) review responses to the consultation;
 - (c) publish a Provisional Decision and a Notice of Intention to amend or remove any remedies which the CMA provisionally considers no longer remain appropriate;
 - (d) review responses to the Provisional Decision;

- (e) publish a Final Decision and a Notice of amendment or removal in respect of remedies which the CMA considers no longer remain appropriate.

Stakeholder views sought

13. The CMA is seeking views from interested parties on whether, in relation to each remedy listed in Annex A, there are clear and straightforward changes of circumstances, including any of those set out in paragraph 10, which mean that the remedy no longer remains appropriate and should be amended or removed.
14. Respondents should provide their views, supported with evidence, to the CMA at MarketsRemediesStrategicReview@cma.gov.uk (Subject line: Strategic Review of Markets Remedies (please also state the relevant remedy)).
15. Responses should be received by the CMA by 5pm on 2 March 2026.
16. The CMA will publish non-confidential versions of all of the responses it receives alongside its Provisional Decision. Therefore, please ensure you provide confidential and non-confidential versions of your response.

Annex A

Remedies identified for inclusion in strategic review

Fair Trading Act 1973

Restriction on Agreements and Conduct (Tour Operators) Order 1987

The Order prevents tour operators who supply foreign package holidays from entering into agreements, or otherwise engaging in conduct, with travel agents that prohibits or is intended to dissuade the travel agent from offering inducements to customers.

Opium Derivatives Undertakings 1989

MacFarlan Smith (now Veranova) undertakes to publish a maximum price list for opium derivatives and to notify the CMA each time the list changes.

Television Broadcast Services (BBC) Undertakings 1992

The BBC undertakes that, in the course of supplying television services in the UK, it will not promote its own magazines on BBC1 and BBC2 other than in the limited circumstances set out in the Undertakings.

Carbonated Drinks Undertakings 1993 – Britvic Soft Drinks

Britvic Soft Drinks undertakes not to make or enforce agreements that prevent leisure trade purchasers from buying or supplying competing products.

Carbonated Drinks Undertakings 1993 – Coca Cola & Schweppes Beverages

Coca Cola & Schweppes Beverages undertake not to make or enforce agreements that prevent its customers from buying or supplying competing products. Customers must also be allowed to sell competing drinks from Coca-Cola-branded cabinets. Coca Cola & Schweppes Beverages also undertake to notify [the CMA] of proposed arrangements and acquisitions of assets or businesses relating to rivals.

Carbonated Drinks Undertakings 1993 – Coca Cola Bottlers (Ulster)

Coca Cola Bottlers (Ulster) undertakes not to make or enforce agreements that prevent purchasers from buying or supplying competing products. Customers must also be allowed to sell competing drinks from Coca-Cola-branded cabinets.

Undertaking by the British Medical Association 1994

The British Medical Association undertakes not to publish in any form a schedule, list or notification relating to fees to be charged for private medical services.

Animal Waste Undertakings 1995 – Prosper de Mulder

Prosper de Mulder undertakes not to engage in price discrimination and to publish specified pricing information in the Meat Trades Journal.

Animal Waste Undertakings 1995 – William Forrest and Son

William Forrest undertakes not to engage in price discrimination and to publish specified pricing information in the Meat Trades Journal.

Foreign Package Holidays (Tour Operators and Travel Agents) Order 2000

The Order prohibits travel agents and tour operators, with a market share above 5% and who have specified corporate links between them, from entering into or carrying out agreements to supply the tour operator's foreign package holidays to consumers, unless the travel agent makes clear to customers in physical notices the corporate links between them.

Birds Eye Wall's (Impulse Ice Cream) Undertakings 2000 – January 2000

Birds Eye Wall's undertakes not to establish or maintain specified types of distribution agreements, to not restrict its distributors from supplying other manufacturers' products, not to discriminate in the prices or terms of credit or discounts, and not to enter agreements with retailers which limit their ability to buy competing products.

Impulse Ice Cream – Birds Eye Wall's Undertakings 2000 – July 2000

Birds Eye Wall's undertakes not to limit the ability of the retailers they supply from buying and selling competing manufacturers' products, or from stocking competitors' products in Birds Eye Wall's-supplied freezers.

Impulse Ice Cream – Mars UK Undertakings 2000

Mars UK undertakes to not limit the ability of the retailers they supply from buying and selling competing manufacturers' products.

Impulse Ice Cream – Nestle UK Undertakings 2000

Nestle UK undertakes to not limit the ability of the retailers they supply from buying and selling competing manufacturers' products.

Supply of New Cars Order 2000

The Order creates obligations on suppliers of new cars and their interactions with car dealers. It prevents new car suppliers from, amongst other things, discriminating on price between dealers and fleet buyers, providing bonuses and discounts to dealers on pre-registered cars, and imposing on dealers restrictions on price advertising.

Foreign Package Holidays (Tour Operators and Travel Agents) Order 2001

The Order prevents tour operators (selling directly to the public) and travel agents within the same corporate group from price discrimination or imposing additional charges when a customer does not take out a travel agent's or tour operator's holiday insurance. It also prohibits tour operators from requiring travel agents to comply with most favoured customer requirements obligations.

Supply of Extended Warranties on Domestic Electrical Goods Order 2005

The Order creates obligations on those who supply extended warranties relating to domestic electrical goods. The obligations relate to cancellation and termination rights, to advertising and publishing prices/duration of an extended warranty, to providing the consumer with relevant information and to providing written quotations. The Order is supported by the [Argos Limited and DSG Retail Limited Undertakings 2012](#) .

Enterprise Act 2002

Postal Franking Machines Undertakings 2005

Pitney Bowes and Neopost undertake to comply with obligations such as those relating to publishing price and other usage information, the prohibition of exclusive dealing obligations and the supply on fair reasonable and non-discriminatory terms of franking machines and related goods and services.

Royal Mail undertakes to comply with restrictions relating to the requirements it can impose as regards authorisations for: (i) franking machine maintainers and inspectors; (ii) decommissioning and recommissioning franking machines; (iii) the supply of ink cartridges.

Store Card Market Investigation Order 2006 (Varied 2011)

The Order requires store card providers to display on store card statements a range of specified information (such as the annual percentage rate (APR) and interest payable next month) and an APR warning where the APR is 25% or more. The Order also requires store card providers to provide an option to pay account

balances by direct debit, and introduces obligations when a store card provider offers payment, price and purchase insurance packages.

Home Credit Market Investigation Order 2007 (Varied 2011 and 2024)

The Order requires, amongst other things, that large lenders share their customers' data with at least 2 of the 3 main credit reference agencies (Experian, CallCredit and Equifax) and that all lenders offer better early repayment terms and annual statements to their customers.

Domestic Bulk Liquefied Petroleum Gas (LPG) Market Investigation Order 2008

The Order creates obligations on suppliers of bulk LPG to domestic users in the UK (other than to persons living on metered estates).⁵ The obligations seek to facilitate switching between suppliers, including the transfer (as between suppliers) of LPG tanks.

Domestic Bulk LPG Market Investigation (Metered Estates) Order 2009

The Order creates obligations on suppliers of bulk LPG to persons living on metered estates.⁶ The obligations seek to facilitate switching between suppliers, including the transfer (as between suppliers) of LPG infrastructure.

BAA Supply of Airport Services Market Investigation Undertakings (Consultation) 2010

The seven specified businesses undertake to consult at least annually with Aberdeen Airport users and other relevant stakeholders regarding its expected capital expenditure programme.

BAA Supply of Airport Services Market Investigation Undertakings (Segmental Analysis) 2011

The seven specified businesses undertake to publish audited accounts, a segmental analysis on a depreciated replacement cost basis and other specified information for Aberdeen Airport.

Payment Protection Insurance (PPI) Market Investigation Order 2011 (Varied 2018)

The Order prohibits the sale of Payment Protection Insurance (PPI) at the point of the credit sale, or before the start of the credit sale, and for a specified period

⁵ This is where a customer of LPG is supplied using a tank(s) and pipework which supply more than one customer and individual consumption is measured by a meter.

⁶ See footnote 5.

afterwards, and prohibits payment for PPI by single premium. The Order requires PPI providers to provide information to customers including an annual review or annual reminder about their PPI policy, information on claims ratios and a personal PPI quote. PPI Providers are also required to provide rebates on terminated PPI policies when these are paid by annual premium, conduct a mystery shopping exercise if PPI annual turnover exceeds £60 million, and to offer retail PPI separately from merchandise cover if both are offered as a bundled product. The Order also requires PPI providers to appoint a compliance officer and to submit an annual compliance report to the CMA.

Argos Limited and DSG Retail Limited Undertakings 2012

The Comet Group ('Comet') and DSG Retail ('DSG') undertake to establish a price comparison website for extended warranties. Comet, DSG and Argos Limited undertake to maintain this website, to provide information to the website, to establish and promote marketing for the website and to conduct bi-annual mystery shopping exercises on the website.

Local Bus Services Market Investigation Order 2012

The Order requires local bus operators (that manage bus stations) to provide rival operators with access to their bus stations on fair, reasonable and non-discriminatory terms and provides a formula for the calculation of certain charges. The Order also requires local bus operators to make and publish the conditions of use, including information about charges and the allocations of stand and layover capacity.

Statutory Audit Services Order 2014

The Order prohibits auditors and FTSE 350 companies from entering into agreements for the provision of statutory audits unless the auditor has been appointed pursuant to a competitive tender within the last 10 years. The Order creates disclosure obligations for Audit Committees where there has been no competitive tender for 5 years and provides for the mandatory use of competitive tender processes in defined circumstances.

Payday Lending Market Investigation Order 2015

The Order prohibits online payday lenders from entering into payday loan agreements unless they have published details of their products on at least one price comparison website which is authorised by the [Financial Conduct Authority](#). The Order also requires online and high street payday lenders to provide existing customers with a summary of their cost of borrowing.

Private Motor Insurance Market Investigation Order 2015 (excluding Part 3: Wide MFN Clauses)

The Parts of the Order which are included in this Strategic Review require insurers and price comparison websites (PCWs) to provide specified information to

consumers relating to no-claims bonus protection. Insurers and PCWs are also required to provide compliance statements to the CMA.

Part 3 of the Order is excluded from this Strategic Review. Part 3 prohibits agreements between PCWs and insurers (and any course of action from PCWs which has similar effect) which restricts insurers from making their products available more cheaply on other online platforms.

Cement Market Data - World Business Council for Sustainable Development (WBCSD) Undertakings 2017

WBCSD undertakes not to receive, disclose or publish specified market data relating to cement.

Current Account Switch Service (CASS) Remedies Undertakings 2017

Bacs Payment Schemes undertakes to complete specified reforms to CASS' corporate governance, to extend the Bacs payments redirection period, and to complete specified measures to increase awareness of and confidence in CASS, and to measures to facilitate the searching and switching of personal current accounts.

Retail Banking Market Investigation Order 2017 (Varied 2019) (excluding Part 2: Open Banking)

The Parts of the Order which are included in this Strategic Review require all providers to publish service quality indicators and to cooperate in the FCA's programme of research on PCA switching prompts and send switching prompts to SME customers that fall outside the FCA's remit. Providers are also required to provide payment transaction histories to their customers at account closure and up to 5 years afterwards and to implement a maximum monthly unarranged overdraft charge. SME lending Providers are required to publish representative APRs for Unsecured Loans and EARs for standard tariff Business Overdrafts, and additional contextual information, making this information available to intermediaries. Certain providers are also required to offer a price and eligibility tool on their website for SME lending.

Part 2 of the Order is excluded from this Strategic Review. Part 2 sets out arrangements for the establishment and operation of Open Banking.