

Trade Competition Commission Issues New Competition Guidelines for E-Commerce Platforms

Thailand's competition regulator has issued its strongest signal yet on how it intends to scrutinize conduct in the digital platform economy. On 24 March 2026, the Trade Competition Commission ("TCC") published in the Royal Gazette its Notification on Guidelines for the Consideration of Unfair Trade Practices and Conduct Constituting Monopoly, Reduction, or Restriction of Competition in the Operation of Multi-sided Platform Businesses in the Category of E-Commerce Digital Platform (the "Guidelines"). The Guidelines took effect on 25 March 2026.

Why this matters

The Guidelines aim at e-commerce platforms and their relationships with sellers, carriers, digital media advertisers, and payment channels. Covered platforms include, for example, online marketplaces and online travel platforms.

They address both price-related and non-price conduct, capturing a broad spectrum of practices that may attract regulatory scrutiny, including parallel pricing, price discrimination, excessive fee structures, rate-parity terms, self-preferencing, default logistics and payment settings, search and ranking tools, coercive promotional practices, and the use of third-party data.

A notable feature of the Guidelines is that the conduct described is not linked to a single offence under the Trade Competition Act B.E. 2560 (2017) (the "TCA"). Rather, depending on its nature and effect, a particular type of conduct may be considered under different provisions of the TCA, including Sections 50 (abuse of dominance), 54 (horizontal collusion), 55 (vertical collusion), 57 (unfair trade practices), and 58 (unfair agreements with foreign business operators).

Looking ahead

While the Guidelines cover a broad range of potentially problematic conducts, it remains unclear where the TCC will strike the balance in practice between regulatory intervention and legitimate business justification, such as justifications based on economic, business, technological grounds, market practice, and the absence of significant harm to competition.

From the standpoint of e-commerce platforms, there is also concern that an overly broad interpretation could have unintended consequences for business efficiency and innovation in the digital platform ecosystem. Some academics have also noted that the Guidelines would benefit from greater clarity and more detailed explanations of the relevant conduct, particularly in light of the absence of platform-specific criteria for assessing market power in digital markets, where factors such as network effects may play a central role.

The actual impact of the Guidelines remains to be seen, although a spike in complaints is likely in the near term.

For further details on this guidelines and the related compliance considerations, please contact our WCP competition and antitrust team at wcpcompetitionlaw@weerawongcp.com.

Authors:



Chumpicha Vivitasevi
Partner
chumpicha.v@weerawongcp.com



Piyawat Siripongsumpun
Associate
piyawat.s@weerawongcp.com



Mali Hinceeranunth
Associate
mali.h@weerawongcp.com

Weerawong, Chinnavat & Partners Ltd.
1 Park Silom Tower, 38th - 39th Floor, Convent Road,
Silom, Bangrak, Bangkok 10500, THAILAND
Telephone +662 264 8000 | Facsimile +662 657 2222

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