JFTC Approves the Commitment Plan Submitted by Amazon Japan G.K.

公正取引委員会 Japan Fair Trade Commission

The JFTC has investigated Amazon Japan G.K. ("Amazon Japan") on suspicion that its conduct using mechanism ① below on the Amazon Store violates Article 19 of the Antimonopoly Act (Trading on Restrictive Terms). The JFTC approved the commitment plan submitted by Amazon Japan (November 11, 2026), which will implement the remedial measures in the plan.

① Current Mechanism

For offers whose selling price is higher than the "**Competitive Price**" (the lowest price on other e-commerce sites), offer information such as price and delivery conditions is not shown on the product detail page.

In addition, if all sellers' price is higher than the "Competitive Price," no seller's offer information is shown on the product detail page at all.

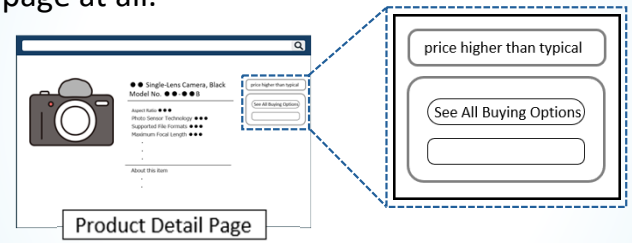
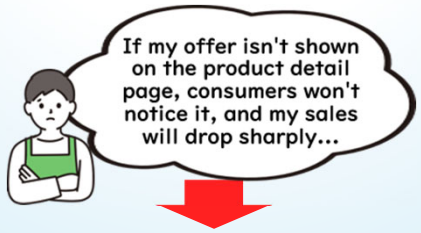


**Image for illustration only; it may differ from the actual display.*



Sellers have no choice but to price at or below the "Competitive Price" on the Amazon Store.

② Impact on Competition

This mechanism may cause the following problems.

a. Restricts sellers' freedom to set prices

✓ Sellers have little choice but to sell at or below the "Competitive Price," sometimes without making a profit.

b. Other e-commerce sites lose means to compete and are put at a competitive disadvantage

✓ Because the mechanism described in ① has the effect of lowering Amazon Store prices to or below the prices on other e-commerce sites without any cost to Amazon Japan, other e-commerce sites have difficulty attracting consumers even when they lower fees, bear the cost of reward points, or conduct sales promotions.

✓ Amazon Store sellers who also supply products to other e-commerce sites may ask those sites for price increases or stop supplying them. As a result, those sites are put at a competitive disadvantage in terms of price and product assortment.

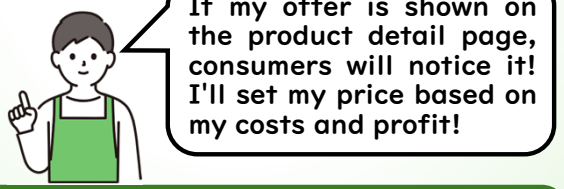
③ What Will Change Under the Commitment Plan

Even if no seller's price is at or below the "Competitive Price," offer information for the lowest-priced item on the Amazon Store will be shown on the product detail page.



Displayed in a form readily visible to consumers:
- Information such as price, delivery conditions, and seller
- An entry point that allows customers to proceed to purchase

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The commitment plan also includes:
- Informing sellers and consumers
- Establishment of a compliance structure and audits
- Third-party monitoring and periodic reports to the JFTC

Expected Effects



Sellers can set their prices freely.



Other e-commerce sites can more actively offer price reductions, point rewards, sales, and other benefits.



Fair competition among e-commerce sites gives consumers better services, including lower prices.

* This announcement is a TENTATIVE TRANSLATION. Please refer to the original text written in Japanese.