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Conclusion; 3.6 - Conclusions; 4. BUYER POWER IN EU COMPETITION LAW; 4.1 - Introduction; 4.2 - Buyer Conduct in EU Competition Law; 4.2.1 - Introducing the Substantive Legal Framework; 4.2.2 - Application to Buyer Conduct; 4.2.3 - Conclusion; 4.3 - Buyer Collusion; 4.3.1 - Addressing Buyer Collusion; 4.3.2 - Article 101 TFEU and the Consumer Welfare Standard; 4.3.3 - Conclusion 4.4 - Exclusionary Buyer Conduct4.4.1 - Addressing Exclusionary Buyer Conduct; 4.4.2 - Article 102 TFEU and the Consumer Welfare Standard; 4.4.3 - Conclusion; 4.5 - Mergers That Involve Buyer Power; 4.5.1 - Addressing Mergers That Involve Buyer Power; 4.5.2 - The EU Merger Regulation and the Consumer Welfare Standard; 4.5.3 - Conclusion; 4.6 - Buyer Power and 'Unfair' Business Practices; 4.6.1 - EU Competition Law and 'Unfair' Business Practices; 4.6.2 - Policy Considerations; 4.6.3 - Conclusion; 4.7 - Conclusions; 5. CONCLUSIONS AND SUMMARY; 5.1 - Introduction 5.2 - The Competition Concerns of Buyer Power5.3 - Buyer Power in EU Competition Law; 5.4 - Conclusions; SUMMARY IN DUTCH; BIBLIOGRAPHY

Sommario/riassunto

The trend of retail concentration across the European Union has raised concerns on the buyer power that retailers may have in the relation with their suppliers. Following calls that the changing nature of competition demands a change in EU competition policy, this book investigates whether there is a 'gap' in current EU competition law concerning the potential harmful effects of buyer power from an economic efficiency perspective. Using a Law and Economics approach, the book identifies the potential concerns and assesses whether they can be addressed under the existing rules. While some critic
