

## The UK's Association of Consumer Support Organisations Files a Competition Class Action Against Amazon for Artificially Inflating Prices

- The UK's Association of Consumer Support Organisations (ACSO) has applied for a collective proceedings order that will authorise it to bring a collective action against Amazon on behalf of more than 45 million consumers who purchased products on Amazon between August 2019 and August 2025.
- Details of the claim can be found at [amazoncostsyoumore.co.uk](https://amazoncostsyoumore.co.uk).
- ACSO alleges that UK consumers paid higher prices when purchasing products from third-party sellers on Amazon's UK marketplace as a result of Amazon's pricing policies. These policies prevent third-party sellers from offering lower prices elsewhere on the internet, including via their own sales channels.
- Amazon's pricing policies have limited the ability of other platforms to compete with Amazon and allowed Amazon to charge third-party sellers higher fees knowing that Amazon would not be undercut on price by any other online marketplace.
- In turn, UK consumers who purchased products from third-party sellers on Amazon's marketplace have paid higher prices, as they have passed on the inflated fees in the form of higher prices for products sold on Amazon.
- ACSO has instructed law firm Stephenson Harwood to represent it in the claim.

**LONDON, 18 August 2025:** The Association of Consumer Support Organisations (ACSO) announced today that it has initiated opt-out collective proceedings against Amazon on behalf of millions of UK consumers. ACSO filed its application for a collective proceedings order with the UK's Competition Appeal Tribunal on 14 August 2025.

ACSO is one of the UK's only independent bodies dedicated to promoting consumer rights. It represents consumers' interests, and its mission is to engage positively with policymakers, regulators, industry and the media to ensure that there is a properly functioning, competitive and sustainable civil justice system.

ACSO is seeking to represent more than 45 million consumers in these collective proceedings against Amazon. It alleges that Amazon's pricing policies have resulted in higher prices for consumers purchasing products from third-party sellers on Amazon's UK marketplace.

The claim is being brought on an opt-out basis, which means that all eligible consumers are automatically included in the claim. Any UK consumer who made a purchase from a third-party seller on Amazon's UK marketplace between August 2019 and August 2025 is included as a proposed class member. Proposed class members can register to stay updated on the progress of the claim via the claim website: [amazoncostsyoumore.co.uk](https://amazoncostsyoumore.co.uk).

Amazon's pricing policies prevent third-party sellers from offering lower prices for their products elsewhere on the internet. ACSO alleges that these policies protect Amazon from healthy price competition from other e-commerce platforms, allowing Amazon to charge sellers higher fees, which UK consumers end up paying for in the form of higher prices on Amazon.

Amazon's pricing policies were investigated by the Office of Fair Trading (now the UK Competition and Markets Authority) in 2012, the German Federal Cartel Office in 2013 and the Japan Fair Trade Commission in 2016. Following each of these investigations, Amazon committed to ceasing its anti-competitive conduct. ACSO alleges that Amazon circumvented those commitments by implementing its current pricing policies, which remain in place today. The German Federal Cartel Office and the Japan Fair Trade Commission are now investigating Amazon's current price parity policies, with the Canadian Competition Bureau also scrutinising them.

ACSO's proposed collective proceedings follow the US Federal Trade Commission's ongoing court proceedings against Amazon in relation to its pricing policies, which were first brought in September 2023 following a four-year investigation. A trial is expected to take place in early 2027. The State of California also investigated Amazon's pricing policies and filed a lawsuit against Amazon in September 2022. These proceedings are ongoing, and a trial is expected to take place in 2026.

ACSO has instructed international law firm Stephenson Harwood. The team, led by partner Genevieve Quierin, includes Tim Knight, Alex Athanasopoulos, Katelyn Iacono, Mikaela Hristova and Jay Kim.

**Matthew Maxwell-Scott, Founder and Executive Director of ACSO, said:** *"Millions of people in the UK make purchases on Amazon every day. Despite the company's assurances that it is above all else 'customer-obsessed', we consider there are strong grounds to argue that UK consumers have paid higher prices because of Amazon's pricing policies. ACSO is therefore bringing collective proceedings against Amazon to ensure that consumers can obtain redress for the considerable losses they have suffered.*

*Collective actions such as these are an excellent way for consumers to exercise their rights and for anti-competitive corporate behaviour to be challenged."*

**Genevieve Quierin, Partner at Stephenson Harwood said:** *"Amazon appears to have circumvented previous regulatory interventions targeting its pricing policies and is now implementing policies which we contend are anti-competitive, to the detriment of UK consumers. We are grateful that ACSO has instructed Stephenson Harwood, and we look forward to securing compensation for the millions of consumers who have been affected by Amazon's alleged anti-competitive conduct."*

ACSO has instructed Ben Lask KC, Luke Kelly and Jenn Lawrence of Monckton Chambers as well as The Brattle Group in support of its proposed collective proceedings against Amazon.

Affected consumers do not have to pay to bring this claim, nor do they face any financial liability if the claim is unsuccessful.

**-- ENDS --**

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## Notes to Editors

### **About the claim so far and next steps**

ACSO, the proposed class representative, filed its application for a collective proceedings order with the UK's Competition Appeal Tribunal on 14 August 2025.

The next step is expected to be the hearing of ACSO's application for a collective proceedings order, where the Competition Appeal Tribunal will decide whether the claim can proceed as a collective action and whether ACSO is a suitable class representative. Proposed class members can register to receive updates about the claim here: **[amazoncostsyoumore.co.uk](https://amazoncostsyoumore.co.uk)**.

### **About collective proceedings in the Competition Appeal Tribunal**

The Competition Appeal Tribunal is a specialist court based in London which exclusively hears cases involving competition law issues, including collective actions like this claim.

The UK Consumer Rights Act, passed in March 2015, enables class representatives to initiate 'opt-out' collective actions to seek redress for breaches of competition law. All affected UK persons are automatically included in the claim under the 'opt-out' regime and are therefore able to claim from the aggregate pool of damages in the event of a success at trial or following a settlement.

### **About the Association of Consumer Support Organisation**

ACSO was established as a not-for-profit membership body in 2019 to represent the interests of consumers in the UK's civil justice systems. Its members include reputable, trusted organisations who are united in providing the highest standards of service. Its mission is to engage positively with policymakers, regulators, industry and the media to ensure there is a properly functioning, competitive and sustainable civil justice system for honest consumers. By doing this, ACSO helps ensure there is greater balance in the public policy debate over the future shape of civil justice across the UK.

### **About Stephenson Harwood**

Stephenson Harwood is a law firm with over 1,300 people worldwide, including more than 200 partners. Our people are committed to achieving the goals of our clients - listed and private

companies, institutions and individuals. Our headquarters are in London, with a total of eight offices across Asia, Europe and the Middle East.

Stephenson Harwood is recognised as a leader in group litigation. Partner Genevieve Quierin has led several other group claims in the Competition Appeal Tribunal, including:

- **The Merchant Interchange Fee Umbrella Proceedings**, representing over 1,800 companies in group claims against Visa and Mastercard relating to interchange fees.
- **Asda Stores Limited and Others v Bremnes Seashore AS and Others**, in which Genevieve is presently representing seven of the UK's leading supermarkets in a group claim against Norwegian salmon producers in relation to an alleged cartel in the market for farmed Atlantic salmon.