Distribution Law Center
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DISTRIBUTION TALKS | 28 May 2025

Distribution Talks #4 - Passing on of sales restrictions

How far can a sales restriction be passed along the distribution chain?

In this fourth edition of the Distribution Talks, we explore a key question in vertical agreements: can a supplier require its distributor to pass on sales restrictions to its own customers?

This issue is particularly relevant in selective and exclusive distribution systems, where it is crucial for a supplier to maintain a certain level of control over the sale of its products. But how far can that control go before it crosses the line under EU competition law?

We break it down in our usual crisp and practical style—so you can stay compliant and confident.

Enjoy reading!

P.S. Missed any of the previous Distribution Talks? You can catch up on earlier editions:

- DT #1 - Online marketplaces: here
- DT #2 - Use restrictions: here
- DT #3 - Business transition and exclusivity: here