



The Consumer Voice in Europe

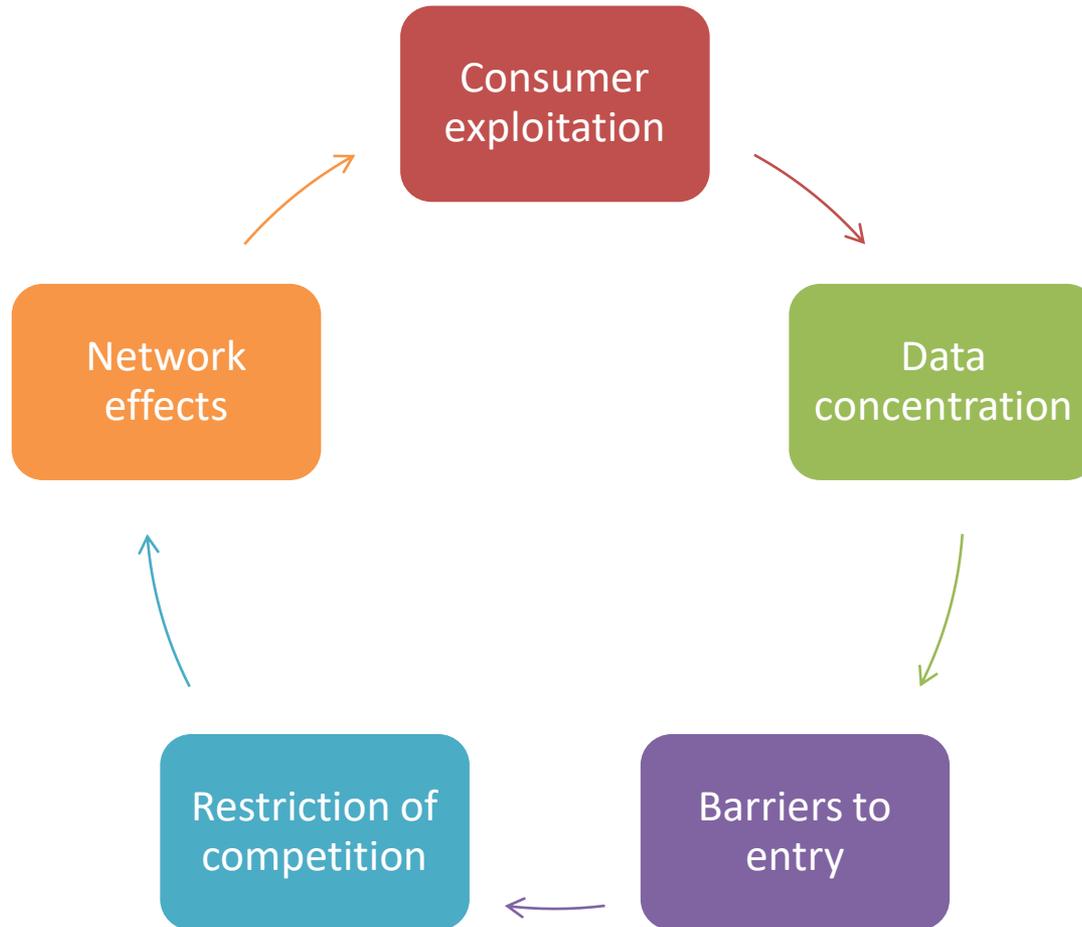
# Consumers in the Digital Economy

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## A vicious circle



## 3 key messages

- 1. Consumers are not mere economic units, they are made of flesh, bones and biases.** When the exploitation of consumers undermines the competitive process, competition (and consumer) authorities must adopt remedies to preserve their freedom to choose.
- 2. Real innovation can be achieved only if companies are able to compete on the merits.** A pre-condition in the digital economy is to ensure market openness and reduce data barriers.
- 3. While competition law can be the answer to many problems, regulation is still the most cost-efficient intervention tool to address systemic market failures.**