



The Consumer Voice in Europe

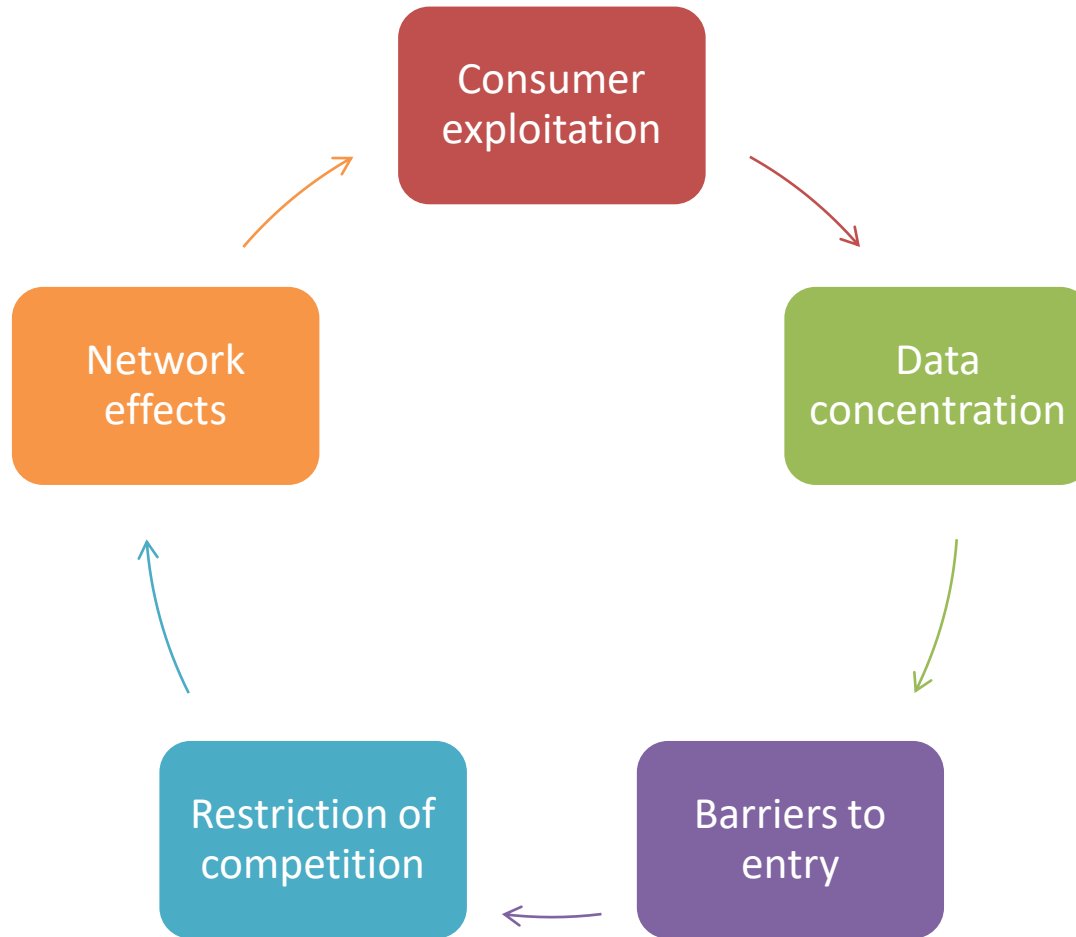
Consumers in the Digital Economy

Monique Goyens
Director General

Conference “The Shaping of Competition Policy in the Era of Digitalisation”

Brussels, 17 January 2019

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.**