

ISSUE 23, October 2025 - January 2026

# IN THE ACT

MAKING MARKETS WORK WELL

**Taking Action Against Dark Patterns and Dangerous Children's Products**

**Strengthening Competition and Consumer Protection Regulatory Frameworks**

Festive Tips | Strengthening Regional and International Cooperation | Celebrating CCS20 and Supporting Consumers Through the Festive Season



COMPETITION & CONSUMER  
COMMISSION | SINGAPORE

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## ABOUT CCS

The Competition and Consumer Commission of Singapore (“CCS”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against anti-competitive activities and unfair trade practices. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

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# CHIEF EXECUTIVE'S NOTE



As we begin 2026, I'm pleased to share with you the significant milestones CCS has achieved over the past few months, marking both our continued commitment to protecting consumers and fostering competitive markets in Singapore.

Our 20<sup>th</sup> anniversary celebrations have provided a meaningful opportunity to reflect on two decades of progress whilst looking ahead to the challenges and opportunities that lie before us. This milestone represents not just our history, but our ongoing dedication to making Singapore's markets work well.

CCS completed significant enforcement actions in the fourth quarter of 2025, targeting deceptive digital practices and unsafe products. Concurrently, the Consumer Product Safety Office removed 17 non-compliant children's products from e-commerce platforms after identifying serious safety hazards including entrapment, strangulation, and choking risks.

CCS advanced its regulatory framework through comprehensive guideline reforms, including new guidance on household appliance repair services to address manufacturer restrictions on independent repairers, updated competition guidelines with streamlined merger procedures, and clearer standards for quality-related product claims.

The collaboration between our teams, stakeholders, and the business community has been instrumental in these achievements. Your continued support enables us to adapt our regulatory approach to meet evolving market dynamics whilst maintaining our core mission of protecting consumer interests.

Find out more about CCS's work in the fourth quarter in the latest issue of In The Act.



## PROTECTING SINGAPORE'S CONSUMERS: CCS TAKES ACTION AGAINST DARK PATTERNS AND DANGEROUS CHILDREN'S PRODUCTS

CCS has undertaken significant enforcement actions throughout the fourth quarter of 2025 to protect consumers from misleading practices and unsafe products across digital and physical marketplaces.

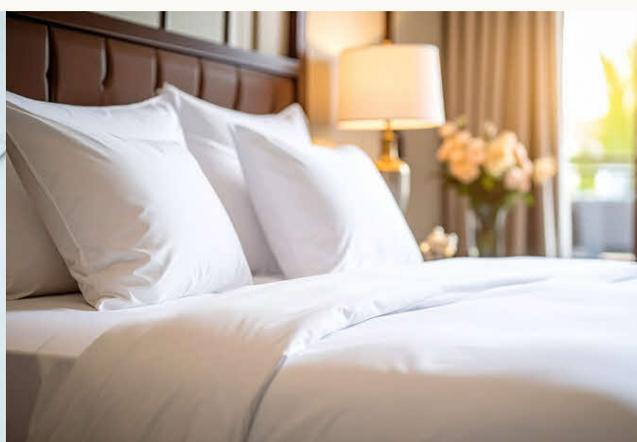
### Digital Marketplace Enforcement

**Misleading Website Practices** CCS took decisive action against two major electronics retailers for employing manipulative "dark patterns" — deceptive design techniques that trick users into unintended actions — on their websites.

CCS found that Courts had engaged in a practice known as "sneak into basket" by automatically adding unsolicited items to consumers' shopping carts without their consent. Despite receiving complaints as early as 2024, Courts only ceased this practice after CCS's intervention in June 2025. The company provided undertakings to stop immediately and refund affected customers.

PRISM+ faced investigation for multiple deceptive tactics designed to create false urgency. These included fake countdown timers with no technical function, misleading stock indicators showing "Running Low" even with substantial inventory, unsubstantiated shortage claims, and inflated discount percentages. PRISM+ provided undertakings to cease all unfair trade practices following CCS intervention.

**Misleading Marketing Claims** CCS investigated Hotel Bed Company Singapore for displaying fake industry standard logos and fabricated Trustpilot ratings. The company used statements like "Hotelier Standard For Excellence" despite no such official standards existing and displayed a 4.5-star Trustpilot rating based primarily on self-written reviews without an active account. CCS issued warnings to both the former owner who initiated these practices and the current owner who continued them, securing undertakings to remove all misleading information.





## Product Safety Enforcement

**Children's Product Safety** The Consumer Product Safety Office (CPSO) conducted comprehensive market surveillance, testing 22 children's products primarily from e-commerce platforms Shopee and Lazada. Investigations showed that 17 of these products failed to meet safety standards under the Consumer Protection (Consumer Goods Safety Requirements) Regulations 2011 (CGSR).

Critical safety hazards identified included entrapment risks in baby cots, strangulation hazards from clothing catch points, fall hazards from inadequate restraint systems in strollers, choking hazards from detachable small parts, and laceration risks from sharp points in children's jewellery. Particularly concerning were button battery compartments in children's watches that were easily accessible, posing internal chemical burn risks if swallowed.

The enforcement revealed serious public health implications, with the National Trauma Registry recording an average of 140 child injuries annually between 2022-2024 from these product categories. KK Women's and Children's Hospital reported increasing cot and stroller-related injuries over five years.

CPSO worked directly with e-commerce platforms and retailers to remove non-compliant products from sale and secured formal undertakings from all investigated companies to cease harmful practices and implement corrective measures. For product safety violations, CPSO emphasised that non-compliance could result in fines up to S\$10,000 or imprisonment up to two years.





## STRENGTHENING COMPETITION AND CONSUMER PROTECTION REGULATORY FRAMEWORKS

CCS has undertaken comprehensive guideline reforms, introducing new frameworks and updating existing procedures to enhance market competition whilst protecting consumer interests across multiple sectors.

### Household Appliance Repair Services Guidance

Following consumer feedback regarding manufacturers' refusal to supply repair inputs, CCS and the National Environment Agency concluded a joint study of Singapore's household appliance industry. The study revealed that whilst supply chains are generally well-served, independent repairers face difficulties obtaining complex repair inputs that manufacturers restrict to authorised networks only.

CCS issued guidance encouraging manufacturers to review supply practices for Competition Act compliance, expressing concern that restricting repair inputs could limit competition and consumer choice. To enhance consumer understanding, CCS developed a warranty information checklist for household appliance purchases, encouraging manufacturers to provide easily understood warranty terms including duration, coverage, and limitations.

Supporting sustainability objectives, CCS addressed the lack of adequate durability information available to consumers, encouraging manufacturers to provide durability data from accredited third-party testing, including estimated product lifespans, enabling informed consumer decisions and promoting competition for more durable products.





## Consultation on Proposed Changes to Competition Guidelines

CCS launched a public consultation on proposed changes to key competition guidelines following a periodic review to ensure Singapore's regulatory regime provides legal certainty without unduly increasing business costs whilst maintaining market efficiency.

The consultation covered proposed changes to Merger Procedure Guidelines, introducing a streamlined assessment track designed to reduce assessment time for mergers unlikely to present competition concerns, reduce regulatory burden on parties, and provide earlier clarity on clearance decisions.

Additionally, CCS proposed new Settlement Procedure Guidelines superseding the existing Fast Track Procedure. The streamlined settlement procedure increases maximum settlement discount quantum, facilitates easier settlement initiation, and provides clarity on appeals against settlement decisions. These changes reduce administrative costs and operational uncertainty whilst allowing CCS to better utilise investigatory resources.

Separately, on 16 January 2026, amendments were also made to the Fourth Schedule to the Competition Act 2004. Read more [here](#).

## Quality-Related Claims Guide

Responding to greenwashing concerns and recent enforcement actions against businesses making misleading claims, CCS published comprehensive guidance for businesses making quality-related product claims.

The guide establishes five key principles: claims must be true and accurate with verified information; clear and easily understood using plain language; meaningful by focusing on material attributes; accompanied by sufficient substantiation; and supportable by credible, up-to-date evidence.

Developed through consultation with industry suppliers and business associations, the guide includes practical case studies helping businesses apply these principles in specific contexts. CCS emphasised that the guidance aims to build customer trust whilst enabling businesses to make claims with clarity and confidence.





## CCS MERGER CLEARANCES AND CONSULTATIONS: HEALTHCARE CONSOLIDATION AND COMMERCIAL VEHICLE MERGERS

CCS cleared two mergers in October 2025 whilst launching consultation on an application by aviation companies and another involving electric vehicle charging infrastructure, demonstrating active oversight of market consolidation across diverse sectors.

### Commercial Vehicle Industry Mergers

CCS cleared the proposed merger between Hino Motors Limited and Mitsubishi Fuso Truck and Bus Corporation on 7 October 2025, finding no substantial competition concerns in light commercial vehicles, medium duty trucks, and heavy duty trucks markets. The assessment considered the parties' overlapping activities across vehicle categories with maximum laden weights from under 5 tonnes to above 16 tonnes. CCS concluded markets would remain competitive given alternative suppliers' presence, moderate entry barriers, customers' ability to switch suppliers, and limited price transparency as customers typically procure through quotations or tenders rather than published pricing.

On a separate application from Qatar Airways Group Q.C.S.C and MAB Kargo Sdn. Bhd., CCS is inviting public feedback till 25 February 2026, pm on the proposed joint business agreement between the parties regarding whether it would infringe section 34 of the Competition Act 2004. The proposed agreement would allow them to cooperate on scheduling, pricing, sales and marketing, and other commercial activities for air cargo transportation services globally.





## Healthcare Services Acquisition Cleared

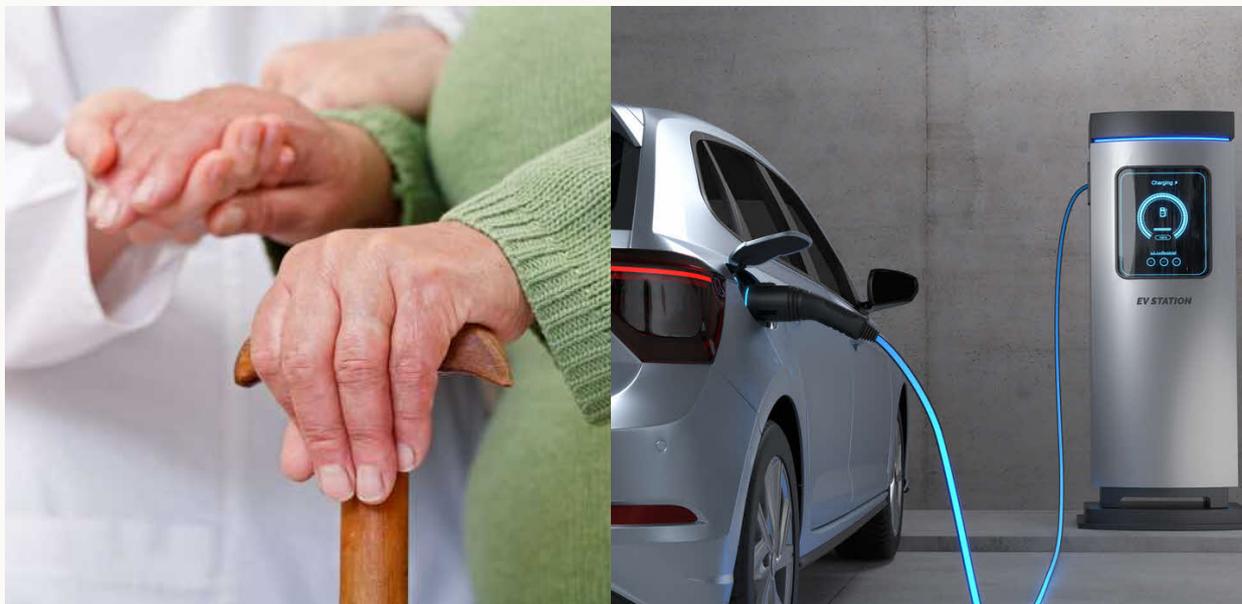
CCS cleared TPG Inc.'s acquisition of Econ Healthcare (Asia) Limited on 9 October 2025, concluding the transaction would not substantially lessen competition in non-residential care services and nursing home services markets. TPG already owned Invest Healthcare Pte. Ltd., creating potential overlap concerns in healthcare provision.

Following assessment of submissions and third-party feedback, CCS determined the relevant markets would remain competitive due to low combined market shares of the merged entities, presence of viable competitors, pricing constraints under Ministry of Health schemes for subsidised nursing home services, potential for competitors to redirect capacity between subsidised and unsubsidised services, and fragmented markets comprising both for-profit and non-profit suppliers. The decision reflects CCS's recognition that healthcare markets can accommodate consolidation when competitive dynamics remain robust.

## Electric Vehicle Charging Consultation

CCS launched a public consultation on 2 January 2026 regarding SP Mobility Pte. Ltd.'s proposed acquisition of Strides YTL Pte. Ltd., both charging point operators with EV charging networks across Singapore.

The parties compete in public EV charging points (including HDB carparks and commercial buildings) and private EV charging points markets. They submitted that the transaction will not substantially lessen competition due to numerous existing competitors, competitive bidding processes overseen by the Land Transport Authority, low switching costs for customers, and EV drivers' tendency to use multiple charging locations.



# SHOWCASE



## CELEBRATING CCS20 AND SUPPORTING CONSUMERS THROUGH THE FESTIVE SEASON

As 2025 drew to a close, CCS shared festive consumer tips to help Singaporeans celebrate the year-end holidays safely and smartly.

The CCS20 anniversary celebrations were brought to a meaningful close with a special series highlighting CCS's journey over the past two decades. CCS showcased landmark cases that shaped Singapore's competitive and consumer protection landscape and shared video snippets from the anniversary events. The tribute videos honoured the dedicated professionals who work tirelessly behind the scenes, strengthening the foundation of Singapore economic landscape every single day.

As we ushered in the new year, CCS continued its commitment to educate by sharing practical Chinese New Year tips for both consumers and businesses, helping everyone navigate the festive season with confidence.

Stay updated on CCS's latest news and initiatives by following the "Competition and Consumer Commission of Singapore" on social media!

Follow us on



## CELEBRATING CCS20



# SHOWCASE



## SUPPORTING CONSUMERS THROUGH THE FESTIVE SEASONS

**SHOP SMART**  
**SHOP SAFE**

**✓ Inspect the packaging**  
Avoid pre-packaged food products with torn or tampered packaging.

**✓ Receipt**  
Make sure prices of products are calculated correctly. Check the unit price of the product if applicable.

The packaging should state the product's net weight using a metric unit e.g. kilograms (kg) or grams (g).

**CNY Preparation Guide:  
Shopping Safe and Smart**

**Having hotpot at home this Chinese New Year?**

**Look for the Safety Mark**  
Buy Controlled Goods (e.g. portable gas, induction stoves, portable socket outlets) with valid Safety Marks.

Check the validity at [go.gov.sg/safety-mark](http://go.gov.sg/safety-mark)

**Don't overload power sockets**  
Don't plug too many appliances into one adaptor at the same time.

**Safe storage of canisters**  
Remove, cap and store portable gas canisters (even empty ones) in cool places after use.

**Fair Dealing During Festive Season:  
Tips for Businesses and Consumers**

**What can be done?**

**Businesses should:**

- ✓ Disclose festive surcharges upfront
- ✓ Display fees and key terms and conditions upfront in storefronts, ads, and on social media
- ✓ Explain charges clearly when asked

**Consumers can:**

- ✓ Ask about additional charges upfront
- ✓ Confirm and check the total cost before paying
- ✓ Request explanations for unclear fees

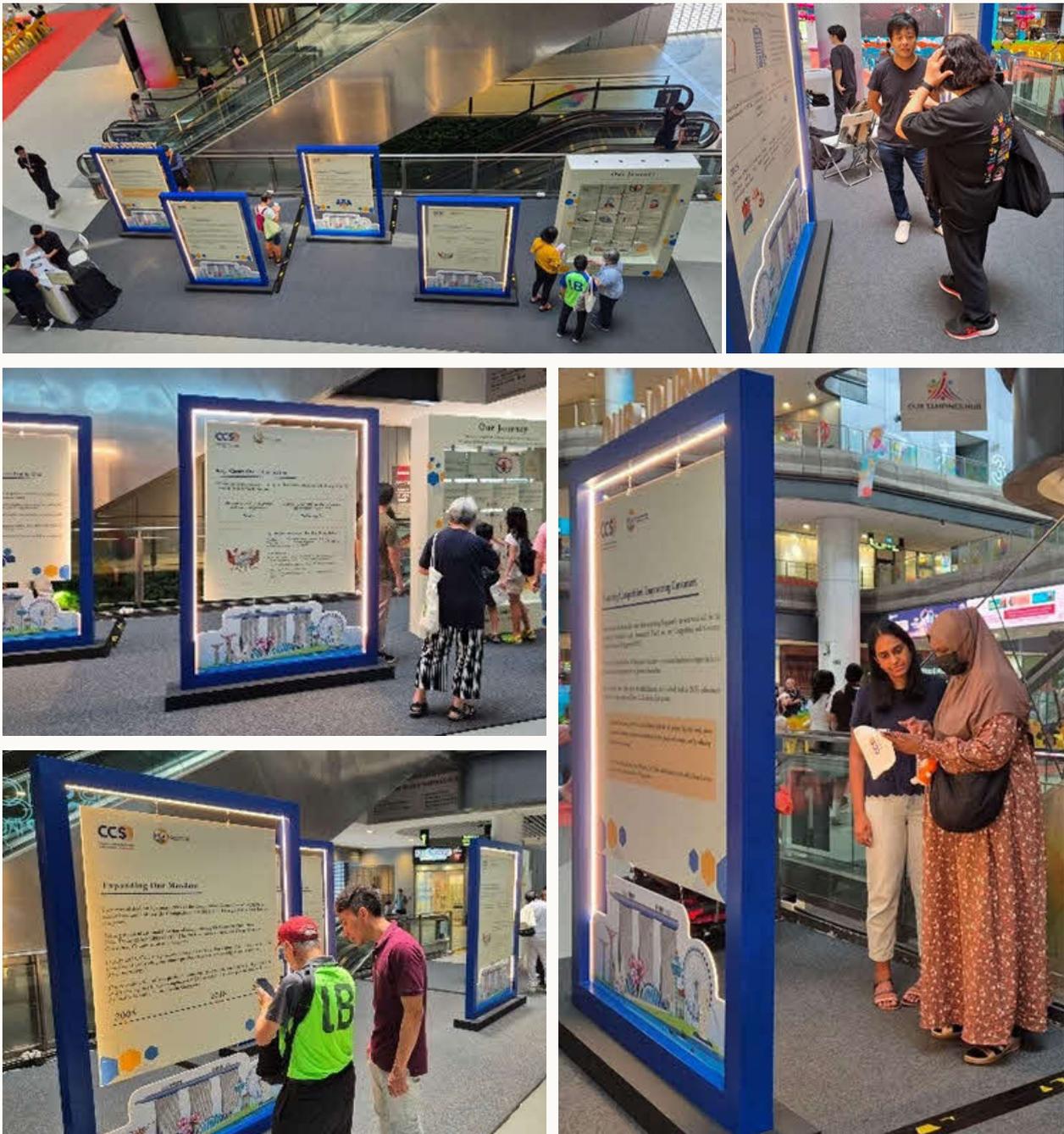
Clear prices help everyone shop with confidence this festive season.



## CCS20: ENGAGING THE COMMUNITY

CCS20's public exhibition, "Our Journey: Fostering Competition, Protecting Consumers" was held at Our Tampines Hub from 1 to 7 October 2025. During the week-long exhibition, CCS officers engaged directly with members of the public, sharing insights about CCS's scope of work and highlighting the significant milestones and achievements we have accomplished over the past two decades.

Visitors were encouraged to follow CCS's social media platforms and test their knowledge through a quiz, with participants standing a chance to win \$20 e-vouchers! All winners have been notified.





## STRENGTHENING REGIONAL AND INTERNATIONAL COOPERATION

CCS's active participation in international forums and bilateral exchanges continues to enhance Singapore's regulatory capabilities whilst contributing to global competition and consumer protection standards.

### 35<sup>TH</sup> ASEAN EXPERTS GROUP ON COMPETITION (AEGC) MEETING



ASEAN Member States discussed project implementations at the 35<sup>th</sup> AEGC Meeting held in Phnom Penh, Cambodia from 6 to 10 October 2025. CCS updated on the 11<sup>th</sup> ASEAN Competition Conference, progress of the ASEAN-Canada Free Trade Agreement negotiations, and Singapore's competition developments. CCS also joined workshops on the ASEAN Capacity Building Roadmap 2030 and Competition Business Perception Index validation.

### 43<sup>RD</sup> MEETING OF THE ASEAN CONSULTATIVE COMMITTEE FOR STANDARDS AND QUALITY WORKING GROUP ON LEGAL METROLOGY



The CCS Weights and Measures Office assumed the Chairmanship of the ASEAN Consultative Committee for Standards and Quality Working Group on Legal Metrology at this meeting held in Hanoi, Vietnam from 15 to 16 October 2025. The group discussed on the harmonisation of legal metrology requirements across the region to ensure accurate trade measurements.



## 32<sup>ND</sup> ASIA-PACIFIC LEGAL METROLOGY FORUM (APLMF)

The 32<sup>nd</sup> APLMF held from 5 to 7 November 2025 in Bandung, Indonesia featured 18 APEC economies. Together with Australia, CCS presented on outcomes of the inaugural regional pre-packed goods surveillance outcomes for frozen seafood, involving 10 economies. Discussions included legislative reviews and Electric Vehicle Supply Equipment verification.

## 31<sup>ST</sup> MEETING OF THE ASEAN COMMITTEE ON CONSUMER PROTECTION AND RELATED MEETINGS (ACCP)



The 31<sup>st</sup> ACCP Meeting in Kuala Lumpur, Malaysia from 17 to 21 November 2025, saw progress on the ASEAN Strategic Action Plan for Consumer Protection. Member States provided updates on consumer protection law implementation. CCS shared case studies and presented the enhanced Technical Reference 76 ("TR76") on E-commerce Transaction Guidelines that can enhance the overall regulatory framework.

## 24<sup>TH</sup> OECD GLOBAL FORUM ON COMPETITION AND COMPETITION COMMITTEE MEETINGS

At the OECD's 24<sup>th</sup> Global Forum on Competition held in Paris, France from 1 to 5 December 2025, CCS submitted a written contribution on market studies with an accompanying intervention. CCS's Chief Executive also delivered a keynote address on CCS's 20-year regulatory journey at the 10th Meeting of High-Level Representatives of Asia-Pacific Competition Authorities. Bilateral meetings included exchanges with European Commission Executive Vice-President Teresa Ribera.





## VISITS TO CCS

### WEIGHTS AND MEASURES OFFICIALS FROM JAPAN AND PAPUA NEW GUINEA

A four-member delegation from the Japan Measuring Instruments Federation visited CCS on 1 October 2025 to share insights on Japan's legal metrology system and industry compliance challenges. Papua New Guinea's Acting Director-General Joe Panga visited on 6 November 2025, seeking insights into CCS's weights and measures frameworks and expressing interest in future collaboration.

### VISIT BY THE KOREA FAIR TRADE COMMISSION (KFTC)



CCS hosted a visit by the KFTC on 10 December 2025. During the visit, CCS shared insights on our approaches to settlement mechanisms and the use of voluntary commitments in merger cases. The KFTC delegation also provided valuable perspectives on Korea's approach to similar mechanisms.

### VISIT BY STATE ADMINISTRATION FOR MARKET REGULATION (SAMR), CHINA



CCS hosted a SAMR delegation on 23 December 2025 for a bilateral exchange on e-commerce regulation. During the visit, CCS presented on TR76, sharing Singapore's approach for addressing competition and consumer protection issues in digital marketplaces. Similarly, the SAMR delegation shared China's approach to market regulation and consumer rights protection in the e-commerce sector.