



Priorities 2026

Priority sectors

► Agri-food chain

Given the particular economic importance of the agri-food industry, maintaining effective competition throughout the entire supply chain remains a priority, with a focus on further consolidation, the impact of asymmetrical power relations and the role of price quotations and cost indices. Special attention will be given to the challenges arising from the sustainability transition, in particular in the agricultural sector.

► Digitalisation and telecommunications

The BCA pursues a proactive and dynamic enforcement policy in the digital sector with a particular focus on abuses of dominant position or economic dependence by powerful online platforms. The BCA remains vigilant regarding the digital transformation of existing and emerging markets and monitors access to secure, sustainable and interoperable infrastructures and services (cloud, data, software). It will further monitor the competition policy implications of artificial intelligence (AI) and pricing algorithms.

The BCA supports the roll-out of fibre optics and 5G networks, which constitute essential infrastructures to enable the continued digitalisation of services in a smooth, secure, economically viable and affordable manner, as well as to strengthen competitive dynamics in the supply of telecommunications services.

► Healthcare

Effective competition across the entire healthcare value chain remains essential, including fair competition between suppliers of medicines in terms of pricing, quality, accessibility and innovation. The BCA will also remain vigilant about the state of competition in the wholesale supply of medicines due to the high level of market transparency. The BCA monitors consolidation among pharmacy networks and hospitals, with due regard to accessibility and service quality. It may also take action against anticompetitive agreements concerning non-regulated fees and costs, and focuses on the impact of digitalisation and health technologies on competition in the sector.

► Basic services

The BCA monitors access at fair rates and quality standards to essential services such as financial, legal, accounting, medical and security services for businesses and consumers. It also monitors compliance with competition law and, where appropriate, advocates the revision of overly restrictive standards applicable to regulated professions.

► Sport, media and entertainment

These sectors also constitute important factors of social cohesion. Far-reaching changes driven by commercial and technological developments call for a strict application of competition rules in order to keep supply diverse, affordable, high-quality and innovative. In this context, the BCA monitors, *inter alia*, access to events and media coverage, to ensure that such access is not denied by anticompetitive conduct or subject to unreasonable rates.

Strategic actions

► Revision of merger control rules

The BCA is conducting a comprehensive review of the national merger control procedure and the modernisation of the notification forms. It is investigating the desirability of introducing a "call-in" power to address roll-up/serial acquisitions strategies and killer acquisitions. The BCA will continue contributing actively to the review of the EU merger guidelines.

► Guidelines and advocacy policy

The BCA will publish sustainability guidelines and a guide on the application of competition rules in the context of public procurement, with a focus on bid rigging practices, while organising training programmes for contracting authorities. This will be followed by a communication on labour market restrictions and "no-poach" agreements, as well as an awareness campaign on retail price maintenance.

► Sector inquiry and detection

The BCA will conclude its sector inquiry into price review and indexation mechanisms after a public consultation. It will invest in its detection capabilities, a virtual lab for data analytics and automated processes for uncovering bid rigging practices. The BCA will implement a strategy to adopt relevant AI tools for proactive market monitoring purposes.

► (Inter)national cooperation

At national level, the BCA aims to actively support the interfederal plan MAKE2025-2030 and simplifies the legislative process for the conclusion of cooperation agreements. The protocol with the Data Protection Authority is being finalised and existing protocols with CREG, BIPT and FPS Public Health are being reviewed. The BCA will continue working closely with the Price Observatory and the Economic Inspection. Internationally, the BCA actively participates in the activities of the ICN, ECN and OECD Competition Committee, and engages in knowledge-sharing with foreign counterparts.

► Increased visibility and accessibility

The BCA will be developing a new corporate identity and modern website. It continues to pursue a proactive and transparent communication policy through a mix of channels. Via thematic campaigns focusing on priority sectors and current topics such as sustainability and public procurement, the BCA strengthens the dialogue with all stakeholders.

The full priorities paper is available on
the BCA's website: [Priorities paper 2026](#)