



Market studies

The General Authority For Competition
Saudi Arabia

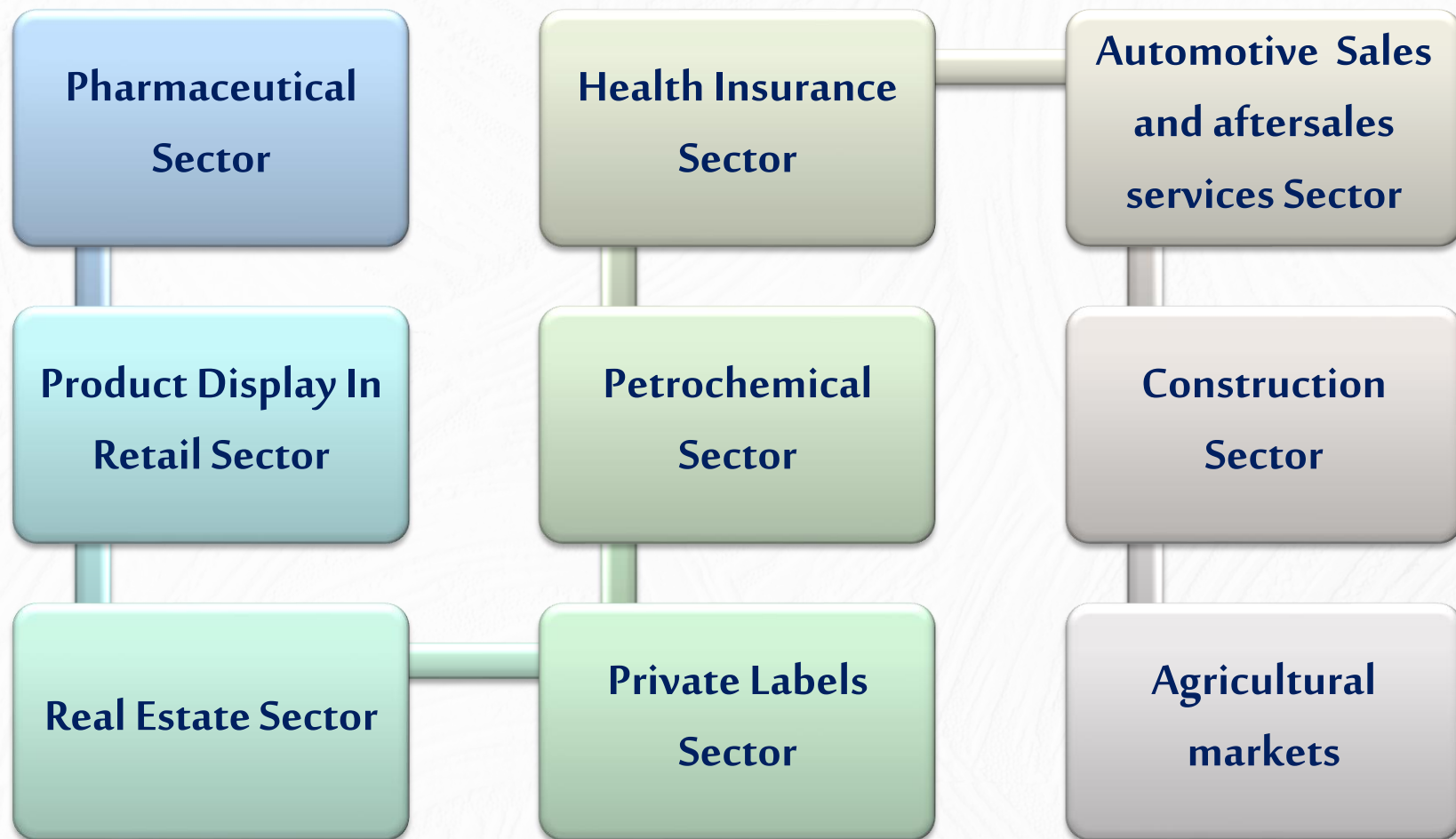
- **Legal framework**
- **Overview of GAC market studies**
- **The Methodology of conducting market studies**
- **The Challenges in carrying out market studies**

Article(3), of GAC Statues:



The Authority shall be entitled specifically to the following:
Monitor the market in light of the rules adopted by the Board to ensure fair competition, in addition to conducting necessary researches and studies

Throughout the years
GAC conducted a
number of studies in
various sectors,
namely:



GAC follows a specific methodology when conducting market studies:

Current state assessment

Analyse the KSA sector from a competition perspective across three dimensions



*“Who are the key players, **How** is the market regulated”*



*“How do Players/Entities **Behave** in the market”*



*“How does this behaviour **impact** the market”*

Benchmarking

Analyse several countries to derive best practices and learnings for KSA to address the competition challenges in the market



- 1. Determine benchmark objectives*
- 2. Identify benchmark dimensions*
- 3. Select relevant countries*
- 4. Identify key insights for KSA*

Recommendations

Develop recommendations and policies based on the outcomes of Current state assessment & Benchmarking



Strengthening competition enforcement



Policy advocacy



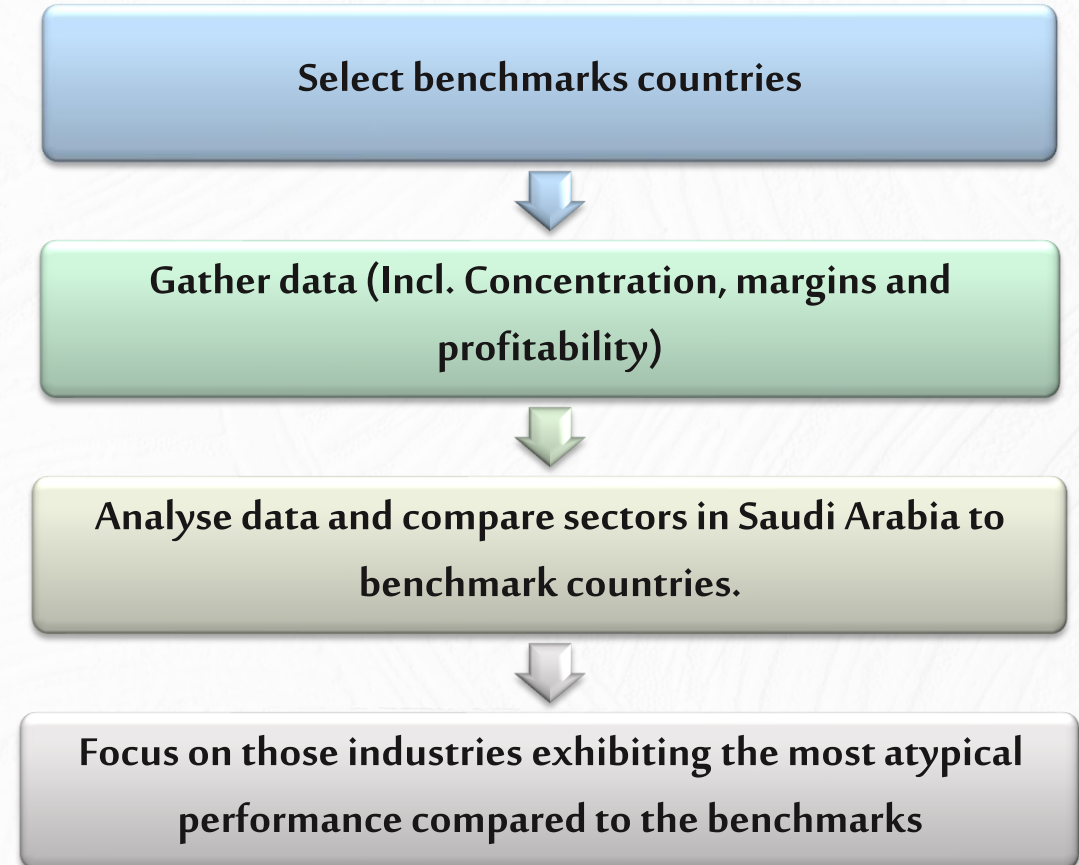
Preparing for the future

Challenge (1): Prioritizing Sectors

Deciding which industries merit market studies based on economic rationale is one of the challenges GAC encountered.

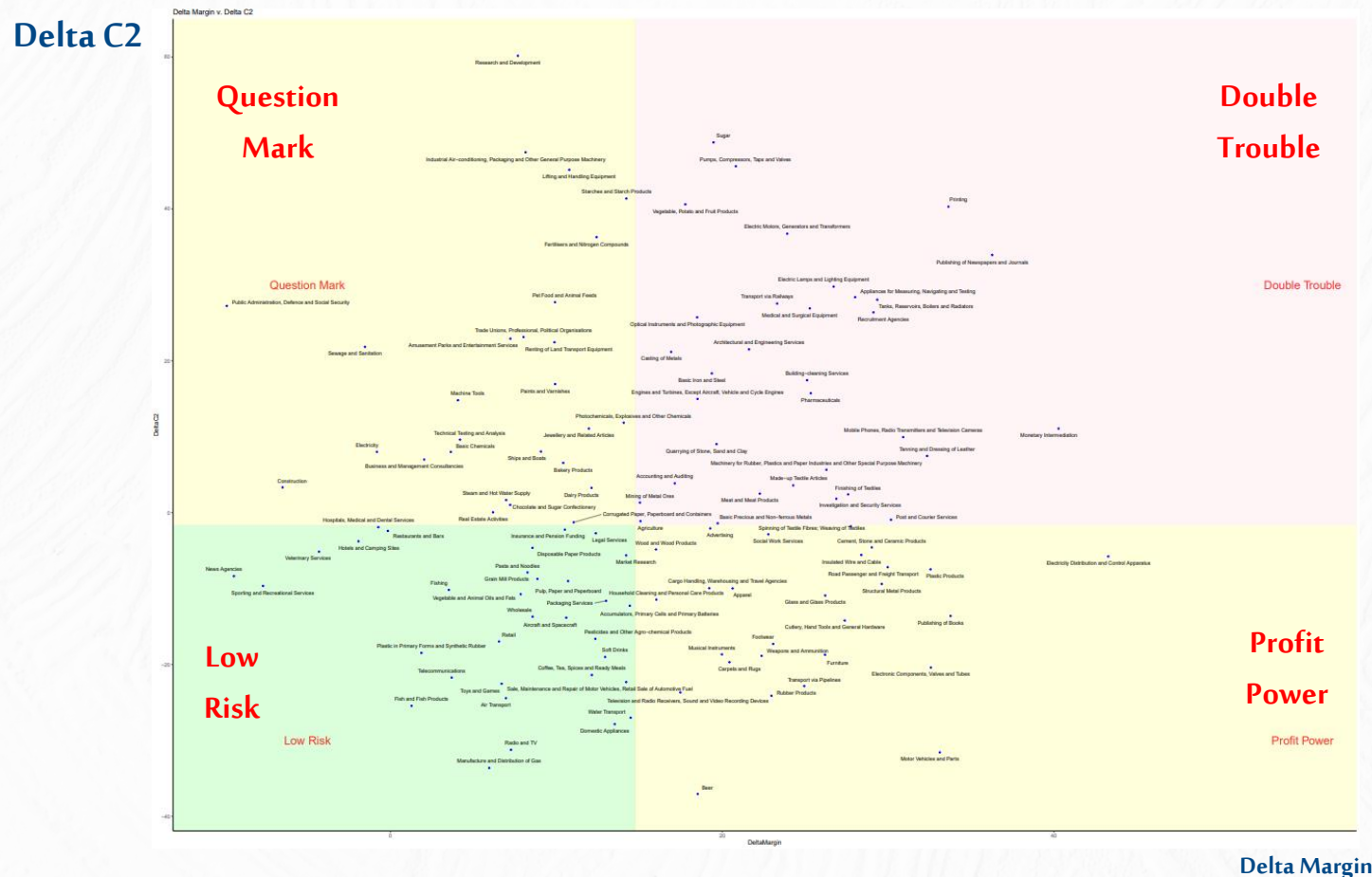
GAC designed an Industry Analysis Tool to develop up-to-date high-level data for GAC to analyze state of competition in KSA and to support industry selection.

This tool uses standardized data with information on sector concentration and margins to show the relative position of Saudi Arabia with respect to benchmark countries.



Challenge (1): Prioritizing Sectors

Deciding which industries merit market studies based on economic rationale is one of the challenges GAC encountered.



Challenge (2): Data Availability and Collection

Obtaining relevant and comprehensive data is a significant challenge in the execution of market studies.

Build a **business intelligence system**, which works on establishing an interface with data owners (Public / Private) in order to continuously provide and update the authority with sectorial data.

Subscribing to **commercial data platforms** that provides data.

statista 

 EUROMONITOR
INTERNATIONAL

 S&P Global
Market Intelligence

Challenge (3): Interaction with other government entities

Engaging and collaborating with other government bodies to adopt and implement the recommendations and outputs derived from the conducted market studies, represents a primary challenge.

Established a **“Policy Support Unit”** with the task of promoting, encouraging and monitoring the implementation of the recommendations and outputs with the other related entities

For each conducted market study, **GAC appoints a communication officers** from all relevant regulating entities in the sector under study.

Memorandums of understanding with public entities



Thank You

Hesham Alogeel

Deputy CEO – Economy Affairs