

Market Surveillance Report

Phuntsholing Thromde and Samtse Town (14-28 December 2025)

Background

The Competition and Consumer Affairs Authority (CCAA) carried out market inspections in key commercial hubs at Phuntsholing Thromde and Samtse from 14-28 December 2025. The focus of the surveillance was on essential business practices: providing transaction receipts, clear price displays, proper product labelling, and the use of certified weighing and measuring equipment to guarantee accuracy and fairness in all transactions.

With such surveillance at regular intervals, it is expected that compliance to regulatory requirements under the Consumer Protection Act, 2012 will be greatly enhanced.

Coverage

The surveillance inspected a combined total of 306 establishments spanning various sectors, such as general shops, restaurants, garment and hardware stores, beauty salons, bakeries, vegetable vendors, cement agents, and Fuel Retail Outlets (FROs). Beyond standard checks, FROs underwent specific evaluations for calibration accuracy, pricing transparency, and safety protocol adherence. The breakdown of inspected businesses by location and sector wise is provided in Table 1.

Table 1: Number of businesses inspected

Business Type	Phuntsholing Thromde	Samtse Main Town
Restaurants	21	21
Grocery/General Shops	96	38
Garments	17	10
Meat Shops	33	4
Vegetable Vendors	33	1
Beauty Parlour/Salon	4	0
Hardware Shops	8	2
Tailoring Shops	3	2
Cement Agents	2	1
Fuel Retail Outlets	5	3
Bakery	0	2
Total	222	84

Findings and Observations

1. Fuel Retail Outlets

All fuel retail outlets inspected met calibration standards, featuring dispensing units verified by the Bhutan

Standards Bureau (BSB) with validity extending to November 2026. No issues were noted in fuel dispensing accuracy or price signage, and all on-site safety measures fully complied with applicable standards.

2. Other Business Establishments

- Businesses demonstrated stronger adherence to regulatory requirements than in previous checks, reflecting positive shifts in regulatory performance. This upward trend aligns with ongoing CCAA monitoring efforts in the consumer protection framework.
- Product labelling compliance surpassed 95.4 percent, showing that the vast majority of businesses included the essential information mandated on packaged goods. Over 94.1 percent of businesses issued purchase receipts when requested, reflecting greater transaction transparency. Nearly all establishments—82.3 percent—prominently displayed selling prices, boosting consumer trust and minimizing risks of unintentional overcharges.
- 100 percent of the weighing devices in use were within the calibration validity.
- Two cement agents dealing Dragon Cement and Lhaki Cement in Phuntsholing—M/s Sonam Zangpo Cement Agent and M/s Lilly Cement Agents—along with one in Samtse, M/s Samten Cement Agent dealing Lhaki Cements were inspected and weights of packed were found accurate.

Actions Taken

- 33 vegetable & fruit vendors and 5 grocery stores under Phuntsholing thromde and 3 grocery store and 2 restaurants under Samtse town were directed to prominently display the selling price with immediate effect and informed that failing to adhere to the directives shall be dealt as per the provisions of the Consumer Protection Act 2012 and its associated rules.
- Businesses selling locally packaged products without product labelling and price tags were directed to rectify the issue.

Way forward:

The high rate of compliance by the business entities in those areas of inspection is heartening. The consistent inspections, focused awareness efforts, and effective coordination among regulatory bodies is making difference

The CCAA , hereon, shall continue to remain vigilant, enhance awareness, and promote the sharing of best practices among businesses to ensure fair and competitive markets.

Submitted by:

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