

CCAA MONTHLY REPORT

May 2026 • Competition and Consumer Affairs Authority, Bhutan

1. CONSUMER COMPLAINT REDRESSALS & STATISTICS

In May 2026, the CCAA received a total of 22 individual consumer complaints. Of these, 13 cases have been resolved, while 9 cases remain under active investigation.



The highest number of complaints related to non-delivery of goods and unethical business practices, with 4 complaints each. This was followed by breach of terms and conditions, misrepresentation of goods or services, and substandard services, with 3 complaints each. Complaints concerning denial of refunds, misrepresentation of price, and non-display of selling prices were comparatively low, at 1 complaint each.

Table 1: Nature of Consumer Complaints — May 2026

Nature of Complaint	No. of Cases	Percentage
Non-delivery of Goods	4	18.2%
Unethical Business Practices	4	18.2%
Breach of Terms & Conditions	3	13.6%
Misrepresentation of Goods/Services	3	13.6%
Substandard Services	3	13.6%
Denial of Refunds	1	4.5%
Misrepresentation of Price	1	4.5%
Non-Display of Selling Prices	1	4.5%
Other	2	9.1%
TOTAL	22	100%

2. PROMOTION OF FAIR TRADE PRACTICES — MARKET INSPECTION

In May 2026, the CCAA inspection team conducted market surveillance across Haa, Zhemgang, Sarpang, and Paro Dzongkhags, covering a total of 491 business entities.

2.1 Zhemgang & Sarpang Dzongkhags

A market surveillance exercise was conducted across Zhemgang and Sarpang Dzongkhags, encompassing 339 entities: 330 general businesses, 8 fuel retail outlets (FROs), and 1 cement agent.

Key Findings

- Overall compliance was high and satisfactory across most business categories.
- 97% of establishments maintained pre-printed cash memos or purchase receipts.
- 100% price consistency was recorded between prices displayed and prices charged.
- Product labelling and price display compliance reached 97.8% in Zhemgang and 89.6% in Sarpang.
- All businesses verbally committed to providing refunds, returns, and exchanges; however, no formal written policies were in place.
- All 8 FROs complied fully with calibration, fuel quality, LPG weighing, and fire safety requirements.
- A small number of pumps and nozzles at certain outlets were non-functional and required repair; no major compliance violations were identified.

2.2 Haa Dzongkhag

The CCAA inspected 83 business establishments in Haa Dzongkhag from 9–16 May 2026, assessing compliance with consumer protection requirements including receipt issuance, price display, product labelling, and use of calibrated weighing devices.

Key Findings

- 75% compliance with product labelling requirements.
- 70.7% of businesses issued purchase receipts upon request.
- 73.2% of businesses displayed selling prices clearly.
- 100% compliance recorded for calibrated weighing and measuring devices.
- No cases of overcharging or discriminatory treatment were identified.

2.3 Paro Dzongkhag

The CCAA inspected 66 businesses in Paro Dzongkhag between 22–27 May 2026, covering handicraft shops, hardware shops, vegetable and cereal vendors, and garment shops. The assessment focused on receipt issuance, price display, product labelling, and use of calibrated weighing devices.

Key Findings

- 85% of businesses issued purchase receipts upon request.
- 61% of businesses displayed selling prices clearly.
- 100% of hardware shops used calibrated weighing devices.
- 76% of vegetable vendors used calibrated weighing devices.
- Only 9.8% of businesses displayed refund, return, or exchange policies.
- 100% of handicraft shops displayed contact information.

Table 2: Distribution of Inspected Business Entities by Type and Dzongkhag

Business Type	Zhemgang	Sarpang	Haa	Paro
Fuel Retail Outlet (FRO)	3	5	1	—
Restaurant	43	54	26	—
Garment Shop	5	9	5	4
Grocery Shop	60	93	43	—
Hardware / Electronics	7	13	3	5
Tailoring Shop	3	1	—	—
Meat Shop	6	2	1	—
Bakery	2	1	1	—
Beauty Parlour / Salon	2	2	2	—
Fruit & Vegetable Vendors	5	22	1	41
Cement Agent	0	1	3	—
Handicraft	—	—	—	16
TOTAL	136	203	86	66

3. CONSUMER ADVOCACY PROGRAMME

3.1 Samtse and Chukha Dzongkhags

In line with its mandate to expand outreach, the CCAA conducted consumer advocacy programmes in Samtse Dzongkhag and is currently conducting an ongoing programme in Chukha Dzongkhag.

During the period 27 April to 6 May 2026, the Samtse programme reached 256 business entities and 1,215 consumers across key marketplace locations.

The ongoing advocacy programme in Chukha Dzongkhag — including Phuentsholing — has to date reached 265 consumers and 275 business entities. The programme targets business entities, students, monks, and farmers, with a particular focus on enhancing awareness among vulnerable groups.

Participants received information to protect themselves from market-related harm and to understand available redress mechanisms in cases of consumer detriment. Businesses were sensitised on their obligations under the Consumer Protection Framework, including avoidance of unfair trade practices, issuance of receipts, and proper display of prices.

Additional advocacy activities are scheduled for Gedu, Darla, and Tsimalakha in the coming weeks, continuing efforts to strengthen consumer awareness and promote fair market practices.

3.2 Live Consumer Advocacy via TikTok

To enhance outreach and accessibility, the CCAA conducted live-streamed consumer advocacy sessions through TikTok, targeting sector-specific audiences in Thimphu.

- 12 May 2026: 24 automobile repair shop owners were engaged on fair pricing practices and consumer protection obligations applicable to the automotive service sector.
- 13 May 2026: 28 doma sellers and wholesalers participated in a session focused on fair trade practices and the importance of maintaining competitive pricing.

Further details are available on the CCAA's official website.

4. OTHER ACTIVITIES

4.1 Merger of the Consumer Protection Act Amendment and Competition Bill

The merger of the Consumer Protection Act (CPA) Amendment and the Competition Bill has been completed, resulting in a single, consolidated legislative framework. This initiative aims to establish a coherent and comprehensive legal structure that strengthens both consumer protection and competition regulation, while reducing the number of separate laws governing market conduct.

The unified legislation is expected to:

- Enhance regulatory efficiency and minimise overlaps and inconsistencies.
- Promote fair competition and provide stronger protection for consumers.
- Improve ease of compliance for businesses.
- Support a more transparent, competitive, and consumer-friendly marketplace.

4.2 Research: Rapid Feasibility Study on Suggestive Pricing

The CCAA is currently undertaking a Rapid Feasibility Study on Suggestive Pricing of Essential Goods in Bhutan to assess whether government intervention in the pricing of essential commodities is necessary and feasible under prevailing market conditions.

The study examines key factors influencing prices, including:

- Market structure and supply chain dynamics.
- Transportation costs, business operating expenses, and profit margins.
- The level of market competition.

The study also reviews international experiences and engages relevant stakeholders to understand the potential implications of introducing suggestive pricing.

The findings will provide evidence-based recommendations to the Government on appropriate measures to promote fair pricing and consumer welfare, including whether enhanced price transparency, suggestive pricing, or other market-based interventions would be most effective.

4.3 Price Assessment of Doma in Thimphu

The Competition and Consumer Affairs Authority (CCAA) conducted field surveys in Thimphu Thromde on May 15, 2026, to assess public concerns about rising doma prices following recent tax reforms. The survey compared prices across three supply chain tiers—source (ex-Jaigaon, India), wholesale, and retail—against April 2026 data.

Key Findings:

- Source-level prices declined significantly across all commodities, with an average drop of 25.21%. Mitta patta fell the most (–30.35%), followed by Bangla patta (–24.94%) and areca nut (–20.33%). The decline was partly attributed to a shift from higher-grade Muza to lower-grade Kangza areca nut.
- Wholesale prices also decreased, though slightly less sharply: Mitta patta (–24.64%), areca nut (–18.26%), and Bangla patta (–17.83%). This indicates partial transmission of upstream cost reductions.
- Retail prices declined only modestly—by 4.38% for Bangla pan and 3.59% for Mitta pan—despite significant upstream drops. This limited pass-through suggests market inefficiencies, information asymmetries, or retailer pricing power.

The CCAA recommended investigating the reasons for weak retail price adjustment, implementing periodic public price monitoring with transparent reporting, and strengthening consumer education to empower informed purchasing decisions and competitive pressure on retailers.

4.4 Study Report on Egg Market in Bhutan

During the month, the CCAA carried out a study of Bhutan’s egg market — specifically an analysis of egg pricing and supply dynamics with regional comparisons.

In gist, the study focused on the bhutanese households, particularly lower-income and rural families, eggs represent the most accessible source of animal protein. At Nu. 18 per egg, a household purchasing a single tray monthly would spend over Nu. 540 — a considerable outlay for families earning below the median income. Children, pregnant women, and elderly individuals, who have heightened protein and micronutrient requirements, are disproportionately affected when high prices restrict regular consumption.

The final report has been submitted to the ministry for approval and endorsement.

4.5 Price Watch — May 2026

The CCAA has released the May 2026 edition of its Price Watch catalogue, covering the prices of essential commodities across local grocery shops in Thimphu, Mongar, Gelephu, Phuentsholing, and Samdrup Jongkhar.

Price Watch empowers consumers by providing timely and reliable price information, enabling comparison-based purchasing decisions. These reports contribute to greater price transparency and promote fair competition among businesses. The reports are available on the CCAA's official Facebook page.

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