



A European Consumer Welfare Standard fit for the digital age.

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The Goals of EU Competition Law

- Not an abstract discussion...
- Institutional design, regulatory regime, law and policy make this a *jurisdiction-specific* inquiry.
- '[T]he ultimate purpose of the rules that seek to ensure that competition is not distorted in the internal market is to increase the well-being of consumers...'
- Competition law 'aims to protect not only the interests of competitors or of consumers, but also the structure of the market and, in so doing, competition as such.'
- 'The creation and preservation of an open Single Market ...'

