

26 MAY 2026

**AN OPEN LETTER TO THE UK GOVERNMENT AND THE COMPETITION AND
MARKETS AUTHORITY**

**Standing up for fair competition and real choice online: the UK must seize its
opportunity**

Rt Hon Peter Kyle MP, Secretary of State for Business and Trade
Rt Hon Liz Kendall MP, Secretary of State for Science, Innovation and Technology
Sarah Cardell, Chief Executive Officer, Competition and Markets Authority
Doug Gurr, Chair, Competition and Markets Authority

Dear Secretaries of State, Chief Executive Officer, and Chair,

The undersigned businesses, industry bodies, and civil society organisations write to urge the Government and the Competition and Markets Authority (CMA) to implement the [Digital Markets, Competition and Consumers Act](#) (DMCCA) with the speed and ambition that the UK's digital economy demands.

We write not as a single-issue coalition, but as a broad alliance with a shared belief that the UK must create the conditions for the next wave of challenger businesses to compete on merit and grow.

The DMCCA was passed with overwhelming cross-party support because Parliament recognised that a small number of companies dominate the UK's digital markets – limiting consumer choice, raising barriers for businesses, and stifling innovation. It gave the UK one of the most sophisticated competition tools in the world. It was, rightly, celebrated as a landmark piece of legislation.

We are concerned that this opportunity is at risk of being lost.

**The pace and ambition of enforcement is falling well short of expectations behind the
markets it was designed to address.**

More than a year after the DMCCA came into force, progress has been limited. Key remedies identified in market investigations, such as mobile browsers, search engines, and app stores remain unimplemented. In fast-moving markets, delay compounds the problem. Every month without effective enforcement is a month in which dominant platforms further entrench their positions.

Critically, the approach the CMA takes to remedies now will establish the precedent for the entire duration of this regime. The world is watching. The actions taken in the coming months must be ambitious and swift.

This is especially urgent given the pace of change in AI. AI tools and agents are increasingly embedded in the technologies and ecosystems that the DMCCA was designed to address, including operating systems, browsers and search engines. If existing market failures are not corrected now,

they will be inherited by the AI era – extending the dominance of a small number of companies into the next generation of digital services.

Competition is the foundation of growth and innovation

The Government has made economic growth its central mission. Effectively enforced competition regulation is one of the most powerful tools available to deliver that mission.

Research from the [OECD](#) and [IMF](#) demonstrates that open, competitive markets drive productivity, investment, and innovation. The Government's own [impact assessment](#) for the DMCCA estimated billions more in benefits over the coming years, and the CMA itself has delivered [over £20 billion in direct consumer savings](#) over its first decade.

There is a risk that a simplistic framing of "growth versus regulation" obscures this evidence. Targeted competition enforcement is not a drag on growth – it is a precondition for it. Open banking showed what this can deliver: a world-leading fintech sector born from pro-competition intervention.

The UK's SMEs, startups, and scaleups cannot thrive on an uneven playing field

Many UK startups and developers build their products and reach their customers through digital bottlenecks controlled by a small number of companies. When those companies lock out competitors, they raise the very barriers the Government's own policies are trying to lower. The CEO of the CMA has acknowledged that [competition is essential for scaleups](#), and the House of Lords has [warned](#) that the UK risks becoming an "incubator economy" if it fails to support its most innovative technology companies to grow. Without effective enforcement, that risk becomes a reality.

UK consumers deserve genuine choice over their digital lives

When digital markets are dominated by a small number of companies, consumers pay the price through reduced choice, lower quality, weaker privacy protections, and fewer opportunities to switch. The DMCCA recognised this. Parliament passed it not only as a tool for economic growth, but as a means of protecting consumers and ensuring they benefit from genuine choice. The CMA's new [direct enforcement powers](#) under the Act reflect the seriousness with which consumer protection was taken during its passage.

Many consumers in the UK have never been given a meaningful opportunity to choose the default services embedded in their devices. The DMCCA gives the CMA the tools to change this.

International leadership is at stake

Jurisdictions around the world are watching the UK closely, and taking steps of their own to spur competition and innovation in digital markets. The UK has the opportunity to learn from these examples – both the successes and failures. If it fails to do so, the UK risks becoming the outlier – a market that built a sophisticated pro-innovation tool and then declined to use it, undermining its broader international credibility.

We urge the Government and CMA to:

- **Urgently implement its roadmap of interventions and progress new SMS investigations.** Translate the evidence and remedies already identified in market investigations into enforceable conduct requirements without further delay – including urgently implementing its published roadmap of interventions and following through on newly announced SMS investigations at speed.
- **Provide clear accountability and transparency.** Businesses and consumers need confidence that the DMCCA will be enforced predictably and effectively. Clear timelines, transparent enforcement priorities, and regular reporting on progress would provide that confidence.
- **Resource the Digital Markets Unit to match its mandate.** The DMU must be equipped to monitor compliance, analyse gatekeeper behaviour, and respond to fast-moving developments in AI and digital markets. Limited resources should not be a reason to deprioritise interventions the DMU has identified as pro-competitive.
- **Stand behind the Act.** The DMCCA exists because Parliament determined that digital markets are not working for UK consumers and businesses. The Government and the CMA should defend that judgment against inevitable pressure from those with an interest in preserving the status quo.

The prize is significant

A competitive digital market where businesses compete on merit, developers can innovate without being locked into a single company's infrastructure, and consumers have genuine choice over the products and services that shape their digital lives, is not just good competition policy. It is the foundation of an innovative, resilient economy that delivers for the whole of the UK. The DMCCA gives the UK the tools to achieve this. We ask the Government and the CMA to use them.

Yours sincerely,

Balanced Economy Project
Coalition for App Fairness
DMG Media
DuckDuckGo
Ecosia
Epic Games
Form Ventures
Institute for Public Policy Research (IPPR)
Martin Wrigley MP
Mozilla
News Media Association
Online Travel UK
Open Web Advocacy
Professor Philip Marsden
Proton
Telegraph Media Group
Vivaldi

Which?
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