Swedish Competition Authority closes its investigation into Apotea

The Swedish Competition Authority announced today that it is closing its investigation into contacts regarding search keyword advertising, which has included several pharmacy companies, among them Apotea's subsidiary Apotea Sverige AB. The decision means that no administrative fine will be imposed on Apotea. Throughout the investigation, the company has maintained that it has not infringed competition rules.

The investigation, which Apotea announced to the market on 3 April 2025, concerned whether companies providing pharmacy services had been in contact with each other about search keyword marketing.

The decision is available on the Swedish Competition Authority's website.

For more information, please contact:

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This information is information that Apotea is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-11-13 18:55 CET.