

28 April 2026

For Immediate Release

Competition Commission consults on proposal to accept commitment offered by Keeta

The Competition Commission (“Commission”) today commenced a consultation on the proposed commitment offered under section 60 of the Competition Ordinance (“Ordinance”) by Kangaroo Limited (trading as “Keeta”), a leading online food delivery platform in Hong Kong. The proposed commitment is the second step of a two-step process taken by Keeta in response to the Commission’s concerns that certain provisions in Keeta’s agreements with its partnering restaurants may hinder entry and expansion by new or smaller platforms and soften competition in the online food delivery market, potentially in contravention of the First Conduct Rule of the Ordinance. The Commission considers that the commitment, if accepted, would address these concerns.

In November 2025, the Commission announced that it had reached a resolution¹ with Keeta, in which Keeta agreed to amend certain provisions in its agreements with partnering restaurants in a two-step process, comprising voluntary amendments in the first step and a commitment to the Commission in the second step. For the first step, Keeta confirmed in early April 2026 that the voluntary amendments have already come into effect.

The consultation commenced today is in relation to the second step. In the proposed commitment, Keeta has offered to:

- (i) amend provisions to allow restaurants to partner with new entrants and/or small platforms² without losing the commercial incentives (such as lower commission rates) that restaurants would otherwise be entitled to when they work exclusively with Keeta;
- (ii) amend provisions to make it easier for restaurants to switch from working exclusively with Keeta to also partnering with other online food delivery platforms; and
- (iii) remove provisions that prevent restaurants from offering lower menu prices to consumers on their own direct channels and on competing online delivery platforms.

The proposed commitment, when accepted, will ensure that the above amendments are legally binding and specifically enforceable by the Commission under the Ordinance, and there will be reporting and monitoring mechanisms in place to ensure compliance. The Commission takes the view that the proposed commitment is appropriate to address its competition concerns and therefore proposes to accept it.

Together with the proposed commitment from Keeta, the Commission has published a notice for the consultation and a set of frequently asked questions to provide further information on the matter. These documents are available on the Commission’s website at www.compcomm.hk.

¹ See the Commission’s [press release](#) dated 12 November 2025.

² The commitment defines a small platform as any online food delivery platform which does not exceed a market share of 10% in Hong Kong.

Interested parties are now invited to submit representations on the proposed commitment, including the Commission's proposed acceptance of this commitment, no later than 6:00 pm on 12 May 2026.

All representations received by the deadline will be considered by the Commission and posted on its website before a decision on whether to accept the proposed commitment is made. If a representation contains confidential information, a non-confidential version of the representation should also be submitted.
