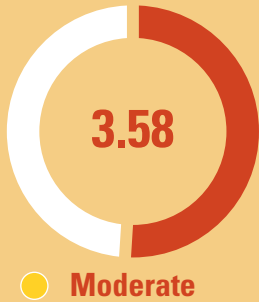
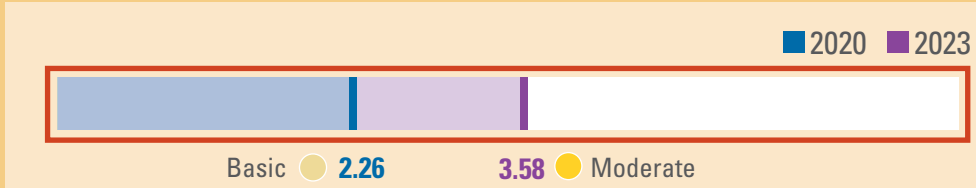




ARAB BUSINESS LEGISLATIVE FRAMEWORKS

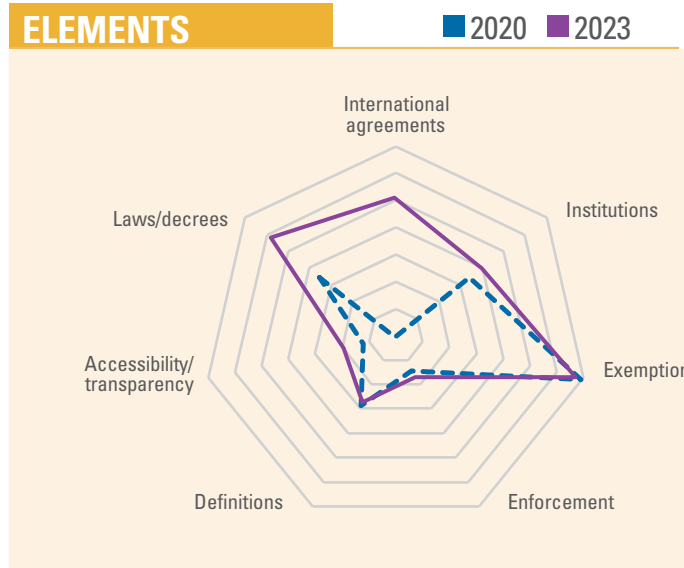
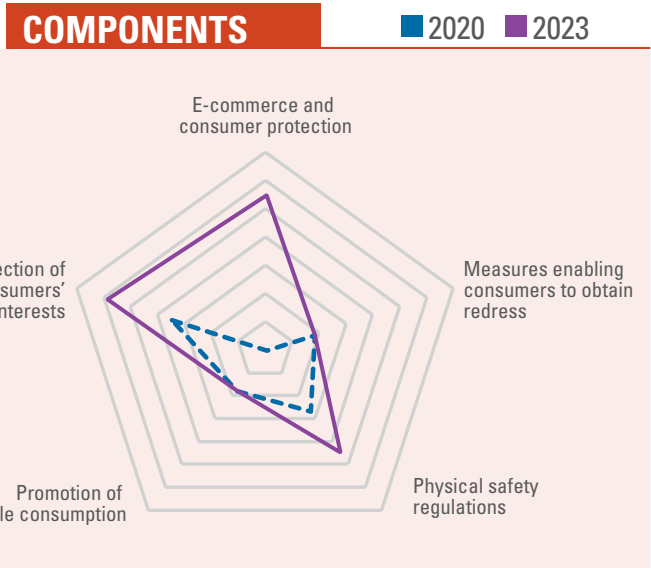


CONSUMER PROTECTION



● Very weak ● Weak ● Basic ● Moderate ● Developed ● Strong ● Very strong

COMPONENTS	2020	2023
E-commerce and consumer protection	—	5.44
Measures enabling consumers to obtain redress	1.75	1.75 ▶
Physical safety regulations	2.63	4.38 ▲
Promotion of sustainable consumption	1.75	1.75 ▶
Protection of consumers' economic interests	3.50	5.83 ▲



Saudi Arabia has no formal laws that directly deal with consumer protection. However, the country has ratified and issued the executive regulation for the Unified Law for Combating Commercial Fraud in the Gulf Cooperation Countries No. 20/2019, and there are some provisions from other laws or circulars that indirectly deal with consumer protection.

In April 2022, a consumer protection draft law was published for the first time for public consultation. The draft law is expected to manage the relationship between consumers and economic operators and to replace standing fraud and e-commerce laws. Provisions of the draft law account for balancing consumers rights and economic operator duties. The law also accounts for protecting consumers from unfair business practices and harmful products and services.¹

The following points will be covered by the new consumer protection law once approved and enacted: basic consumer rights, duties of economic operators, contracting, advertising, competitions/contests, discounts, product guarantees, warranties and spare parts, and sale of used products.

Saudi Arabia has adopted Royal Decree No. M/126 (Cabinet Decision No. 628/1440) to manage e-commerce. The objective of this legislation is to increase confidence in e-commerce transactions, provide consumers with the necessary protection against fraud and misinformation, and to enhance and develop e-commerce activities in the country. The e-commerce law is enforced on intermediaries, including any website or application that facilitates e-commerce transactions between e-commerce traders/practitioners and their customers. Moreover, the e-commerce law covers the following aspects: key website terms and conditions, digital advertisement, data protection, intellectual property, consumer rights and payment gateway service providers. A strict penalty regime is adopted.²

¹ Saudi Arabia: The Ministry of Commerce Invites Comments on the Draft Consumer Protection Law.

² Key Legal Aspects of E-commerce in KSA.

