



The Feature

Ecosystems and legal systems: Recent Apple cases in the EU and the UK

The judicial and regulatory scrutiny of Apple's iOS and App Store ecosystem continues, with a judgment from the Competition Appeal Tribunal in the UK as well as decisions from authorities in the EU and UK (under the EU Digital Markets Act (DMA) and the UK Digital Markets, Competition, and Consumers Act, respectively) in recent months. While they broadly focus on the "Apple ecosystem," their analytical approaches, enforcement scope and tools, and potential remedies notably differ.

We take stock of recent judgments and decisions, noting similarities and points of convergence in key jurisdictions, under antitrust law and the developing patchwork of global regulation, which have the potential to reshape the economics and governance of Apple's ecosystem.

Read our more detailed update [here](#).

The Niche

Antitrust cases and enforcement investigations into pricing algorithms increase as use grows.

A few thoughts:

- New York state recently passed [legislation](#) banning landlords from using algorithms to set rent prices. [Connecticut](#) and [California](#) have enacted similar bans, and more states are expected to follow suit.
- On October 3, 2025, homeowners in Tennessee [filed](#) a class action alleging that major mortgage lenders, including banks, conspired to fix nationwide mortgage rates using pricing software.
- Use of a central algorithm facilitating data sharing among competitors may amount to collusion. Companies must clearly understand how algorithmic pricing tools operate and source their data.

Other Interesting Recent Antitrust in Tech Developments

US: On October 21, 2025, Apple argued in support of its appeal to a Ninth Circuit mandate that prohibits it from charging developers a commission for iPhone app purchases made outside of its App Store. The ban stems from a lawsuit brought by Epic Games.

US: On October 22, 2025, a California federal court [allowed](#) Yelp's amended claim against Google to proceed, finding Yelp "plausibly alleged" that Google ties its general and local search results to favor its own local listings.

EU: On October 21, 2025, a hearing took place at the EU General Court regarding Apple's appeal against certain aspects of its designation as a gatekeeper under the DMA.

UK: On October 22, 2025, the Competition and Markets Authority (CMA) [found](#) that the legal tests have been met to designate both [Apple](#) and [Google](#) as having strategic market status with respect to their mobile platforms. This designation is not a finding of wrongdoing, but it enables the CMA to consider targeted interventions.

UK: On October 16, 2025, the CMA began [consultation](#) on the proposed updates to its merger remedies guidance. The proposals include a more flexible approach to behavioral remedies, guidance on how potential risks of behavioral remedies can be mitigated, more detail on how relevant customer benefits are assessed, and process enhancements.

What's in the Pipeline?

US: Although the Federal Trade Commission (FTC) has withdrawn its nationwide ban on noncompete clauses in employment contracts, the FTC [encouraged](#) enforcers to bring specific actions against potentially anticompetitive noncompete agreements.

EU: In perhaps the worst-kept secret in Brussels, it is widely expected that certain providers of cloud computing services will be designated as gatekeepers in relation to the supply of those services under the DMA in the next 12-15 months.

UK: The UK government has [announced](#) plans to consult on potential changes to the UK's competition regime, including changes to CMA decision-making in mergers and market investigations (e.g., replacing the panel structure).

Tune In for Our Monthly Talks

Sign up for our next webinar: DOJ Antitrust Update: Algorithmic Pricing, Monopolies, and Whistleblowers Under Trump.

Check out last month's webinar: Beyond the Mixed Signals: Noncompete Clauses and Other Antitrust Labor Issues in 2025.

