Country profile: Sudan

**CONSUMER PROTECTION**

- **2020**
  - E-commerce and consumer protection: Very weak
  - Measures enabling consumers to obtain redress: Very weak
  - Physical safety regulations: Very weak
  - Promotion of sustainable consumption: Very weak
  - Protection of consumers’ economic interests: Strong

- **2023**
  - E-commerce and consumer protection: Very weak
  - Measures enabling consumers to obtain redress: Very weak
  - Physical safety regulations: Very weak
  - Promotion of sustainable consumption: Very weak
  - Protection of consumers’ economic interests: Strong

**COMPONENTS**

<table>
<thead>
<tr>
<th>Component</th>
<th>2020</th>
<th>2023</th>
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<tbody>
<tr>
<td>E-commerce and consumer protection</td>
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<td>Protection of consumers’ economic interests</td>
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**ELEMENTS**

- Exemptions
- Institutions
- Definitions
- Enforcement
- Accessibility/transparency
- International agreements
- Laws/decrees
- Physical safety regulations
- Measures enabling consumers to obtain redress
- Protection of consumers’ economic interests
- Promotion of sustainable consumption
- E-commerce and consumer protection
The Sudan does not have an independent consumer protection law. Some provisions are adopted in chapter 3 (articles 7 to 9) of the competition law (2009) to ensure consumer rights and economic interests. Article 7 prohibits fraud against consumers in the following practices: issuing misleading information regarding products, publishing deceptive prices and providing false information about the sale or distribution of a commodity that influences consumers’ decisions. Also, pursuant to article 8, the freedom of choice of consumers is guaranteed.

**RECOMMENDATIONS**

- To adopt a separate law for consumer protection that covers the different aspects of this field.
- To establish an independent consumer protection authority and empower it to investigate, conduct market studies and impose sanctions.
- To develop provisions related to consumers’ physical safety.
- To further develop e-commerce practices and the protection of consumers in the digital market through a separate chapter in the law.
- To develop more policies and legal provisions that tackle sustainable consumption, including consumer activities, duties on manufacturers, and a specific sanction regime.