

June 9, 2026

The Honorable Andrew N. Ferguson
Chair Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear Chair Ferguson:

On behalf of the National Sporting Goods Association (NSGA), the trade association representing companies operating over 21,000 sporting goods stores nationwide, I write to express our support for the Federal Trade Commission's ongoing antitrust action against Amazon, scheduled for trial in early 2027. NSGA encourages the FTC to pursue this case with the rigor and discipline that define the agency's commitment to preventing dominance abuses and protecting competitive markets.

For decades, the FTC has served as a critical guardian of fair competition ensuring that no single company can use its size or market position to tilt the playing field against smaller rivals. Yet, small businesses experience continual and compounding harm due to Amazon's conduct. Amazon has created a marketplace where independent businesses face coercive pricing requirements, shrinking margins, and punitive consequences for offering consumers better deals outside Amazon's platform. These tactics are not merely aggressive; they are structurally exclusionary, and they undermine the competitive foundations that small businesses rely on to survive.

The sporting goods sector offers a clear illustration of competitive harm. Many of our members, family-owned sporting goods stores and team dealers, have been forced to reduce staff, close stores, or abandon growth plans because they cannot compete in an environment that fosters digital competition with Amazon and its marketplace, which also includes some of our retail members' own suppliers. Amazon's platform simultaneously sets the rules, controls the marketplace, and competes directly against them. This dynamic has contributed to job losses, reduced consumer choice, and weakened local economies across the country.

The FTC's antidominance mandate exists precisely for situations like this. When a dominant platform uses its power to dictate terms, restrict competition, and extract

disproportionate value from the businesses that depend on it, the agency has both the authority and the responsibility to intervene. The current lawsuit is not about punishing success; it is about ensuring that success is earned through competition not through coercion, self-preferencing, or the leveraging of market power in ways that smaller businesses cannot withstand. Structural separation is warranted.

NSGA appreciates the FTC's efforts to challenge Amazon's self-dealing behaviors and for reaffirming the principle that no company regardless of size or influence is exempt from the nation's competition laws.

Thank you for your continued commitment to protect competitive markets and the small businesses that depend on them.

Sincerely,

NATIONAL SPORTING GOODS ASSOCIATION



Matt Carlson
President & CEO

cc: NSGA Board of Directors
The Honorable William Tong, Attorney General, State of Connecticut
The Honorable Kathy Jennings, Attorney General, State of Delaware
The Honorable Aaron Frey, Attorney General, State of Maine
The Honorable Anthony G. Brown, Attorney General, State of Maryland
The Honorable Andrea Joy Campbell, Attorney General, State of Massachusetts
The Honorable Dana Nessel, Attorney General, State of Michigan
The Honorable Keith Ellison, Attorney General, State of Minnesota
The Honorable Jennifer Davenport, Attorney General, State of New Jersey
The Honorable John Formella, Attorney General, State of New Hampshire
The Honorable Raul Torrez, Attorney General, State of New Mexico
The Honorable Aaron Ford, Attorney General, State of Nevada
The Honorable Letitia James, Attorney General, State of New York
The Honorable Gentner Drummond, Attorney General, State of Oklahoma
The Honorable Dan Rayfield, Attorney General, State of Oregon
The Honorable David Sunday, Attorney General, State of Pennsylvania
The Honorable Peter F. Neronha, Attorney General, State of Rhode Island
The Honorable Josh Kaul, Attorney General, State of Wisconsin
Julie Pitts, NSGA Director of Public Affairs