

**Question for written answer E-001421/2025/rev.1
to the Commission**

Rule 144

Stéphanie Yon-Courtin (Renew), Veronika Cifrová Ostrihoňová (Renew), Aurore Lalucq (S&D), Pascal Arimont (PPE), Sandro Gozi (Renew), Cynthia Ní Mhurchú (Renew), Miriam Lexmann (PPE), Maria Grapini (S&D), Eero Heinäluoma (S&D), Nathalie Loiseau (Renew), Olivier Chastel (Renew), Grégory Allione (Renew), Christophe Grudler (Renew), Valérie Devaux (Renew), Nikola Minchev (Renew), Fabienne Keller (Renew), Engin Eroglu (Renew), Lucia Yar (Renew)

Subject: Expansion of TikTok Shop in Europe and the impact on minors

On 31 March 2025, TikTok expanded its e-commerce platform, TikTok Shop, to users in France, Germany and Italy¹, introducing a new one-click payment feature. Although it streamlines transactions, it raises concerns about its potential impact on minors and impulsive buying behaviour.

TikTok Shop has already been criticised for its strong appeal to young users. This simplified payment system could encourage excessive spending and potential debt among minors. Additionally, by making impulsive purchases even easier, this feature could contribute to increased attentional capture and addiction to digital platforms, especially among minors.

1. Does the Commission consider that these kinds of features should be assessed under the Digital Services Act, particularly regarding transparency and the protection of vulnerable consumers?
2. Does it plan to address such practices in the upcoming digital fairness act to ensure a fair and protective framework for European consumers?
3. Is the Commission planning to engage with TikTok to evaluate the impact of this feature and ensure its compliance with the EU's digital single market rules?

Submitted: 8.4.2025

¹ <https://www.reuters.com/technology/tiktok-shop-steps-up-europe-expansion-with-us-future-unclear-2025-03-27/>.