

Question for written answer E-002234/2025
to the Commission
Rule 144
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Subject: E-commerce sites do not allow filtering for EU-made products – possible breach of the Consumer Rights Directive

European consumers currently have no practical way of identifying and purchasing EU-made products when shopping online. Despite the EU's commitment to consumer protection and local industry, major e-commerce platforms do not offer filters based on product origin or display this information consistently.

This lack of transparency appears to conflict with Article 6 of the Consumer Rights Directive¹, which requires disclosure of essential product characteristics, including origin. Nevertheless, products manufactured outside the EU are often prioritised by search algorithms, putting EU-based producers at a disadvantage.

Consumers who wish to support local industry or avoid goods from countries with lower safety, labour or environmental standards lack the tools to make informed decisions.

1. Is the Commission aware that most large online marketplaces do not provide reliable origin information, which may constitute a violation of the Consumer Rights Directive?
2. Does the Commission agree that the absence of origin-based search filters limits consumer choice and undermines fair competition in the internal market?
3. Will the Commission consider binding rules requiring major online retailers (above a defined turnover threshold) to implement effective origin filters, enabling consumers to easily identify and support EU-made products and contribute to the EU's strategic industrial autonomy?

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¹ Directive 2011/83/EU of 25 October 2011 on consumer rights, OJ L 304, 22.11.2011, p. 64, ELI: <http://data.europa.eu/eli/dir/2011/83/oj>.