

Question for written answer E-002869/2025
to the Commission
Rule 144
Dimitris Tsiodras (PPE)

Subject: Actions to tackle the misuse of geographical indications and the production and distribution of counterfeit products

Products with geographical indications such as olive oil, meat, cheese, dairy products and beverages such as beer and wine are particularly vulnerable to counterfeiting. For example, alcoholic beverages have one of the highest counterfeiting rates compared to other products, with annual losses of EUR 2 289 million in sales and almost 5 700 jobs in the EU. In Greece alone, EUR 49 million in sales and over 200 jobs are lost in this sector every year. According to Europol,¹ criminals forge labels and packaging and adapt production processes, while counterfeit products containing dangerous substances have also been seized. These phenomena cause irreparable harm to producers and pose a significant risk to consumer health.

In light of the above:

1. How does the Commission intend to tackle imports of such products while ensuring a level playing field for European producers?
2. What measures does the Commission intend to put in place to tackle the misuse of geographical indications and to strengthen cross-border cooperation and enforcement of anti-counterfeiting legislation?

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¹ Report by the European Union Agency for Law Enforcement Cooperation (Europol) on the Serious and Organised Crime Threat Assessment in the European Union for 2025 (SOCTA).