Question for written answer E-003936/2025
to the Commission
Rule 144
Dirk Gotink (PPE)

Subject: Risks associated with the opening of physical stores by Chinese e-commerce platform Shein

On 1 October 2025, Chinese e-commerce platform Shein reported that it plans to open five permanent physical stores in France. Chinese e-commerce platforms such as Shein facilitate the import (flood) of extremely cheap products, such as fast fashion, into the European market. These products usually do not meet European safety and environmental standards and tend not to last very long. Aggressive marketing is often used and import duties are avoided. Their business model undermines the position of EU companies that do comply with EU standards and rules. The imported products also often result in additional costs for public authorities, for example the cost of extra waste disposal.

1. Does the Commission consider it desirable for e-commerce platforms such as Shein to enter the EU internal market even more actively by opening physical shops?

2. Does the Commission intend to prevent Shein from establishing a permanent physical presence in the EU until it complies with all fiscal and non-fiscal laws, so as to place it on a level playing field with EU companies?

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