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Answer given by Mr Gentiloni
on behalf of the European Commission
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The Commission is aware of the increasing concerns over the safety of products sold online, ranging from non-compliance with EU safety and environmental standards to counterfeit goods that put consumers' health at risk.

In May 2023, the Commission put forward proposals to reform the EU Customs Union. These include, among others, the establishment of an EU Customs Authority to carry out risk management at EU level, the abolition of the current threshold whereby goods valued at less than EUR 150 are exempt from customs duty, and the responsibility of e-commerce platforms to ensure that customs duties and VAT are paid at purchase and to make information about this available to customs. These proposals are currently being negotiated by the Union co-legislator for approval[1].

Third-country traders and marketplaces targeting EU-based consumers must comply with consumer protection laws[2]. While it is responsibility of Member States to enforce compliance with the EU and national standards, the Commission can help coordinate enforcement where infringements concern several or most Member States under the Consumer Protection Cooperation Regulation (EU) 2017/2394[3].

In the political guidelines 2024-2029, the President of the Commission has announced that the next Commission will keep tackling the challenges with e-commerce platforms, also to ensure that consumers and businesses benefit from a level playing field based on effective customs, tax and safety controls and sustainability standards.

[1] EU Customs Reform - European Commission: https://taxation-customs.ec.europa.eu/customs-4/eu-customs-reform_en
[2] Such as: the Unfair Commercial Practices Directive 2005/29/EC (https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32005L0029), and the Price Indication Directive 98/6/EC (https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:31998L0006).
[3] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32017R2394