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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(2.7.2025)

The Commission has been aware of the challenges posed by the new market entrants and the evolving nature of e-commerce to the effective enforcement of the EU digital rules. In order to address these challenges, it adopted in February the Communication on a Comprehensive EU Toolbox for Safe and Sustainable E-commerce¹. It proposes a series of measures to address challenges posed by e-commerce aiming to bring a level playing field based on effective customs, tax and safety controls and sustainability standards and proper enforcement of EU legislation through a coordinated approach.

To strengthen the efficiency of the enforcement actions with respect to EU e-commerce rules, the Commission closely cooperates with national authorities as evidenced by the coordinated actions carried out by the Consumer Protection Cooperation (CPC) Network, under consumer protection rules.²

The enforcement of the Digital Services Act (DSA)³ in the area of ecommerce is of high priority for the Commission. In this regard, the Commission initiated proceedings against AliExpress (on 14 March 2024)⁴ and Temu (on 31 October 2024).⁵ The proceedings have developed and on 16 June 2025 the Commission accepted and made binding a series of commitments offered by AliExpress to settle a number of concerns, such as the platform's transparency on advertising and recommender systems. Simultaneously, the Commission preliminarily found AliExpress in breach of its obligation to assess and mitigate risks related to the dissemination of illegal products under the DSA. In parallel, the Commission is supervising whether providers of other very large online marketplaces, such as Amazon and Shein, are complying with their obligations under the DSA.

¹ COM/2025/37 final.

² [Commission urges Temu to respect EU consumer protection laws](#).

³ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market for Digital Services and amending Directive 2000/31/EC.

⁴ [DSA: Commission opens formal proceedings against AliExpress](#).

⁵ [Commission opens formal proceedings against Temu under the Digital Services Act | Shaping Europe's digital future](#).