

(English version)

Question for written answer E-002234/25
to the Commission
Manuela Ripa (PPE)
(4 June 2025)

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 Directive ⁽¹⁾, 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?

Submitted: 4.6.2025

Answer given by Mr McGrath on behalf of the European Commission
(18 August 2025)

Traders must provide consumers with information about their identity and geographical address ⁽¹⁾ and about the main characteristics of the products that average consumers need for taking informed decisions ⁽²⁾.

EU consumer law does not require the indication of the geographical origin for all products but, subject to a case-by-case assessment, Member States' competent authorities and courts could qualify the omission of such information as an unfair commercial practice ⁽³⁾.

Directive 2011/83/EU requires online marketplaces to disclose their default ranking parameters in online searches but does not impose specific methods of ranking.

Specific requirements on the indication of origin exist in EU law for certain food products and certain imported non-food products ⁽⁴⁾. Under Regulation (EU) 2023/988 ⁽⁵⁾ online marketplaces shall not allow a product to be listed unless the trader has provided all information related to product safety and traceability as specified in the regulation.

Manufacturers must indicate their name and a postal and electronic contact address on every non-food consumer product covered. The contact details of the responsible economic operator in the EU should also be indicated.-

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>.

⁽¹⁾ Directive 2011/83/EU of the European Parliament and of the Council of 25 October 2011 on consumer rights, amending Council Directive 93/13/EEC and Directive 1999/44/EC of the European Parliament and of the Council and repealing Council Directive 85/577/EEC and Directive 97/7/EC of the European Parliament and of the Council, OJ L 304, 22.11.2011, p. 64.

⁽²⁾ See also Article 7 of Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive'), OJ L 149, 11.6.2005, p. 22-39.

⁽³⁾ That would be the case, subject to a case-by-case assessment, if such omission is likely to cause the average consumer to take a transactional decision that they would not have otherwise taken.

⁽⁴⁾ Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products (recast) (Text with EEA relevance), OJ L 342, 22.12.2009, p. 59-209, <https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX%3A32009R1223>.

⁽⁵⁾ Regulation (EU) 2023/988 of the European Parliament and of the Council of 10 May 2023 on general product safety, amending Regulation (EU) No 1025/2012 of the European Parliament and of the Council and Directive (EU) 2020/1828 of the European Parliament and the Council, and repealing Directive 2001/95/EC of the European Parliament and of the Council and Council Directive 87/357/EEC, OJ L 135, 23.5.2023, p. 1-51. This regulation entered into application on 13 December 2024.

Article 31 of the Digital Services Act ⁽⁶⁾ requires online platforms allowing consumers to conclude distance contracts with traders to ensure that their interface is designed so as to enable traders to comply with pre-contractual and product safety information obligations under applicable EU law, e.g. information to identify the person responsible for the sale, manufacture or import of the products and information on labelling and marking when applicable under EU law on product safety and product compliance, including Regulation (EU) 2023/988.

⁽⁶⁾ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a SingleMarket For Digital Services and amending Directive 2000/31/EC (Digital Services Act)The EU's Digital Services Act. https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/digital-services-act_en.