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Answer given by Executive Vice-President Ribera
on behalf of the European Commission
(28.7.2025)

As announced on 25 March 2024, the Commission has been taking investigative steps to assess Amazon's compliance with Article 6(5) of the Digital Markets Act (DMA).¹ The Commission is still actively looking into potential self-preferencing practices by Amazon on the Amazon Marketplace. The Commission is in regular discussions with Amazon and has sent the company various requests for information. The Commission is additionally collecting evidence from relevant stakeholders to conduct its assessment. This will inform the next steps.

Relatedly, Amazon explained on Monday 23 June 2025 during the DMA compliance workshops organised by the Commission the main evolution and effects of the compliance measures it has taken to comply with the provisions of the DMA. Amazon's intervention has given the Commission the possibility to obtain market feedback to the Article 6(5) DMA compliance solution proposed by Amazon. Amazon also explained how it has been integrating and rolling-out Artificial Intelligence (AI) solutions on its platforms. The DMA contains obligations that guarantee that the use of AI on gatekeepers' core platform services doesn't hamper the development of fair and constable digital markets. In addition, the Commission has taken important steps to monitor and accompany the development of trustworthy AI. The AI Act² has introduced disclosure obligations on AI-generated and manipulated content and transparency requirements for General Purpose AI Models. In the future, the Commission will continue to examine opportunities and challenges related to the use of AI.

At this stage, there are no interim findings available and no further publicly available information on the status of the Commission's preliminary investigation.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R1925>.

² https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=OJ:L_202401689.