

(English version)

**Question for written answer E-002576/25
to the Commission
Georgios Aftias (PPE)
(25 June 2025)**

Subject: Market and consumer protection against illegal e-commerce platforms

The European market is being overwhelmed by rapidly escalating economic distortion, which is jeopardising the viability of law-abiding European companies. This is due to the threat posed by large Asian e-commerce platforms, which had a turnover of EUR 4.6 billion in 2024 alone. At the same time, the head of OLAF, Ville Itälä, clearly stresses that ‘low-quality and dangerous products have entered the EU market, which is why everyone needs to make efforts to tackle the problem’.

Despite repeated warnings from all corners of the European market, industry and trade, etc., the European Union has not implemented immediate and effective measures to restore a level playing field in the e-commerce sector. Each day of inaction leads to serious and increasing damage to compliant European businesses. The Commission must act now, without delay. The EU’s inability to ensure fair market conditions is a direct and immediate threat to the internal market, employment and the economy. The EUR 2 fee being considered by the Commission is completely insufficient to address the issue.

In view of this, can the Commission say:

1. What immediate action will it take to restore the level playing field?
2. Will it compensate businesses and consumers for proven damages caused by unfair competition?

Submitted: 25.6.2025

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(15 September 2025)**

Ensuring fair competition in the EU Single Market is a key priority for the Commission. In this context, the E-commerce Communication ⁽¹⁾ has been adopted.

It includes a holistic approach to address the challenges posed by low-value imports to the EU, e.g. by carrying out of Priority Control Areas actions between various authorities to target customs controls on goods sold through e-commerce platforms.

Moreover, the Digital Services Act ⁽²⁾ contains several measures to protect consumers online, e.g. requiring online marketplaces to ensure that the products sold on their platforms are compliant with relevant product safety requirements.

In this regard, the Commission has initiated proceedings against AliExpress ⁽³⁾ and Temu ⁽⁴⁾ and, in parallel, continues its supervision of other online marketplaces, in coordination with the Consumer Protection Cooperation (CPC) Network ⁽⁵⁾.

To further strengthen consumer law enforcement and ensure a fair level-playing field for EU businesses, the Commission is also reflecting on a review of the CPC Regulation ⁽⁶⁾.

As announced in the Single Market Strategy ⁽⁷⁾, the Commission intends to harmonise labelling rules via sectoral legislation and facilitate rollout of digital labelling solutions via the Digital Product Passport. The E-Surveillance WebCrawler to flag reappearing dangerous products published via Safety Gate Portal is also available.

Regarding product compliance, the Market Surveillance Regulation ⁽⁸⁾ gives national market surveillance authorities certain powers ensuring that only products which comply with EU law are available in the EU.

⁽¹⁾ Communication on a comprehensive EU toolbox for safe and sustainable e-commerce, available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52025DC0037>.

⁽²⁾ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services, available at: <https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng>.

⁽³⁾ ‘Commission accepts commitments offered by AliExpress under the Digital Services Act and takes further action on illegal products’, available at: <https://digital-strategy.ec.europa.eu/en/news/commission-accepts-commitments-offered-aliexpress-under-digital-services-act-and-takes-further>.

⁽⁴⁾ ‘Commission preliminarily finds Temu in breach of the Digital Services Act in relation to illegal products on its platform’, available at: <https://digital-strategy.ec.europa.eu/en/news/commission-preliminarily-finds-temu-breach-digital-services-act-relation-illegal-products-its>.

⁽⁵⁾ More information available at: https://commission.europa.eu/live-work-travel-eu/consumer-rights-and-complaints/enforcement-consumer-protection/consumer-protection-cooperation-network_en.

⁽⁶⁾ Regulation (EU) 2017/2394 of the European Parliament and of the Council of 12 December 2017 on cooperation between national authorities responsible for the enforcement of consumer protection laws and repealing Regulation (EC) No 2006/2004, OJ L 345, 27 December 2017, pp. 1-26.

⁽⁷⁾ COM(2025)500 — Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions — The Single Market: our European home market in an uncertain world, available at: https://single-market-economy.ec.europa.eu/publications/single-market-our-european-home-market-uncertain-world_en.

⁽⁸⁾ Regulation (EU) 2019/1020 of the European Parliament and of the Council of 20 June 2019 on market surveillance and compliance of products, available at: [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32019R1020#:~:text=Regulation%20\(EU\)%202019/1020%20of%20the%20European%20Parliament%20and%20of%20the](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32019R1020#:~:text=Regulation%20(EU)%202019/1020%20of%20the%20European%20Parliament%20and%20of%20the).

In addition, under the recently adopted rules for distance sales of imported goods and import value added tax (VAT) ⁽⁹⁾ platforms will become liable for import VAT on e-commerce parcels.

⁽⁹⁾ Directive 2025/1539 of 18 July 2025 amending Directive 2006/112/EC as regards VAT rules relating to taxable persons who facilitate distance sales of imported goods and the application of the special scheme for distance sales of goods imported from third territories or third countries and special arrangements for declaration and payment of import VAT (OJ L, 25.7.2025), available at: <https://eur-lex.europa.eu/eli/dir/2025/1539/oj/eng>.