

EN

E-002892/2025

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(3.9.2025)

The Commission has put forward specific steps to ensure the effective cooperation and enforcement of EU rules concerning online marketplaces, no matter their place of establishment. The E-commerce communication¹ proposes a series of measures to address these challenges, such as customs, tax and safety controls and sustainability standards.

The Digital Services Act² contains several measures to protect consumers online, e.g., assuring that products sold on online platforms are compliant with product safety requirements. In this regard, the Commission has initiated proceedings against AliExpress³ and Temu⁴. The proceedings already resulted in preliminary findings of infringements⁵ and binding commitments⁶.

In parallel, the Commission continues its supervisory actions against other online marketplaces in coordination with the Consumer Protection Cooperation (CPC) Network. The specific measures in the tax area include, i.a. reporting of cross-border payments, payment by service providers to the Central Electronic System of Payment information⁷, liability of platforms for import VAT on e-commerce parcels⁸, introduction of a priority control area on e-commerce imports, and Custom Reform proposal⁹ which includes for example removal of the EUR 150 customs duty exemption, and introduction of a simplified tariff treatment for low-value consignments.

The Market Surveillance Regulation¹⁰, in turn, provides a framework to ensure that only products that comply with EU law are available to European consumers and Member States

¹ The Communication on a Comprehensive EU Toolbox for Safe and Sustainable E-commerce (COM/2025/37 final), available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?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 and amending Directive 2000/31/EC (Digital Services Act), available at: <https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng>.

³ Commission opens formal proceedings against AliExpress under the Digital Services Act, available at: https://ec.europa.eu/commission/presscorner/detail/en/ip_24_1485.

⁴ Commission opens formal proceedings against Temu under the Digital Services Act, available at: https://ec.europa.eu/commission/presscorner/detail/en/ip_24_5622.

⁵ 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>.

⁶ 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>.

⁷ Tackling VAT fraud in e-commerce – CESOP, available at: https://taxation-customs.ec.europa.eu/taxation/vat/fight-against-vat-fraud/tackling-vat-fraud-e-commerce-cesop_en.

⁸ 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, available at: <https://eur-lex.europa.eu/eli/dir/2025/1539/oj/eng>.

⁹ Proposal for a Regulation of the European Parliament and of the Council establishing the Union Customs Code and the European Union Customs Authority, and repealing Regulation (EU), available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52023PC0258>.

are obliged to take safeguard action if a product is non-compliant according to Article 16 of the Market Surveillance Regulation. The Commission does not foresee introducing digital designations of origin at this point.

¹⁰ 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/eli/reg/2019/1020/oj/eng>.