

(English version)

**Question for written answer E-003380/25
to the Commission
Tomáš Zdechovský (PPE)
(3 September 2025)**

Subject: Regulation of franchise relationships within the EU

In its resolution of 12 September 2017 on the functioning of franchising in the retail sector ⁽¹⁾, the European Parliament drew attention to the unequal conditions that can occur in franchise relationships and stated that fragmented national regulations can hinder the development of this business model in the single market. Parliament therefore called on the Commission to prepare measures, such as European guidelines on franchise agreements or, if necessary, a proposal for a directive laying down basic rules for franchising.

However, the Commission has not yet adopted any legislative proposals and is focusing primarily on monitoring the situation, consultation and promoting self-regulation. In practice, franchisors and franchisees continue to be governed by a combination of different national regulations, general provisions of EU law and codes of ethics.

In light of the above:

1. How does the Commission assess the current state of play of franchising regulation in the single market and the implementation of the recommendations set out in the 2017 European Parliament resolution?
2. Does the Commission plan to submit a specific legislative proposal (for instance, a directive or regulation) in the near future that would lay down basic rules for franchise agreements in the EU?
3. If no legislative proposal is planned, what other measures is the Commission considering to strengthen legal certainty and fair conditions for franchisors and franchisees within the single market?

Submitted: 3.9.2025

**Answer given by Executive Vice-President Séjourné on behalf of the European Commission
(31 October 2025)**

In 2024 the Commission published a Transition Pathway for a more resilient, digital and green retail ecosystem, co-created by a broad community of retail stakeholders including retailers organised in different business models and trade unions.

All actors in the ecosystem had the opportunity to express their most pressing challenges in a thorough and comprehensive consultation process.

Throughout this process, no specific issues concerning franchising have been identified as requiring an action. Consequently, the Commission does not intend to propose specific legislation on this issue.

EU legislation lays certain ground rules to provide for legal certainty and fair conditions for franchisors and franchisees. For example, franchise agreements must comply with competition law, notably Article 101 of the Treaty on the Functioning of the European Union (TFEU) and Article 102 TFEU.

The Vertical Block Exemption Regulation ⁽¹⁾ provides a safe harbour under Article 101 TFEU for franchise agreements that meet certain conditions (including agreements that provide for certain forms of territorial exclusivity) and the Vertical Guidelines ⁽²⁾ provide guidance for the assessment of franchise agreements that fall outside the scope of the block exemption.

Franchising agreements fall also under the relevant national laws, for examples those governing contracts and employment conditions, including requirements deriving from EU Directives.

¹ https://www.europarl.europa.eu/doceo/document/TA-8-2017-0322_EN.html

⁽¹⁾ Commission Regulation (EU) 2022/720 of 10 May 2022 on the application of Article 101(3) of the Treaty on the Functioning of the European Union to categories of vertical agreements and concerted practices, OJ L 134, 11.5.2022.

⁽²⁾ Communication from the Commission — Guidelines on vertical restraints, OJ C 248, 30.6.2022.