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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(1.12.2025)

The Commission is working to ensure fair competition and effective enforcement of EU legislation for all e-commerce players, regardless of origin. As part of the e-Commerce communication[1], the Commission is implementing measures to address challenges posed by non-compliant online marketplaces, which are also highlighted by consumer and retail organisations.

Key activities include enforcing the Digital Services Act[2] (DSA), which sets EU-wide rules for online intermediaries, including for online marketplaces that connect sellers with consumers, to ensure that traders (EU or non-EU) can only sell products on online marketplaces that are compliant with the relevant product safety and other requirements. The Commission has initiated proceedings against AliExpress[3] and Temu[4] into their compliance with the obligations of the DSA, has addressed preliminary findings to both marketplaces, accepted binding commitments from AliExpress and is also supervising compliance with the DSA by other providers of very large online platforms.

The Commission is also advancing on the EU Customs reform which is currently in the final stage of negotiation and will be adopted in 2026. The e-commerce measures, such as the elimination of the EUR 150 de minimis threshold on imports and the introduction of a handling fee, will be the first to apply and require the establishment of the EU Customs Authority and the launch of the EU Customs Data Hub, to ensure efficient data processing and risk management. Their start date might be earlier than the originally envisaged date, March 2028.

The Commission's stocktaking exercise of its planned actions will determine if additional measures are needed for effective enforcement of EU e-commerce rules.

[1] https://digital-strategy.ec.europa.eu/en/library/e-commerce-communication-comprehensive-eu-toolbox-safe-and-sustainable-e-commerce.
[2] https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng.
[3] https://digital-strategy.ec.europa.eu/en/news/commission-opens-formal-proceedings-against-aliexpress-under-digital-services-act.
[4] https://ec.europa.eu/commission/presscorner/detail/en/ip_24_5622.