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Answer given by Executive Vice-President Séjourné
on behalf of the European Commission
(18.12.2025)

The Commission acknowledges the growing concerns around ultra-fast fashion imports and is committed to implementing targeted regulatory and enforcement measures.

Companies operating in the EU, including Shein, must adhere to all applicable laws to avoid any restrictions or penalties that might affect their operations, including the opening of physical stores. The Commission monitors company compliance with EU rules and enforces sanctions when violations occur. Third country companies that are established in the EU have to comply with the obligations arising under the internal market acquis.

On 13 November 2025, the Council reached the political agreement on the elimination of the customs duty relief threshold of EUR 150¹, and made a commitment to work towards a simple, temporary solution to charge customs duties on e-commerce goods as soon as possible in 2026. The rest of the Customs Reform package is under negotiation and will be adopted in 2026. Eliminating this threshold is therefore a step towards a more level playing field between EU-based physical shops and online sellers, such as Shein and Temu.

¹ https://taxation-customs.ec.europa.eu/news/e-commerce-150-eur-customs-duty-exemption-threshold-be-removed-2026-2025-11-13_en.