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E-004369/2025

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(8.1.2026)

The online protection of consumers is a priority for the Commission, as stated in the e-commerce communication¹, which provides for measures and enhanced collaboration to address challenges posed by e-commerce.

Under the Digital Services Act² (DSA), the Commission is actively monitoring the compliance of providers of very large online platforms, e.g. Shein, Temu, AliExpress. If it suspects an infringement of the DSA, it can open an investigation, as the ones into Temu and AliExpress, which pre-date the recent detection in France of illegal content and are broader in scope.

The Commission welcomes the actions of French authorities regarding illegal products found on online marketplaces. In November 2025, the Commission sent a request for information under the DSA on how Shein ensures that minors accessing its service are not exposed to age-inappropriate content, on the distribution of illegal products on its platform and the effectiveness of its mitigation measures of such systemic risks.

In parallel, under the Consumer Protection Cooperation Regulation, which will be reviewed in 2026, consumer protection authorities³, coordinated by the Commission, are investigating Temu and Shein for – as preliminarily found⁴ – breaching EU consumer law.

The Commission works closely with national market surveillance authorities to ensure full implementation and enforcement of the General Product Safety Regulation⁵ and Market Surveillance Regulation⁶ (the latter of which will be revised under the upcoming European Product Act to strengthen the EU market surveillance system), and to coordinate Priority Control Area actions targeting consumer goods bought via e-commerce. The EU customs reform⁷ is also under negotiation and will be adopted in 2026.

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://commission.europa.eu/live-work-travel-eu/consumer-rights-and-complaints/enforcement-consumer-protection/consumer-protection-cooperation-network_en.

⁴ https://ec.europa.eu/commission/presscorner/api/files/document/print/en/ip_25_1331/IP_25_1331_EN.pdf.

⁵ <https://eur-lex.europa.eu/eli/reg/2023/988/oj/eng>.

⁶ <https://eur-lex.europa.eu/eli/reg/2019/1020/oj/eng>.

⁷ In the final stage of negotiation and to be adopted in 2026, https://taxation-customs.ec.europa.eu/customs/eu-customs-reform_en.