

EN

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Answer given by Executive Vice-President Séjourné
on behalf of the European Commission
(20.3.2026)

Tackling non-compliance is a key objective of the Single Market Strategy¹. In this context, the Commission is revising the Market Surveillance Regulation (MSR)² as part of the European Product Act. The MSR revision's aim is to strengthen enforcement on products imported from third countries, including through clearer obligations, enhanced accountability and traceability of manufacturers non-established in the EU, and to reinforce cooperation between Member States to ensure more effective cross-border enforcement.

In addition to the revision of the Market Surveillance Regulation, the EU Customs Reform³ will structurally reinforce the capabilities of enforcement authorities to control the flow of goods at the EU border, by introducing a new EU Customs Authority which will operate the EU Customs Data Hub and run a central risk analysis. This will enhance coordination and information sharing among customs authorities and with other competent authorities, leading to a smarter approach to controls related to imports posing risks to the EU economy and citizens, hereunder non-compliant vending and coffee machines from third countries.

The Commission also coordinates joint enforcement actions, targeting products in multiple sectors which are available for sale in brick and-mortar shops and online. These actions strengthen enforcement across Member States and allow exchange of best practices.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52025DC0500>.

² <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02019R1020-20240523>.

³ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52023PC0258&qid=1684913361276>.