

EuroCommerce asks EVP Séjourné for bold EU action against unfair competition

EuroCommerce – the European retail and wholesale association – met today with European Commission Executive Vice-President Stéphane Séjourné to present a united call for urgent action to strengthen the competitiveness and resilience of Europe’s retail and wholesale sector.

A key concern raised was the growing threat of unfair competition from third-country platforms and traders. EuroCommerce Director General Christel Delberghe warned that [EU-based businesses are being undercut by non-EU competitors who often ignore EU standards and legislation](#). “We need stronger enforcement, a swift customs and [CPC reform](#), and an EU-wide framework for coordination,” she said.

During the meeting, EuroCommerce President Juan Manuel Morales emphasised the sector’s scale and significance: 26 million direct jobs, 5 million businesses—a vast majority of them SMEs—and a central role in serving consumers and businesses daily. “We are transforming rapidly,” Morales said, “but we face mounting challenges—from geopolitical tensions and tariff wars to a flood of parcels containing non-compliant products undermining fair competition.”

Retailers and wholesalers welcomed the Single Market Strategy and also urged faster progress on tackling regulatory barriers, territorial supply constraints, and national price controls that distort competition and undermine investments. Calls were made for stronger enforcement, including faster action on infringements where national rules undermine the Single Market and could encourage other Member States to introduce similar restrictions.

EuroCommerce supports the Commission’s renewed focus on competitiveness and investment and urged greater recognition of the sector’s diversity and specific needs. Calls were made for urgent regulatory simplification and action to address market fragmentation, which continues to deter investment.

EuroCommerce’s message was clear: the sector stands ready to support the EU’s economic and green ambitions, and it needs a level playing field, smarter regulation, a well-functioning Single Market and stronger enforcement to thrive.

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Note to editor:

Single Market Barriers: [Single Market Barriers Overview - EuroCommerce](#)

Unfair trading practices:

The European Parliament is currently negotiating amendments to the Commission proposal for a Regulation on cross-border enforcement of unfair trading practices. These risk permitting enforcement authorities to exchange information on gold-plated rules. This in practice will require companies to know multiple laws in the Single Market, not just the law applicable to their contracts, making it less legally certain and less attractive to source products in the Single Market. As Enrico Letta warned, such re-nationalisation of sourcing would likely lead to less choice and higher prices for consumers.

Territorial Supply Constraints:

Large consumer goods manufacturers are denying retailers the advantages offered by the Single Market. These Territorial Supply Constraints (TSCs) stop retailers having the freedom to source where they want to in the Single Market. This means some EU consumers are paying more for the same everyday products such as detergents, cosmetics, sweets and beverages compared to those in a neighbouring country or simply cannot find certain products in their shop. Studies estimate that this is costing consumers €14 billion.

We ask the EU Commission and member states to take decisive action to make Territorial Supply Constraints history, by making better use of competition enforcement measures and declaring as not acceptable practices that artificially segment the Single Market and prevent the circulation of products across borders.

Level Playing Field:

Retailers and wholesalers in the EU are facing unprecedented market disruption and competition distortion due to a massive and continuously growing volume of non-compliant goods entering the Union daily. Many of these products bypass EU standards, posing risks to consumer safety and undermining businesses that play by the rules.

Retailers and wholesalers need decisive action to establish an EU-level playing field for all e-commerce market operators targeting EU-based consumers and restore fair competition for European based retailers. As a general principle, all market operators, regardless of where they are established, should comply with EU regulation when selling on the EU market. To achieve this, we need an effective and efficient enforcement strategy across policy domains, better coordination and collaboration of enforcement authorities at national and EU level. And we need speedy reforms where these can support a level playing field in Europe.

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EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 28 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of businesses and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.