

# EuroCommerce welcomes the European Parliament's Resolution on Product Safety and Regulatory Compliance in E-Commerce and Non-EU Imports

EuroCommerce welcomes today's adoption of the European Parliament's resolution addressing product safety and regulatory compliance in e-commerce and imports from non-EU countries.

Unfair competition from third-country marketplaces and traders continues to grow, harming EU retailers and undermining consumer safety.

Christel Delberghe, Director General of EuroCommerce, said today:

"We call on the European Commission and the Council to act on this resolution and support a level playing field in retail by:

- **Considering the full scope of EU legislation being breached**, including product safety, consumer protection, data privacy, the Digital Services Act (DSA), customs regulations, and sustainability laws;
- **Enhancing enforcement of existing rules**, through stronger coordination and cooperation among enforcement authorities at both national and EU levels;
- **Accelerating key reforms**, such as the Customs Reform<sup>1</sup> and the review of the Consumer Protection Cooperation Regulation<sup>2</sup>.

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## Background

In October 2024, EuroCommerce launched the **#Compliance4All** campaign to combat unfair competition from third-country marketplaces and traders<sup>3</sup>. The campaign calls on EU institutions to ensure a level playing field in retail, where all businesses are held to the same standards.

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<sup>1</sup> [EuroCommerce Urges Level Playing Field in Customs for EU Retailers and Wholesalers - EuroCommerce](#)

<sup>2</sup> [Stepping up enforcement of consumer rules will ensure a level playing field in Europe - EuroCommerce](#)

<sup>3</sup> <https://www.eurocommerce.eu/compliance4all>

Non-EU operators frequently offer non-compliant and unsafe products to EU consumers, violating a wide range of EU rules. Addressing this issue requires a holistic approach from both the Commission and Member States—one that spans enforcement and policy across all relevant domains.

Consumers must be able to trust that the products they purchase are safe and compliant, that their rights are upheld, and that they have access to redress—regardless of where, how, or from whom they buy. This trust is essential for fostering innovation and growth, enabling small, new, and lesser-known traders to reach consumers across the EU.

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**EuroCommerce** is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 27 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 business 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.