

Public consultation – Consumer Agenda 2025-2030 and action plan on consumers in the Single Market

Fields marked with * are mandatory.

Introduction

On 13 November 2020, the European Commission adopted the [New Consumer Agenda](#), an overall strategic framework for EU consumer policy. The New Consumer Agenda set out a shared long-term vision up to 2025, introducing specific actions to protect consumers and empower them to play an active role in the green and digital transitions. The Agenda also aimed to address consumers' immediate needs following the COVID-19 pandemic.

With all its main actions completed, this Agenda has had a positive impact on empowering consumers and promoting a fairer, greener and more transparent marketplace. By the end of 2025, the Commission is planning to adopt a new Consumer Agenda 2025-2030, which, building on previous achievements, will set out a shared vision and common framework for consumer policy until 2030.

By strengthening consumer protection, supporting consumers' well-being and promoting a level playing field for businesses, the Consumer Agenda 2025-2030 will help achieve key EU objectives: promoting a fair transition to a green and digital economy, strengthening the Single Market and boosting competitiveness and economic growth with social cohesion.

The Agenda will identify the main priorities for consumer policy for the next five years and put forward a list of initiatives and actions, with a specific timeline. An action plan on consumers in the Single Market will also be an integral part of the Agenda. This action plan will aim to ensure that European consumers can fully benefit from what the Single Market has to offer, do not face unfair discrimination, keep benefits when crossing borders and are protected when buying goods or services.

This consultation is a crucial step in developing the Consumer Agenda 2025-2030 and action plan on consumers in the Single Market. Your insights into and feedback on the key issues and challenges to be addressed will ensure that the Agenda takes due account of the needs and concerns of those it will affect and is tailored to meet the challenges ahead. The estimated time required to complete this questionnaire is around 15 minutes maximum.

About you

* Language of my contribution

- ☐ Bulgarian
- ☐ Croatian
- ☐ Czech
- ☐ Danish
- ☐ Dutch
- ☒ English
- ☐ Estonian
- ☐ Finnish
- ☐ French
- ☐ German
- ☐ Greek
- ☐ Hungarian
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- ☐ Italian
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- ☐ Maltese
- ☐ Polish
- ☐ Portuguese
- ☐ Romanian
- ☐ Slovak
- ☐ Slovenian
- ☐ Spanish
- ☐ Swedish

* I am giving my contribution as

- ☐ Academic/research institution
- ☒ Business association
- ☐ Company/business

- ☐ Consumer organisation
- ☐ EU citizen
- ☐ Environmental organisation
- ☐ Non-EU citizen
- ☐ Non-governmental organisation (NGO)
- ☐ Public authority
- ☐ Trade union
- ☐ Other

* First name

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* Surname

Zatloukalova

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zatloukalova@eurocommerce.eu

* Organisation name

255 character(s) maximum

EuroCommerce

* Organisation size

- ☐ Micro (1 to 9 employees)
- ☒ Small (10 to 49 employees)
- ☐ Medium (50 to 249 employees)
- ☐ Large (250 or more)

Transparency register number

Check if your organisation is on the transparency register. It's a voluntary database for organisations seeking to influence EU decision-making.

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* Country of origin

Please add your country of origin, or that of your organisation.

This list does not represent the official position of the European institutions with regard to the legal status or policy of the entities mentioned. It is a harmonisation of often divergent lists and practices.

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| <input type="radio"/> Democratic Republic of the Congo | <input type="radio"/> Lesotho | <input type="radio"/> Saint Kitts and Nevis | <input type="radio"/> Zimbabwe |
| <input type="radio"/> Denmark | <input type="radio"/> Liberia | <input type="radio"/> Saint Lucia | |

The Commission will publish all contributions to this public consultation. You can choose whether you would prefer to have your details published or to remain anonymous when your contribution is published. **For the purpose of transparency, the type of respondent (for example, 'business association, 'consumer**

association', 'EU citizen') country of origin, organisation name and size, and its transparency register number, are always published. Your e-mail address will never be published. Opt in to select the privacy option that best suits you. Privacy options default based on the type of respondent selected

* **Contribution publication privacy settings**

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☐ **Anonymous**

Only organisation details are published: The type of respondent that you responded to this consultation as, the name of the organisation on whose behalf you reply as well as its transparency number, its size, its country of origin and your contribution will be published as received. Your name will not be published. Please do not include any personal data in the contribution itself if you want to remain anonymous.

☒ **Public**

Organisation details and respondent details are published: The type of respondent that you responded to this consultation as, the name of the organisation on whose behalf you reply as well as its transparency number, its size, its country of origin and your contribution will be published. Your name will also be published.

☒ I agree with the [personal data protection provisions](#)

1. Priority areas

The Consumer Agenda 2025-2030 will put forward a common vision of EU consumer policy priorities to strengthen consumer protection, support consumers' well-being and promote a level playing field for businesses.

1.1. How would you rate the following proposed priorities?

	Not important	Somewhat important	Important	Very important	Don't know / Prefer not to say

Protecting vulnerable consumers, especially children and young people	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting sustainable consumption	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting active governance and stakeholder cooperation in the EU and internationally	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving enforcement of consumer-protection and product-safety rules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Strengthening consumer protection in the online environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Reducing administrative burden for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ensuring consumers can fully enjoy all benefits of the Single Market, for example by removing remaining barriers preventing consumers from buying goods and services across borders	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.2. Are there other priority areas that you think are missing in the above? If yes, please specify:

350 character(s) maximum

Please see attachment 1.

2. Completing the Single Market for consumers

The EU Single Market ensures the free movement of goods, services, capital and people within the EU. It is already delivering great benefits to consumers: greater choice, better prices, common standards, etc. Also, its 450 million consumers offer opportunities for companies to scale up, innovate, be competitive and drive growth. However, there are still obstacles and gaps that prevent consumers from enjoying all that the Single Market has to offer.

2.1. Which obstacles do you think most prevent consumers from enjoying all benefits of the Single Market?

Maximum 5 selection(s)

- ☐ Limited availability of cross-border consumer services, such as financial services

- ☒ Differences in consumer-protection rules across Member States
- ☐ Geo-blocking practices and restrictions on cross-border online services
- ☒ Insufficient information on and awareness of consumers' rights
- ☒ Lack of confidence in consumer rights being upheld when buying from another Member State or from outside the EU
- ☒ Lack of confidence in the safety of consumer products sold in the Single Market
- ☒ Business-to-business practices that restrict territorial distribution and sale of goods, limiting consumer choice and contributing to price differences between Member States [1]
- ☐ Insufficient access to cross-border redress mechanisms if something goes wrong
- ☐ Other

[1] Territorial supply constraints, for example, when a manufacturer forces a retailer to source its products from a specific EU country.

3. Enforcement of consumer-protection rules and e-commerce

The EU's legal framework for consumer protection and product safety can only achieve its full potential if it is effectively enforced and if consumers have adequate means of redress when their rights are infringed. Consumer enforcement authorities across the EU are facing numerous challenges [1]. On the one hand, illegal practices spread extremely fast through the digital environment, including digital markets; on the other, there is a growing inflow of unsafe products into the Single Market from e-commerce platforms and traders established outside the EU who may evade enforcement [2]. Robust enforcement of consumer-protection and product-safety rules is essential to protect consumers and ensure a level playing field for businesses.

3.1. What do you think are the most important issues to tackle at EU level over the next five years to strengthen the enforcement of consumer-protection rules?

Maximum 5 selection(s)

- ☒ Lack of compliance with consumer-protection and product-safety rules, especially in the e-commerce sector and with regard to traders and products coming from outside the EU
- ☒ Limited awareness among consumers of their legal rights

- ☐ Limited awareness among businesses of their legal obligations
- ☒ Complex coordination among relevant enforcement authorities to tackle infringements, sometimes leading to slow and insufficiently deterrent enforcement action against non-compliant traders
- ☐ Limited access to effective out-of-court dispute resolution mechanisms for consumers
- ☐ Limited powers and resources of public enforcement bodies, at both EU and Member State level
- ☐ Limited capacity and resources of private enforcement organisations supporting consumers
- ☒ Other

3.2. Other issues, please specify:

350 character(s) maximum

Please see attachment 1.

[1] [Consumer reports show the need for strengthened enforcement at EU level - European Commission](#)

[2] [E-commerce communication: A comprehensive EU toolbox for safe and sustainable e-commerce - European Commission](#)

4. Consumer protection in the online environment

The digital economy has brought many benefits to consumers, but new technologies also bring new risks and can be used to undermine consumer autonomy and freedom of choice. The [General Product Safety Regulation](#), the [Digital Services Act](#), the [Digital Markets Act](#) and the [Artificial Intelligence Act](#) have strengthened the EU's legal framework, with clear benefits for consumers and businesses to be experienced as these new pieces of legislation are starting to be implemented. For example, the Digital Services Act addresses several harmful practices by online platforms. However, it does not cover practices by online retailers, online games, or other non-intermediated content that may still pose risks to consumers. Related to this, the [Digital Fairness Fitness Check](#) identified significant shortcomings and problematic practices requiring action at EU level to fill gaps in consumer protection, reduce legal uncertainty for businesses, avoid overlaps and regulatory fragmentation, and facilitate enforcement.

4.1. In addition to improving enforcement of consumer-protection and product-safety rules, e.g. to address unfair commercial practices and online sales of unsafe products, what do you think are the most important issues to tackle at EU level in the next five years to strengthen online consumer protection?

Maximum 7 selection(s)

- ☒ Protecting children and young people as online consumers
- ☐ Dark patterns (deceptive design) in online interfaces (e.g. misleading presentation of choice buttons)
- ☐ Influencer marketing (e.g. lack of disclosure of commercial content)
- ☐ Addictive design features of digital services (e.g. 'infinite scroll')
- ☐ Unfair personalisation practices (e.g. online advertising targeting consumer vulnerabilities)
- ☐ Digital subscription management (e.g. difficult cancellation process of online contracts, unwanted automatic contract extension or conversion of free trials into paid contracts)
- ☒ Problematic practices with in-app (in-game) purchases (e.g. obscuring their value using virtual currencies or offering gambling-simulating features – 'loot boxes')
- ☐ Misleading pricing practices, e.g. 'drip' pricing (the full price including unavoidable charges is not displayed up front), 'dynamic' pricing (instant adjustment of the price in line with market demand), misleading price comparisons
- ☒ Safety risks in new technology products (e.g. impact of digitally connected products on mental health due to addiction, increased stress and anxiety)
- ☒ Online fraud and scams, such as fake online shops
- ☒ Other

4.2. Other issues, please specify:

350 character(s) maximum

Please see attachment 1.

5. Sustainable consumption

In recent years, much has been done at EU level to empower and protect consumers in the green transition and to boost sustainable production and consumption. For example, the EU adopted [new rules to promote the repair of goods](#) and [improve information for consumers on the durability and repairability of products](#), better protecting consumers from greenwashing and premature obsolescence. However, sustainable, safe and affordable choices are still not always readily available for consumers.

5.1. What do you think are the most important issues to tackle at EU level over the next five years to promote more sustainable consumption?

Maximum 5 selection(s)

- ☐ Limited access to affordable sustainable goods and services
- ☐ Environmental impact of e-commerce (default delivery options, option of renting vs buying, etc.)
- ☒ Surge in e-commerce imports from non-EU countries
- ☐ Unsustainable business models that encourage overconsumption (e.g. ultra-fast fashion, single parcel shipping)
- ☐ Complex or misleading sustainability information, labels and green claims
- ☒ Difficulty in designing and sustaining circular business models
- ☐ Lack of consumer trust in circular business models (e.g. due to concerns about the safety of used or refurbished products, or the level of consumer protection)
- ☐ Availability and affordability of repair services
- ☒ Other

5.2. Other issues, please specify:

350 character(s) maximum

Please see attachment 1.

6. Protecting vulnerable consumers

Vulnerable consumers face increased and specific challenges in accessing and

affording essential products and services, as well as adapting to new technologies. While the concept of vulnerability is changing, especially in the digital environment, children and youngsters, older people and people with disabilities are particularly exposed, e.g. to marketing, scams, inappropriate content, and safety and mental-health risks.

6.1. What do you think are the most important issues to tackle at EU level over the next five years regarding the protection of vulnerable consumers?

Maximum 5 selection(s)

- ☐ Accessibility and affordability of basic consumer goods and services, including offline access to essential services
- ☐ Unfair commercial practices that target consumer vulnerabilities
- ☒ Aggressive marketing practices targeting children and young people
- ☐ Complexity of information provided to consumers (including on bills, such as energy or telecoms) and of redress mechanisms
- ☐ Limited digital literacy and access to digital services and information
- ☐ Limited financial literacy and access to financial services
- ☐ Difficulties in safely using consumer products, for example new technology products
- ☐ Insufficient availability of consumer advice and support networks
- ☒ Other

6.2. Other issues, please specify:

350 character(s) maximum

Please see attachment 1.

7. Administrative burden and simplification

In line with the EU's competitiveness objectives, the Commission is exploring possible measures to simplify rules and reduce the administrative burden on businesses in the area of consumer policy, while maintaining a high level of consumer protection.

7.1. What do you think are the most important measures to take at EU level in the area of consumer policy over the next five years to reduce the administrative burden on businesses?

Maximum 5 selection(s)

- ☒ More coherent, effective and efficient enforcement of consumer-protection rules
- ☐ Improve business feedback mechanisms to enable continuous assessment of the impact of regulatory obligations
- ☒ More efficient and swifter administrative cooperation between Member State authorities
- ☐ Simplification of certain specific legal requirements, such as those identified in the Digital Fairness Fitness Check [1]
- ☒ Further harmonisation of consumer-protection rules
- ☐ Clearer legal guidance to facilitate business compliance
- ☒ Test new approaches to consumer information requirements, including the use of digital information
- ☒ Support capacity building and legal advice services to facilitate business compliance
- ☐ Other

[1] [Commission Staff Working Document SWD\(2024\) 230 - Fitness Check on EU consumer law on digital fairness.](#)

8. Supporting documents and general comments

Please upload any supporting documents, such as position papers, that you may wish to attach to your response or add below any general comments you may have.

750 character(s) maximum

Please see the attached documents as integral part of EuroCommerce contribution to this public consultation: 1. EuroCommerce position paper for public consultation on Consumer Agenda 2025-2030, 2. EuroCommerce position paper on consumer policy 2024, 3. European E-Commerce Report 2024, 4. Joint statement of BusinessEurope, BEUC, EuroCommerce calling for revision of CPC Regulation, June 2025.

Please upload your file(s)

Only files of the type pdf,txt,doc,docx,odt,rtf are allowed

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1_EuroCommerce_pp_consultation_Consumer_Agenda_2030.pdf

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EuroCommerce_May_2025.pdf

Contact

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