

European retailers call for stronger EU & national enforcement against unfair competition from third countries

Brussels - EuroCommerce, the voice of European retail and wholesale, has today unveiled a set of legal recommendations aimed at reinforcing the enforcement of EU rules to ensure fair competition across the Single Market. The initiative comes amid growing concerns over the acceleration of individual parcels entering the EU, the huge impact of non-compliant third-country traders and marketplaces on consumer safety and the competitiveness of European retail.

Christel Delberghe, Director General of EuroCommerce, stated:

"Today, EuroCommerce launched its legal recommendations to support a level playing field in European retail. This is a must-read for EU policymakers, as our sector is tremendously suffering from unfair competition from third-country traders and marketplaces. This also jeopardises consumers' safety and undermines the competitiveness of European retailers."

The recommendations build on EuroCommerce's [ongoing campaign, #Compliance4All](#), launched in October 2024. The campaign calls for enhanced enforcement of existing rules and better coordination among competent authorities at EU and national levels, as well as across enforcement domains, such as product law, consumer protection, environmental laws, digital laws, data protection, taxation, customs duties, etc.

The newly published paper outlines concrete legislative proposals to contribute to effective and efficient enforcement of EU rules across all market participants, regardless of their place of establishment.

EuroCommerce further emphasises the importance of strengthening enforcement of consumer protection rules via the upcoming Consumer Protection Cooperation review. [Alongside BEUC and BusinessEurope, EuroCommerce called for a swift review](#). While the review was notably absent from the European Commission's 2026 Work Programme presented this week, EuroCommerce expects the Commission will proceed with the review in line with business and consumers' expectations.

Delberghe added:

"EU policymakers must ask themselves what they want the European retail sector to look like by 2030. Without decisive action, the majority of European consumers will be buying their products online from operators with little regard for safety or sustainability. Unfair competition also threatens physical retail stores and the vitality of our towns and cities. We urge policymakers to take our recommendations to heart and act now!"

Restoring the level playing field in retail

10 Key Recommendations



Establish an EU Enforcement Collaboration Framework



Introduce EU-Level Market Access Restriction Instrument



Create a Commission Task Force on Unfair Competition



Certify Authorised Representatives



Include Enforceability in EU Impact Assessments



Accelerate EU Customs Reform



Expand Commission Investigative Powers



Implement an EPR Digital One-Stop Shop



Review the Consumer Protection Cooperation (CPC) Regulation



Deploy the Digital Product Passport (DPP) for Compliance

#compliance4all

EuroCommerce
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EuroCommerce's [full legal recommendations paper](#) and its contribution to the [EU Customs Reform trialogue negotiations](#) are available online.

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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.