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NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation by the European Consumer Organisation (agenda item 3) at the Working Party on Competitiveness and Growth (Internal Market) on 10 July 2025

Delegations will find attached a presentation by the European Consumer Organisation, with a view to the discussion by the Working Party on Competitiveness and Growth (Internal Market) at its meeting on 10 July 2025.

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Completing EU Single Market for Consumers

10th July 2025 – Council Working Party on Competitiveness and
Growth (Internal Market)



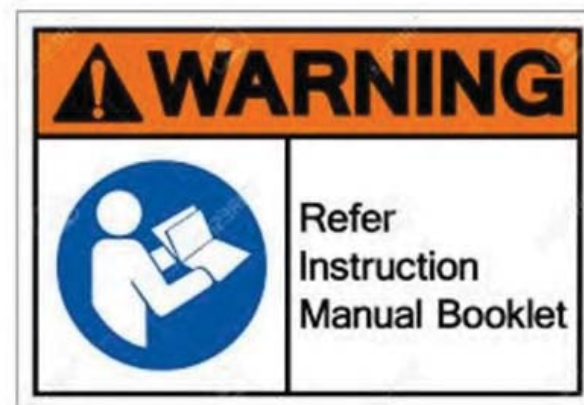
EU SINGLE MARKET AND CONSUMERS

- One of the greatest achievements of the EU
- High standards of consumer protection
- Need for stronger enforcement and implementation
- **Single Market Strategy** puts the main focus on removing the barriers for businesses
- Consumers also face barriers to benefit from the Single Market
- Next opportunity: **Single Market Action Plan** (Q4 2025)



SHIFT TO DIGITAL INFORMATION

- Point of concern for consumer organisations



E-COMMERCE AND INFLUX OF UNSAFE PRODUCTS

- 12 million small parcels enter the EU per day
- Serious concerns with product safety
- Revision of the Market Surveillance Regulation is needed as the concept of the authorised representative does not work
- Online market places need to bear responsibility for what they sell
- EU Market Surveillance Authority

BEUC The European Consumer Organisation

Under the Microscope:

Tests of Temu Products by Consumer Groups

(last updated: 3 February 2025)

Since its launch in Europe in early 2023, Temu has seen a skyrocketing rise in traffic and sales both across Europe and worldwide and it is among the most downloaded apps in many European countries.

Yet there is a murky side to Temu. The online marketplace stands accused of using dark patterns and subtle design to trap consumers and is enabling the distribution of a wide range of dangerous or illegal products that break EU product safety and digital services law. In May 2024 BEUC launched a **publicly published complaint** against Temu which as a result, have built on its launch investigations into Temu's practices.

The evidence against Temu is building up. This document lists the product safety tests carried out by national consumer groups part of the BEUC network on products sold on Temu. The conclusions are clear: there are real and substantial concerns and Temu is an entry point for dangerous products in Europe.

For more information:

- [Temu: A Chinese Temu website/Shopping app Temu sells its goods](#)
- [Temu: Chinese Temu website/Shopping app Temu sells its goods](#)



TERRITORIAL SUPPLY CONSTRAINTS (TSC)

- TSC remain a barrier to Single Market
- Can lead to suppressed competition, raised prices, reduced choice or reduced access to products
- TSC cost consumers **14 billion euro** each year
- e.g. AK Study: identical food products are on average **21%** more expensive in AT than in DE
- Tools going beyond competition law are needed to act against unjustified TSC.



GEO-BLOCKING OF AUDIO-VISUAL CONTENT

- Consumers are often blocked from watching series, sports or movies when abroad
- **Geo-blocking Regulation** does not apply to audio-visual content



Amendment to its scope
is necessary



INTRA-EU CALLS

- **2017** – ban of roaming charges
- **2019** – price cap on intra-EU calls
- EU to end surcharges on intra-EU communications but only ... **as of 2029**
- Adopting **an implementing act**, setting out technical rules, should be a priority



INTRA-EU RAIL TRAVEL

- Passengers struggle to book cross border train trips
- Booking of tickets involving several railway operators is often complicated, if not impossible
- Upcoming initiatives:
 - **MDMS proposal**, aimed at solving data exchange between platforms and operators
 - **Single Digital Booking and Ticketing Regulation**, focusing on rail and setting up more obligations
 - **Review of Rail Passenger Rights** (targeted amendments on through tickets)



Ziel Destination	Gleis Platform/Voie	
Mannheim-Friedrich	11	
Gernsheim	17	Train is cancelled
Köln Hbf	7	Train is cancelled
Berlin Hbf	9	Train is cancelled
Passau Hbf	6	Train is cancelled
Siegen	16	
Saarbrücken Hbf	20	
Fulda	8	Train is cancelled
Bruxelles-Midi	19	Aujourd'hui du quai 5 - Heute auf G
Hanau Hbf	5	

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CROSS-BORDER ENFORCEMENT OF CONSUMER LAW

- Infringements do not stop at borders
- Need for more effective public and private enforcement on the EU level
- Many challenges remain, such as:
 - Insufficient deterrence
 - Limited resources
 - Complex and multifaced infringements

BEUC Recommendations:

- ➔ Revise CPC Regulation
- ➔ Ensure an effective implementation of Directive 2020/1828 on representative actions

Stepping up enforcement of consumer rules will ensure a level playing field in Europe

Joint statement by BEUC, BusinessEurope and EuroCommerce

Consumer and business representatives call upon the European Commission to swiftly review the Consumer Protection Cooperation Regulation (EU Regulation 2017/2394) with the aim of strengthening cross-border enforcement, ensuring strong protection for consumers and a level playing field for all traders serving EU consumers regardless of where they are located.

In recent years, studies, reports and testing campaigns¹ have provided ample evidence that the enforcement of EU rules – especially around consumer protection – is insufficient and faces an increasing number of obstacles, including resource constraints and limited partnerships between authorities and stakeholders.

The lack of effective and efficient enforcement undermines consumer trust and the competitiveness of businesses. Companies established in the EU that play by the rules by investing in product compliance suffer from unfair competition from rogue traders and third-country marketplaces ignoring EU rules.

Enforcement authorities face several challenges, such as insufficient resources, difficult coordination to address complex and multifaceted infringements, lack of deterring measures and issues in reaching out to traders, especially when they are located outside the EU but targeting European consumers, and no responsible person can be identified.

The coordinated actions of authorities under the CPC regulation are often constrained by national and even regional boundaries and demand time. As such, they are ill adapted to the very fast pace and cross-border nature of unfair practices happening in the digital space.² This has an aggravating effect on the competitiveness of EU-based retailers and wholesalers, as well as on consumer protection.

The CPC Regulation is an essential part of ensuring that EU rules are properly enforced, and as confirmed by the European Commission's e-commerce action plan³, its revision is necessary. Making the enforcement processes faster would reduce the time when non-compliant traders can make unjustified revenues. This would in turn enhance fairness in the market and consumer protection.

The CPC Regulation is an important element of improving coordination and collaboration across enforcement domains in the Single Market. Therefore, the CPC review should be part of a cross-stakeholder strategic dialogue on a future EU consumer enforcement strategy and build upon the current system's strengths.

