Follow up to the European Parliament non-legislative resolution on Protecting EU consumers against the practices of certain e-commerce platforms: the case of child-like sex dolls, weapons and other illegal products and material

1. **Resolution tabled pursuant to Rule 136 (2) of the European Parliament's Rules of procedure**

2. **References:** 2025/2971(RSP) / B10-0500/2025 / P10_TA(2025)0301

3. **Date of adoption of the resolution:** 26 November 2025

4. **Competent Parliamentary Committee:** N/A

5. **Brief analysis/ assessment of the resolution and requests made in it**

The resolution **condemns the recent sale of childlike sexualised objects** by SHEIN in France. It emphasises that this issue is the result of inadequate oversight by the platform rather than being isolated and that **it demonstrates a systemic failure**. The European Parliament **deplores the slow progress of the investigations** initiated by the Commission and the Consumer Protection Cooperation (CPC) Network into non-EU online platforms for alleged violations of EU product safety and consumer laws and into very large online platforms and search engines (VLOPs), in particular under the Digital Services Act (DSA); and regrets that investigative procedures often extend over many months or even years.

The resolution urges the Commission to shift from dialogue to decisive enforcement, using all available instruments to ensure platforms' compliance, with a focus on recommender systems, compliance by design, improved traceability, and "know your business customer". The European Parliament believes that procedures under the DSA are **too lengthy**, urges the Commission to bring investigations to a conclusion and to apply more effective sanctions in a timely manner. The resolution stresses that the **suspension of the operation of online marketplaces** should no longer be treated as an exceptional, last resort measure. The Parliament urges **to use interim measures** under the DSA, including temporary suspension in case of serious or systematic breaches of EU law (such as in the SHEIN case) and notes that the **system is more reactive than preventive**, as authorities intervene only after dangerous products have been sold to consumers. The resolution calls for all sellers operating on online marketplaces to be required to provide a verifiable return address and contact point within the EU.

The resolution also warns of **shortcomings** in enforcement at **Member States' level** due to under-resourcing and a lack of interoperable technologies. The resolution calls for the complete and **coordinated enforcement** of the DSA and other frameworks - Digital Markets Act

(DMA), Market Surveillance Regulation (MSR), General Product Safety Regulation (GPSR) - to combat non-compliance. The European Parliament is urging the Commission to assess the feasibility of clearly defining 'fast fashion' and 'ultra-fast fashion'. It also considers **mystery-shopping operations** to be essential for assessing product legality and safety. The Parliament also believes that consumer redress must be ensured in all cases where platforms fail to comply with Articles 30 and 31 of the DSA. Additionally, the resolution calls for the **introduction of the handling fee** to cover the increased supervisory costs of customs authorities, mentions the GSPR mechanisms, calls for the future Digital Fairness Act to close regulatory gaps, calls on the revision of the MSR, of the CPC regulation, calls for the digitalisation of import procedures in customs administrations and refers to the negotiations for the EU Customs Reform.

6. Response to the requests in the resolution and overview of the action taken, or intended to be taken, by the Commission:

The Commission’s investigation into non-EU marketplaces under the DSA (paragraphs 12, 14, 17, 19)

The Commission shares the Parliament's view on the importance of strong enforcement of the EU acquis, including the DSA. The Commission has initiated a number of investigations and opened formal proceedings against online marketplaces under the DSA:

- On 28 July 2025, the Commission addressed preliminary findings to Temu;
- On 18 June 2025 the Commission addressed preliminary findings to AliExpress and accepted the company’s commitments which are now subject to continuous monitoring by independent third-party trustee;
- On 17 February 2026, the Commission opened formal proceedings against SHEIN regarding the risk of illegal goods being disseminated on its platform, its addictive design, and the transparency of its recommender system.

The Commission is also supervising other designated very large online platforms, including online marketplaces, while respecting the due legal processes and building strong and legally sound cases before proceeding to the next enforcement steps. The Commission may order interim measures on the basis of a *prima facie* finding of an infringement if there is an urgency due to the risk of serious damage for the recipients of the service.

Regarding the Parliament’s mention of Article 9 of the DSA, the Commission recalls that Article 9 itself does not constitute a legal basis for the issuance of removal orders by the Commission, by national courts or administrative authorities. Apart from in situations of urgent harm, which justify interim measures, the Commission does not have such authority; orders issued by national authorities must be based on a separate legal basis outside the DSA, typically under national law. Article 9 harmonises the minimum content requirements for such orders and sets out the procedures and conditions governing intermediary service providers' obligations to inform the issuing judicial or administrative authority of the effect given.

E-commerce communication, coordination among Directorates-General and with Member States (paragraphs 7, 15, 20)

The Commission agrees with the Parliament that the unprecedented surge in imports of non-compliant and dangerous products from third countries, particularly through e-commerce, strains the EU market surveillance system. In 2025 alone, 5.88 billion of low value consignments entered the EU (93% of which coming from China), with total volumes increasing each year. The rapid growth of online marketplaces such as Temu and Shein has driven this surge.

The Commission's services are working closely together to explore an effective collaboration, covering the use of the existing legislation and databases, making them interoperable to better track and detect non-compliant products at all levels.

Moreover, cooperation between EU services and national authorities is crucial to ensure consistent and effective enforcement of e-commerce rules, as stated in the Communication "A comprehensive EU toolbox for secure and sustainable e-commerce COM(2025)37" of February 2025. The Commission is strengthening the coordinated enforcement of the e-commerce rules at the EU and national level, encouraging the setting up of e-commerce taskforces in Member States.

With regard to the enforcement of the DSA, the Digital Services Board brings together the Commission, national authorities, and experts to ensure smooth collaboration and information exchange across borders.

In line with the Parliament's Resolution and as announced in the Communication, in April 2025 the Commission launched a Priority Control Area (PCA) on e-commerce, assuming a coordinating role to strengthen the enforcement of EU regulations, including the DSA. The PCA allowed for enhanced attention of customs and market surveillance authorities towards the goods sold via major online marketplaces and directly imported to EU consumers, providing invaluable insights into the compliance of specific categories of goods.

The controls conducted by the Member States under the Commission's guidance have contributed to identifying systemic weaknesses or deficiencies in each marketplace's oversight mechanisms by determining the overall compliance rate at EU level of certain products they sell. This proactive approach aided in assessing if the marketplaces, designated as Very Large Online Platform (VLOP) meet their obligations under the DSA and honour the commitments made during investigations under the DSA. Such evaluations focus on the effectiveness of measures taken to ensure product safety and prevent the dissemination of illegal content.

The Commission is committed to building upon the achievements of the PCA to further enhance the effectiveness of its enforcement efforts.

The Commission regularly organises joint enforcement activities linked to product safety as part of the Coordinated Actions for the Safety of Products (CASPs). The Commission has kicked off the largest CASP project so far in January 2026 with 11 product-specific and 3 horizontal activities. During the product specific activities, national authorities are encouraged to sample via mystery shopping in line with Article 31(3) of the General Product Safety Regulation. 164 participants from 23 Member States are taking part in this CASP 2026 project, which will run until the summer of 2027.

In addition, under the current MFF, the Commission will use its dedicated funding programme – the Customs Control Equipment Instrument (CCEI) – to strengthen the capacity of customs to control the e-commerce flows by providing financial support for the purchase of advanced screening technologies. More than EUR 100 million will be allocated to EU customs authorities under the 2026 CCEI funding call for this purpose.

On market surveillance and the MSR revision (paragraphs 10, 23)

To tackle these challenges posed by e-commerce, the Commission is taking action on two timelines also under the e-commerce communication mentioned above: immediate actions and medium-term reform, to strengthen market surveillance in the Single Market, including the EU Customs Reform as described below (paragraphs 28, 29, 30).

Immediate actions

The Commission is intensifying enforcement via targeted joint actions and priority control areas, scaling up the use of proactive web crawlers to identify non-compliant products more effectively and reduce administrative burden, and connecting customs and market surveillance IT systems.

Medium term reform

The Commission is working on revising the MSR, as part of a broader European Product Act (EPA), which will also strengthen the other two pillars of the EU product compliance framework — standardisation and conformity assessment — thus ensuring innovation, safety, and fair competition.

The main goal of the revision of the MSR is to close enforcement gaps relating to third-country imports, especially online sales, addressing many concerns raised by the Parliament in its resolution. To this end, the Commission plans to close regulatory loopholes that undermine enforcement, starting with the rules on authorised representatives of foreign manufacturers which, as the Parliament notes, are too often non-existent or fictitious. The Commission also aims to create a verification system, relying on tools like the Digital Product Passport (DPP), to speed up and make more effective checks across all Member States, and at allocating to authorised representatives product-compliance responsibilities commensurate to their role, among other regulatory measures that will be assessed by an impact assessment.

The Commission is also assessing ways to scale up enforcement by pooling resources and expertise of all national authorities across the EU, including by boosting EU testing capacity in priority areas, and to improve cooperation between market surveillance and customs authorities, within and between EU countries and between Member States and the Commission. The Commission also considers way to strengthen EU-level governance in market surveillance.

On consumers protection (CPC and Digital Fairness Act) (paragraphs18, 25)

The Commission shares the Parliament’s objective and sense of urgency on strengthening consumer protection against manipulative techniques in digital environments by filling the gaps in current EU legislation. In October 2024, the Commission published the findings of the Digital Fairness Fitness Check of EU consumer law. The Fitness Check identified a number of shortcomings and problematic practices in the digital environment, including in areas highlighted by the European Parliament in this resolution, that point to the need for action at EU level to fill gaps in consumer protection, reduce legal uncertainty for businesses, prevent regulatory fragmentation and facilitate enforcement while avoiding overlaps and duplication with existing legislation.

As announced in the 2026 Commission Work Programme, the Commission is currently working on a proposal for a Digital Fairness Act, planned for the fourth quarter of 2026. The Digital Fairness Act will aim to further strengthen the protection of consumers online against manipulative practices, including dark patterns that can unfairly influence consumer decisions, addictive design features and problematic commercial practices by influencers. Such practices affect all consumers and in particular the more vulnerable ones, such as minors.

In this regard, the Commission has taken careful note of the Parliament’s call to address dark patterns, addictive design features and deceptive influencer marketing in the forthcoming Digital Fairness Act. As part of the preparatory work for the Digital Fairness Act, the Commission will also pay particular attention to minors, as these practices can be particularly harmful for children.

With respect to online consumer reviews, the Commission recalls that the Modernisation Directive added specific prohibitions on misleading practices to the Unfair Commercial Practices Directive (UCPD) Annex I. Traders, including online marketplaces, are already prohibited from submitting or commissioning another legal or natural person to submit false consumer reviews or endorsements, or misrepresenting consumer reviews or social endorsements, in order to promote products. Stating that reviews of a product are submitted by consumers who have actually used or purchased the product without taking reasonable and proportionate steps to check that they originate from such consumers is also a commercial practice that is considered unfair in all circumstances. Additionally, traders giving access to reviews must inform consumers about whether and how they ensure that the published reviews originate from consumers in accordance with Article 7(6) UCPD. As also explained in the 2024 report on the implementation of the Modernisation Directive, these new provisions have triggered more active enforcement in the Member States against false reviews and reviews should continue being a priority for the enforcement authorities.

The Commission shares the European Parliament's objective and sense of urgency regarding strengthening enforcement of consumer law, especially in respect of non-EU traders and platforms. In its 2030 Consumer Agenda from 19 November 2025, the Commission announced that it will propose a revision of the CPC Regulation1 to strengthen enforcement and ensure a level playing field for businesses that shields compliant traders and protects consumers from market players who do not respect the rules. In preparing the revision, the Commission will assess the need for centralised investigation and enforcement powers at EU level in specific cases and how to further strengthen coordination among national authorities.2

On the call for the swift revision of the Union Customs Code (paragraphs 28, 29, 30)

The interinstitutional negotiations on the Customs Reform are entering in the final phase. One of the main goals of the Customs Reform is to equip customs authorities with stronger and more effective supervision tools to deal with the enormous volumes of goods imported from third countries, for which there is ample evidence that many are non-compliant. This concerns primarily goods sent directly to consumers by distant sales (e-commerce low-value goods), which are addressed in the Reform with particular attention. In this respect, two measures are being frontloaded to 2026:

- from 1 July 2026, the customs duty relief for goods valued up to EUR 150, particularly benefitting ecommerce operators in third countries, will be eliminated and a temporary fixed customs duty of EUR 3 per item in consignment below EUR 150 will apply. In the initial Commission proposal, the elimination would apply as from mid-2028, together with the other measures for e-commerce. However, the Commission and Member States share a sense of

[1] Regulation (EU) 2017/2394 of the European Parliament and of the Council of 12 December 2017 on cooperation between national authorities responsible for the enforcement of consumer protection laws and repealing Regulation (EC) No 2006/2004, OJ L 345, 27 December 2017, pp. 1–26.
[2] Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2030 Consumer Agenda and action plan for consumers in the single market 'A new impulse for consumer protection, competitiveness and sustainable growth', COM/2025/848 final.

urgency stemming from an increasing boom of e-commerce goods being imported into the EU and acted accordingly.

- from 1 November 2026, a non-discriminatory Union handling fee should also apply, to compensate for the costs of the services rendered by customs authorities for the importation of goods directly shipped to consumers from third countries (e.g. checking the data provided, carrying out risk analysis, performing documentary and physical controls). First suggested by the Commission in the e-commerce communication ‘A comprehensive EU toolbox for safe and sustainable e-commerce’, the handling fee was introduced by the Council in its negotiating mandate for the Customs Reform. The final design of the handling fee is part of the above-mentioned interinstitutional negotiations.

A significant measure proposed in the Customs Reform aims to make online suppliers or platforms responsible for the financial and non-financial obligations applicable at import related to the products they sell, through the concept of deemed importer. This measure is aimed to close the loopholes in terms of responsibility for the imported goods stemming from the current concept of declarant, which poses legal and practical issues of enforcement in case of non-compliance.

Finally, the Customs Reform will enhance the cooperation of the customs and other authorities with EU-level new tools (the EU Customs Data Hub and the EU Customs Authority) that are designed to make the Customs Union stronger by acting as one.

The Customs Reform sets out a phased implementation. The phased implementation designed for the Data Hub reflects the time needed to adopt the new rules as well as the need to ensure a smooth transition from the current legacy of trade and customs IT systems and business processes, many at Member States level. The implementation of the EU Customs Data Hub for ecommerce is planned for July 2028. Measures applicable from 2026 will work with the existing national and Union customs systems.