



Commission presents 2030 Consumer Agenda to strengthen consumer protection, competitiveness, and sustainable growth

Brussels, 19 November 2025

The European Commission has adopted the [2030 Consumer Agenda](#), a strategic plan for EU consumer policy for the next five years. With 450 million consumers in the single market, who contribute to over 51% of the EU's GDP through household spending, consumers play an essential role in the engine room of our economy. Enhancing consumer trust, ensuring legal clarity, bolstering enforcement, and easing administrative processes for businesses are key aims of the agenda's actions, which are designed to foster consumer protection and promote competitiveness, social fairness, and sustainable growth across the European Union.

While European consumers enjoy some of the highest levels of protection worldwide, there is a need to adapt our framework to keep up with the rapidly changing landscape marked by increased living costs, evolving market practices, particularly online, and the surge in e-commerce. A strong consumer policy is not just about protecting consumers, but also about shielding EU compliant companies and protecting them from unfair competition from non-compliant traders.

The 2030 Consumer Agenda introduces a suite of new initiatives to address these challenges effectively, focusing on four key priority areas:

- **Completing the Single Market for consumers:** an **Action Plan for Consumers in the Single market** to eliminate cross-border obstacles for consumers and boost opportunities for businesses. This action plan includes the evaluation of the **Geo-Blocking Regulation**, to assess whether it has met its objective to eliminate unjustified geo-blocking and other forms of discrimination based on nationality, place of residence or establishment. It will also encourage **mobility** with a series of measures to help consumers compare fares, find the best travel options, or book their travel journeys. The Commission will also seek to **enhance access to cross-border financial services**, including the possibility of opening a savings and investment accounts in another Member State.
- **Digital fairness and consumer protection online:** the Commission will propose, in 2026 a **Digital Fairness Act (DFA)** to strengthen the protection of consumers in the digital environment, against practices such as dark patterns, addictive design features or unfair personalisation that takes advantage of consumers' vulnerabilities. The Digital Fairness Act will pay particular attention to the **protection of children online** to reduce the **exposure of minors** to harmful practices and features in digital products. The Commission will also simplify rules for businesses and explore how digital solutions can reduce administrative burden for companies and improve access to information for consumers. Reinforcing the protection of consumers against online fraud will also be an important area of work.
- **Promoting sustainable consumption:** the Commission will support Member States in the implementation of EU product and consumer laws, which protect consumers against [greenwashing](#), promote a wider offer of [sustainable goods](#), and facilitate the durability and [repairability](#) of products. The Commission will also support the **circular economy** by working with stakeholders to promote the return of goods that are no longer used, second-hand markets or innovative circular start-ups.
- **Effective enforcement and redress:** the exponential growth of e-commerce has led to the growing circulation of unsafe or uncompliant products originating mostly from third countries. Consumers also face unfair commercial practices online from non-compliant traders. In 2026, the Commission will prioritise the review of the **Consumer Protection Cooperation Regulation** to strengthen enforcement, protect consumers from market players who do not respect the rules, and shield compliant businesses from unfair competition. In this respect, the

Commission will assess the need for centralising enforcement powers in specific cases and how to further strengthen coordination among national authorities. To tackle the non-compliance of products sold on our market, the Commission will ensure the effective enforcement of the General Product Safety Regulation (GPSR) and propose a revision of the rules on [market surveillance](#). The EU will also continue to cooperate directly with third-countries, to tackle product safety at the source.

The implementation of the Agenda will be regularly discussed at **the Annual Consumer Summit**. The Commission will also convene regular **Ministerial Forums on consumer protection** to provide high-level political guidance to the implementation of the Agenda.

Background

The 2030 Consumer Agenda builds on the achievements of the [New Consumer Agenda](#) adopted in 2020 and is the result of intensive preparations and discussions with interested parties. In May 2025, the Commission launched an [EU-wide open public consultation](#), which has [shown](#) general support for its main priorities. Today's proposals complement other Commission initiatives such as the [Single Market Strategy](#), the [Competitiveness Compass](#), and the forthcoming Single Market Roadmap.

Together with the Agenda, the Commission is today publishing [guidelines](#) on the GPSR and on the Safety Business Gateway to better support businesses to ensure the safety of their products.

More information

[Factsheet](#)

[Consumer Strategy](#)

[2030 Consumer Agenda](#)

[Open Public Consultation – Synopsis report](#)

[Single Market Strategy](#)

[Guidelines on the GPSR and the Safety Business Gateway](#)

IP/25/2730

Quote(s):

"We need to ensure that consumer law is fit for the new challenges. We must fill in the gaps online and address the new challenges offline. We need to further empower people, ensure that all companies — including from third countries — comply with our rules, and leverage the full potential of the single market for our businesses."

Henna Virkkunen, Executive Vice-President for Tech Sovereignty, Security and Democracy - 19/11/2025

"In a fast-changing digital world, where e-commerce continues to grow, consumers — especially minors — deserve protection whether they shop on the high streets or online. Our 450 million European consumers should trust the products they buy and where they are buying them from. The 2030 Consumer Agenda will strengthen enforcement and ensure that every seller, wherever they are based, plays by the same rules. This will support our economies and uphold a fair level playing field where compliant businesses can compete on equal terms."

Michael McGrath, Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection - 19/11/2025

Press contacts:

[Markus LAMMERT](#) (+32 2 29 67533)

[Antoine LOMBA](#) (+32 2 29 93233)

General public inquiries: [Europe Direct](#) by phone [00 800 67 89 10 11](#) or by [email](#)

Related media

 [Press conference by Michael McGrath, European Commissioner, on the 2030 Consumer Agenda](#)