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NOTE

From: General Secretariat of the Council
To: Working Party on Consumer Protection and Information (Attachés)
Working Party on Consumer Protection and Information

Subject: Working Party on Consumer Protection and Information on 10 December -
Presidency Discussion note

Delegations will find attached a Presidency discussion note for the above-mentioned meeting.

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Presidency Discussion Note

Presentation of the 2030 Consumer Agenda and action plan for consumers in the single market

On 19 November the European Commission published its 2030 Consumer Agenda and action plan for consumers in the single market. On this background we will hold a first exchange of views regarding the 2030 Consumer Agenda, starting with a presentation by the European Commission. The Agenda aims at developing a shared vision and common strategic framework for EU consumer policy until 2030, building on the achievements of the New Consumer Agenda adopted in 2020.

The Agenda has been developed on the basis of feedback and input from stakeholders gathered through consultations and discussions throughout 2024 and 2025 – in particular at the 2024 Consumer Summit and through an open public consultation held between May and August 2025. It sets out key priorities and presents a list of consumer-related actions for the next five years, accompanied by a specific timeline and supported by various EU policy tools. An integral part of the Agenda is the action plan for consumers in the single market. It aims to enhance consumer protection and foster competitiveness, social fairness and sustainable growth, notably by strengthening the consistent and effective implementation, application and enforcement of EU rules and by tackling important challenges such as digital fairness and online consumer protection.

The EU single market facilitates free movement of goods, services, capital and people within the EU. It brings significant benefits to consumers — such as wider choice, lower prices and common standards. At the same time, the single market's 450 million consumers create vast opportunities for businesses to scale up, innovate, remain competitive, and foster economic growth. Nevertheless, barriers and gaps still exist, preventing consumers from fully reaping the benefits from the single market. Administrative burdens and complex regulatory requirements can limit the ability of businesses — especially small and medium-sized enterprises (SMEs) and mid-caps — to operate efficiently, comply with legislation and compete globally.

In line with the EU's competitiveness objectives, it is important to explore possible measures to simplify existing rules and reduce the administrative burden on businesses in the area of consumer policy, while maintaining a high level of consumer protection. Hence, a key component of the Agenda is to identify opportunities for simplification and reducing administrative burdens, ensuring that such efforts go hand in hand with the continued protection of consumers.

The EU digital regulatory framework has been strengthened in recent years, especially through the General Product Safety Regulation, the Digital Services Act, the Digital Markets Act and the Artificial Intelligence Act. However, challenges in the digital sphere still persist and the Digital Fairness Fitness Check has identified shortcomings and problematic practices in the digital environment that require action at EU level to fill gaps in consumer protection, reduce legal uncertainty for businesses, prevent regulatory fragmentation and facilitate enforcement.

The EU's legal framework for consumer protection and product safety can only achieve its full potential if it is enforced effectively and if there are effective redress mechanisms for consumers whose rights have been infringed. Consumer enforcement authorities across the EU continue to face challenges with illegal practices spreading extremely fast through the digital environment, and a growing number of unsafe products flowing into the single market from e-commerce platforms and traders established outside the EU. Robust enforcement of consumer protection and product safety rules is essential to protect consumers and ensure a level playing field for businesses.

After the presentation of the Agenda by the Commission, Member States are invited to share their views and first reactions to the Agenda and consider the following questions:

- 1. How do the priorities of the 2030 Consumer Agenda relate to your national priorities and actions including in relation to online consumer protection?**
- 2. Taking into account the priorities and actions of the 2030 Consumer Agenda, where do you see the biggest opportunities for simplification in line with the ongoing efforts to reduce burdens and strengthen EU's competitiveness?**
- 3. What do you see as the most important consumer protection or product safety issues to tackle by EU or national enforcement measures over the next five years, and what could the Commission do to further strengthen the enforcement of consumer protection rules?**