



Council of the European Union
General Secretariat

Brussels, 10 December 2025

WK 17173/2025 INIT

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MEETING DOCUMENT

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

Subject: Commission presentation on 2030 Consumer Agenda & Action Plan for consumers in the single market - PowerPoint presentation

Delegations will find attached a PowerPoint presentation made by the Commission at the Working Party on Consumer Protection and Information on 10 December 2025.

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2030 Consumer Agenda & Action Plan for consumers in the single market

10 December 2025



2030 Consumer Agenda

Guiding ideas

Competitiveness and consumer policy are mutually enhancing

Consumer policy can be a stabilising factor in turbulent times



2030 Consumer Agenda: The process



Action plan for consumers in the Single Market

- Addressing barriers preventing consumers – and businesses - from enjoying the benefits of the Single Market
- Shopping, travelling, using services cross-border

Actions include:

- Evaluation of **Geo-Blocking Regulation**
- Roll out of **EU Digital ID Wallets**
- Proposal for a **Single Digital Booking and Ticketing Regulation**
- Fostering provision of **cross-border financial services**





Online consumer protection

- Benefits and risks brought by new technologies, need to address gaps and problematic practices to better protect consumers
- Digital fairness, online fraud, safety, use of AI in consumer markets.

Actions:

- Proposal for a **Digital Fairness Act**
- Reinforced protection of consumers against **online fraud**
- Foster fair and transparent use of **AI in consumer markets**



Fostering sustainable consumption

- Ensuring availability and affordability of more sustainable goods and services
- Acting on barriers preventing consumers from behaving more sustainably, such as higher prices, limited choice, misleading green communication.

Actions include:

- Launch of **European online platform for repair**
- Exchange of good practices with stakeholders to **support circular economy** (e.g. product-as-a-service business models)
- **Recommendation on fostering 'green by design' features in e-commerce**



Enforcement

- Challenges stemming from e-commerce and digital markets
- Efficient and coherent enforcement of existing legislation and strengthen enforcement mechanisms to better protect consumers and ensure a level playing field for businesses
- Effective redress for consumers if rights are infringed

Actions include:

- Revision of the **CPC Regulation**
- Possible revision of the **Market Surveillance Regulation**, as part of the European Product Act
- Maximise **use of AI tools** in enforcement and market surveillance
- Strengthen implementation of **Representative Actions Directive**





Consumers in situation of vulnerability

- Increased challenges, new risks and inequalities requiring strengthened protection (e.g. digitalisation and high cost of living)
- Dynamic approach to vulnerability

Related actions include:

- Proposal for a **Digital Fairness Act**
- Support coordinated **enforcement actions** and activities of the CPC Network



Administrative burden reduction

Limited burden originating from consumer legislation but various ways in which to contribute to overarching burden reduction objectives

Related actions include:

- Proposal for a **Digital Fairness Act**
- Revision of the **CPC Regulation**
- **Implementation dialogues** on the revision of the CPC Regulation and the GPSR



Governance and cooperation

- Inclusive and dynamic governance and strong consumer movement
- Active cooperation at bilateral, international and multilateral level to promote high standards of consumer protection and product safety

Actions include:

- **Ministerial forum** on Consumer Protection
- **Youth Policy Dialogue** on consumer policy



Thank you

