

## EURATEX Press Statement

### Ensuring Fair Competition and Compliance in E-Commerce

**Brussels, 5 February 2025** - The European Commission's communication on e-commerce - adopted by the college of Commissioner's today- rightly acknowledges the growing challenges posed by the surge of direct-to-consumer imports, particularly through online marketplaces. Non-compliant and unsafe products undermine consumer safety, environmental sustainability, and the competitiveness of law-abiding businesses. The urgency of this issue is underscored by findings from the REACH for textiles project, which revealed that 16% of 400 tested products failed to comply with EU legislation. These figures highlight the critical need for stronger enforcement measures to prevent unsafe products from reaching EU consumers.

To address these concerns, enforcement of the Digital Services Act (DSA) and the Digital Market Act (DMA) must be strengthened, ensuring that e-commerce platforms assume legal responsibilities for the products they offer as well as fair competition in the single market is guaranteed. Additionally, the removal of the de minimis rule and frontloading parts of the Customs Code reform is critical to rapidly closing loopholes that allow non-compliant goods to enter the EU market unchecked. Enhanced coordination with Member States and industry stakeholders can increase the effectiveness of our enforcement efforts. Investment in digital tools such as the Digital Product Passport is essential to increase transparency, safeguard fair trade practices, and reinforce consumer trust.

EURATEX welcomes the Commission's decision to take coordinated action, together with the Consumer Protection Cooperation Network, against Shein. We are also pleased to collaborate on a Digital Fairness Act to strengthen consumer protection in the digital sphere.

EURATEX fully supports the Commission's commitment to stricter enforcement and urges immediate implementation of these measures to create a level playing field and ensure a safe, sustainable, and competitive e-commerce environment. Director General Dirk Vantghem concluded: *“With billions of garments entering the EU every year, we simply need a more solid system to monitor compliance of these products. EURATEX is looking forward to working together with the European Commission to achieve these important goals.”*

## **About EURATEX**

As the voice of the European textile and clothing industry, EURATEX works to achieve a favourable environment within the European Union for design, development, manufacture and marketing of textile and clothing products.

The EU textile and clothing industry, with around 200,000 companies employing 1.3 million workers, is an essential pillar of the local economy across many EU regions. With €64 billion of exports, the industry is a global player successfully commercializing high added value products on growing markets around the world. Working together with EU institutions and other European and international stakeholders, EURATEX focuses on clear priorities: an ambitious industrial policy, innovation and skills development, free and fair trade, and sustainable supply chains.

## **Contact**

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