

Information release

The EU launches the Consumer Agenda 2030

Over the next five years, the European Commission will implement the Consumer Agenda 2030: a strategic plan to strengthen consumer protection, improve competitiveness and promote sustainable growth.

Madrid, 2 December 2025 – The European Union currently offers some of the strongest consumer protections in the world. However, changes taking place in society, such as the rising cost of living, digital transformation and the rapid growth of e-commerce, pose new challenges that require action. With 450 million consumers accounting for more than 51% of the EU's GDP through household spending, maintaining confidence and protection is essential for economic growth.

The Consumer Agenda 2030 introduces a series of new proposals and initiatives to address these challenges effectively, focusing on four key areas: completing the single market for consumers, ensuring digital fairness and consumer protection online, promoting sustainable consumption, and effective enforcement and oversight.

- **An action plan for consumers in the single market**

The aim is to remove the barriers that currently prevent consumers from fully enjoying the benefits of the single market. The measures proposed include the elimination of discrimination on grounds of nationality, residence or establishment; the facilitation of travel; and improved access to cross-border financial services. To this end, it is important to evaluate the measures taken to prevent geo-blocking and avoid unjustified discrimination on grounds of nationality, residence or other types of discrimination. Similarly, the EU action plan aims to promote consumer mobility so that consumers can compare prices and find the best options for travelling and making reservations in Europe.

- **Digital fairness and online consumer protection**

The European Commission will propose a Digital Fairness Act in 2026 to protect online consumers, especially minors. The new rules will address unfair commercial practices such as dark patterns, addictive design features, or personalisation that exploits consumer vulnerabilities. The aim is to create a fair digital environment for consumers, with clear, simple, and effective rules.

- **Promoting sustainable consumption**

The European Commission will help Member States enforce EU rules that protect consumers from misleading environmental claims and ensure access to more sustainable products. To this end, it will promote the sale of longer-lasting products and promote the right to repair. In addition, the Commission will support the circular economy by promoting the return of products that are no longer used, second-hand markets and innovative start-ups in this field.

- **Effective enforcement and redress**

As a result of the increase in unfair commercial practices and the sale of unsafe products online, the European Commission is proposing to reform the Regulation on consumer protection cooperation to safeguard consumers from unsafe products on the one hand, and businesses from unfair competition on the other.

- **About the Consumer Agenda 2030**

The measures aim to create a fairer, safer and more sustainable market in which both consumers and businesses can benefit from stronger rights, clearer information and better protection. In future, the implementation of the agenda will be reviewed and discussed regularly at the Annual Consumer Summit. The European Commission will also bring ministers together in consumer protection forums to provide high-level political guidance to ensure that the objectives are translated into tangible results.

The Consumer Agenda 2030 builds on the achievements of the [New Consumer Agenda](#) adopted in 2020 and is the result of intensive preparation and discussion with stakeholders. In May 2025, the Commission launched an [open EU-wide public consultation](#), which [revealed broad support](#) for its main priorities. The proposals presented complement other Commission initiatives, such as the [Single Market Strategy](#), the [Compass for Competitiveness](#) and the future roadmap for the single market.

Source of information: [ECC-Net](#) and [European Commission](#).