

Information release

Brussels fines Temu €200 million for selling illegal products on its platform

The European Commission concludes that the platform failed to adequately assess the risks associated with the sale of illegal products, which could have exposed millions of European consumers to unsafe goods.

Madrid, 05 June 2026 – The European Commission has fined Temu €200 million for failing to comply with the obligations set out in the [Digital Services Act](#) (DSA) by not adequately identifying, analysing and assessing the risks associated with the sale of illegal products on its platform.

The fine follows a formal investigation launched in 2024, in which Brussels concluded that the Chinese company had failed to take the necessary measures to prevent the presence of illegal or potentially dangerous items for consumers in the European Union.

According to the European Commission's findings, there is a high probability that European users will encounter illegal products on Temu. The investigation found, amongst other things, that numerous chargers sold via the platform failed to meet basic safety requirements. Furthermore, a significant proportion of the children's toys analysed posed medium or high safety risks due to containing chemicals above permitted limits or detachable parts capable of causing choking.

Brussels also considers that the Chinese platform significantly underestimated the frequency with which consumers might be exposed to such products and failed to adequately assess the impact that certain platform features – such as recommendation systems or promotional programmes involving affiliate influencers – might have on the dissemination of illegal goods.

The Commission points out that very large online platforms are required under the Digital Services Act to identify and mitigate the systemic risks associated with their services, particularly those that may affect the safety and protection of consumers.

The company now has until 28 August 2026 to submit an action plan to the European Commission detailing the measures it will take to address the identified shortcomings. The European Commission will then assess these measures and determine its final decision, as well as the deadlines for their implementation.

For its part, Brussels continues to work with Temu to ensure compliance with the Decision and the Digital Services Act in general. This action forms part of the European institutions' efforts to ensure a digital environment that is safer, more transparent and more respectful of consumers' rights.

>> Source: [European Commission](#).