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Temu sanctioned for not checking the risks it poses to European consumers

BEUC, the European Consumer Organisation welcomes the EU Commission's decision to fine Temu for failing assess systemic risks harming consumers while shopping on the platform.

Already in May 2024, consumer groups [across Europe suspected](#) several violations to the Digital Services Act, such as the lack of sufficient measures to protect consumers from unsafe content and manipulative practices. These concerns have been supported by extensive [evidence](#) showing the presence of unsafe and illegal products on the platform. For instance, tests carried out in France, Denmark and Germany showed that 53 out of 81 products from children's toys, jewellery and electronics were found to contain dangerous substances or materials.

Other parts of BEUC's [complaint](#) remain ongoing, including concerns related to addictive design features, recommender-system and trader transparency. We call on the European commission to finalise these investigations shortly to ensure that Temu fully complies with EU rules and respects consumers rights.

Agustín Reyna, Director General of BEUC, commented:

“After taking the European e-commerce market by storm, it is now time Temu takes its responsibility towards consumers. The fine imposed on Temu for failing to properly assess the real-life impact its platform poses to European consumers is a strong signal. Moving forward, we call on the Commission to finalise its investigation and request Temu to comply with the DSA by being more transparent, stopping the dissemination of illegal products and ending manipulative designs.

“This case also shows the need for close cooperation between authorities in charge of digital and consumer law enforcement to efficiently address the cross-cutting problems that online marketplaces pose to consumers. The network of consumer protection authorities has also been

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investigating Temu for several suspected breaches of consumer law. In the future, the Digital Fairness Act should complement the DSA to ensure that consumers are fully protected online.”

More information:

- BEUC’s [complaint](#): Taming Temu - Why the fast-growing online marketplace fails to comply with the EU Digital Services Act (May 2024)
- [Under the Microscope: Tests of Temu Products by Consumer Groups](#) (February 2025)
- [Investigation](#) by the CPC-Network into Temu’s suspected breaches of consumer rules (November 2024)

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