The Consumer Voice in Europe

Press Release

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Commission's findings on Temu are a first step towards safer, more transparent online shopping

The European Commission has issued preliminary findings of non-compliance against Temu under the Digital Services Act (DSA) for concerns over its ineffective mitigation measures to reduce the risks of illegal products being presented to consumers. For years, consumers have been exposed to an online marketplace that lacks transparency and safeguards, undermining their ability to make informed and safe purchasing decisions.

Today's findings are a direct result of The European Consumer Organisation's (BEUC) complaint filed against Temu in 2024 regarding its lack of sufficient measures to protect consumers from unsafe content and manipulative practices. Since then, the evidence has been piling up that Temu has become an entry point for dangerous products into Europe.

Recent analysis from BEUC showed just how very large online marketplaces still fail to take appropriate risk mitigation measures against non-compliant products (executive summary available here). This issue does not stop at Temu but is widespread on SHEIN, AliExpress, and Amazon as well.

It is important that the Commission now brings these investigations to a close and ensures that Temu fully respects both EU rules and consumers' rights.

BEUC Director General Agustín Reyna commented:

"We're happy to see the Commission has taken our complaints seriously regarding Temu failing to comply with the Digital Services Act. Consumers should be able to shop on these very large online marketplaces without constantly facing the risk of ordering unsafe or even illegal products.

"We can and should be more serious about ensuring compliance with EU rules. These problems go beyond Temu. Other very large online marketplaces also still fail to properly address the risks stemming from their platforms. We urge the Commission to finalise its ongoing investigations into Temu, but also SHEIN, as soon as possible and to carefully monitor for effective changes to their practices."

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Background information:

BEUC filed its complaint against Temu in 2024 with the European Commission, while 17 of our members and other consumer organisations filed the same complaint with their competent national authorities, after identifying that Temu was failing to protect consumers by breaching the EU's Digital Services Act.

BEUC's complaint against Temu was based on three specific breaches of the Digital Services Act:

1. Failing to provide sufficient traceability of the traders that sell on its platform and thereby to ensure that the products sold to EU consumers conform to EU law.
2. Using manipulative practices such as dark patterns to get consumers, for example, to spend more than they might originally want to, or to complicate the process of closing their account.
3. Failing to provide transparency about how it recommends products to consumers.

Earlier this year, the Commission sanctioned Temu for failing to assess systemic risks harming consumers while shopping on the platform.

Read more:

- BEUC, Digital Services Act: Analysis of risk assessment reports by very large online marketplaces, November 2026
- BEUC, Under the Microscope: Tests of Temu Products by Consumer Groups, Last updated in February 2025
- BEUC, Taming Temu: Why the fast-growing online marketplace fails to comply with the EU Digital Services Act, May 2024
- BEUC, Click to buy (more): How fast fashion giant SHEIN uses dark patterns to push overconsumption, June 2025

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