The Consumer Voice in Europe

Press Release

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Big Tech must give consumers real choice by complying fully with EU Digital Markets Act

New analysis from the European Consumer Organisation (BEUC) reveals that the Big Tech companies Alphabet, Amazon, Apple, ByteDance, Meta and Microsoft (so- called "gatekeepers") still likely breach the EU's Digital Market Act's (DMA) far too often for consumers to reap the full benefits of real choice over their digital services and products.

Our analysis has found:

- Gatekeepers continue to use behavioural techniques and non-neutral interfaces to dissuade consumers from choosing alternative products, services and options, and so circumvent their DMA obligations.
- Various gatekeepers continue to delay full compliance with DMA rules (e.g. no self-preferencing) that challenge their core business models.
- The Commission should pursue all forms of gatekeeper circumvention in its DMA investigations.

Agustín Reyna, Director General of BEUC, commented:

"The era of cosmetic compliance must end. It is high time the Commission holds gatekeepers to account and imposes dissuasive penalties in all cases where they bypass the DMA's rules.

"Consumer choice is meaningless if Big Tech companies repeatedly undermine it. For example, Google continues to preference its own services, like comparison shopping, travel or translation services, over those of rivals in Google Search, despite the DMA banning such practices. Another example is Meta, which continues to offer a degraded experience with ad breaks if users select the 'less personalised ads' option.

"The European Consumer Organisation will continue to monitor how Big Tech companies throttle genuine consumer choice and deny consumers control over their data."

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Background:

- Read the full report

The report summarises evidence of gatekeepers' potential breaches of the DMA as submitted by the European Consumer Organisation to the Commission from June 2025 until June 2026. The DMA gives the European Commission responsibility for ensuring gatekeepers comply with their obligations under the DMA. The evidence highlights two broad trends.

First, most of the gatekeepers frequently use **behavioural techniques and non-neutral interfaces to dissuade consumers from choosing alternative products and services**. This is despite the DMA having an explicit prohibition on the use of non-neutral interfaces, as well as behavioural techniques if they undermine effective compliance. BEUC considers that the use of these techniques and interfaces is likely to restrict the ability of consumers to enjoy the full benefits of the DMA.

Second, various gatekeepers continue to **limit and stall their full compliance with** the DMA **provisions that go to the heart of their business models.** This is the case for example of:

- Meta on seeking consent to use personal data;
- Apple on steering, interoperability or allowing alternative app distribution;
- Alphabet on seeking consent for use of personal data, self-preferencing, steering, allowing alternative app distribution, default choices;
- Amazon on price controls.

Read More:

The European Consumer Organisation (BEUC) has been closely monitoring gatekeeper compliance with the Digital Markets Act since it took effect in May 2023. BEUC has been drawing attention to potentially non-compliant behaviour by the gatekeepers since March 2024 with over 21 submissions made to the Commission.

- BEUC, *Implementation by Meta, Apple, Google, Amazon, Bytedance and Microsoft of their obligations under the DMA* (2 Sept. 2024)
- BEUC, *November 2024 update on implementation by Apple, Google & Meta of their obligations under the DMA - BEUC analysis of non-compliance* (13 Nov. 2024).

BEUC has also published a report into the benefits that the DMA has already given consumers: BEUC, *First bloom: increased consumer choice after eighteen months of the DMA* (5 Nov. 2025).

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