

Resolution on the protection of EU companies, jobs and products against unfair competition from non-EU countries

2025/2955(RSP) - 29/04/2026 - Text adopted by Parliament, single reading

The European Parliament adopted a resolution on the protection of EU companies, jobs and products against unfair competition from non-EU countries.

Parliament deplored the fact that unfair competition from non-EU country undertakings, including, in certain cases, those benefiting from heavy state subsidies, leads to a loss of EU jobs and poses a significant threat to European companies that are often SMEs and family run businesses that foster the intergenerational transfer of skills, knowledge and capital. Serious concern was also stressed about unfair competition from non-EU e-commerce platforms that exploit regulatory gaps, jeopardise consumer safety and distort the single market. Consistent and timely implementation of the EU's regulatory acquis, applicable for both offline and online businesses, is key to address the serious, detrimental impact of non-compliant, unsafe and counterfeit products offered to consumers by non-EU companies. Moreover, the resolution stressed the importance of enforcement tools, including adequate sanctions and the faster application of interim measures, especially in cases of repeated, serious and systemic breaches of EU law.

Administrative burdens

The resolution highlighted that customs and market-surveillance reform must address unfair commercial practices through the closure of regulatory gaps in the current legislative framework and explicitly supporting SMEs by reducing unnecessary administrative burdens, accelerating clearance procedures for compliant EU operators, and focusing resources on high-risk consignments from platforms or sellers that have committed repeated violations. SMEs should not be disadvantaged compared to large platforms or non-EU exporters.

Transparency, accountability and safety

Members welcomed the **removal of the value added tax and customs duty exemption for low value consignments** recently agreed in the Council concerning parcels valued below EUR 150 that are sent from a non-EU country to a consumer in the EU. They also emphasised that the swift implementation of the **digital product passport (DPP)**, especially concerning a number of critical products sold online, is essential to strengthen the enforcement of current legislation.

Members called on the Commission to protect EU companies against unfair competition from non-EU countries' manufacturers. They deplored the loss of jobs resulting from unfair competition from non-EU companies operating in breach of EU safety, environmental and labour standards, often facilitated by online platforms that enable the easier entry of non-compliant products into the EU market. Parliament stressed that **product safety, particularly for children's products**, must remain a primary consideration.

The resolution stressed that online marketplaces must ensure **transparency and accountability** throughout the e-commerce import supply chain, including for third-party sellers targeting EU consumers, and ensure compliance with EU safety and product rules.

Parliament called on the Commission to take proactive steps and swiftly use targeted trade-defence instruments, including **anti-dumping and anti-subsidy investigations**, to counter the adverse effects of

unfair competition on EU retailers, SMEs and industry, as they cannot compete with artificially low prices arising from state-supported dumping practices in non-EU countries.

Enhanced custom reform

The Commission is urged to accelerate customs reform, including by **removing low-value import exemptions** and introducing **handling or clearance fees** compatible with World Trade Organization rules. It stressed that such fees should contribute to covering the increased supervisory costs of customs authorities. Enhanced customs reform, including improved monitoring tools and targeted controls, is essential to address unfair imports while safeguarding consumer rights and affordability.

Consumer redress

The resolution called for strengthened consumer-redress mechanisms allowing EU consumers to obtain **refunds, replacements or remedies** for unsafe or non-compliant goods purchased from non-EU sellers. Members support the creation of an easy-to-use EU online consumer complaint interface available in all EU languages, ensuring that citizens can act quickly when their rights are violated.