



2030 CONSUMER AGENDA

Confident consumers.

A level playing field for businesses.

A competitive economy.

Presentation EFBS – Bausparkassen
17 April 2026

2030 Consumer Agenda

Strategic framework for EU consumer policy

Adopted on 19 November 2025

Guiding considerations:

- Competitiveness and consumer policy are mutually enhancing
- Consumer policy can be a stabilising factor in turbulent times

4 main priority areas: ♦ Single market ♦ digital fairness ♦ sustainable consumption ♦ enforcement

Overarching priorities: • protection of vulnerable consumers • simplification and burden reduction

Inclusive **governance** and active stakeholder **cooperation**



Action plan for consumers in the Single Market

- Addressing barriers preventing consumers – and businesses - from enjoying the benefits of the Single Market
- Shopping, travelling, using services cross-border

Actions include:

- Evaluation of **Geo-Blocking Regulation**
- Roll out of **EU Digital ID Wallets**
- Proposal for a **Single Digital Booking and Ticketing Regulation**
- Fostering provision of **cross-border financial services**



Online consumer protection

- Benefits and risks brought by new technologies, need to address gaps and problematic practices to better protect consumers
- **High level of consumer complaints and detriment** – at least **EUR 7.9 billion per year**.
- EU consumer law is largely based on principle-based provisions with very broad scope of application, but – insufficient public and private **enforcement**
- This is also due to **legal uncertainty** regarding their application in the complex online environment
- Enforcement deficit results in **gaps of consumer protection**
- In addition, risk of **regulatory fragmentation** due to diverging interpretations and adoption of national legislation
- The “safety net” function of EU consumer legislation remains relevant – also after the adoption of the EU “digital rulebook”



Digital Fairness Act

Objective - fill the gaps identified in the Fitness Check, by providing **more concrete consumer protection rules** that provide **legal certainty**, facilitate **enforcement** and, therefore, more level playing field for traders



DIGITAL
FAIRNESS
FITNESS
CHECK

OPEN PUBLIC
CONSULTATI-
ON

IMPACT
ASSESSMENT

ADOPTION
OF THE
COMMISSION
PROPOSAL

3 OCTOBER 2024

19 DECEMBER 2025

CURRENTLY

Q4 2026



Digital Fairness Act





Fostering sustainable consumption

- Ensuring **availability** and **affordability** of more sustainable goods and services
- Acting on barriers preventing consumers from behaving more sustainably, such as higher prices, limited choice, misleading green communication

Actions include:

- Launch of European online platform for repair
- Recommendation on fostering 'green by design' features in e-commerce





Enforcement

- Challenges stemming from **e-commerce** and **digital markets**
- Efficient and coherent enforcement of existing legislation
- **Strengthen enforcement mechanisms** to better protect consumers and ensure a level playing field for businesses
- Effective redress for consumers if rights are infringed

Actions include:

- Revision of the **CPC Regulation**
- Revision of the **Market Surveillance Regulation**, as part of the European Product Act
- Maximise **use of AI tools** in enforcement and market surveillance
- Strengthen implementation of **Representative Actions Directive**



Consumers in situations of vulnerability



- Increased challenges, new risks and inequalities requiring strengthened protection (e.g. digitalisation and high cost of living)
- Dynamic approach to vulnerability
- Protection of children and minors

Related actions include:

- Proposal for a **Digital Fairness Act**
- Support coordinated **enforcement actions** and activities of the CPC Network





Governance and cooperation

- Inclusive and dynamic governance and strong consumer movement
- Active cooperation at bilateral, international and multilateral level to promote high standards of consumer protection and product safety

Actions include:

- Ministerial forum on Consumer Protection
- Regular stakeholder meetings





Any questions or ideas?

Thank you for your attention!
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