

2030 CONSUMER AGENDA

Confident consumers.
A level playing field for businesses.
A competitive economy.

November 2025

The 2030 Consumer Agenda covers a broad range of actions to foster consumer protection and promote competitiveness, social fairness and sustainable growth. European consumers enjoy some of the highest levels of protection in the world. To maintain this high level of consumer protection, we must adapt our framework to keep up with the rapidly changing landscape marked by higher living costs, evolving online and offline market practices, and new challenges from e-commerce.

The 2030 Consumer Agenda will focus on

An Action Plan for consumers in the Single Market



Addressing barriers currently preventing consumers from reaping the full benefits of the Single Market, with a series of measures to eliminate discrimination based on nationality, residence or establishment, facilitate travel, as well as access to cross-border financial services.

Digital fairness and consumer protection online



Protecting consumers online, especially minors, **simplifying rules**, ensuring legal certainty and a **level-playing field** for EU businesses.

With a **Digital Fairness Act**, ensuring a fair digital environment for consumers – one where rules are clear, simple and effectively enforced.

Stronger enforcement



We see an increase in unfair commercial practices and unsafe products sold online, which exposes consumers to risks and businesses to unfair competition.

The Commission will propose to reform the **Consumer Protection Cooperation Regulation** to strengthen enforcement and help level the playing field for compliant businesses, shielding them from unfair competition.

Sustainable consumption



Effectively implementing EU rules to empower consumers to make sustainable choices, securing a wider offer of sustainable goods and the right to repair.

The Commission will support the **circular economy** and promote the return of goods that are no longer used, second-hand markets or innovative circular start-ups.