

Summary results of the first product safety sweep of the Consumer Safety Network – compliance of online marketplace offers of childcare articles with the requirements of the GPSR

Context

The [EU General Product Safety Regulation](#) (GPSR) protects consumers whether they shop online or in a regular shop. It also establishes specific product safety requirements for providers of online marketplaces, complementing the horizontal requirements of the [Digital Services Act](#) (DSA).

For example, under the **GPSR providers of online marketplaces are required to** register with the [EU Safety Gate Portal](#) and indicate there the information concerning their single contact point for market surveillance authorities. They must also designate a single point of contact to enable consumers to communicate with them directly and rapidly in relation to product safety issues.

To ensure that consumers and market surveillance authorities can access the **necessary product safety and traceability information, already at the pre-contractual stage**, providers of online marketplaces should design and organise their online interfaces in a way that:

- enables their third party traders offering the product to provide at least the required information for each product offered;
- ensures that this information is displayed on the product listing by the traders.

Once the product offer is displayed, providers of online marketplaces shall also make reasonable efforts to randomly check, at least based on the [alerts of dangerous products published on the EU Safety Gate Portal](#), whether the product offered by the trader is dangerous.

The sweep

To ensure a better enforcement of EU product safety rules, the GPSR introduced a new simultaneous coordinated control mechanism, the product safety sweep. Product safety sweeps are in particular effective to check the compliance of product offers posted online, as also announced in the Commission's recent [E-Commerce Communication](#).

This marks the first time when national market surveillance authorities of the Consumer Safety Network (CSN) conducted such a sweep, coordinated by the European Commission.

During this sweep market surveillance authorities carried out pro-forma checks of **childcare article** offers' compliance with the GPSR requirements and also verified online marketplaces' compliance with their general obligations under the GPSR.

The CSN focused its first sweep on product listings of childcare articles as these consumer products, which fall under the scope of the GPSR, are frequently offered and bought by EU consumers online, and in the last year alone 126 alerts of dangerous childcare articles were notified via the EU Safety Gate.

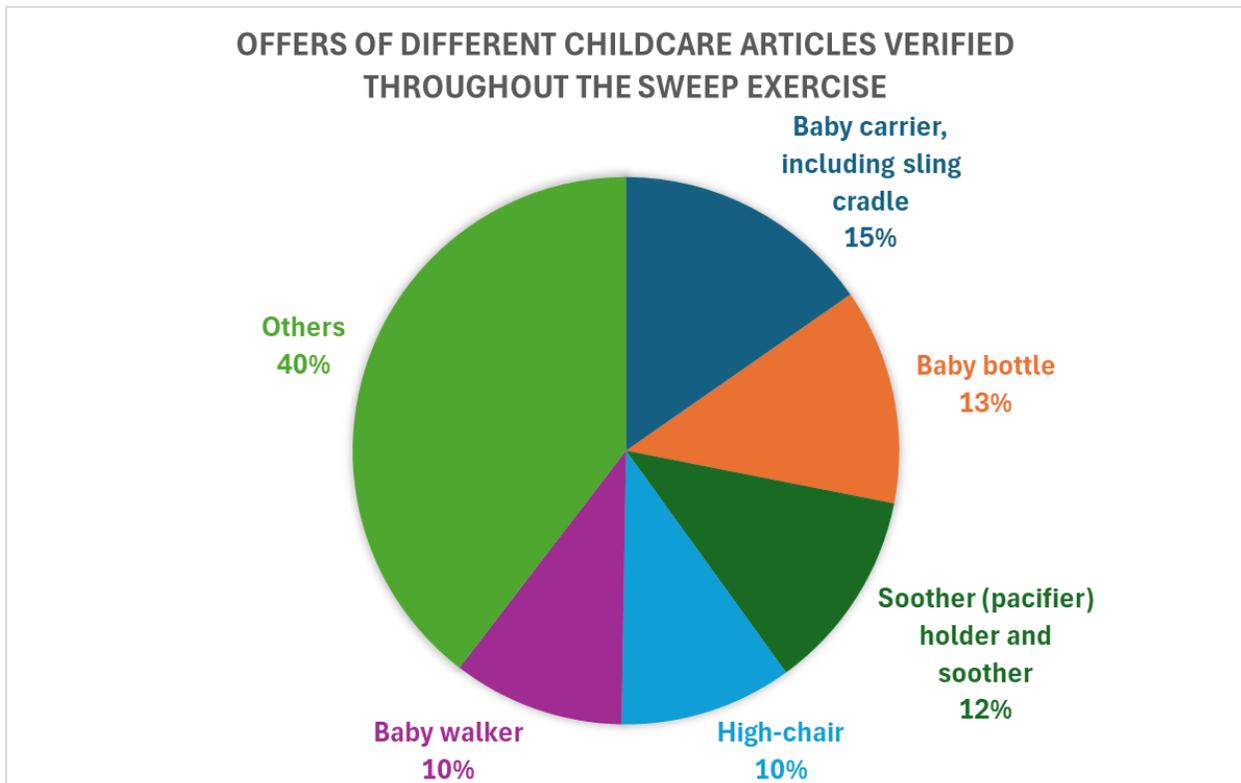
EU market surveillance authorities carried out this sweep, coordinated by the Commission, **from 1 April to 15 May 2025**.

During this sweep exercise they analysed **1,741 product offers** of childcare articles displayed on the interfaces of **47 different providers of online marketplaces** (both EU and third-country origin platforms).

This sweep covered:

- the five providers of online marketplaces that were designated under the DSA as Very Large Online Platforms (**VLOPs**) - Aliexpress, Amazon, Shein, Temu and Zalando: **69 % of the product offers (1,202 offers) were analysed on these marketplaces**; and
- also **smaller providers of online marketplaces**: **31 %** of the product offers (539 offers) were analysed on these marketplaces. In most cases, market surveillance authorities chose to sweep these online platforms because they are important market players on their respective consumer markets.

Regarding the offers of different childcare articles, EU market surveillance authorities looked at the following main categories:



Main findings of the sweep

The sweep verified the compliance of a number of requirements concerning the following three main aspects:

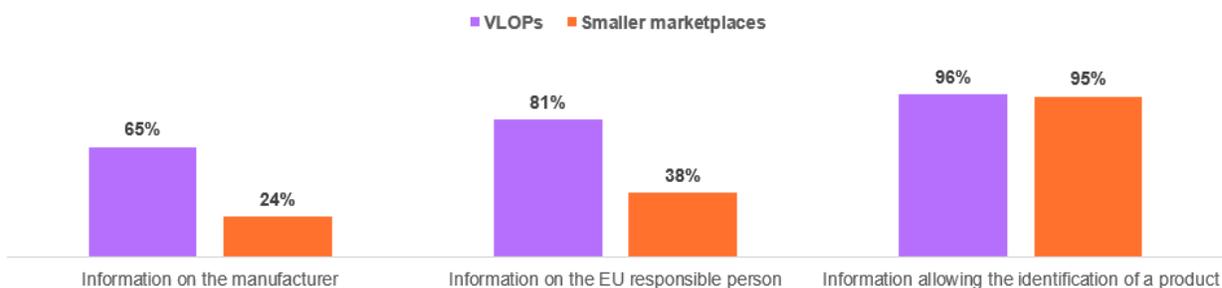
A) Display of minimum product safety and traceability information on the product listing

Regarding the display of the **minimum product safety and traceability information on the product listings**, which are essential for market surveillance purposes, the sweep reached the following conclusions:

- As regards the required information on the **manufacturer**: EU market surveillance authorities found that:
 - **52 % of the verified listings (912) were compliant** with the requirements of the GPSR and provided all the required information concerning the manufacturers (name/trade name/trademark, postal address and electronic address).
 - **48% of the verified listings (829) were non-compliant** with the requirements of the GPSR:
 - **23 % had only partial information** displayed on a directly visible way on the product listing; while
 - in **25 % of the cases no manufacturer information** was found on the analysed listings.
 - On this aspect VLOPs had a much higher compliance rate (65%) compared to smaller platforms (24%).
- As regards the required information on the **EU responsible person**, participating market surveillance authorities found that:
 - **68 % of the listings (1182) were compliant** with GPSR requirements, providing all required EU responsible person information (name, postal address and electronic address).
 - **32% of the verified listings (559) were non-compliant** with the requirements of the GPSR:
 - **4 % had only partial information displayed** on a directly visible way on the product listing; while
 - in **28 % of the cases no information** was found on the analysed listings.
 - Similarly to the previous point, product listings displayed on VLOPs had a higher compliance rate (81%) compared to smaller platforms (38%).
 - In general, on the EU responsible person some national authorities reported that they found cases where the information on the EU responsible person was incorrect, pointed to a non-existing business or cases where the relevant business was not aware that they were put forward as the EU responsible person for a given product.

- As regards the required **information allowing the identification of the product**, participating market surveillance authorities found that:
 - **95 % of the verified listings (1661) were compliant** with the GPSR requirements on this aspect; and
 - **5% (80) of the verified listings** were found non-compliant.
 - On this aspect, the compliance rates of VLOPs and other platforms were similar.

Display of minimum product safety and traceability information on the product listing. Compliance with GPSR requirements in % of the listings analysed.



B) Enforcement activities of the market surveillance authorities

Market surveillance authorities, in cooperation with their Digital Service Coordinators where relevant, were encouraged to communicate their findings to the providers of online marketplace concerned, including where necessary **by sending an order**.

During this sweep **EU market surveillance authorities sent 252 orders to providers of online marketplaces** regarding dangerous product offered on their interfaces or regarding non-compliant or non-complete product safety and traceability information displayed in the product offers:

- **62 % (155) of these were sent to VLOPs**; and
- **38 % (97) to other platforms**.

Most alarmingly, during the sweep authorities found **16 product offers that concerned a dangerous product that had been previously notified** by EU market surveillance authorities **to the EU Safety Gate**.

In most cases providers of online marketplaces responded to the request of market surveillance authorities (79% of the cases, 200 cases):

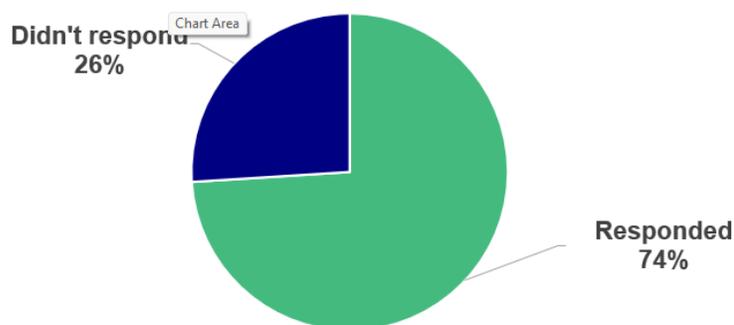
- VLOPs responded to 74% of the requests, **115 cases** - with a rate of 66 % within 2 working days

- Smaller platforms responded to 88% of the requests, **85 cases** - with a rate of 70 % within 2 working days

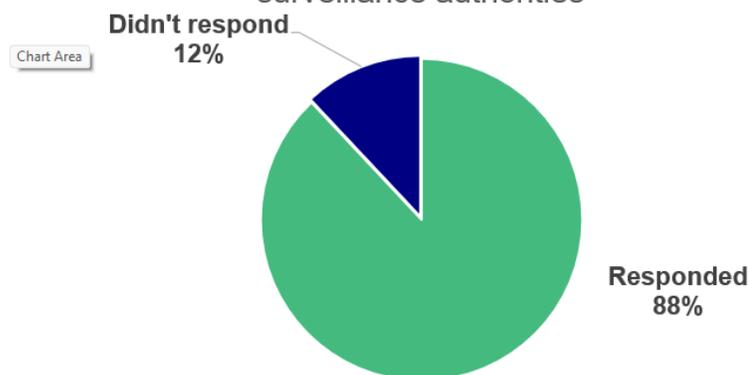
Providers of online marketplaces **did not respond** to the requests of the authorities, at the time of the drafting this report, in **52 cases (21% of the enquiries sent)**:

- VLOPs in **40 cases** (26% of the enquiries); while
- Smaller platforms in **12 cases** (12 % of the enquiries)

VLOPs: rate of response to requests of market surveillance authorities



Smaller marketplaces: rate of response to requests of market surveillance authorities



Providers of online marketplaces are also required to **inform the issuing market surveillance authority of the effect given to the order**. During the sweep:

- VLOPs complied with this obligation in 67% of the cases; while
- Smaller platforms complied with this obligation in 60% of the cases.

And finally, EU Market surveillance authorities reported that after the **product or the listing was removed** by providers of online marketplaces **they found that it was reappearing in 10 cases** (6 reappearances were observed on VLOPs and 4 on smaller platforms).

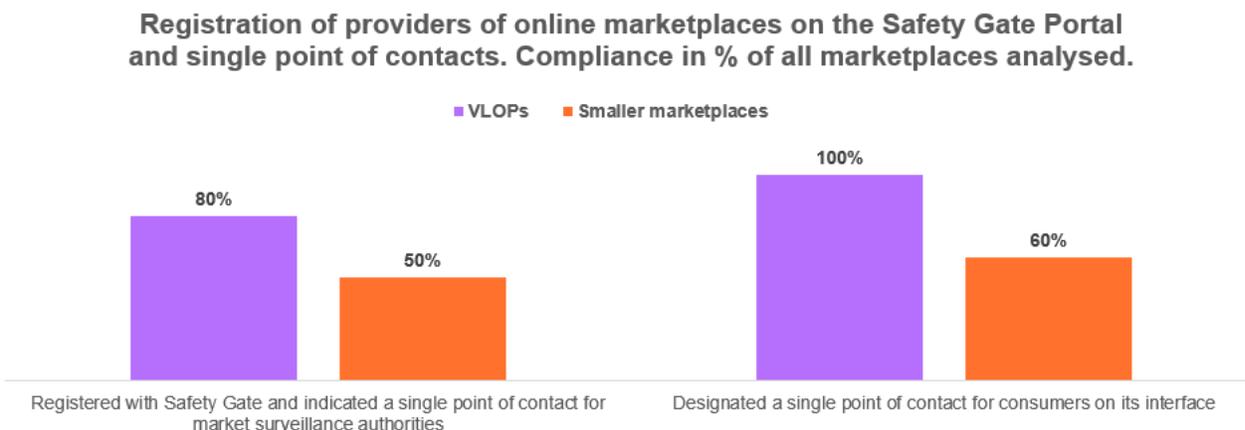
C) Registration of providers of online marketplaces on the Safety Gate Portal, Single Point of Contacts

Providers of online marketplaces are obliged **to register with the Safety Gate Portal** and to indicate on the Safety Gate Portal the information concerning their single contact point for market surveillance authorities. During the sweep, **only 53% of the providers of online marketplaces (25 out of 47) were compliant** with this obligation:

- **80% of the VLOPs** complied with this obligation; while
- **only 50% of the smaller platforms** complied with this obligation.

Providers of online marketplaces are also required to designate a single point of contact to enable consumers to communicate directly and rapidly with them in relation to product safety issues. During the sweep, **64% of the platforms** (30 out of 47) were compliant with this requirement:

- **100% of the VLOPs** complied with this obligation; while
- **only 60% of the smaller platforms** complied with this obligation.



Next steps

The Consumer Safety Network will continue monitoring the compliance of online offers with the GPSR requirements and take the relevant enforcement measures where necessary. The results of the sweep, and potential future enforcement activities, will also be discussed during a forthcoming meeting of the Consumer Safety Network.

In general, some market surveillance authorities found that compliance of listings was higher on the web environment than in the apps of the given providers of online marketplaces. The network therefore will focus on ensuring that providers of online marketplaces respect their obligations on all types of interfaces they offer.

The Commission will also channel the relevant findings of the sweep to the signatories of the Product Safety Pledge+ and discuss these findings with them to identify and remedy any potential open issues.

The Commission will also report on the findings of the sweep as part of the evaluation of the actions and initiatives announced in its e-commerce Communication “A comprehensive EU toolbox for safe and sustainable e-commerce”.