



European  
Commission

## CONSUMER PROTECTION THE NEW GENERAL PRODUCT SAFETY REGULATION

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#productsafety

*The General Product Safety Regulation increases protection of EU consumers and covers non-food dangerous products sold offline and online.*

*The proposed regulation addresses product safety challenges, including new technology products. It also enhances market surveillance of dangerous products in the EU and makes their recalls more effective.*



### Better protection for consumers

- Addressing product safety challenges linked to new technologies.
- Protecting consumers when shopping online, including on online marketplaces, and from dangerous products coming from the EU and outside.
- Preserving a safety net for all non-food dangerous products and risks not covered in other EU legislations.
- Making product recalls more effective to avoid that dangerous products remain in consumer's hands. It is estimated that a third of EU consumers continue using a recalled product despite a recall notice and are de facto exposed to serious risks.
- Ensuring better enforcement of product safety rules throughout the supply chain by giving market surveillance authorities more powers and better tools to take action.
- Addressing safety issues related to food imitating and child-appealing products.

*The costs associated with accidents related to unsafe products are estimated at*  
**EUR 11.5 billion per year**  
*for EU consumers and society at large.*





## Better conditions for businesses

- Strengthening responsibilities across the supply chain in order to offer equal footing opportunities for businesses active in the EU, both online and offline.
- Providing better enforcement of product safety rules and market surveillance.
- Ensuring a more even application of product safety rules.
- Providing more legal certainty with clearer rules and helping companies to comply with them.



## Consumer detriment

Based on the estimated value of unsafe products.

