

CONSUMER PROTECTION

THE NEW GENERAL PRODUCT SAFETY REGULATION

Factsheet | 30 June 2021

#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.





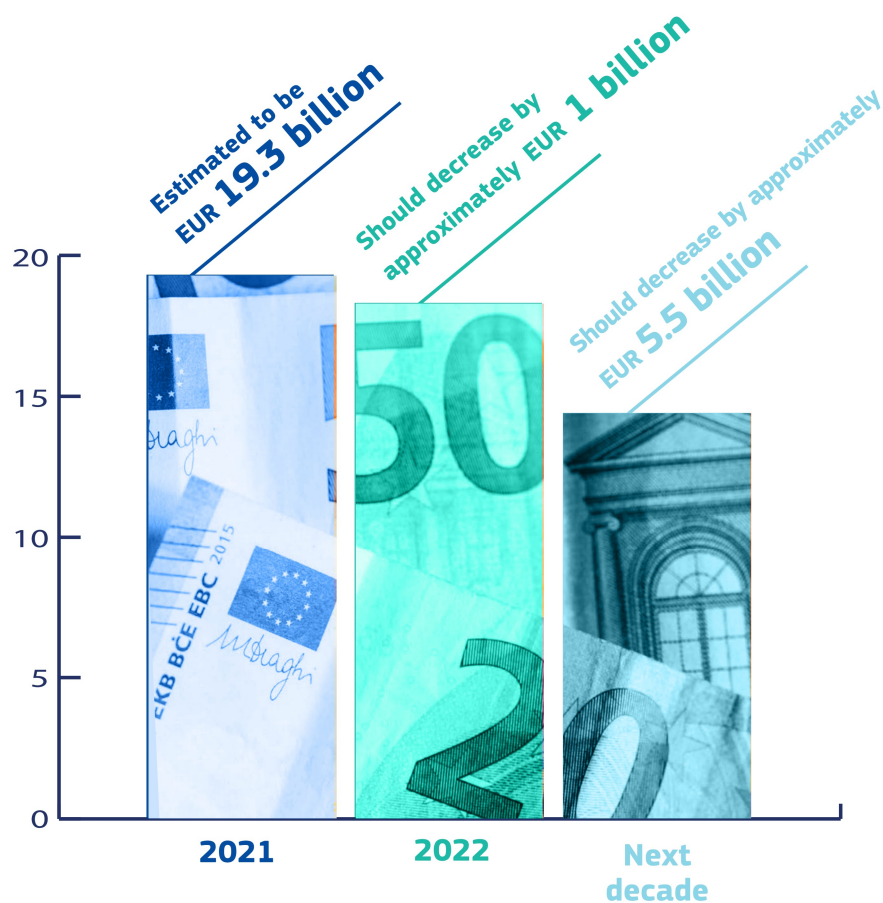
Better conditions for businesses

- 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.



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