



# CONSUMER PROTECTION

## THE NEW GENERAL PRODUCT SAFETY REGULATION

Factsheet 1 July 2023  
#productsafety

The new General Product Safety Regulation (Regulation (EU) 2023/988 - GPSR) increases the protection of EU consumers against dangerous non-food products sold offline or online. The GPSR's new framework entered into force on 12 June 2023 and will be applicable by businesses and national market surveillance authorities from 13 December 2024.

The GPSR provides for new, more future-proof product safety rules reflecting the new reality of EU consumers, by among others tackling the safety of online sales, direct imports or new technology products.

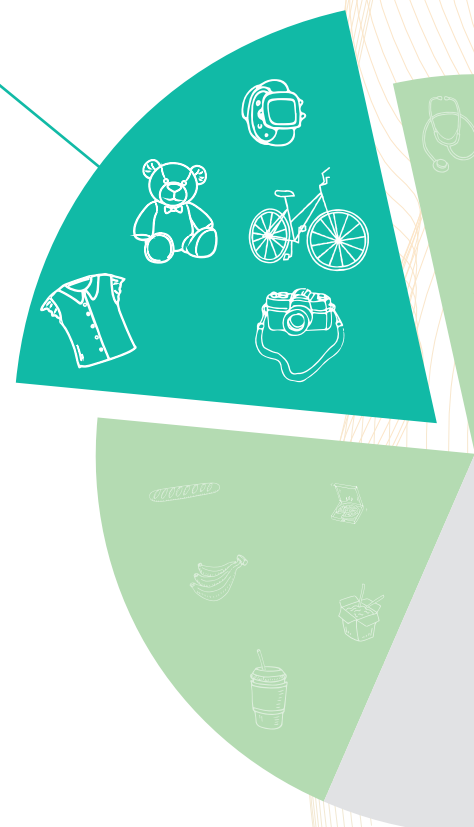


### Better protection for consumers

- **Preserving a safety net for all non-food products and risks not covered in other EU product legislation.** EU consumers are always protected against dangerous products, including new products that might appear in the future.
- **Applying the precautionary principle in product safety widely,** also by businesses. Precautionary measures should be considered when scientific evidence shows the stakes are high even if human health hazard may be uncertain.
- **Addressing the safety challenges associated with evolving technologies.** Products remain safe throughout their lifespan, including through software updates.
- **Protecting consumers when shopping online.** Consumers are protected in the same way when they shop online or in a regular shop. It also establishes specific product safety requirements for providers of online marketplaces.

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.

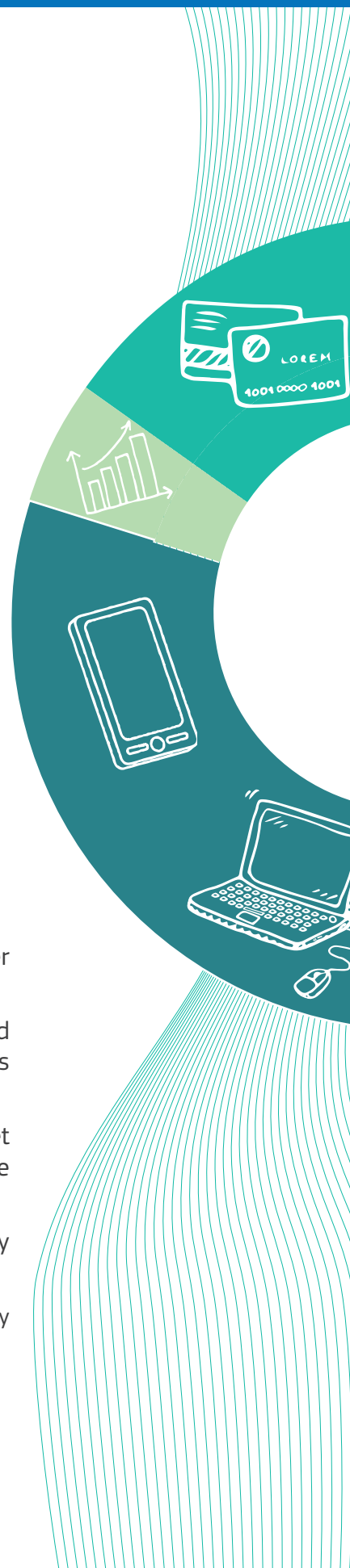


- 🕒 **Protecting consumers from dangerous products coming from outside the EU** by requiring a responsible person in the EU with additional product safety related tasks, who will also act as a contact point for consumers and market surveillance authorities.
- 🕒 **Improving product recalls** by requiring direct contacts and standardised recall notices, and ensuring that consumers will receive an effective, timely and cost-free remedy for the returned dangerous product.
- 🕒 **Providing for a bigger role to be played by consumers in the safety of products:** by creating better communication channels between consumers, businesses, national authorities and the European Commission to allow for a proper follow-up of consumer complaints regarding product safety and accident reporting traders.
- 🕒 Taking into account the **vulnerabilities of certain categories of consumers**, such as children, by addressing safety issues related to food imitating and child-appealing products.



## Better level-playing field for businesses

- 🕒 **Strengthening responsibilities across the supply chain** in order to offer equal conditions for businesses active in the EU.
- 🕒 **Providing more legal certainty for businesses** with clearer rules and more even application of product safety rules via the choice of regulation as legal instrument.
- 🕒 Ensuring a **better enforcement of product safety rules** and market surveillance, and therefore protecting diligent companies against rogue traders.
- 🕒 **Streamlining communication between businesses and authorities** by the systematic use of the EU **Safety Business Gateway**.
- 🕒 **Helping businesses, in particular the SMEs**, to comply with the product safety rules by providing hands-on guidelines.





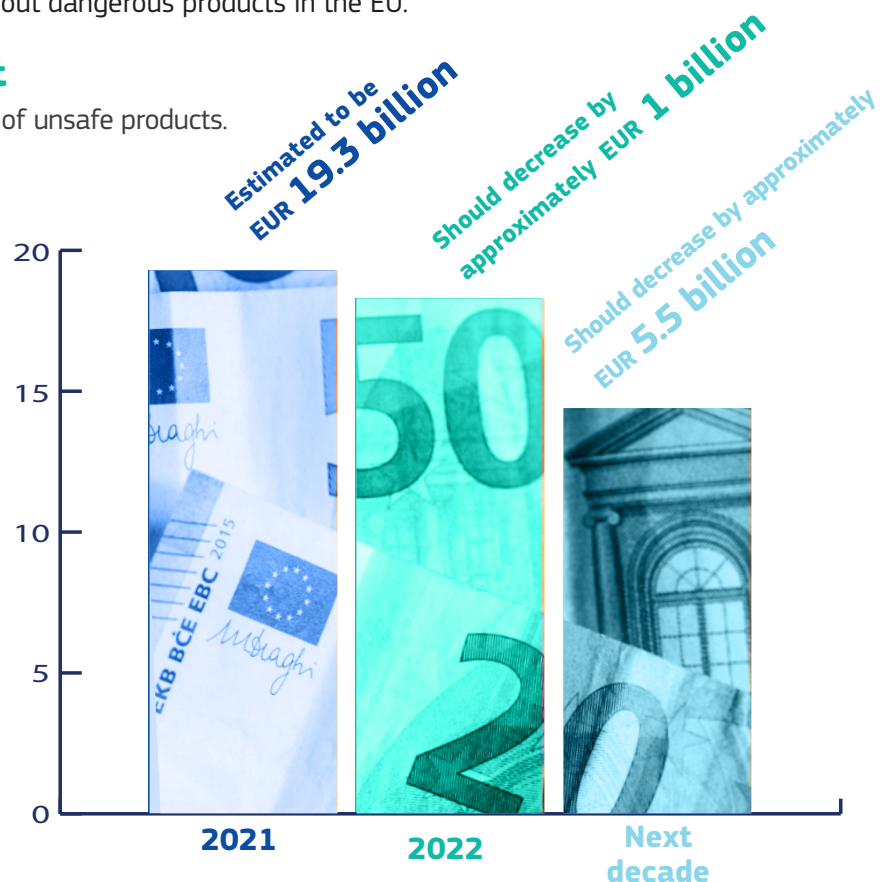
## Better enforcement

- **Stepping up enforcement powers for national authorities** by providing them with tools to perform market surveillance and better protect consumer. Thanks to the GPSR, national authorities will be able to do, for example, shopping under covered identity, or when no other solutions are found, to block websites offering dangerous products.
- Addressing the issue of **dangerous products coming outside of the EU**. GPSR makes it obligatory for all products it covers to have information on an economic operator responsible for it located in the EU. It will allow authorities to take effective corrective actions against dangerous products, whatever their country of origin. This fights against rogue traders and ensures an equal level-playing field for all companies. In 2022, 67% of Safety Gate notifications concerned dangerous products coming from countries outside of the EU single market.
- Providing for **penalties that are serious enough** that they can discourage business from not respecting their product safety obligations.
- **Enhancing the functioning of the EU rapid alert system, the Safety Gate**, to allow more efficient and faster circulation of information about dangerous products in the EU.



## Consumer detriment

Based on the estimated\* value of unsafe products.



\* According to the impact assessment supporting the proposal for a General Product Safety Regulation (SWD(2021)168 final) [https://commission.europa.eu/system/files/2021-06/impact\\_assessment.pdf](https://commission.europa.eu/system/files/2021-06/impact_assessment.pdf)

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