

## ANEC POSITION ON THE CONSUMER AGENDA 2025–2030



### OVERVIEW



ANEC stresses that the new EU Consumer Agenda must strengthen protection and trust in the Single Market. With household spending accounting for over half of EU GDP, consumers are central to Europe's economy but still face unsafe products, weak enforcement and misleading claims. We call for a renewed vision of consumer policy that puts people at the heart of EU decision-making and ensures standards are inclusive. We also urge stronger political and financial support for consumer representation at both national and European levels.

### NO COMPROMISE ON SAFETY



Safety remains the foundation of consumer protection. Rules for product safety must evolve to keep pace with new technologies and risks. ANEC stresses the need for a European legal framework on service safety, supported by effective standards. Without such a framework, consumers remain exposed to hazards in areas where rules are fragmented or absent.

### ENFORCEMENT THAT DELIVERS



Strong laws mean little if they are not applied. Market surveillance in the EU is still patchy and uneven. ANEC calls for better coordination among national authorities and believes that market surveillance should eventually become a competence at EU level. Enhanced cross-border and international cooperation is essential to prevent unsafe or non-compliant products from undermining confidence in the Single Market.

### CONSUMERS AT THE HEART OF THE DIGITAL TRANSITION



Digitalisation brings convenience but also new risks. Consumers face increasing threats to their privacy, security and autonomy. ANEC calls for consumer protection to be built into digital products and services by design. This includes embedding safeguards for data privacy, ensuring accessibility for all, and guaranteeing fairness in digital markets. Consumers should also retain the choice of non-digital communication so that nobody is forced into exclusion or disadvantage.

## DRIVING SUSTAINABLE CONSUMPTION



The transition to sustainability must move from ambition to action. ANEC welcomes the Ecodesign for Sustainable Products Regulation and urges rapid implementation, with an emphasis on durability, reparability and recyclability. Refurbished and remanufactured products require clear guidance on quality, safety and liability so that consumers can trust them. Labelling must be simple, accurate and reliable, with the EU Ecolabel promoted as the trusted gold standard.

## ADDRESSING CONSUMER VULNERABILITIES



Vulnerable consumers need more than protection after harm occurs. Policy should anticipate risks and design safeguards that prevent exclusion or exploitation from the outset. This is particularly important for children, older people and persons with disabilities. Inclusive design should become the rule, not the exception, ensuring that all consumers can benefit from safe and fair products and services.

## STRENGTHENING CONSUMER VOICES IN STANDARDISATION



Standards shape the market and influence every aspect of daily life. For them to serve consumers, consumer organisations must have a recognised and resourced role in their development. ANEC calls for stronger support for national consumer groups, as well as stable funding for its own work at the European and international levels. Only with meaningful consumer representation can standards deliver outcomes that are safe, fair and sustainable.



## CONCLUSION



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The Consumer Agenda for 2025–2030 represents a unique opportunity to reset consumer policy within the Single Market. It must ensure that safety is never compromised, that laws are enforced consistently, that digital and sustainable transitions are carried out with consumers in mind, and that vulnerable groups are proactively protected. Above all, it must guarantee that consumers have a strong voice in the standards that shape their lives.

A Single Market in which consumers cannot trust products, services or claims will not succeed. A market that respects their needs will drive prosperity, resilience and fairness. ANEC urges the European Commission and Member States to make this renewed vision a reality.

### *Raising standards for consumers*

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ANEC is supported financially by the European Union & EFTA

