European Commission - Press release

Temu commits to complying with EU consumer protection rules following action by national authorities

Brussels, 26 November 2026

Following a coordinated action by the European Commission and the Consumer Protection Cooperation (CPC) Network, the online marketplace Temu has committed to bring several of its commercial practices in line with EU consumer protection laws. The CPC Network accepted Temu's commitments today.

Temu's commitments concern a broad range of commercial practices that mislead consumers or unduly influence their purchasing decisions, including fake discounts, fake reviews, pressure selling, forced gamification, and missing and misleading information. The CPC Network's action against Temu was led by the competent national authorities of Belgium, Germany and Ireland, under the coordination of the European Commission.

Overview of main commitments

Temu's commitments include:

- **Clearer and more accessible company information and customer support**, including more contact options for consumers, phone customer service and a chatbot available in all official EU and European Economic Area (EEA) languages.
- **Easier withdrawals, returns and refunds**, including processing refunds within 14 days and providing a withdrawal form in all official EU and EEA languages.
- **More reliable consumer reviews**, with better protection against fake reviews, including a fake review detector that checks reviews before publication. Temu also committed to an easily accessible reporting tool and more transparency on how reviews are rated and ranked, with clear explanations on how star ratings are calculated and how users can sort reviews.
- **Clearer price information**, including a clear distinction between genuine discounts, where the price was really reduced, and mere comparisons of the price with a general reference price. Temu also committed to clearly showing any applicable taxes and fees before check-out.
- **An end to pressure selling messages** that put consumers under pressure to complete purchases, such as 'almost sold out', on Temu's main page and product listings.
- **An end to forced gamification features** from all EU and EEA versions of Temu's website, app, and advertisements. These include features that forced consumers to play games, such as 'spin the wheel', to access the marketplace.
- **Clearer and substantiated environmental claims** in Temu's environmental donation scheme.
- **Clearer check-out**. Temu's website was not making it clear that ordering a product means having to pay for it. It now features a clear 'order and pay' confirmation button across all EU and EEA versions of Temu's website.

In addition, Temu committed to ensuring that all its future website and app designs respect these commitments. This will allow authorities to take action if the same consumer protection requirements are not met.

Next steps

National consumer protection authorities will now closely monitor Temu's compliance with its commitments, which should apply across the EU and the EEA. If Temu fails to comply, they may take enforcement measures, including imposing fines of up to 4% or more of Temu's annual turnover in the

Member States concerned.

Background

In November 2024, the Commission and the CPC Network notified Temu of multiple commercial practices on its platform that infringed EU upon consumer law. Following exchanges with the national consumer protection authorities and the Commission, Temu made numerous changes to the EU and EEA versions of its website and app to address those issues. This is the broadest CPC action so far in terms of the number of grievances investigated.

The action of the Consumer Protection Cooperation network responds to practices on Temu's platform that infringed upon EU consumer protection laws, such as fake discounts, pressure selling or forced gamification. Temu must respect its obligations under EU consumer protection laws - such as the Unfair Commercial Practices Directive, the Consumer Rights Directive and the Price Indication Directive - and it must also respect its obligations under the Digital Services Act (DSA). In parallel, the Commission is conducting formal proceedings against Temu under the DSA. On 17 November 2026, the Commission preliminarily found Temu in breach of its DSA obligation to put in place reasonable, proportionate and effective measures to mitigate the risk of illegal or unsafe products being sold on its marketplace. The Commission preliminarily found that Temu's mitigation measures include ineffective controls to check the compliance of products; a weak content moderation system; and an ineffective sanction system.

On 11 November 2026, the Commission proposed to revise the CPC Regulation, strengthening cooperation between national consumer authorities and giving the Commission stronger powers to directly investigate and issue fines in large-scale cases. The Commission also proposed the Digital Fairness Act (DFA), a major update of EU consumer rules, to ensure the same high level of consumer protection online as offline.

For more information

List of commitments of Temu

CPC actions - Market places and digital services

Consumer Protection Cooperation (CPC) Network

Consumer Protection Cooperation (CPC) Regulation

Digital Fairness Act

Supervision of the designated very large online platforms and search engines under DSA | Shaping Europe's digital future

IP/26/2594

Quote(s):

"Online shopping brings many benefits, but it should never come at the expense of consumers or responsible businesses that comply with our rules. Online platforms targeting EU consumers must play by EU rules. This is essential to preserve trust in e-commerce."
Henna Virkkunen, Executive Vice-President for Tech Sovereignty, Security and Democracy - 26/11/2026

"The EU's consumer protection rules apply to all companies operating in our market. Temu's commitments are an important step towards ensuring consumers can shop online with confidence, knowing that prices are transparent, reviews are trustworthy and their rights to returns and refunds are respected. However, the work does not stop here: we will continue to closely monitor Temu's compliance to ensure these commitments deliver lasting improvements for consumers."
Michael McGrath, Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection - 26/11/2026

Press contacts:

Markus LAMMERT (+32 2 296 75 33)
Antoine LOMBA (+32 2 299 32 33)

General public inquiries: Europe Direct by phone 00 800 67 89 10 11 or by email