President Ursula von der Leyen
President of the European Commission
European Commission
1000 Brussels
Belgium

CC:

Henna Virkkunen
Executive Vice-President for Tech Sovereignty, Security and Democracy

Stéphane Séjourné
Executive Vice-President for Prosperity and Industrial Strategy

Michael McGrath
Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection

10 September 2026

Dear President von der Leyen,

For generations, European toy companies have earned parents' trust by making children's safety their highest priority. Every day, we invest in safer materials, rigorous testing and compliance with the EU's product safety standards – among the strictest in the world, and rightfully so.

Yet, due to the proliferation of e-commerce, too many unsafe toys are sold to European families through online platforms[1]. When sellers are untraceable or established outside the European Union, no effective actor within the EU can be held accountable by market surveillance authorities. The result is a double failure: children are exposed to unsafe toys, while responsible European companies are forced to compete against businesses that bear none of the costs of compliance.

As the Commission finalises the European Product Act, we ask for your leadership to close this accountability gap.

Our ask is that every toy sold to EU consumers should have a clearly identifiable EU-established economic operator responsible for compliance. Where no such operator exists or can be identified, the online platform that chose to facilitate the sale should assume that responsibility.

[1] Toy Industries of Europe's mystery shopping projects from 2025 found 96% non-compliant and 86% unsafe: https://www.toyindustries.eu/the-online-toy-safety-gap-one-year-on/ The online toy safety gap – one year on - Toy Industries of Europe
Toy Industries of Europe's mystery shopping projects from 2024 found 86% non-compliant and 80% unsafe: 80% of toys bought from third-party traders on online marketplaces fail EU safety standards and could be a danger to children - Toy Industries of Europe

We write to you as 180 toy companies, from family-owned SMEs to internationally recognised brands, bringing safe play to millions of children.

You have made the protection of children online one of the defining priorities of your Commission. We believe this ambition must naturally extend to products sold online. A toy bought on an online platform should guarantee the same level of safety as one bought in a local toy shop. Today, it does not.

Sellers reach European consumers without any accountability through both European and international platforms. This spurs the sale of illegal products such as unsafe and counterfeit toys. It undermines the Single Market and fundamental EU rights such as the protection of consumers, of the environment and compliant companies' freedom to conduct business. While this creates a competitive imbalance for all European toy companies, there is an outsized impact on the SMEs in our sector.

We fully support the Commission's efforts to modernise customs, strengthen market surveillance and introduce digital tools such as the Digital Product Passport. We also recognise the important role of the Digital Services Act (DSA) in addressing systemic risks on the largest platforms.

However, these measures stop short of addressing the accountability gap. Authorities cannot inspect every product entering the Union, and the DSA does not establish who is legally responsible for the compliance of an individual product where no accountable EU-based operator exists.

The European Product Act offers a unique opportunity to close this gap.

Our ask does *not* require platforms to guarantee compliance for every product they facilitate the sale of and this is *not* about creating additional burdens on responsible businesses or discouraging e-commerce. It is about ensuring that every company selling toys to European children plays by the same rules and that Europe's high safety standards are backed by effective accountability. Only such a systemic solution will protect our industry and Europe's most vulnerable consumers.

We hope we can count on your leadership to ensure that the European Product Act closes the accountability gap and protects Europe's children and the European companies that have chosen to invest in safety, quality, compliance and innovation.

We would welcome the opportunity to discuss these issues further with members of your team.

Yours sincerely,
The undersigned toy companies (in alphabetical order)

Iwona Parol
Commercial Director

Tom Jongeneel
Director

Radomír Švec
CEO

Piotr Pundzis
Owner

Cristina Ruiz Esquiroz
CEO

Cristiano Scibetta,
Alexandra Jost and
Alexandra von Reeken
Managing directors

Anagram International LLC
Kyle Duea
CEO

Alberto Rivolta
CEO

Antoine Rostaing
Country Manager France

Poul Erik Pedersen
CEO

Peter de Groot
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CEO

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CEO

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Co-owner

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CEO

Ignacio Gómez-Ferrer
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Alejandro Falomir Salcedo
CEO

Luca Pelosin
Group Chief Operations

Marc Schrag
Global Sales Director / Deputy Managing Director

Maikel van Noord
CPO/Shareholder

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Nikos Giannadakis
CEO

Jose Vicente Juan Aura
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Janusz Kraszek
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Susanne Knoche
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Mike van Noord
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Managing Director

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