



THE SAFETY GATE RAPID ALERT SYSTEM IN 2024

New rules to improve
product safety and empower
consumers in the EU



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Foreword

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



In 2024, the Safety Gate Rapid Alert System surpassed all previous records in protecting consumers from dangerous products. The system recorded a record-high **4,137** alerts, almost doubling the notifications since 2022 and confirming an upward trend from the previous year.

The Commission collaborated with national authorities to develop new tools and enhance existing ones, addressing the system's growing activity and tackling new challenges.

Very importantly, since December 2024, the General Product Safety Regulation (GPSR) has strengthened product safety rules. Among

other things, the Regulation provides increased protection when buying online by improving the traceability of dangerous products sold online. It also establishes new rules to facilitate compliance checks conducted by national authorities and to make recalls of dangerous products more efficient and consumer friendly.

In addition, the GPSR empowers consumers with a new centralised tool to report dangerous products to market surveillance authorities.

I am proud to be at the helm of EU consumer policy, where the Commission and Member States' staff work together to ensure the health and safety of all consumers, whoever they are, wherever they are.

1.

Safety Gate and the General Product Safety Regulation: the two needles of the EU safety net

A. BUILDING A BEDROCK FOR THE GENERAL PRODUCT SAFETY REGULATION (GPSR)

The [General Product Safety Directive](#), adopted in 2001, created the first product safety net at EU level and for single market countries. It required that a product placed on the market has to be safe and remain safe, even when it is not covered by product-specific legislation.

The Directive also set up the rapid alert system for dangerous non-food products, today called **Safety Gate**. The exchange of

information on dangerous non-food products kicked off informally in 2001 and became compulsory in 2002. The system, available 24/7 and 365 days a year, enables national authorities in 30 countries to exchange information on dangerous products they found in their national market.

However, since the adoption of the Directive, market realities and shopping practices have evolved, new products and new risks have emerged. This led the Commission to table a proposal for a revised legal framework. This resulted in the adoption of the General Product Safety Regulation (GPSR – Regulation EU 2023/988), which entered into force in June 2023 and became applicable from 13 December 2024. New future-proof product safety rules now apply.



The GPSR provides consumers and national authorities with new tools to report dangerous products and take action. It also provides new tools to improve the process of recalling dangerous products from consumers. The GPSR also sets out the responsibilities of all businesses in the supply chain of products placed on the market by including stricter rules on product and manufacturer identification and specific rules for providers of online marketplaces and for distance sales. The safety net has also been strengthened for new technological products and the risks these may pose, including risks affecting mental health.

Together with its main tool, the Safety Gate Rapid Alert System, the GPSR improves the safety net protecting consumers from dangerous products on the market.

B. THE SAFETY GATE IT GALAXY COMES OF AGE

In view of the new legal framework, in 2024 the European Commission has adapted all the tools belonging to the Safety Gate Rapid Alert System and the Safety Gate website. The resulting IT galaxy is now organised into three interconnectable elements:

- **Safety Gate Rapid Alert System:** the rapid alert system for dangerous non-food products, where all national authorities responsible for market surveillance can quickly circulate information on such products.
- **Safety Gate Portal:** where everybody can find a summary of the alerts for dangerous products exchanged by the national authorities, find information about product safety in the EU and access the related applications for consumer complaints or set up risk assessments of products.
- **Safety Business Gateway:** a web portal where businesses inform authorities and consumers about dangerous products and accidents, as required by the GPSR.

This interconnectivity enables national authorities to transform information from the Safety Business Gateway into a new alert in the Rapid Alert System. It also makes that the information from the Rapid Alert System can also be automatically transferred to the portal once it has been validated by the European Commission's dedicated team.

Around these three main elements and to respond to the new rules of the GPSR, the following tools have also been further developed or newly created:

Consumer Safety Gateway

This new tool enables EU consumers to report any accidents or safety issues they encounter with products. The information is forwarded to the relevant national authority. It then analyses the case, decides which measures to take, makes sure the measures are effective, and circulates the information to the other national authorities in the EU via Safety Gate. The Consumer Safety Gateway is a new tool set out by the GPSR and is available in all EU languages.

Online marketplace registration

Online marketplaces selling goods on the EU market must use this module to register their contact details, to be used by the national authorities, in particular to quickly remove dangerous products found on their marketplaces.

eSurveillance – Product Safety

This web crawler automatically lists products that have been notified on Safety Gate but are still sold or reappear in web shops and online marketplaces. The tool helps national authorities trace dangerous products for sale online. Thanks to online marketplace registration, dangerous products are removed much quicker.

Safety Business Gateway

This tool is the main channel for businesses to report recalls of dangerous products to national authorities, which can then circulate this information to other authorities in the EU via Safety Gate. Following the entry into application of the GPSR, its use has become compulsory. It has therefore been modernised and boasts a multilingual interface. Businesses must also use it to report accidents related to defects of a product they sell on our market.

Risk assessment with SAGA

The IT application for carrying out risk assessments has been revamped to reflect the new GPSR requirements and risks. The tool has been renamed SAGA – Safety Gate Assessment – to fit in with the new Safety Gate components.

Interoperability solutions

Online marketplaces, businesses, international partners and consumers can all benefit from the various interoperability options available on Safety Gate. These enable them to swiftly access information on published alerts. This feature adds to the available customisable weekly newsletter providing updates on recent alerts.

The Safety Gate website has also been complemented with new web pages with information about the new rules, with different sections dedicated to consumers and businesses. A number of communication materials about the GPSR were produced for the information campaign, also available on the Safety Gate website. This includes a Q&A document and a toolkit to better understand the GPSR.

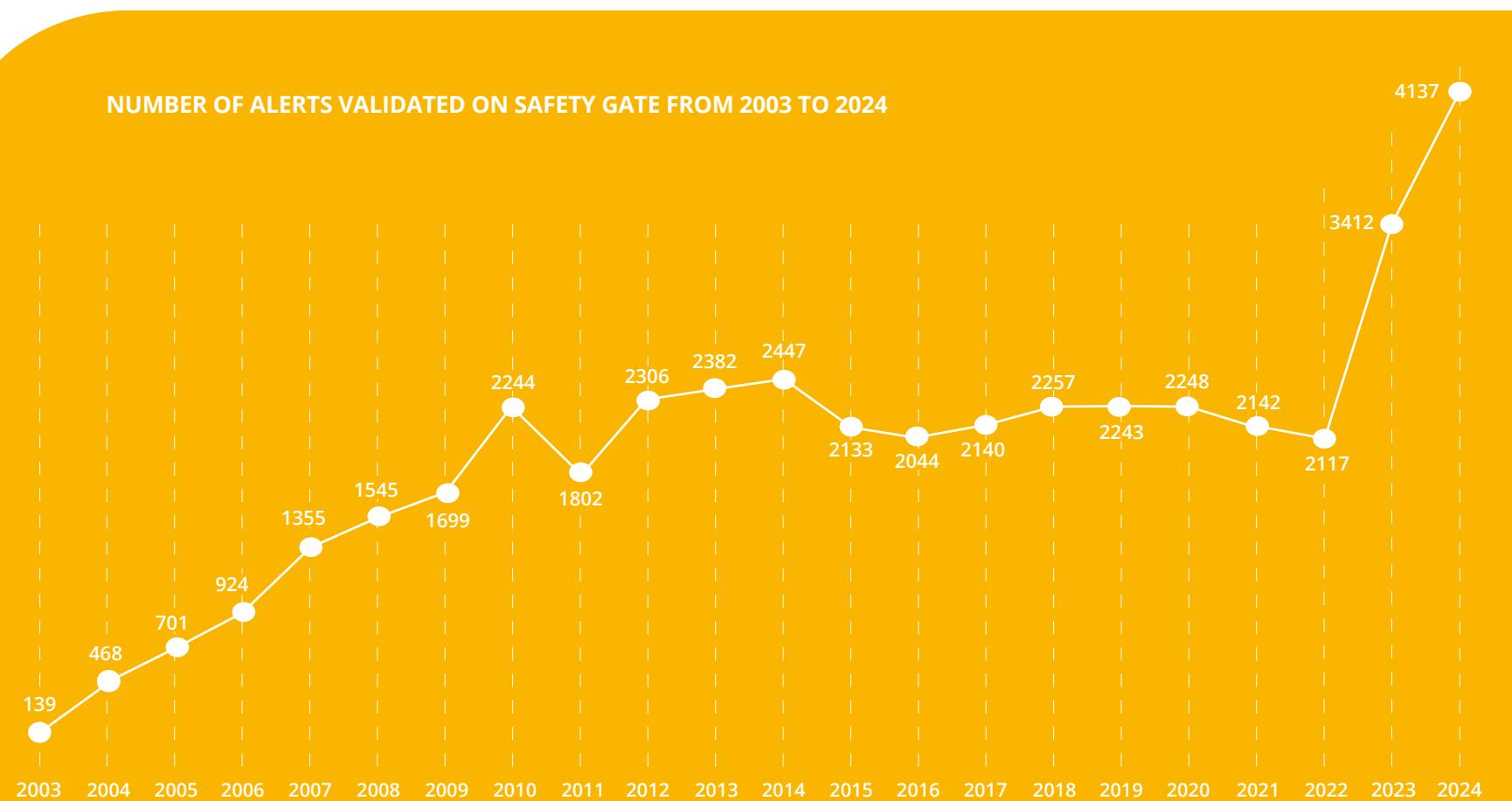
Information about the new rules and rights concerning the [recalls of products](#) has also been updated on a dedicated page. A new template for recalls in all EU official languages has also been added.

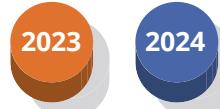
The screenshot shows the European Commission's Safety Gate website. At the top, there is a navigation bar with the European Commission logo, a language selector set to English, and a search bar. Below the header, a banner reads "Safety Gate: the EU rapid alert system for dangerous non-food products". The main content area features a large green graphic with the text "DON'T IGNORE RECALLS" and a small yellow car icon. Below this, a section titled "Recalls of dangerous products" provides information about EU legislation requiring businesses to notify authorities if they find their products dangerous. It includes sections for consumers ("Are you a consumer? Check for recalls!") and businesses ("Are you a business? Show that you care!"). The page is numbered "3 of 6" at the bottom right.

2.

Safety Gate 2024 results

In 2024, Safety Gate featured the highest number of alerts validated since the system was created: **4 137**. This is almost double the number in 2022.





NUMBER OF ALERTS VALIDATED ON SAFETY GATE BY NOTIFYING COUNTRY IN 2024 COMPARED TO 2023

A. ALERTS IN 2024:

Safety Gate alerts cover consumer products and products for professional use (but not pharmaceuticals, medical devices, food or animal feed, which have their own separate alert systems).

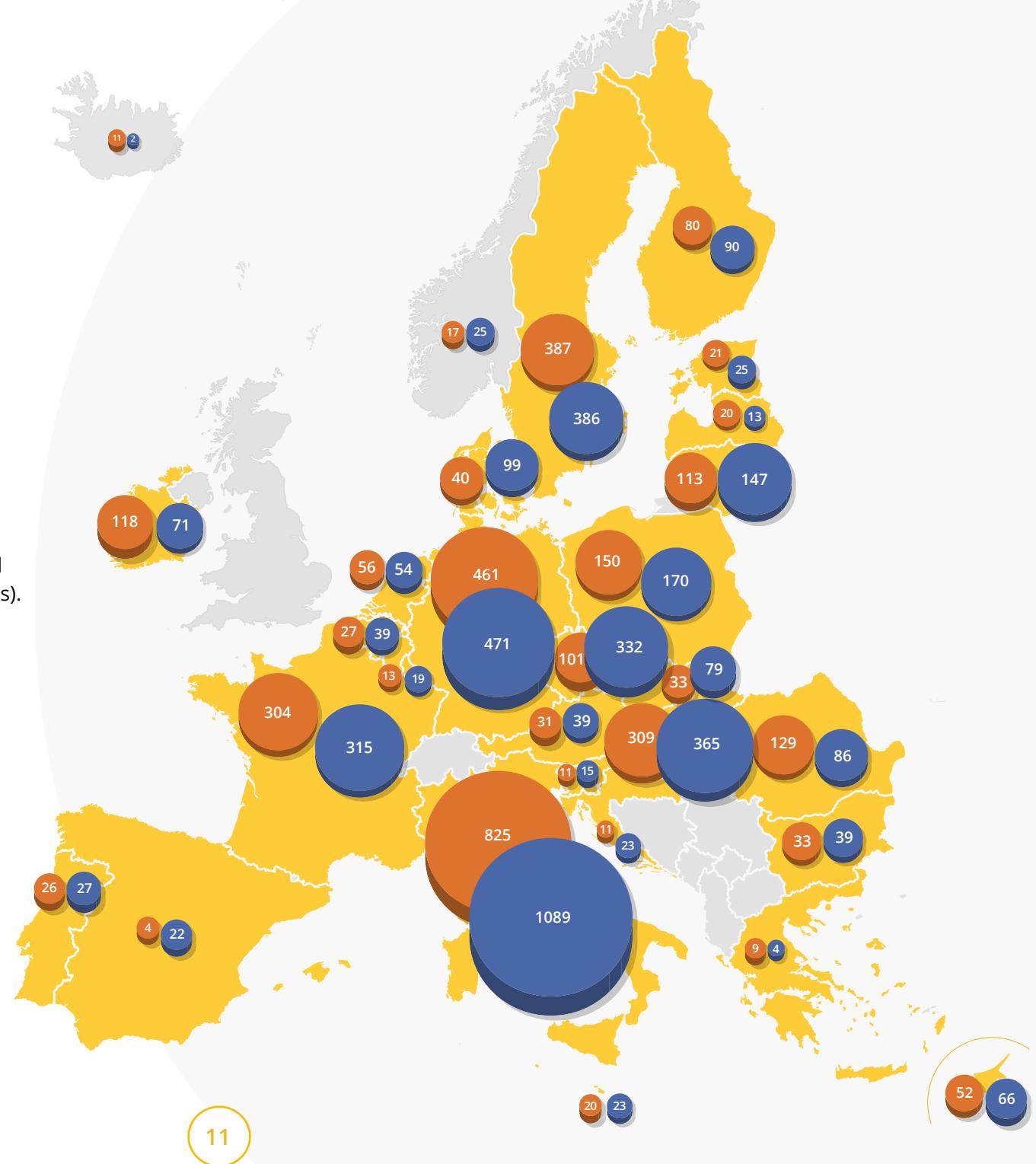
The increased number of alerts reflects stronger enforcement efforts by all national market surveillance authorities.



4137

ALERTS

were validated
on Safety Gate

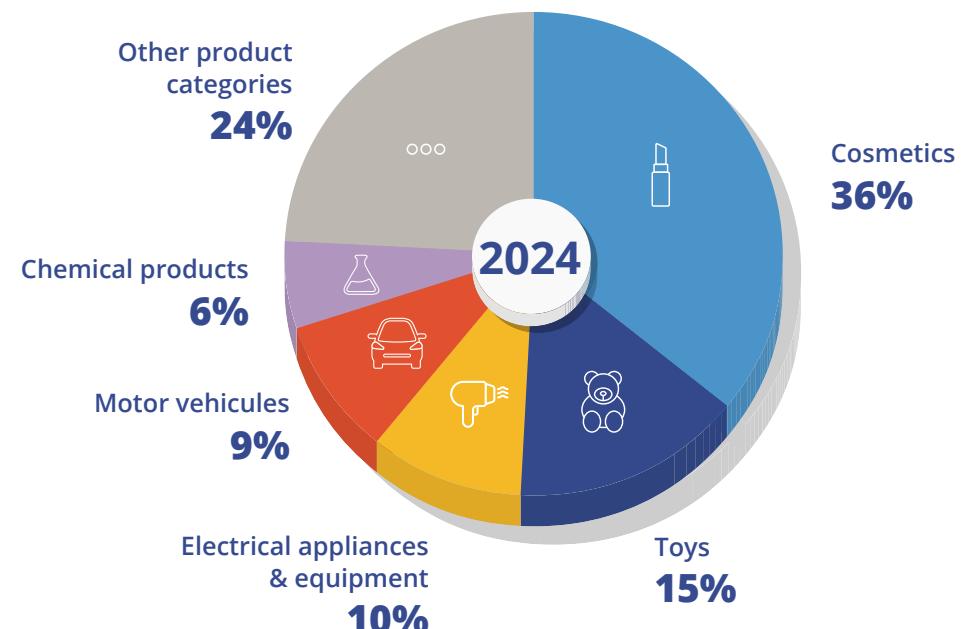
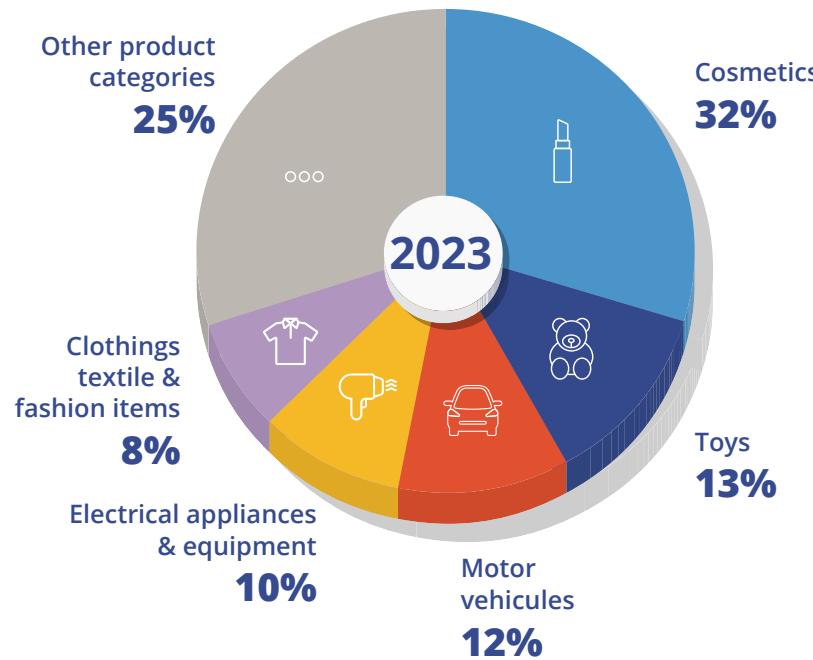


The record for the number of alerts was broken in 2024, mainly due to the steady rise in the number of alerts concerning cosmetic products since 2023. The product category '**Cosmetics**' therefore took first place, some way ahead of 'Toys', 'Electrical appliances and equipment' and 'Motor vehicles' in second, third and fourth. In absolute numbers, however, the number of alerts from these other three categories remains relatively stable compared to previous years.

Safety Gate alerts cover risks that present a threat to human health and safety. This includes choking, strangulation and damage to hearing or sight, but also hazards caused by chemicals. The system also allows for alerts that report measures taken against products with a security risk, electromagnetic disturbance or risks to the environment.

In 2024, similarly to 2023, closer monitoring of cosmetic products caused an increase in alerts on **chemical risks**. Most of the cosmetics notified (97% of the alerts on cosmetics with a chemical risk) were

— 5 MOST FREQUENT SAFETY GATE ALERTS BY PRODUCT CATEGORY IN 2023 AND 2024 —



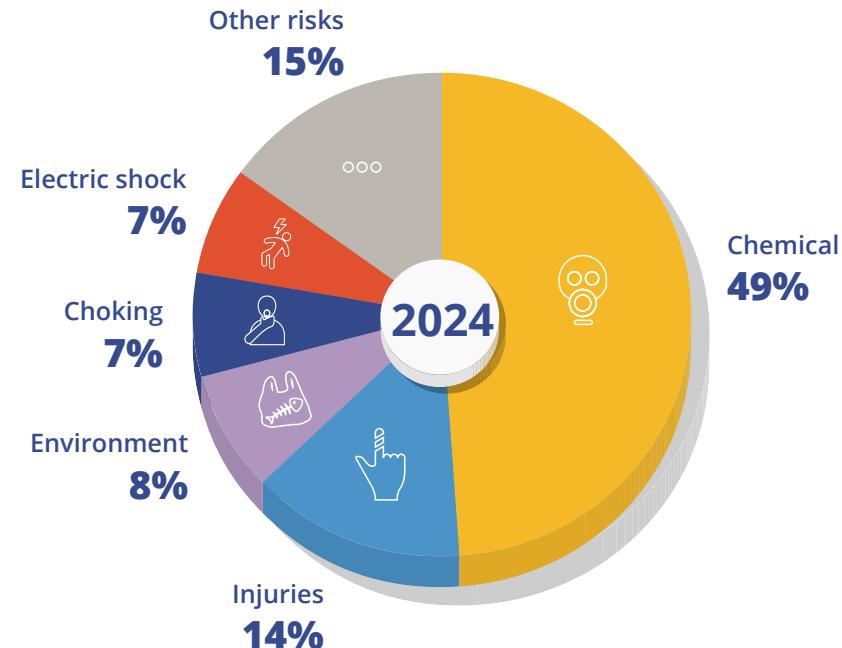
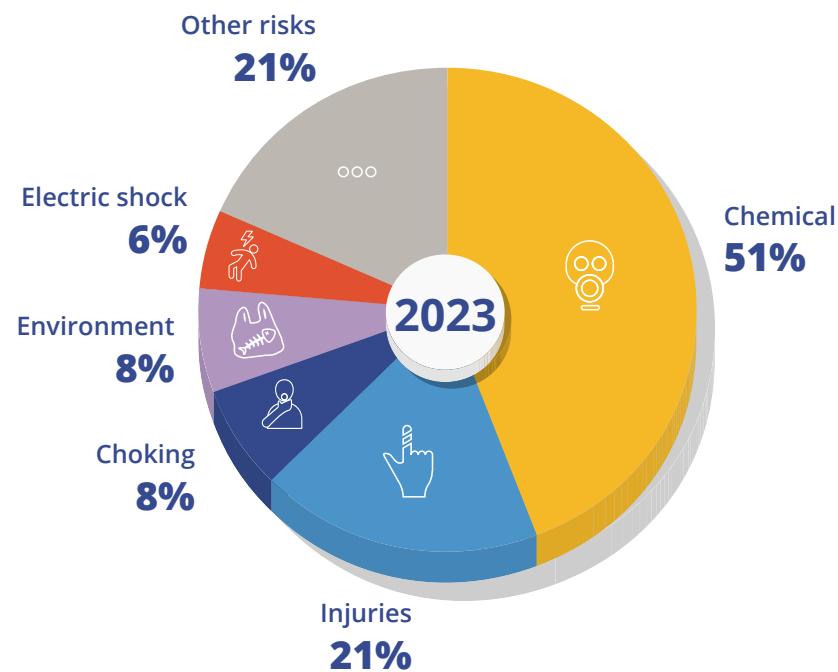
reported to contain 2-(4-tert- butylbenzyl) propionaldehyde (BMHCA), a synthetic fragrance ingredient widely used in different types of cosmetics that has been banned from the EU market since March 2022. BMHCA can harm the reproductive system and may cause skin sensitisation.

The increase in the number of those alerts is also due to dangerous chemicals being detected in other products such as electronic devices. Examples include lead in solders and the presence of short chain chlorinated paraffins (SCCPs) in cables. These pose a risk not

only to human health but also to the environment as they are toxic to aquatic organisms at low concentrations and bio-accumulate in wildlife and humans. Dangerous chemicals were also detected in vape liquid, clothes, fashion jewellery and toys.

The risk linked to general injuries was also very frequent in the alerts validated in 2024. These ranged from accidents involving motor vehicles to childcare articles or toys that do not protect children adequately from falling or injuring themselves.

— 5 MOST FREQUENT TYPES OF RISK IN SAFETY GATE ALERTS IN 2023 and 2024 —



B. FOLLOW-UP NOTIFICATIONS IN 2024:

National authorities are also responsible for monitoring the alerts circulated in the system and for checking whether the product identified as dangerous in another country is also available for sale in their own country. The results of their checks should then be reported with a follow-up notification on the Safety Gate Rapid Alert System. These notifications report any additional measures taken and any additional information available, for example, on distribution channels and affected batches. The concerned alerts on the public website are updated to show the countries where the product was also found and additional measures were also taken.

When national authorities detect dangerous products already reported on Safety Gate and specifically ask for a product to be removed from online marketplaces, that measure is also circulated on Safety Gate in the form of a follow-up notification.

A total of **4 279** follow-up notifications were validated and circulated in the rapid alert system in 2024, with 3 843 measures reported in addition to those already taken by the authorities who notified the original alerts.

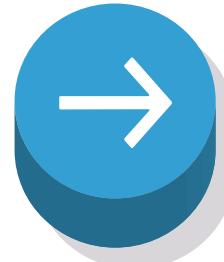
The vast majority of follow-up notifications (69%) involve motor vehicles. A large share of the follow-up measures taken due to motor vehicle recalls stem from the already well-organised alert system in this sector and the wide variety of car types across the single market.

The number of follow-up notifications on other product categories has been slowly progressing in the last years, in particular due to the better monitoring of products offered for sale online. In 2024, follow-up notifications concerning products of the category 'Toys' represented 7% of the total number of follow-ups, while those of the category 'Electrical appliances and equipment' represented 5% of the total.

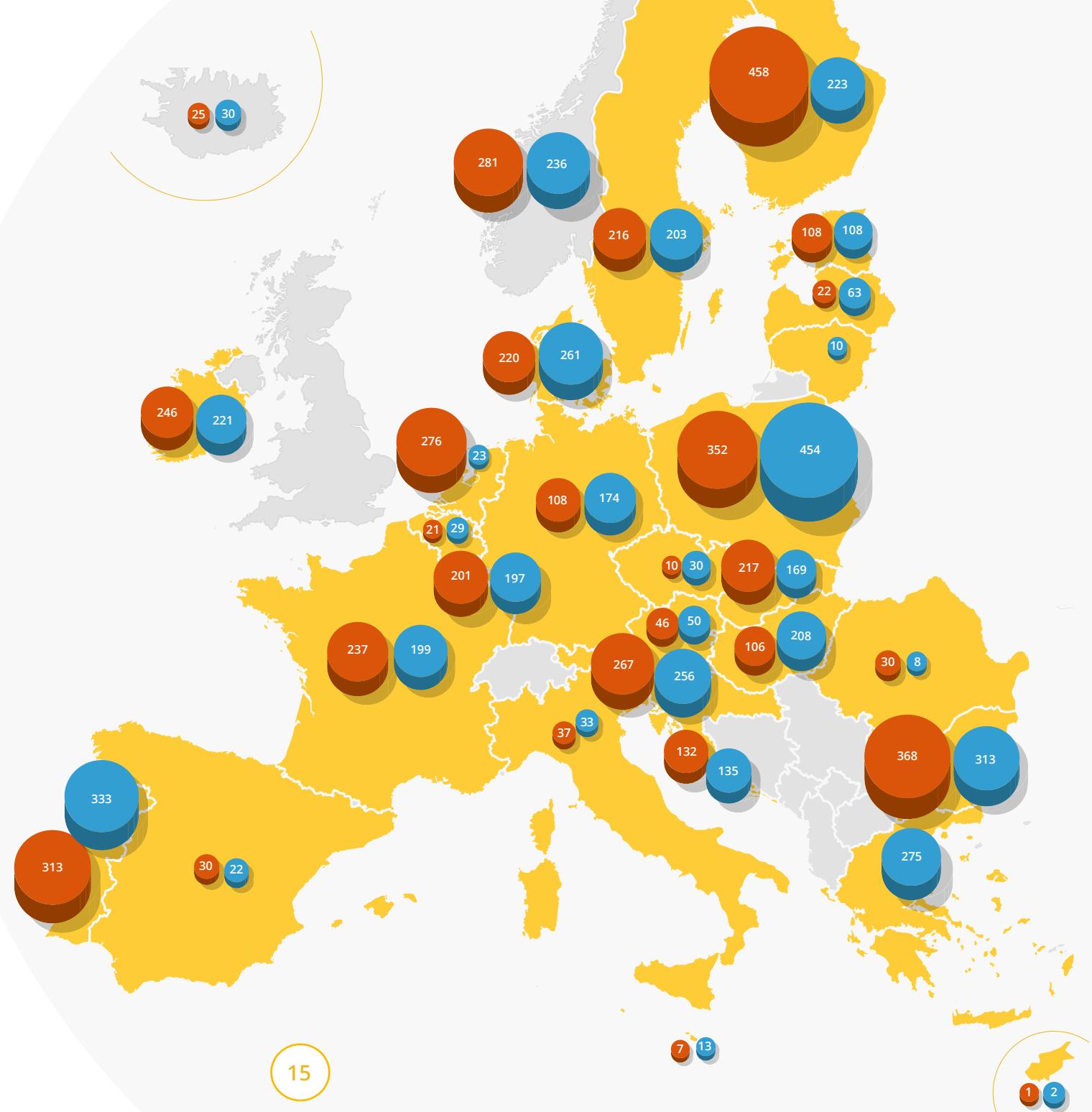
2023

2024

**NUMBER OF FOLLOW-UP
NOTIFICATIONS ON SAFETY
GATE BY REACTING COUNTRY
IN 2024, COMPARED TO 2023**



4 279
**FOLLOW-UP
NOTIFICATIONS**
were validated and
circulated in the rapid
alert system



3.

The Coordinated Activities on the Safety of Products: the extra hand

National authorities carry out inspections and test products on the market under their national market surveillance programmes. They also act on any complaints and respond to information received about the possible presence of dangerous products on the market. If the tested products are found to pose a risk to consumers, the authorities determine the necessary measures to be taken.

However, to be able to test some products and detect certain risks, specific resources are needed. The [Coordinated Activities on the Safety of Products \(CASP\)](#) initiative, financed by the EU single market programme, provides national market surveillance authorities with a structured way to fund and jointly test products, agree on common approaches and procedures, and share knowledge and best practices for a more effective market surveillance. CASP is also a forum for discussing these topics in an ever-changing European context.

For each project cycle, representatives of national authorities actively participate in product-specific testing activities and more general ‘horizontal’ activities (on a general product safety related issue). The ensuing guidance documents provide useful input for the authorities’ daily work. In particular, joint testing of specific products enables the participating authorities to take coordinated action against products that pose a risk to the health and safety of consumers, and to notify such cases via the Safety Gate.

In 2024, CASP included seven product specific activities: baby soothers; high chairs; lighting chains; mini electric heaters; disposable electronic cigarettes; bicycles for children; and slime toys. There were also two horizontal activities: one on standardisation and another on welcoming newcomers within a market surveillance authority. The reports and information concerning these activities are available on the Safety Gate web pages dedicated to CASP.



4.

Staying clear of dangerous products online

With people buying more and more online, product listings need to be monitored closely. National authorities actively use the e-surveillance tool for this. The new module for the registration of online marketplaces complements this tool by creating a closer link with the national authorities and providing a faster way of removing dangerous product listings from the web.

On the legislative side, the new framework also specifically addresses the sale of products online and introduces responsibilities for online platforms (online marketplaces) under the Digital Services Act and the GPSR. These include obligations related to interface design, cooperation obligations and the removal of unsafe products based on national takedown orders or notices.



On 5 February 2025, the Commission adopted a [Communication for safe and sustainable e-commerce](#). It outlines the available EU toolbox, including the GPSR, as well as the concrete actions to tackle these challenges.

Online marketplaces are also encouraged to go beyond their legal obligations to further improve online product safety. The 11 providers of online marketplaces that have signed the Product Safety Pledge+ have voluntarily committed to general monitoring. This involves checking the Safety Gate Portal regularly to make sure they are not selling dangerous products online.

5.

Strengthening the global product safety umbrella

International cooperation is essential to ensure consumers are protected regardless of their location and who they buy from.

In 2024, the breakdown by country of origin of unsafe products was, as in 2023, marked by a high number of alerts concerning cosmetic products.

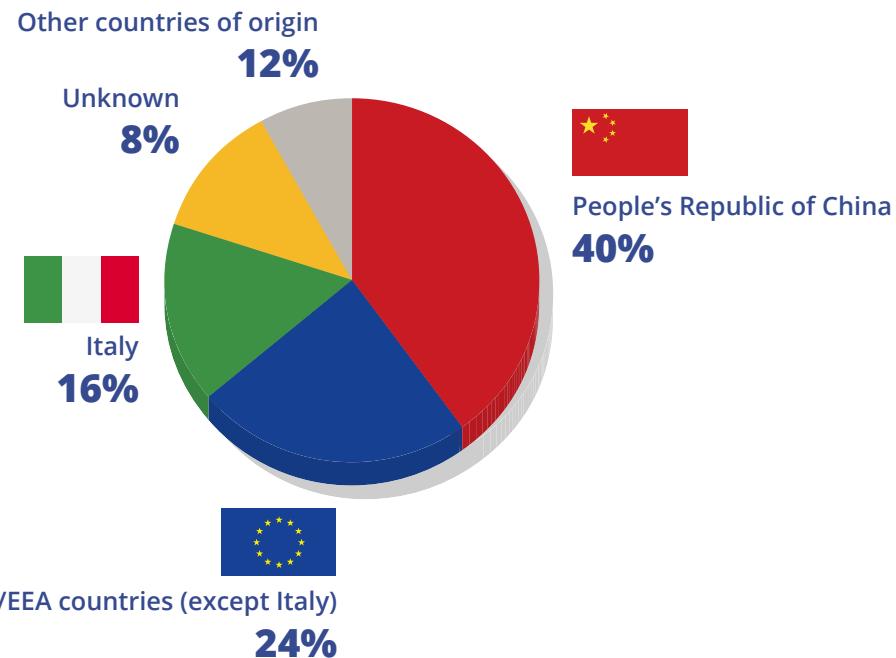
Since 2006, the Commission has been cooperating closely with the **Chinese authorities** responsible for product safety. They follow up on Safety Gate alerts on products of Chinese origin to ensure that corrective action is taken against dangerous products and regularly report back to the Commission on the actions taken. In addition, an action plan on the safety of products sold online, signed in September 2023, featured an agreement to report any action taken

against dangerous products sold online within 21 days. [SPEAC](#), an EU-funded information and training programme, has been in place since 2019 to raise awareness among Chinese businesses about EU product safety requirements. With this purpose, it provides them training activities and e-learning tools.

An informal dialogue on consumer product safety with the U.S. Consumer Product Safety Commission (CPSC) continued, with a number of regulatory exchanges on issues of common interest and preparatory work for joint training events for Chinese operators under the EU SPEAC project.

The European Commission also cooperates closely with Health Canada based on the EU-Canada Comprehensive Economic and

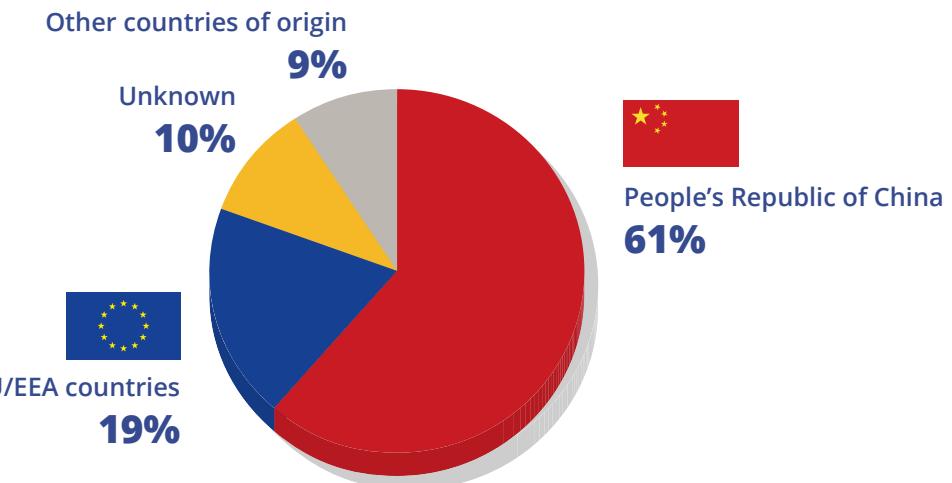
— SHARE OF ALERTS VALIDATED ON SAFETY GATE IN 2024 BY COUNTRY OF ORIGIN —



Trade Agreement (CETA). In addition to the regular exchange of information between the EU Safety Gate and the Canadian RADAR database, the two have been exchanging experiences and best practice on online market surveillance and cooperating on awareness-raising activities. A coordinated social media campaign on safe online shopping for children's products took place in November 2024.

— SHARE OF ALERTS VALIDATED ON SAFETY GATE BY COUNTRY OF ORIGIN, EXCLUDING ALERTS ON COSMETIC PRODUCTS —

if only alerts on products other than cosmetic products are taken into consideration, the figures are as follows:



On the multilateral front, the European Commission is actively participating in the work of the UNCTAD Working Group on Consumer Product Safety (under the United Nations Trade and Development, UNCTAD) and the OECD Working Party on Consumer Product Safety. In particular, Safety Gate is a major contributor to the [OECD global recalls portal](#), which gathers information about corrective measures against dangerous products, including product recalls, that are issued around the world.



International Product Safety Week – 2024 edition

The most recent edition of the [International Product Safety Week](#) took place on 14-17 October 2024 in Brussels, Belgium. The broad range of stakeholders, including national authorities, international regulators, consumer organisations, industry, standard makers, test laboratories, researchers, lawyers and other product safety experts, discussed the links between sustainability and product safety, the most recent challenges posed by connected and AI-powered

products, and explored the various ways of communicating product safety to a large audience.

The open part of the conference lived up to its title – 'Bridges for Global Product Safety' – and succeeded in establishing many connections through a series of interactive and insightful sessions on the most important product safety issues. As in previous years, the International Product Safety Week hosted a workshop organised together with UN Trade and Development (UNCTAD).

6.

Safety Gate online

The Safety Gate website was reworked at the end of 2024 to include information about the new legislation and new tools set out in the GPSR. There are now web pages with information targeted either at national authorities, businesses or at consumers.

The most important part of this portal hosts the database of Safety Gate alerts. This section contains a summary of the information circulated by the national authorities of the EU and EEA countries (Iceland, Liechtenstein and Norway) on the Safety Gate Rapid Alert System. The authority representing the UK in respect of Northern Ireland also participates.

Each alert contains information about the product concerned, the risks it poses, and the measures taken to stop it or restrict its sale. The measures can be imposed by the authorities (compulsory measures) or taken directly by economic operators (voluntary measures).

Alerts are updated daily following information received from the national authorities, who are responsible for the content. They may also request modifications to published alerts or the withdrawal of an alert following new information about the product. Only national authorities can request these changes.

Most of the web pages on Safety Gate are available in all EU languages as well as Norwegian and Icelandic. The alerts, because they are published instantly on the Safety Gate Portal, are machine-translated into all these languages as well as Ukrainian and Arabic.

You can subscribe to receive a weekly email with a link to the list of the latest Safety Gate alerts. This list can be in any of the available languages and filtered according to your preferred criteria. You can also export it and then reuse it for different purposes.

Visit the [Safety Gate website](#) to:

- [search](#) for dangerous products using different criteria, open alerts to see more details and export the information as a PDF or export your search results as an Excel document;
- [subscribe](#) to receive the latest alerts, according to your needs and preferred language;
- find information about EU [product safety legislation](#);
- find information about the [CASP initiatives](#), the [Product Safety Pledge](#) and [international cooperation](#) on product safety;
- keep yourself up to date on related campaigns and events, including the Product Safety Award.

You can also use the following tools, depending on your profile:

- if you're a business: [Safety Business Gateway](#) to report a dangerous product or an accident,
- If you're a consumer: [Consumer Safety Gateway](#) to report a dangerous product,
- If you sell online: the [platform to register your online marketplace](#),
- If you're a national authority: [SAGA](#) to help you carry out a risk assessment of a product.

Take a look and **spread the word** about the Safety Gate Portal to help improve product safety throughout your network and among colleagues and friends.

Safety Gate: the EU rapid alert system for dangerous non-food products

Home | Safety Gate alerts | Reports and publications | Product safety in the EU | Buying safely | Selling safely | Product safety in the world | Projects and initiatives

Home > Safety Gate: the EU rapid alert system for dangerous non-food products

Subscribe < > 2 of 2

SafetyGate

The Safety Gate system allows for information on measures taken against non-food dangerous products to be circulated quickly among the national authorities responsible for product safety in the Single Market countries. Every day, national authorities send alerts to the Safety Gate. Each alert contains information on the kind of product detected as dangerous, a description of the risk and the measures taken by the economic operator or ordered by the authority. All countries have to follow up this information and if they find the same product on their own markets and have taken further measures, they have to share this information on Safety Gate as well.

Safety Gate alerts
Alerts circulated by national authorities on Safety Gate

Selling safely
Obligations for businesses

Buying safely
Safe products for consumers

Highlights

Safety Gate 2024 results will be available here
15 April 2025 announcement by Commissioner McGrath

Consumers Safety Gateway
Report a safety incident caused by a product

Safety Business Gateway
Inform your national authority about dangerous product

Register your online marketplace
Register your website if you are selling online

About this report

The data in this report is based on information from national authorities on measures taken against dangerous non-food products. This information includes various risks that they have identified, mainly to consumers' health and safety but also to the environment or risks in relation to professional products (i.e. products not normally available to consumers). The report also takes into account data related to information exchanged among member countries that is not published on the Safety Gate website.

The report presents statistics on the Safety Gate Rapid Alert System. It does not purport to give a comprehensive picture of all dangerous products on the single market, nor does it give an overview of all market surveillance efforts undertaken by the national authorities from EU and EEA countries.

Due to the dynamic nature of the system, the data may vary depending on the time of extraction.

Useful links:

- [Contacts in the national authorities](#)
- [General Product Safety Regulation](#)
- [General information about product safety rules in the EU](#)
- [Product safety obligations for businesses](#)
- [Product Safety Pledge](#)
- [Consumer Safety Gateway](#)
- [Online marketplaces registration](#)



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