

GPSR: General Product Safety Regulation (Regulation (EU) 2023/988), explained

The General Product Safety Regulation requires every consumer product on the EU market to be safe and sets duties for manufacturers, importers, distributors, authorised representatives, fulfilment providers and online marketplaces. It has applied since 13 December 2024, replacing Directive 2001/95/EC; the emergency procedures added by Regulation (EU) 2024/2748 apply from 29 May 2026.

Reviewed 24 September 2026 by Conphora compliance team · Next review 9 September 2027 · Not legal advice

Key facts

Reference	Regulation (EU) 2023/988	Act type	Regulation
In force	12 June 2023	Applies from	13 December 2024
Amended by	Regulation (EU) 2024/2748	Enforced by	National market surveillance authorities (in Denmark, Erhvervsstyrelsen through its Markedsovervågning department, formerly Sikkerhedsstyrelsen) enforce the regulation with the powers of Regulation (EU) 2019/1020, including document requests, inspections, orders to withdraw or recall, bans on making a product available and takedown orders to online marketplaces, backed by penalties set by each Member State that must be effective, proportionate and dissuasive.

Key dates

10 May 2023	Regulation (EU) 2023/988 adopted by the European Parliament and the Council in Strasbourg	title and signature block after Art. 52
12 June 2023	Entry into force, the twentieth day after publication in OJ L 135 of 23 May 2023	Art. 52
13 December 2024	The regulation applies; Directives 2001/95/EC and 87/357/EEC are repealed with effect from this date	Art. 50 and Art. 52
13 December 2024	Deadline for Member States to notify the Commission of their penalty rules; Delegated Regulation (EU) 2024/3173 on the Safety Gate Rapid Alert System applies from the same day	Art. 44(3); Art. 3
29 May 2026	Amending Regulation (EU) 2024/2748 applies: new Chapter IIa on emergency procedures for crisis-relevant goods	Art. 7

Obligations by role

Manufacturer (including brand owners)

- Place on the market only products designed and manufactured in accordance with the general safety requirement. Art. 5 and Art. 9(1)
- Before placing a product on the market, carry out an internal risk analysis and draw up technical documentation with at least a general description of the product and its safety-relevant characteristics; where risks warrant it, add the risk analysis, the solutions adopted and the standards or other elements applied. Art. 9(2)
- Keep the technical documentation up to date and at the disposal of market surveillance authorities for 10 years after the product was placed on the market, and keep procedures in place so series production stays in conformity. Art. 9(3) and Art. 9(4)
- Keep the technical documentation up to date and at the disposal of the market surveillance authorities for 10 years after the product was placed on the market. Art. 9(3)
- Keep procedures in place so that series production stays in conformity with the general safety requirement. Art. 9(4)
- Mark the product with a type, batch or serial number or other identifier that is easily visible and legible for consumers, and with your name, registered trade name or trade mark, postal and electronic address and, where different, the single contact point; if the product does not allow it, put the information on the packaging or in an accompanying document. Art. 9(5) and Art. 9(6)
- Supply clear instructions and safety information in a language easily understood by consumers, as determined by the Member State where the product is made available, unless the product can be used safely and as intended without them. Art. 9(7)
- If you consider or have reason to believe a product you placed on the market is dangerous, immediately take corrective measures including withdrawal or recall, inform consumers and notify the market surveillance authorities of every Member State concerned through the Safety Business Gateway, giving details of the risk, the measures taken and, if available, the quantity still on the market. Art. 9(8)
- Keep other economic operators, responsible persons and online marketplaces in your supply chain informed in a timely manner of any safety issue you identify. Art. 9(10)
- Make public, accessible complaint channels available (telephone, electronic address or website section), investigate complaints and accident information, and keep an internal register of complaints, recalls and corrective measures; personal data in the register may be kept no longer than five years.
Art. 9(11), Art. 9(12) and Art. 9(13)
- Notify through the Safety Business Gateway, without undue delay after learning of it, any accident caused by the product that resulted in death or serious adverse effects on health and safety, to the competent authorities of the Member State where it occurred, with the product type, identification number and circumstances. Art. 20(1) and Art. 20(2)
- When selling online or at a distance, show in the offer the manufacturer's name and postal and electronic address, the responsible person's details if the manufacturer is outside the EU, product identification including a picture and type, and any warnings or safety information in the language determined by the Member State. Art. 19
- In a recall, notify affected consumers directly, use a recall notice headed Product safety recall with the prescribed content, and offer at least two of repair, replacement or a refund of at least the price paid, free of charge and without significant inconvenience. Art. 35, Art. 36 and Art. 37
- If established outside the EU, do not place products on the market without an economic operator established in the Union responsible for the product; the responsible person's name and contact details

must appear on the product, packaging, parcel or an accompanying document. Art. 16(1) and Art. 16(3)

- If you are established outside the EU, do not place products on the market unless an economic operator established in the Union is responsible for them. Art. 16(1)
- Make sure the responsible person's name and contact details appear on the product, its packaging, the parcel or an accompanying document. Art. 16(3)
- Cooperate with market surveillance authorities and be able to provide the risk description, complaints, accidents and corrective measures for 10 years, and supply-chain traceability (who supplied you, whom you supplied) for six years. Art. 15

Importer

- Before placing a product on the market, ensure it complies with the general safety requirement and that the manufacturer has drawn up technical documentation and applied the identification and address markings; do not place a non-conforming product on the market, and if it is dangerous inform the manufacturer and the authorities through the Safety Business Gateway. Art. 11(1) and Art. 11(2)
- Add your name, registered trade name or trade mark, postal and electronic address and, where different, the single contact point on the product, its packaging or an accompanying document, without obscuring the manufacturer's information. Art. 11(3)
- Ensure the product is accompanied by clear instructions and safety information in the language determined by the Member State where it is made available. Art. 11(4)
- Keep storage and transport conditions from jeopardising conformity, and keep a copy of the technical documentation at the disposal of the authorities for 10 years after placing the product on the market. Art. 11(5) and Art. 11(6)
- While a product is under your responsibility, keep storage and transport conditions from jeopardising its conformity with the general safety requirement and the marking and instruction requirements. Art. 11(5)
- Keep a copy of the technical documentation at the disposal of the market surveillance authorities for 10 years after placing the product on the market. Art. 11(6)
- If you consider or have reason to believe a product you placed on the market is dangerous, immediately inform the manufacturer, ensure corrective measures including withdrawal or recall are taken (or take them yourself), inform consumers and notify the authorities of the Member States concerned through the Safety Business Gateway. Art. 11(8)
- Verify that the manufacturer's complaint channels are publicly available and provide them yourself if not; investigate complaints and accident information, record them in the register, and keep the manufacturer, distributors, fulfilment service providers and marketplaces informed of the investigation and its results. Art. 11(9) and Art. 11(10)
- Inform the manufacturer without undue delay of any accident you learn of that was caused by a product you placed on the market, and make the Safety Business Gateway notification yourself if the manufacturer instructs you to. Art. 20(3)
- Where the manufacturer is not established in the Union, act as the responsible person: regularly check that the product matches its technical documentation and carries the required markings and instructions, keep documented evidence of those checks for the authorities, and show your name and contact details on the product, packaging, parcel or an accompanying document. Art. 16
- When selling online or at a distance, show the Article 19 information in the offer, and cooperate with the authorities with 10-year risk records and six-year traceability records. Art. 15 and Art. 19
- When offering a product online or at a distance, show in the offer the manufacturer's name and address, the importer's or responsible person's name and address where the manufacturer is outside the Union, the product's identification and any warning or safety information (Art. 19). Art. 19
- Cooperate with the market surveillance authorities on reasoned request: keep the records of the product's risks and corrective actions for 10 years and the traceability records of your suppliers and customers for six years, and provide them in a language the authority can easily understand (Art. 15).

Art. 15

Distributor (wholesaler or retailer)

- Before making a product available, verify that the manufacturer and, where applicable, the importer have applied the identification, name and address markings and supplied instructions and safety information. Art. 12(1)
- Keep storage and transport conditions from jeopardising the product's conformity with the general safety requirement and the marking and instruction requirements. Art. 12(2)
- Do not make a product available if you consider or have reason to believe it is not in conformity with the general safety requirement or the marking and instruction requirements, until it has been brought into conformity. Art. 12(3)
- If a product you made available is dangerous or non-conforming, immediately inform the manufacturer or importer, ensure corrective measures including withdrawal or recall are taken, and ensure the authorities of the Member States concerned are immediately informed through the Safety Business Gateway with details of the risk, the number of products and the measures taken. Art. 12(4)
- Inform the manufacturer without undue delay of any accident you learn of that was caused by a product you made available, and make the notification yourself if the manufacturer instructs you to. Art. 20(3)
- When selling online or at a distance, show in the offer the manufacturer's name and addresses, the responsible person's details for non-EU manufacturers, product identification with a picture, and warnings and safety information in the required language. Art. 19
- Cooperate with market surveillance authorities and be able to identify who supplied you and whom you supplied for six years, and the risk, complaint and corrective-measure information for 10 years. Art. 15

Authorised representative

- Act under a written mandate from the manufacturer and provide a copy of it to market surveillance authorities on request. Art. 10(1) and Art. 10(2)
- On an authority's reasoned request, provide all information and documentation needed to demonstrate the product's safety in an official language that authority understands. Art. 10(2)(a)
- Inform the manufacturer when you consider or have reason to believe a product is dangerous, and notify the competent national authorities through the Safety Business Gateway of any action taken to eliminate the risks where the manufacturer has not already done so. Art. 10(2)(b) and Art. 10(2)(c)
- Cooperate with the competent national authorities, at their request, on any action taken to eliminate the risks posed by the products covered by the mandate. Art. 10(2)(d)
- Where mandated, serve as the responsible person for a non-EU manufacturer: regularly check the product against its technical documentation and the marking and instruction requirements, keep documented evidence of the checks, and appear with name and contact details on the product, packaging, parcel or an accompanying document. Art. 16

Fulfilment service provider

- As an economic operator, place or make available on the market only safe products and keep internal processes for product safety in place. Art. 3(13), Art. 5 and Art. 14
- Cooperate with market surveillance authorities: on request, describe the risk, complaints, accidents and corrective measures, and identify who supplied you and whom you supplied; keep that information available for 10 and six years respectively. Art. 15
- If established in the Union and no manufacturer, importer or authorised representative in the Union exists for the products you handle, you are the responsible person for them: check technical documentation and markings regularly, keep evidence of the checks, inform the authorities of risks, cooperate on corrective action and show your name and contact details with the product.
Art. 4(2)(d) and Art. 4(3); Art. 16(2) and Art. 16(3)
- If you are established in the Union and no manufacturer, importer or authorised representative in the Union exists for the products you handle, you are the responsible person for them. Art. 4(2)(d)
- As the responsible person, regularly check the product against its technical documentation and the marking and instruction requirements, keep evidence of the checks, inform the authorities of risks, cooperate on corrective action and show your name and contact details with the product.
Art. 4(3); Art. 16(2) and Art. 16(3)

Provider of an online marketplace

- Designate a single point of contact for direct electronic communication with market surveillance authorities on product safety, register with the Safety Gate Portal and publish the contact point there. Art. 22(1)
- Designate a single point of contact enabling consumers to communicate directly and rapidly with you on product safety issues, and keep internal processes for product safety in place. Art. 22(2) and Art. 22(3)
- Designate a single point of contact enabling consumers to communicate directly and rapidly with you on product safety issues. Art. 22(2)
- Keep internal processes for product safety in place that let you comply with the regulation's requirements for online marketplaces. Art. 22(3)
- Act on an authority's order to remove a dangerous-product listing, disable access to it or display an explicit warning without undue delay and in any event within two working days, and report the effect given to the issuing authority. Art. 22(4)
- Process product safety notices received under Article 16 of Regulation (EU) 2022/2065 without undue delay and in any event within three working days. Art. 22(8)
- Use the Safety Gate Portal notifications for voluntary detection and removal of dangerous-product offers, and rely on it at least for the Regulation (EU) 2022/2065 checks against official databases. Art. 22(6) and Art. 22(7)
- Design the online interface so traders can provide, and consumers see on the listing, the manufacturer's name and addresses, the responsible person for non-EU manufacturers, product identification with a picture and type, and any warnings or safety information; enable traders to self-certify that they offer only compliant products. Art. 22(9) and Art. 22(10)
- Suspend, after a prior warning and for a reasonable period, traders that frequently offer products which do not comply with the regulation. Art. 22(11)
- Cooperate on recalls and dangerous products: notify affected buyers directly of recalls and safety warnings, publish recall information on the interface, inform the trader of removed listings, notify through the Safety Business Gateway dangerous products and any accident you are informed of that resulted in a serious risk or actual damage to a consumer's health or safety, give authorities' tools access to the interface and allow data scraping for product safety on reasoned request. Art. 22(12)
- Notify affected buyers directly of recalls and safety warnings for products bought through your marketplace, publish the recall information on your interface and inform the trader concerned when you remove a listing. Art. 22(12)
- Notify through the Safety Business Gateway the dangerous products offered on your marketplace that you become aware of, and any accident you are informed of that resulted in a serious risk or actual damage to a consumer's health or safety. Art. 22(12)
- On a reasoned request, cooperate with the market surveillance authorities by giving their tools access to your interface and allowing data scraping for product safety purposes. Art. 22(12)

Penalties

Member States lay down the rules on penalties for infringements by economic operators and online marketplaces; the penalties must be effective, proportionate and dissuasive, and the rules had to be notified to the Commission by 13 December 2024. Market surveillance authorities apply the powers of Regulation (EU) 2019/1020, which include requiring documents and supply-chain information, unannounced inspections, ordering corrective action, prohibiting or restricting the making available of a product, ordering withdrawal or recall, taking samples under a cover identity, and, where no other effective means are available to eliminate a serious risk, requiring the removal of content referring to the product from an online interface or the explicit display of a warning to end users, and, if that is not complied with, requiring information society service providers to restrict access to the online interface; under GPSR they can also order providers of online marketplaces to remove content referring to an offer of a dangerous product, disable access to it or display an explicit warning, to be executed within two working days. In Denmark, Erhvervsstyrelsen (Markedsovervågning, formerly Sikkerhedsstyrelsen) has been the market surveillance authority for general product safety since January 2026. Art. 44, Art. 23(1) and Art. 22(4); Art. 14(4)

Checklist

- 1. Sort every product into GPSR-only, harmonised-plus-GPSR or excluded using Article 2, and record the decision.
- 2. Decide your role for each product, remembering that selling under your own brand or substantially modifying a product makes you the manufacturer (Article 13).
- 3. Carry out the internal risk analysis and draw up the technical documentation before placing the product on the market; plan to keep it for 10 years (Article 9(2) and (3)).
- 4. Mark each product, or its packaging or accompanying document, with a type, batch or serial number and the manufacturer's and importer's name, postal and electronic address (Articles 9(5), 9(6) and 11(3)).
- 5. Provide instructions and safety information in the language each Member State requires (Articles 9(7) and 11(4)).
- 6. Appoint and label an EU responsible person for every product whose manufacturer is outside the Union (Article 16).
- 7. Update every online and distance-sales listing with the manufacturer, responsible person, product identification with a picture, and warnings (Article 19).
- 8. Open public complaint channels, investigate complaints and keep the internal register of complaints, recalls and corrective measures (Article 9(11) to (13)).
- 9. Set up a procedure to notify dangerous products and serious accidents through the Safety Business Gateway without undue delay (Articles 9(8), 11(8), 12(4) and 20).
- 10. Prepare a recall procedure with the Article 36 notice content and at least two of repair, replacement or refund (Article 37); if you run a marketplace, register on the Safety Gate Portal (Article 22(1)).

Sources

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3. Document information, dates and relationships for CELEX 32023R0988 (EUR-Lex) — <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32023R0988>
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7. Product safety (European Commission) — https://commission.europa.eu/topics/business-and-industry/product-safety_en
8. Safety Gate: the EU rapid alert system for dangerous non-food products (European Commission) — <https://ec.europa.eu/safety-gate/>
9. Generel produktsikkerhed (Erhvervsstyrelsen, Markedsovervågning, formerly Sikkerhedsstyrelsen) — <https://www.sik.dk/erhverv/produkter/generel-produktsikkerhed>

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