

Justin Madders MP
Minister for Employment Rights, Competition and Markets
Department for Business and Trade
Old Admiralty Building, Admiralty Place
London, SW1A 2DY

28 August 2025

Dear Minister,

As a broad coalition representing UK consumers, businesses, and public safety organisations we applaud the government's firm commitment at Royal Assent of the Product Regulation and Metrology Act to 'hold online marketplaces to account for dangerous products sold through their platforms, creating a level playing field with bricks and mortar stores'. This essential Act has laid the groundwork for the introduction of a strong new duty on online marketplaces and tough enforcement powers to protect online shoppers and drive economic growth in line with your government's key mission.

The success of these new laws is dependent on robust secondary legislation which we know officials will be drafting in the coming months. While we look forward to engaging with the upcoming consultation process, we are writing to you now to demonstrate the broad consensus among UK businesses, consumer groups and public safety organisations in favour of secondary regulations that:

- introduce a clear duty to make online marketplaces accountable for the safety of all products sold, including proactively preventing the sale of unsafe products on their platforms.
- empower regulators to issue heavy fines or to then take further enforcement action for online marketplaces that fall short of the required standards.

The Product Regulation and Metrology Act offers a once-in-a-generation opportunity to modernise the UK's product safety regime for the digital age by ending the absurd double standard that has allowed some online marketplaces to get away with flooding UK households with products that risk injury and death, and leaving retailers, businesses and manufacturers that play by the rules at an unfair disadvantage. Countless investigations have exposed the unrelenting availability of dangerous products that easily return to market even if illegal listings are removed. Only clear and strong requirements backed up by severe penalties will deter online marketplaces from allowing unsafe products to appear on their platforms in the first place. We urge you to do everything in your power to ensure robust secondary regulations are adopted so that this Act meets its promise.

Yours sincerely,

Argos
Associated Independent Stores
Association of Manufacturers of Domestic Appliances
Avon Fire and Rescue
Baby Products Industry Association
BAFE Fire Safety Register
The Bicycle Association
British Beauty Council
British Burns Association
British Independent Retailers Association
British Safety Council
British Safety Industry Federation
British Toy & Hobby Association
Cambridgeshire Fire and Rescue Service
Chartered Institute of Export and International Trade
The Chartered Trading Standards Institute
Child Accident Prevention Trust
Cleveland Fire Brigade
Consumer Friend
Cornwall Fire and Rescue Service
Cosmetic, Toiletry and Perfumery Association
Cumbria Fire and Rescue Service
Dorset & Wiltshire Fire and Rescue Service
Electrical Contractors' Association
Electrical Safety First
The Entertainer
East Sussex Fire & Rescue Service
Essex County Fire and Rescue Service
Firechief Global
Fire Industry Association
Fire Protection Association
FireQual
Halfords
Hampshire & Isle of Wight Fire
Institution of Fire Engineers
The Institute of Fire Safety Managers
Lithium Ion Safety
The Ladder Association
London Fire Brigade
The Lullaby Trust
Merseyside Fire and Rescue Service
Mid and West Wales Fire and Rescue Service
Northamptonshire Fire and Rescue

National Fire Chiefs Council
 Prestige Holdings
 The Royal Society for the Prevention of Accidents
 Scottish Fire and Rescue Service
 Shropshire Fire and Rescue Service
 Smyths Toys
 Staffordshire Fire and Rescue Service
 Toymaster
 Toy Retailers Association
 Tyne and Wear Fire and Rescue Service
 Ultimate Products
 West Yorkshire Fire and Rescue Service
 Walpole
 Which?
 Zurich Insurance





