

Major updates to product safety laws to ensure they're fit for the modern age

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Consumers to benefit from better protections from unsafe products as a result of major new reforms.

- Government to consult on major new measures to protect consumers from unsafe products
- This includes products sold online to ensure online marketplaces are held to the same high standards for product safety as bricks and mortar stores
- Changes will help create a level playing field that supports responsible businesses

Consumers to benefit from better protections from unsafe products as a result of major new reforms, being set out today for consultation.

Using powers provided by the Product Regulation and Metrology Act 2025, new measures will strengthen protections for consumers, clamp down on unscrupulous sellers, and clarify business responsibilities, to ensure the UK's regulatory system is fit for the future.

The existing system has been stretched to its limit by increasingly globalised supply chains, rapid technological change, and the rise of online shopping, which have made it all too easy for dangerous products to reach consumers.

Serious incidents - including fires caused by lithium-ion batteries in products like e-bikes - highlight the real risks posed by unsafe products and are why Government is acting now to update the system.

Kate Dearden MP, Minister for Consumer Protection, said:

"These reforms are about making our product safety system fit for the modern world - shutting loopholes, clamping down on unsafe online sales, and giving responsible businesses the certainty they need to grow.

"People need to trust the products they buy and use every day, so I'm urging consumer groups, businesses and the public to have their say and help us build a safer future."

The Government is publishing three consultations with proposals to update product safety rules. The first includes proposals for the new framework to cover a wider scope of products - this will reduce 'gaps' and possible loopholes in consumer protection and include updating how a 'safe' product is defined and assessed.

Also included are proposals to clarify the definitions of businesses in scope of the new framework to make sure everyone involved in the supply of products has the responsibility to proactively protect consumers from dangerous products.

A second consultation sets out reforms which will make it simpler to enforce product safety rules, helping to ensure consistent, swift and effective action where issues are found.

The Government will also introduce legislation to give businesses more flexibility in how certain

products are labelled. This includes allowing important information, such as the UKCA marking and importer details, to be provided in different physical formats, as well as digitally. The Government is also consulting on expanding the flexibility to label products digitally to additional products and businesses.

Alongside the two broad product safety framework consultations, the Government is today also publishing a third consultation to review the UK's furniture fire safety regulations.

Consultations are open for 12 weeks and will close on 17 June 2026.

Stakeholders, businesses, consumer groups, and the public are encouraged to respond and help shape a safer, more modern regulatory system.

NOTES TO EDITORS

- New product safety framework:
<https://www.gov.uk/government/consultations/product-regulation-the-uks-new-product-safety-framework>
- Enforcement and market surveillance:
<https://www.gov.uk/government/consultations/product-regulation-market-surveillance-and-enforcement-framework>
- Furniture fire safety:
<https://www.gov.uk/government/consultations/product-regulation-fire-safety-of-domestic-upholstered-furniture>

<https://www.gov.uk/government/news/major-updates-to-product-safety-laws-to-ensure-theyre-fit-for-the-modern-age>