SIGNATURE



DGCCRF - Strategic Plan for 2025-2028: Key Takeaways

The French General Directorate for Competition, Consumer Affairs and Fraud Control (DGCCRF) is the main authority responsible for monitoring products and services offered to French consumers. It ensures compliance with competition rules, economic consumer protection, and the safety and conformity of products and services.

For any company offering products or services in France, it is essential to understand the DGCCRF's activities to interpret its regulatory perspectives, its approach to European regulations, the penalties imposed, and the sectors under scrutiny. When a sector or type of product is inspected and published by the DGCCRF, tolerance for non-compliance becomes low, as professionals are considered warned. The DGCCRF practices "name and shame" by explicitly pointing out on its website businesses it deems non-compliant, a practice widely shared on social media and in the press.

On March 13, 2025, the DGCCRF published its Strategic Plan for 2025-2028.

This plan, the result of a participatory process involving all levels of the organisation (national, regional, and departmental) as well as its partners, aims to adapt DGCCRF's actions to economic and social evolutions while maintaining its historical missions of consumer protection, market regulation, and combating fraud.

Here is a summary of the main measures announced in this plan:

Main Strategic Axes

1. Consumer Protection:

- **Goal:** Ensure that commercial practices are transparent and non-food products are safe.
- **Details:** The DGCCRF will act to identify and sanction misleading or fraudulent practices to protect consumers from economic or physical risks.

2. Balanced Competition:

- **Goal:** Ensure compliance with competition rules to establish a fair market.
- **Details:** This includes monitoring business-to-business relationships and preventing unfair behaviors that could harm the economy.

3. Combating Economic Fraud:

- **Goal:** Identify and punish fraudulent activities affecting businesses and consumers.
- **Details:** Actions will aim to prevent behaviours detrimental to market integrity, such as non-compliance with standards or abusive practices.

4. Strategy of Openness and Cooperation:

- **Goal:** Collaborate with other stakeholders to strengthen operational capacities.
- **Details:** This pillar builds on enhanced partnerships with administrations, associations, businesses, and international institutions to improve the effectiveness of public policies and controls.



Major Challenges for 2025-2028

1. Evolving Consumer Expectations:

- **Why?** Consumer needs are constantly evolving (e.g., a growing focus on sustainable or socio-economically adapted products).
- **Actions:** Anticipate risky behaviours, tailor measures to different consumer profiles, and protect vulnerable populations through targeted policies for information and prevention.

2. Globalization and Digital Economy:

- **Why?** A globalised and digitalised market presents challenges, including regulating imported products and online operators.
- **Actions:** Deepen the understanding of market mechanisms, monitor large online platforms, and adapt rules to the specifics of the digital economy to ensure fair conditions.

3. Ecological Transition:

- **Why?** Consumers increasingly demand durable products, necessitating adjustments to controls and policies.
- **Actions:** Integrate environmental concerns like sustainability, eco-design, and circular economy into control missions while collaborating with relevant stakeholders.

4. Digitization:

- **Why?** Rapid technological progress calls for increased regulation to ensure online safety.
- **Actions:** Develop digital tools, strengthen protection on online platforms, and leverage data to target actions effectively.

5. Purchasing Power and Price Transparency:

- **Why?** Rising concerns linked to inflation and price discrepancies (notably in Overseas Territories) require tailored responses.
- **Actions:** Promote greater transparency in margins and prices across value chains, and adapt policies to support the most vulnerable consumers.

Key Priority Actions

1. Strengthen Investigations and Controls:

- **Why?** Maximise the efficiency of controls to quickly identify and sanction the most harmful practices.
- **How?**
  - Simplify procedures for agents to improve targeting, definition, and execution of investigations.
  - Introduce modern and innovative tools (digital requisitions, enriched databases) to enhance investigations.
  - Revise the policy for follow-ups to be more dissuasive, particularly via stronger administrative sanctions for serious frauds.
  - Encourage experience-sharing among services with practical examples (e.g., fine amounts) to guide practices.
- **Expected Outcome:** Improved on-field agent performance, tailored sanctions, and harmonised practices nationwide.

2. Accompany Economic and Societal Transformations:

- **Why?** Address emerging consumer demands and support businesses in an evolving economy.
- **How?**
  - Collaborate with professional and environmental associations to promote sustainable practices (e.g., eco-design, circular economy).
  - Develop analysis capacities to assess product sustainability and quality (specialised laboratory tests).
  - Focus on the accuracy of environmental claims to combat "greenwashing".
  - Proactively engage in public policy design, particularly at the European level, to support sustainability goals.
- **Expected Outcome:** Better-informed consumers, eco-aligned businesses, and more balanced markets.

Continued



LONDON

Signature Litigation LLP
138 Fetter Lane
London EC4A 1BT

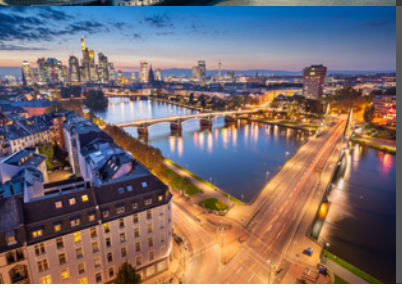
+44 (0)20 3818 3500



PARIS

Signature Litigation AARPI
21/23 rue Balzac
75008 Paris

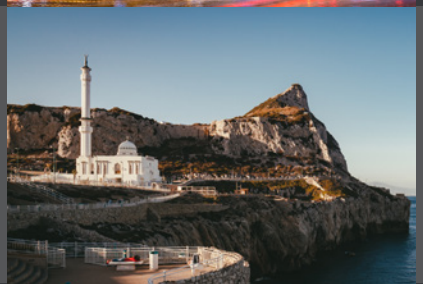
+33 (0)1 70 75 58 00



FRANKFURT

Signature Litigation PartG mbB
Junghofstraße 16, 7. OG
60311 Frankfurt am Main

+49 6996 755 360



GIBRALTAR

Signature Litigation (Gibraltar) Ltd
7 Governor's Street
Gibraltar GX11 1AA

+350 200 10 900

3. Monitor and Secure Markets:

- **Why?** In globalised markets, consumer safety remains a top priority amidst emerging risks.
- **How?**
  - Strengthen strategic monitoring of risks such as chemicals or new distribution channels.
  - Partner with other organisations to enhance laboratory analysis capabilities and address new threats.
  - Intervene early in risk chains to anticipate and mitigate emerging safety issues.
  - Broaden investigatory powers for quicker and more effective responses, particularly online.
- **Expected Outcome:** Improved ability to detect and manage threats before they escalate into major crises.

4. Enhance Digital Regulation:

- **Why?** Ensure that online consumers receive the same level of protection as they do in physical stores.
- **How?**
  - Implement new powers under European regulations like the DSA (Digital Services Act) and DMA (Digital Markets Act).
  - Actively combat unfair practices online through fraud prevention campaigns and targeted actions on major platforms.
  - Promote ethical e-commerce by highlighting responsible digital business practices.
  - Continuously adapt control practices to keep up with innovations (e.g., artificial intelligence).
- **Expected Outcome:** Strengthened consumer protection online and fairer competition among digital players.

5. Openness and Cooperation:

- **Why?** Collaborating with national and international institutions, associations, and businesses enhances the impact of actions.
- **How?**
  - Strengthen influence within organisations like the EU, ICPEN, and OECD to shape regulations.
  - Foster data-sharing and joint actions across administrations to tackle cross-cutting fraud effectively.
  - Expand engagement with consumer associations, universities, and mediators to enrich analyses and raise public awareness.
  - Develop educational tools, such as webinars and guides, to support compliance in small and medium-sized businesses.
- **Expected Outcome:** Greater influence in policy-making, enhanced institutional synergy, and stronger trust between consumers and businesses.

Sylvie Gallage-Alwis
PARTNER

sylvie.gallage-alwis@signaturelitigation.com

