EU SAFETY GATE · UK OPSS · PRODUCT SAFETY INTELLIGENCE

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EU & UK Product Safety Alert Intelligence

Comparative analysis of dangerous product alerts across EU Safety Gate (RAPEX) and the UK Office for Product Safety & Standards (OPSS) — hazard trends, enforcement patterns, and market origins.

EU: JANUARY – SEPTEMBER 2026 · UK: JANUARY – SEPTEMBER 2026

2,389
EU ALERTS
EU Safety Gate (RAPEX)

604
UK ALERTS
UK OPSS

Sources: EU Safety Gate (RAPEX) · UK OPSS Product Safety Database · LegitScript pipeline

LegitScript Helps Platforms Stay Ahead of Product Safety Trends

Despite the tumult in global politics and economies, international commerce continues to adapt and thrive. Cross-border trade opens up new markets and opportunities for sellers, but it also creates additional risks for platforms that help to facilitate the sale of these products. Toys, electronics, cosmetics, and home goods of nearly every type have come under scrutiny for life-threatening dangers including poisoning, choking hazards, burn risks, electrocution, and more. In response, lawmakers across the globe have been tightening regulations and more aggressively inspecting products both domestically and overseas.

This report, compiled by LegitScript, looks at product safety alert intelligence from January through September 2026 for the European Union and the United Kingdom, which have some of the strictest and most aggressive product safety measures. These regions often set trends for product safety policy globally and therefore offer insight into potential trends globally. Furthermore, enforcement of dangerous products in the EU and UK often causes these products to divert to other jurisdictions with weaker oversight. That is to say, these problems may not go away but rather shift to other countries.

LegitScript, the leader in platform risk management, tracks product safety alerts internationally to provide platforms with real-time intelligence and analysis regarding threats and trends in global commerce. Learn more about how we help platforms thrive at the end of this report.

WHAT ARE PRODUCT SAFETY ALERTS?

ABOUT SAFETY ALERTS

Product safety alerts are official government notifications issued when a consumer product poses a risk to health, safety, or the environment. The EU publishes via **Safety Gate (RAPEX)**; the UK via the **Office for Product Safety & Standards (OPSS)**.

Each alert details the product, its hazard, origin, and the enforcement action taken — from voluntary recalls to compulsory import bans — and is shared across authorities to coordinate market surveillance.

REGULATIONS & DIRECTIVES

Flagged products typically fail one or more of these frameworks:

- **General Product Safety Regulation (GPSR)**
- **REACH Regulation (chemicals)**
- **Toy Safety Directive (2009/48/EC)**
- **Low Voltage Directive (LVD)**
- **Radio Equipment Directive (RED)**
- **RoHS Directive**
- **Cosmetics Regulation (EC 1223/2009)**
- **Machinery Directive (2006/42/EC)**
- **EN 71 Toy Safety Standards**
- **UK Product Safety & Metrology Regs**

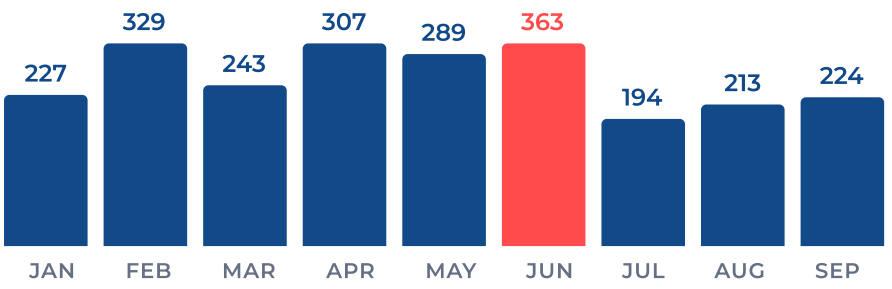
COMMON RECALL REASONS

- **Excessive chemicals** — banned substances (phthalates, heavy metals, lilial, asbestos) above permitted limits
- **Choking & entrapment** — small detachable parts or gaps posing risks to young children
- **Electric shock & fire** — faulty insulation, overheating batteries, or non-compliant wiring
- **Microbiological contamination** — unsafe bacteria or mold in cosmetics or personal care
- **Missing documentation** — absent CE/UKCA marks, no conformity declaration, or missing instructions
- **Counterfeiting** — brand impersonation without meeting the originals' safety standards

EU ALERTS — SAFETY GATE (RAPEX) · JAN – SEP 2026

2,389	95.6%	64.3%	39.6%
TOTAL ALERTS	SERIOUS RISK	MADE IN CHINA	CHEMICAL HAZARD
Jan – Sep 2026	2,284 of 2,389	1,535 products	945 hazard flags

ALERT VOLUME BY MONTH



Peak: June 2026 — 363 alerts. Volume has since settled into the 200–230/month range.

COUNTRY OF ORIGIN



246 products have **unknown origin** (10.3%) — a significant traceability concern

TOP PRODUCT CATEGORIES

Cosmetics	514
Toys	512
Electrical equip.	483
Chemical products	127
Childcare & children	95
Machinery	75
Clothing & textiles	72
Lighting chains	67
Sports & hobby	66
Protective equipment	59

HAZARD TYPE

Chemical	945
Electric shock	405
Choking	362
Injuries	257
Fire	215
Environment	165
Burns	152
Damage to sight	57

SPOTLIGHT — COSMETICS (514 ALERTS · #1 CATEGORY)

514 alerts · #1 category, narrowly ahead of Toys (512)

Chemical	495
Microbiological	8
Health/other	6
Burns	4

MOST-FLAGGED BRANDS

ELFLIQ · Orchidea Profumi · Jessie Milano · Estrosa · PARFUMS DE QUALITE' · Vevor · Pop Mart (counterfeit) · OPI

SPOTLIGHT — TOYS (512 ALERTS · #2 CATEGORY)

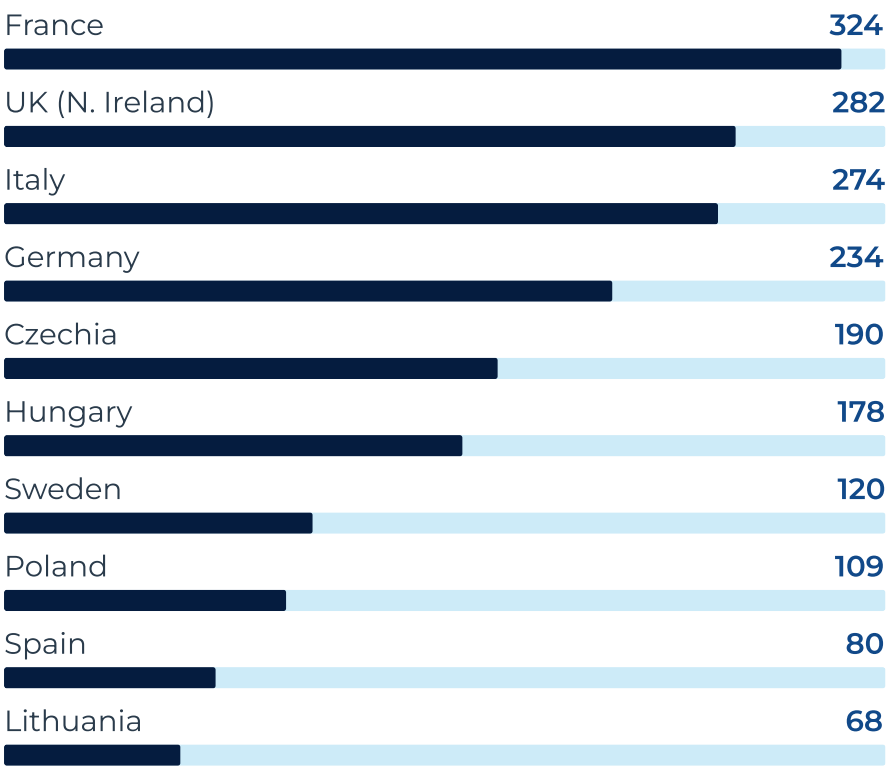
512 alerts · #2 category

Choking	303
Chemical	141
Injuries	42
Strangulation	26
Health/other	22
Suffocation	20
Burns	14

16 confirmed **counterfeit** products — Pop Mart fakes accounted for 15 of 16, the largest single brand impersonation cluster

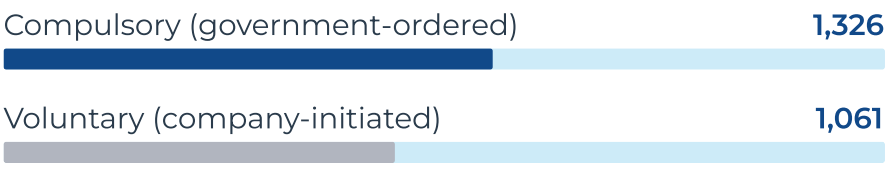
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TOP NOTIFYING COUNTRIES

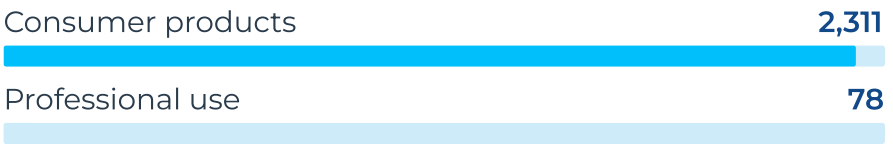


France + UK (N. Ireland) account for 25% of all EU alerts.

ENFORCEMENT ACTIONS



PRODUCT TYPE SPLIT



KEY EU PATTERNS & TRENDS

CHEMICAL RISK DOMINATES

945 hazard flags (40%) cite chemical risk — concentrated in cosmetics (495), toys (141), and the standalone chemical products category (127 alerts). REACH Regulation noncompliance is the most commonly cited rule.

TOYS: CHOKING LEADS

Choking is the #1 toy hazard (303 alerts), followed by chemical (141). Strangulation (26) and suffocation (20) round out a persistent small-parts risk profile.

COSMETICS COLLAPSED IN Q3

Cosmetics alerts fell from 213 in Q2 to just 48 in Q3 — a 77% drop. Monthly data shows cosmetics alerts are driven by occasional large batches (Feb and June) rather than a steady monthly rate.

FRANCE, NORTH IRELAND, AND ITALY TOP REPORTERS

France (324) leads, with UK via N. Ireland (282), Italy (274), and Germany (234) also highly active reporters.

ELECTRICAL STAYS THE DOMINANT CATEGORY

Electrical appliance alerts eased slightly from a Q2 peak of 217 to 173 in Q3, but remain well above Q1's 93 and the single largest category for the year to date. See Quarterly Trends tab.

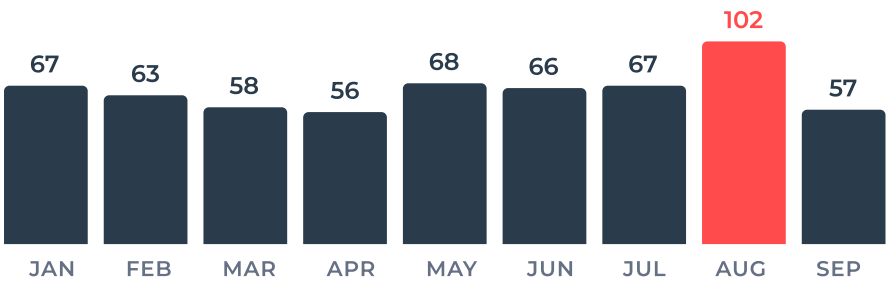
HONG KONG SPIKE HAS FADED

Hong Kong-origin alerts spiked to 31 in Q2 (from 4 in Q1) but fell back to 6 in Q3. 30 of the 41 full-period alerts trace to ELFLIQ e-cigarette liquids alone — a one-brand event rather than a broad routing shift.

UK ALERTS — OPSS · JAN – SEPT 2026

604	72%	35%	44%
TOTAL ALERTS	MADE IN CHINA	FIRE / BURNS RISK	IMPORT REJECTED
Jan – Sep 2026	434 of 604 products	213 alerts	266 border rejections

ALERT VOLUME BY MONTH



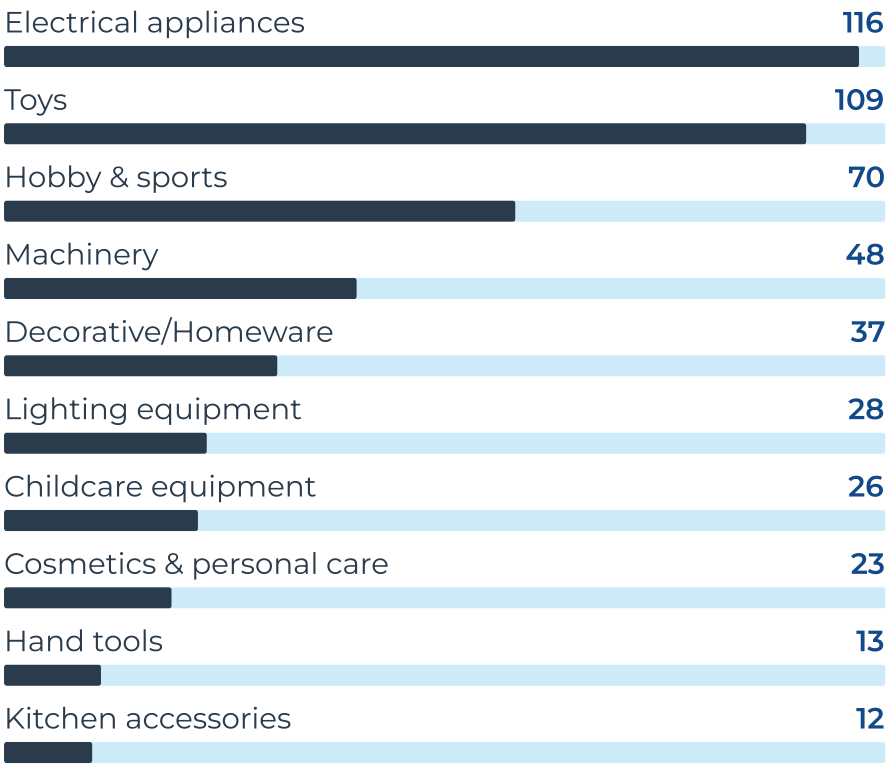
Peak: August 2026 — 102 alerts, a broad-based jump across categories rather than one driver. September eased back to 57.

COUNTRY OF origin

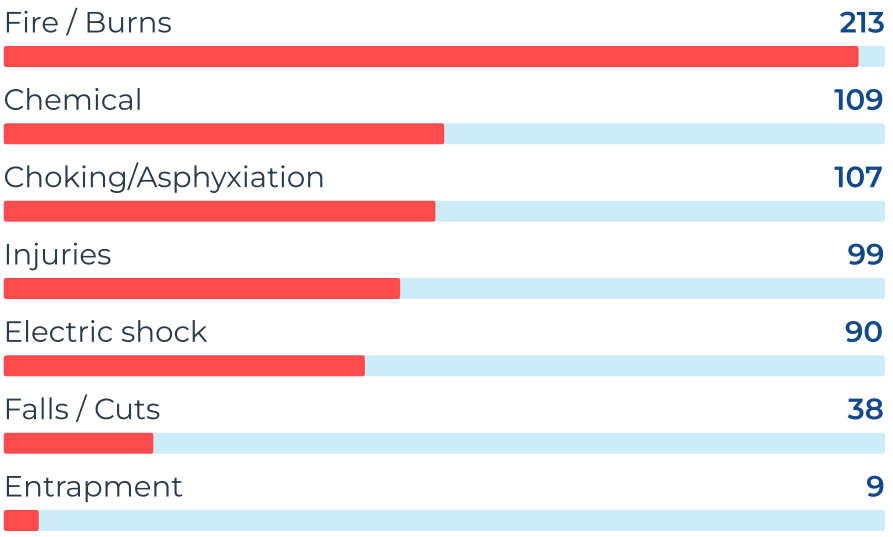


57 products have **unknown origin** — 9% of all UK alerts

TOP PRODUCT CATEGORIES



HAZARD TYPE



SPOTLIGHT — ASBESTOS IN CRAFT SAND (69 ALERTS)

69 alerts · 11% of all UK alerts

Arts & crafts sand products — including toy kits and craft sets — found to contain trace quantities of **asbestos**, a banned carcinogenic substance. The pattern is one of sharp, short-lived spikes (Feb–Mar, then a single-month spike in July) rather than a steady monthly rate — only 3 alerts each in August and September.

KTL

Top brand flagged — KTL (formerly Kandy Toys) had 12 asbestos-related alerts, with Wizz Toys close behind at 11.

SPOTLIGHT — WATER BEAD SWALLOWING RISK (33 ALERTS)

33 alerts · asphyxiation hazard

Water-absorbing polymer beads (vase fillers, sensory toys, craft kits) flagged for **asphyxiation risk**: If swallowed in a hydrated state, the material can expand and block a child's airway. The great majority are unbranded, generic listings.

Marketplace exposure is high across this cluster. These products have appeared on numerous major marketplaces across the globe.

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TOP NOTIFYING AUTHORITIES

Local Authority Trading Standards	404
Not specified	108
OPSS (Central)	75
Health & Safety Executive	17

Local Authority Trading Standards leads enforcement; ~18% of alerts did not specify a reporting authority.

ENFORCEMENT ACTIONS

Import rejected at border	266
Recalled from end users	196
Online listings removed	91
Withdrawn from market	71
Warning / sale suspended	65

KEY UK PATTERNS & TRENDS

ELECTRIC SHOCK SURGES IN Q3

Electric shock alerts jumped from 21 in Q2 to 46 in Q3 — more than double. Plug and charger non-compliance with BS 1363 dimensional standards is a recurring theme in these alerts.

FIRE & BURNS REMAINS #1 HAZARD

213 fire/burn alerts (35%) is the single largest hazard type for the year, holding steady at 63–76 per quarter. Electrical appliances are the top category at 116 alerts (19%).

ASBESTOS: SHARP SPIKES, NOT A STEADY TREND

69 alerts total, but concentrated in short bursts — 28 in Feb–Mar and 21 in July alone — with only 3 alerts in each of August and September. The underlying issue may recur without warning rather than trending in one direction.

CHINA: 72% ORIGIN SHARE

434 of 604 UK flagged products originate from China — notably higher than the EU's 64% share.

BORDER REJECTIONS ARE THE TOP ACTION

266 import rejections (44%) outpace end-user recalls (196, 32%) as the UK's leading enforcement action — a border-first posture.

MACHINERY GROWTH HAS PLATEAUED

Machinery alerts held roughly flat from Q2 (22) to Q3 (19) after a sharp Q1→Q2 rise. The 4 UK-origin machinery alerts seen in Q2 did not recur in Q3 — none were UK-origin.

SHARED THEMES ACROSS EU AND UK MARKETS

CHINA DOMINATES ORIGIN

Both markets see China as the majority source of flagged products — 64% EU, 72% UK. This reflects the volume of low-cost consumer goods entering both markets from Chinese manufacturers.

ELECTRICAL RISK RISING IN BOTH MARKETS

Electrical appliances are a top-flagged category in both markets, and electric shock hazards have grown in recent quarters on both sides — in the EU as the #1 category overall, in the UK as a fast-rising Q3 hazard.

ONLINE MARKETPLACE EXPOSURE

Both markets are increasing enforcement against products sold via online platforms, with the UK actively removing listings and the EU escalating compulsory actions.

Q1 VS Q2 VS Q3 2026 · EMERGING PATTERNS

How Has the Picture Shifted Across 2026?

Comparing Q1 (January–March), Q2 (April–June), and Q3 (July–September) across both EU and UK datasets to surface new, fading, and persistent product safety risks.

EU COSMETICS ALERTS

−77% ↓

213 in Q2 → 48 in Q3. A sharp collapse after two elevated quarters.

EU ELECTRICAL ALERTS

+86% ↑

93 in Q1 → 173 in Q3, after peaking at 217 in Q2. Still the #1 EU category.

UK ELECTRIC SHOCK ALERTS

+119% ↑

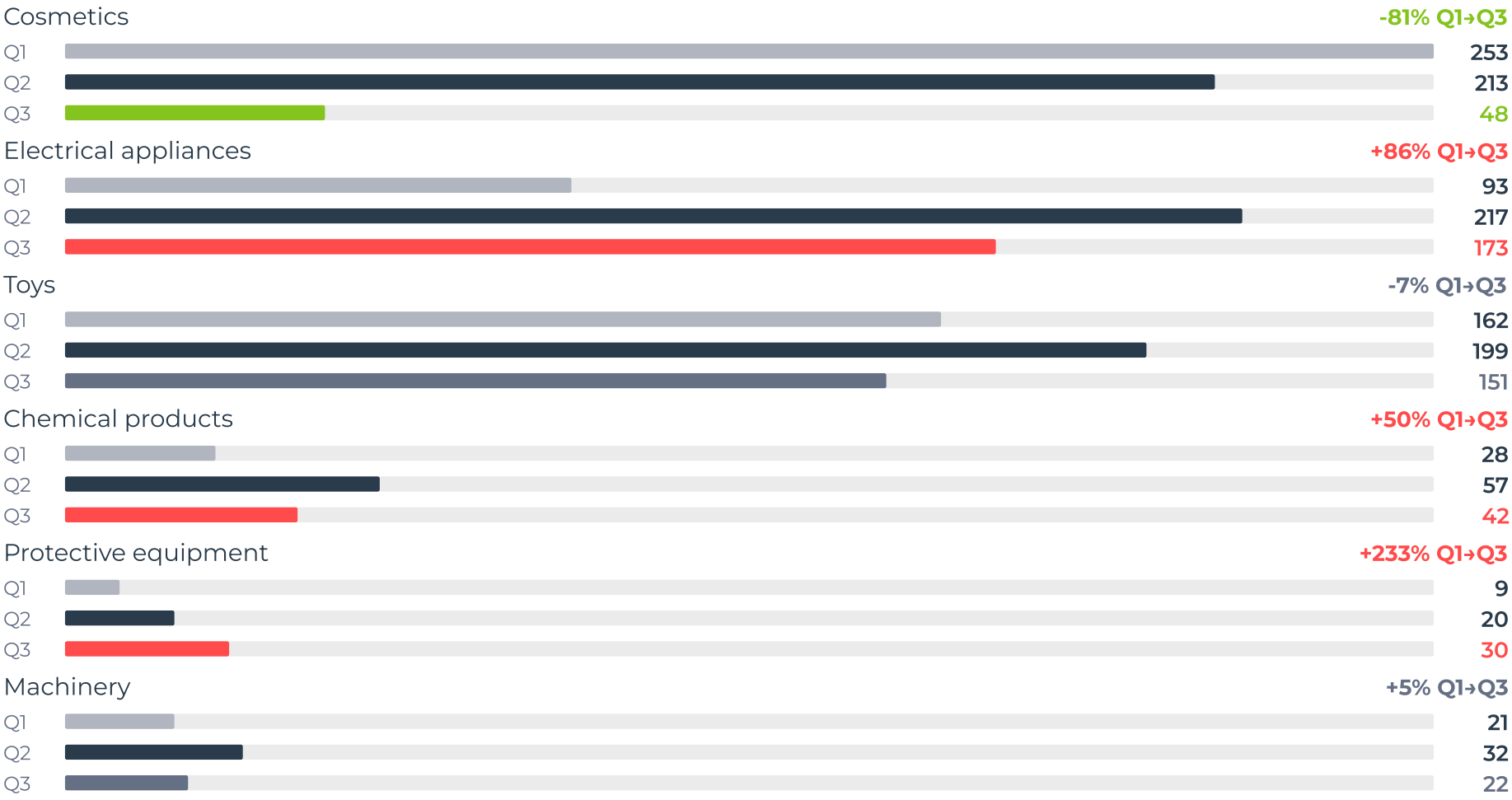
21 in Q2 → 46 in Q3 — an emerging hazard trend, overtaking choking as a UK concern in Q3.

HONG KONG ORIGIN (EU)

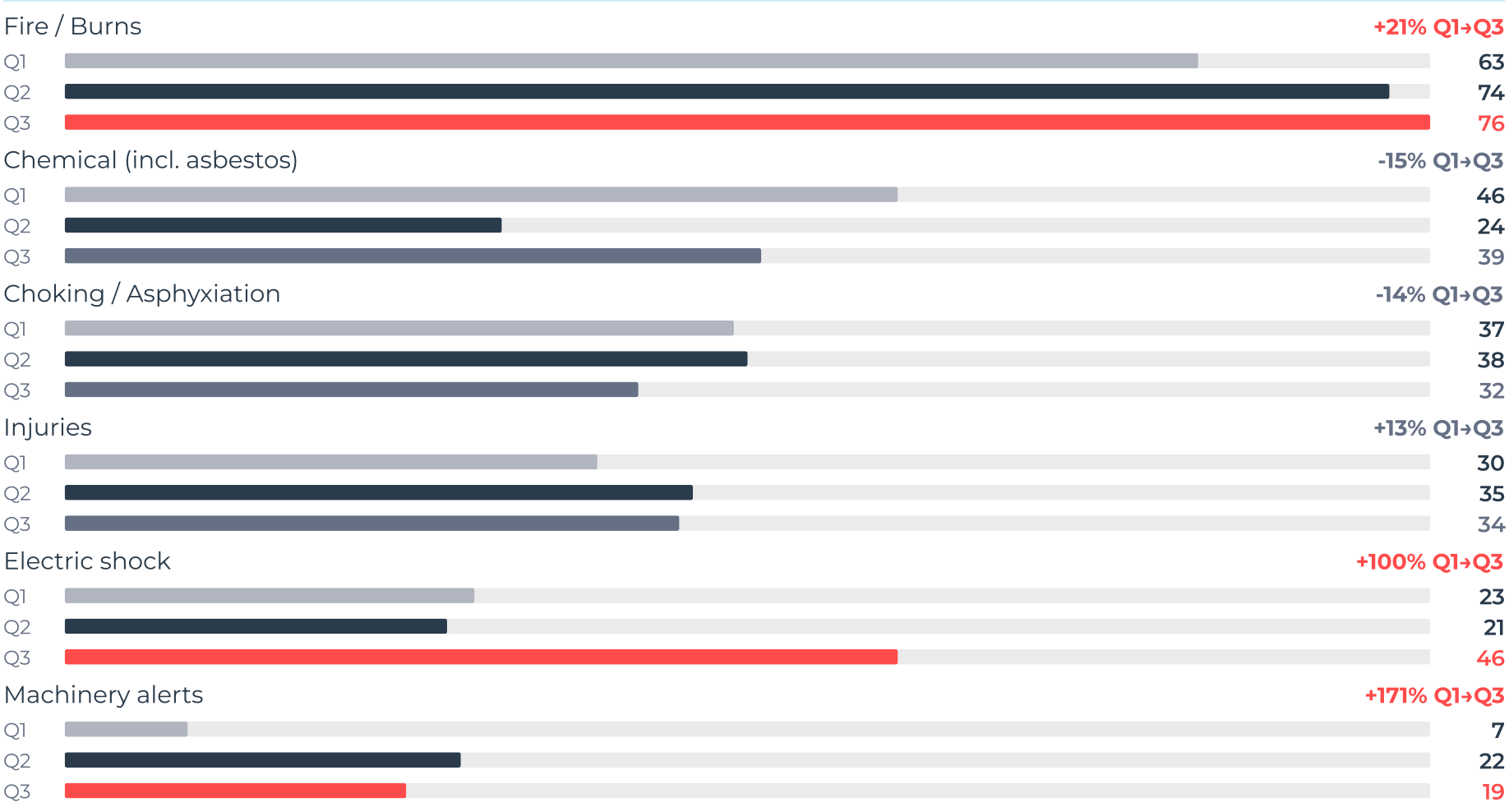
Spike & fade ↕

4 → 31 → 6 across Q1/Q2/Q3. Tied almost entirely to one e-liquid brand, ELFLIQ.

EU: CATEGORY VOLUMES BY QUARTER



UK: HAZARD VOLUMES BY QUARTER



What to Watch For in Q4 2026

EU COSMETICS: ONE-OFF DIP OR NEW NORMAL?

Cosmetics alerts have historically come in large batches (Feb, Jun). Whether Q4 brings another batch or confirms a lasting decline will clarify if Electrical's lead as the top EU category is durable.

UK ELECTRIC SHOCK / PLUG COMPLIANCE

The Q3 doubling in UK electric shock alerts, concentrated in chargers and plugs failing BS 1363 requirements, warrants continued monitoring to see if it is a sustained compliance issue or a short-term reporting cluster.

UK ASBESTOS RECURRENCE

Asbestos-linked alerts have spiked twice this year (Feb–Mar, July) with quiet months in between. A third recurrence would strengthen the case for an intermittent, ongoing supply chain issue rather than isolated incidents.

Grow Your Business More Safely With LegitScript Platform Risk Solutions

Online platforms face growing pressure to detect and enforce against harmful third-party content, from misleading ads and prohibited products to illicit or abusive user-generated content. Relying solely on traditional detection tools and in-house regulatory expertise leaves dangerous gaps in your defenses that violative activity can slip through undetected, putting your users, brand reputation, and regulatory compliance at risk. LegitScript helps businesses stay ahead of trends, understand complex regulations, devise workable policies, and detect and remove problematic products and content on their platforms.

Ad and Marketplace Monitoring

We help search engines, marketplaces, and social platforms uncover high-risk ads, listings, and user-generated content that violate policies or exploit policy and enforcement blind spots. Using a combination of AI-powered technology and skilled analysts, LegitScript delivers expert-backed, enforcement-ready results tailored to your platform and goals.

Comprehensive Intelligence Reports

Understanding emerging risks before they escalate is critical for protecting your platform, business, and customers. LegitScript's reports deliver forward-looking intelligence that helps you understand new and trending high-risk products and services, mitigate potential threats, and make informed decisions about which activities to support, restrict, or prohibit.

Risk & Policy Advisory

Internal teams are often over-taxed and lack the resources to develop deep technical expertise required for high-risk or emerging areas. LegitScript offers an annual retainer of advisory and research hours to support policy, compliance, and risk decision-making across regulated and high-risk areas. We help you bridge the gap between strict legal advice and the practical policies to grow revenue safely.

Reach out to us at legitscript.com/contact to learn more about how LegitScript's Platform Risk Solutions can help your business reach its goals.

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