



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 – JULY 2026 · UK: JANUARY – JULY 2026

1,952

EU ALERTS
EU Safety Gate (RAPEX)

445

UK ALERTS
UK OPSS

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 July 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 – JULY 2026

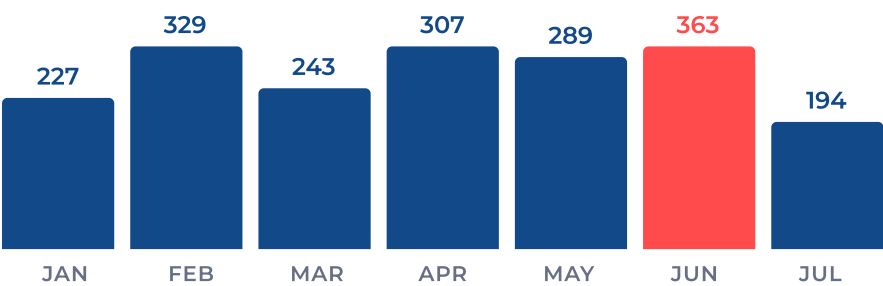
1,952
TOTAL ALERTS
Jan – Jul 2026

95.6%
SERIOUS RISK
1,867 of 1,952

61.0%
MADE IN CHINA
1,191 products

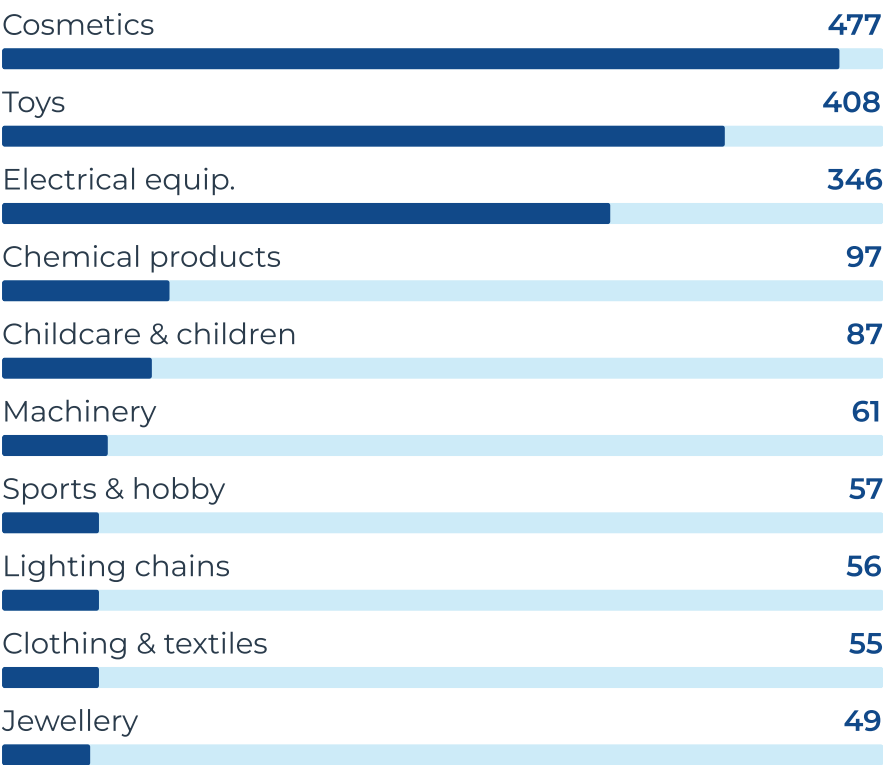
41.3%
CHEMICAL HAZARD
807 hazard flags

ALERT VOLUME BY MONTH



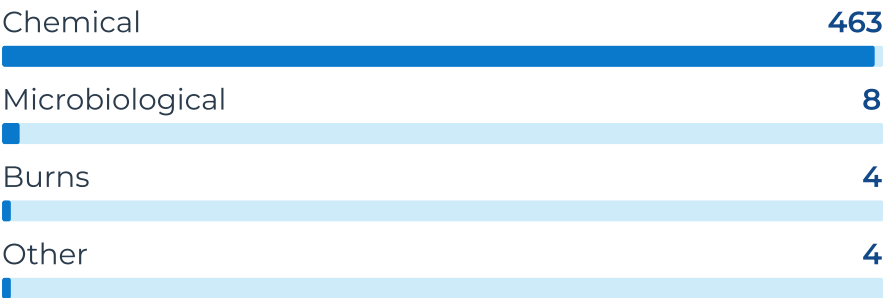
Peak: June 2026 — 363 alerts. July (194) reflects the latest weekly Safety Gate reports available at time of publication.

TOP PRODUCT CATEGORIES



SPOTLIGHT — COSMETICS (477 ALERTS · #1 CATEGORY)

477 alerts · #1 category



MOST-FLAGGED BRANDS

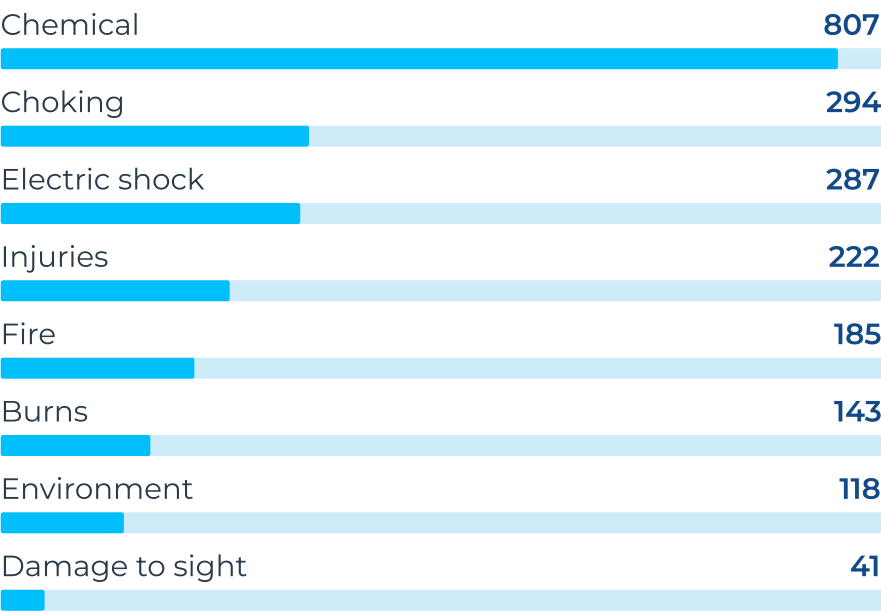


COUNTRY OF ORIGIN



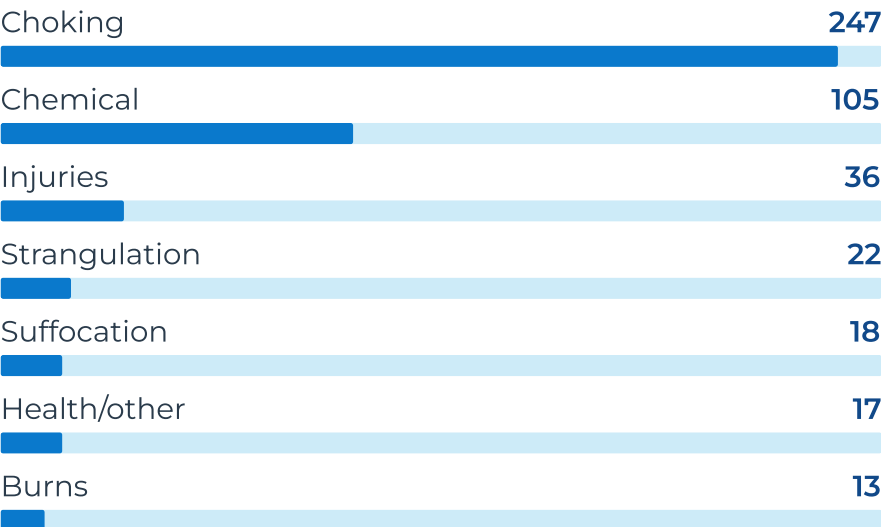
216 products have unknown origin (11.1%) — a significant traceability concern

HAZARD TYPE



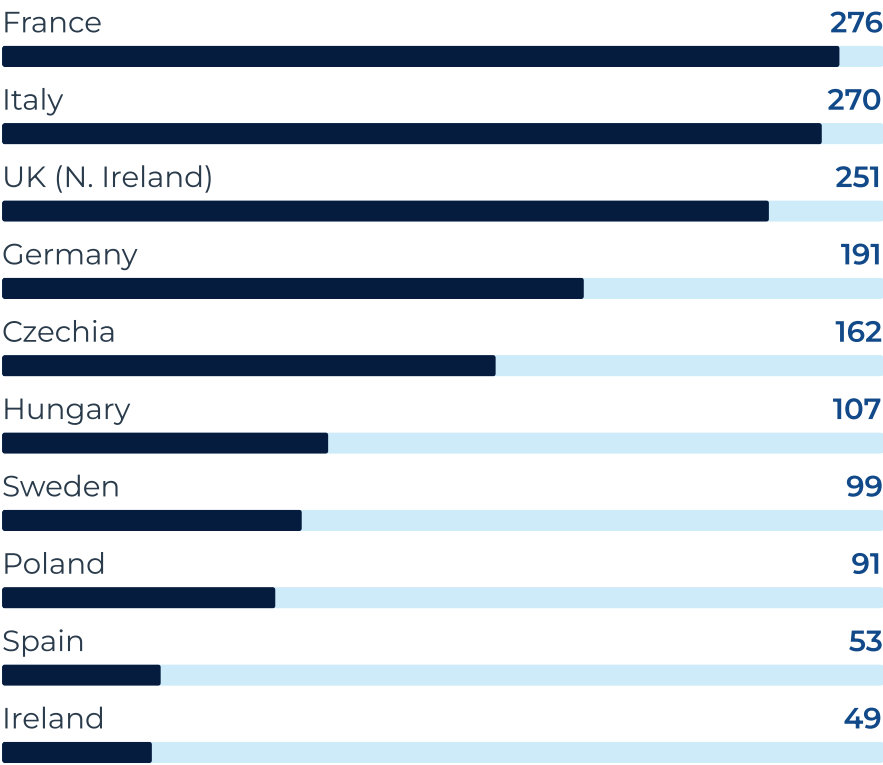
SPOTLIGHT — TOYS (408 ALERTS · #2 CATEGORY)

408 alerts · #2 category



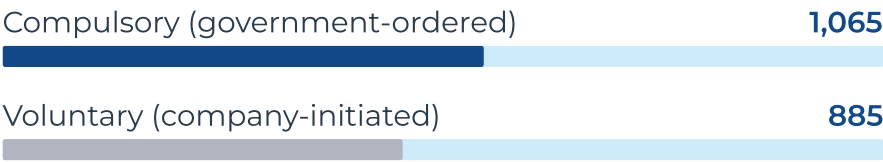
16 confirmed counterfeit products — Pop Mart fakes accounted for 15 of 16, the largest single brand impersonation cluster

TOP NOTIFYING COUNTRIES

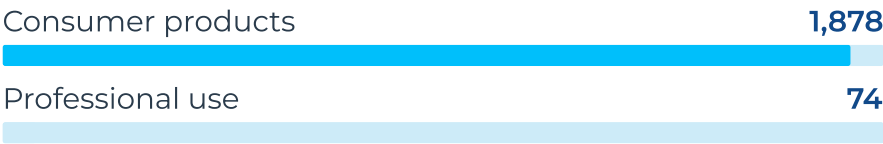


France + UK (N. Ireland) account for 27% of all EU alerts.

ENFORCEMENT ACTIONS



PRODUCT TYPE SPLIT



KEY EU PATTERNS & TRENDS

CHEMICAL RISK DOMINATES

807 hazard flags (41%) cite chemical risk — concentrated in cosmetics (463), toys (105), and the standalone chemical products category (97 alerts). REACH Regulation non-compliance is the most commonly cited rule.

FRANCE & ITALY TOP REPORTERS

France (276) and Italy (270) lead, with UK via N. Ireland (251), Germany (191), and Czechia (162) also highly active reporters.

TOYS: CHOKING LEADS

Choking is the #1 toy hazard (247 alerts), followed by chemical (105). Strangulation (22) and suffocation (18) round out a persistent small-parts risk profile.

ELECTRICAL OVERTAKES COSMETICS IN Q2

Electrical appliance alerts surged +133% from Q1 to Q2 (93 → 217), overtaking cosmetics (253 → 213, a milder -16% dip) as the single largest category. See Q1→Q2 Trends tab.

COUNTERFEIT & VAPING CLUSTER

16 confirmed counterfeits, 15 of them Pop Mart-style fakes. Separately, e-liquid brand ELFLIQ topped the brand list with 30 alerts — almost all sourced via Hong Kong.

HONG KONG ROUTING SURGE

Hong Kong-origin alerts jumped from 4 in Q1 to 31 in Q2 (+675%). 29 of the 38 total-period alerts trace to ELFLIQ e-cigarette liquids alone.

UK ALERTS — OPSS • JAN – JULY 2026

445

TOTAL ALERTS
Jan – Jul 2026

71%

MADE IN CHINA
314 of 445 products

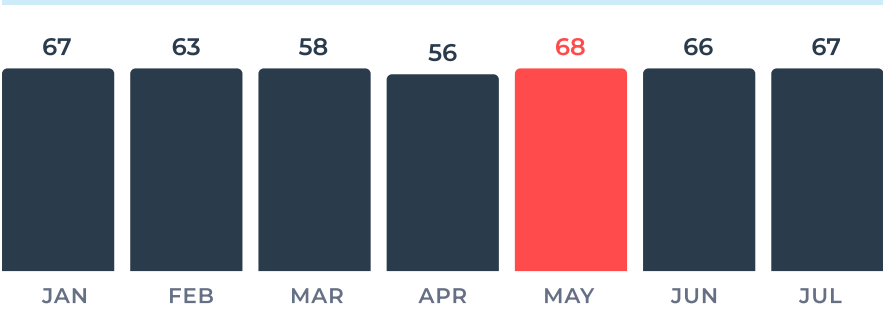
34%

FIRE / BURNS RISK
151 alerts

37%

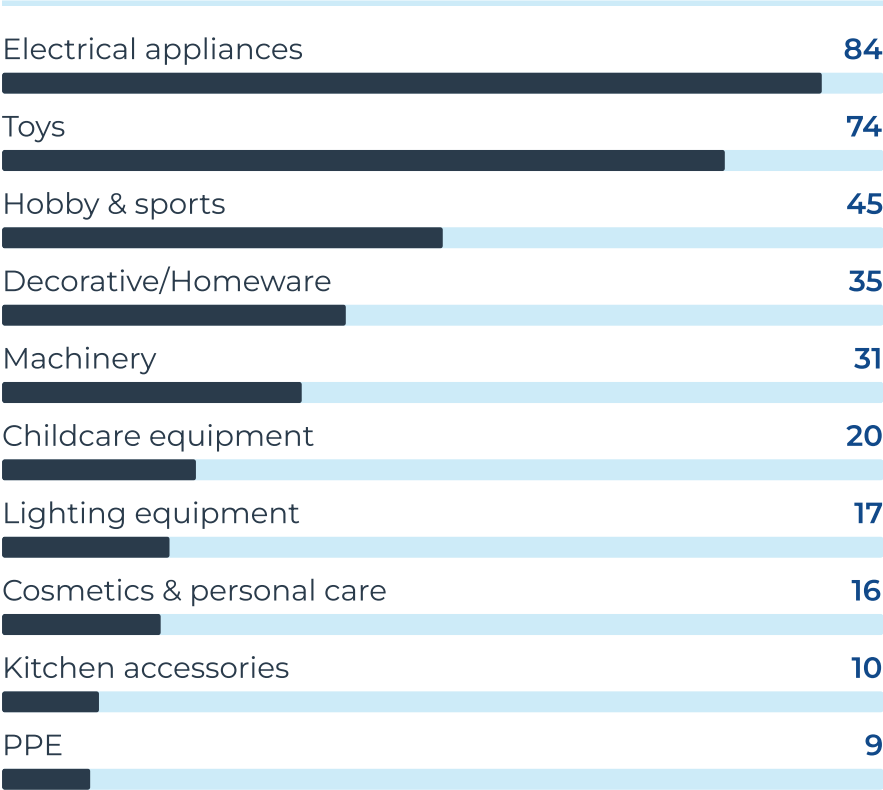
IMPORT REJECTED
165 border rejections

ALERT VOLUME BY MONTH



Peak: May 2026 — 68 alerts, followed closely by January and July with 67 alerts each.

TOP PRODUCT CATEGORIES



SPOTLIGHT — ASBESTOS IN CRAFT SAND (63 ALERTS)

63 alerts · 14% 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 cluster dipped in Q2 (13 alerts) but rebounded to 21 in July alone, suggesting it is not yet resolved.

KTL

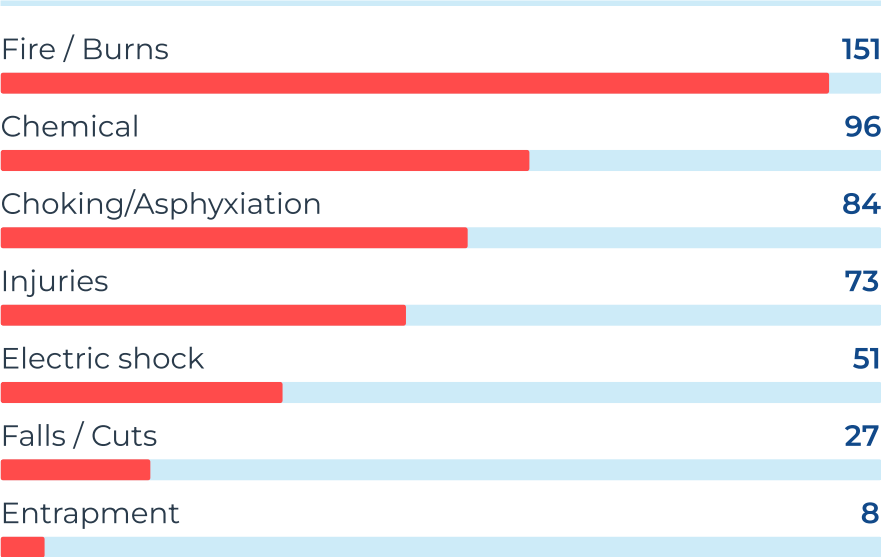
Top brand flagged — KTL (formerly Kandy Toys) had 12 asbestos-related alerts, with Wizz Toys close behind at 11.

COUNTRY OF ORIGIN



52 products have **unknown origin** — 12% of all UK alerts

HAZARD TYPE



SPOTLIGHT — WATER BEAD SWALLOWING RISK (31 ALERTS)

31 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.

TOP NOTIFYING AUTHORITIES

Local Authority Trading Standards	273
Not specified	97
OPSS (Central)	61
Health & Safety Executive	14

Local Authority Trading Standards leads enforcement; ~22% of alerts did not specify a reporting authority.

ENFORCEMENT ACTIONS

Import rejected at border	165
Recalled from end users	162
Online listings removed	66
Withdrawn from market	62
Warning / sale suspended	54

KEY UK PATTERNS & TRENDS

ASBESTOS: STILL THE DOMINANT STORY

63 alerts (14% of all UK alerts) relate to asbestos contamination in craft sand and toy kits. It eased in Q2 but rebounded sharply in July — this is a recurring cluster, not a one-off.

FIRE & ELECTRICAL #1 HAZARD

151 fire/burn alerts and 51 electric shock alerts — together 45% of all UK alerts. Electrical appliances are the top category at 84 alerts (19%).

CHINA: 71% ORIGIN SHARE

314 of 445 UK flagged products originate from China — notably higher than the EU's 61% share.

BORDER REJECTIONS AND RECALLS RUN NECK-AND-NECK

165 import rejections (37%) and 162 end-user recalls (36%) are nearly tied as the UK's top enforcement actions — a dual border-and-market approach.

MACHINERY ALERTS RISING

Machinery jumped from 7 alerts in Q1 to 22 in Q2 (+214%). 4 of the Q2 alerts are UK-origin machines — none were in Q1 — a domestic compliance concern.

SHARED THEMES ACROSS EU AND UK MARKETS

CHINA DOMINATES ORIGIN

Both markets see China as the majority source of flagged products — 61% EU, 70.6% UK. This reflects the volume of low-cost consumer goods entering both markets from Chinese manufacturers.

ELECTRICAL & TOY RISK UNIVERSAL

Electrical appliances and toys are top-flagged categories in both markets. Electric shock, fire, and choking hazards appear consistently regardless of regulatory framework.

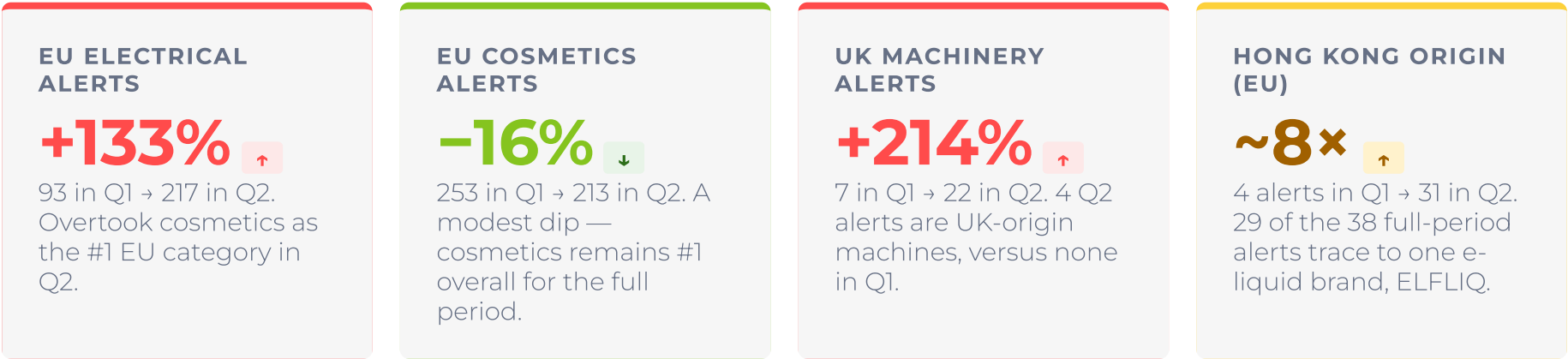
ONLINE MARKETPLACE EXPOSURE

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

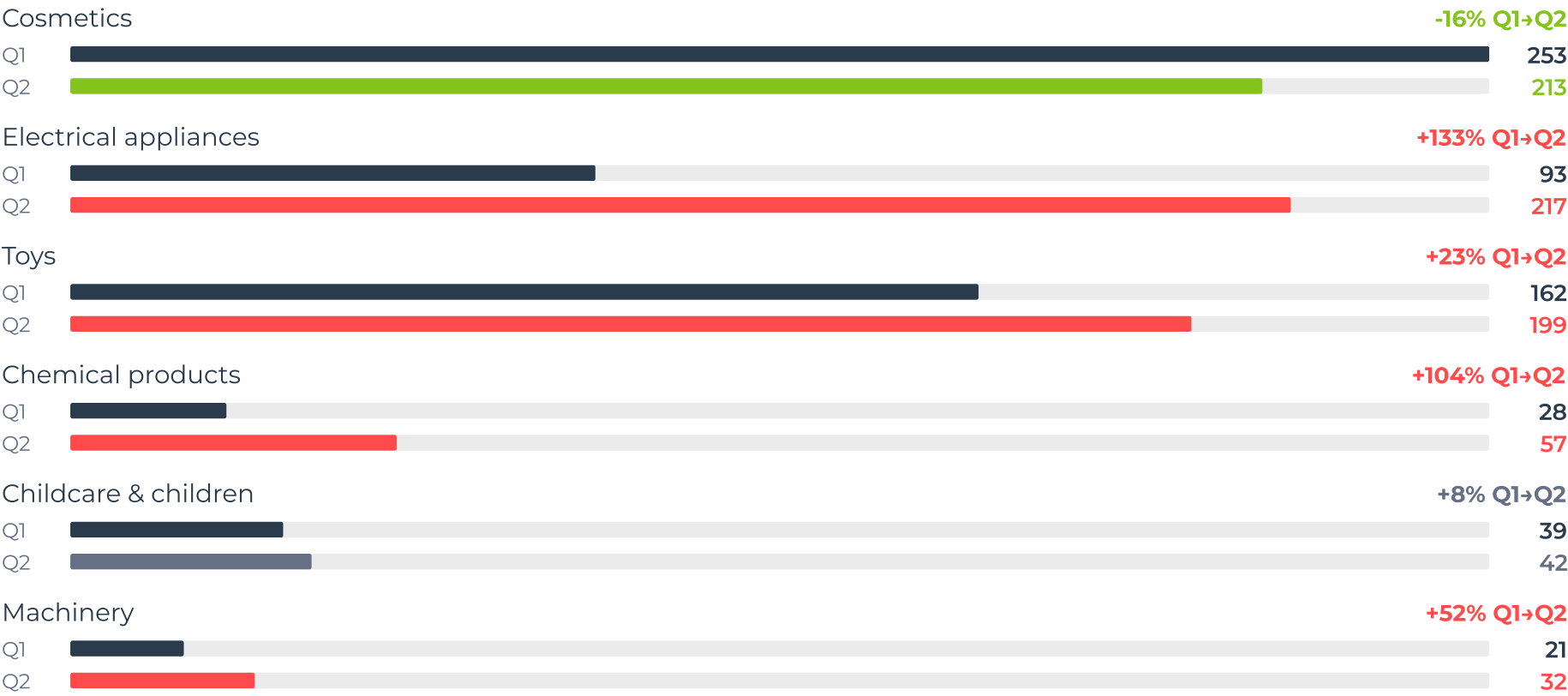
What Changed in Q2?

Comparing Q1 (January–March) vs Q2 (April–June) across both EU and UK datasets to surface new and shifting product safety risks, with July's early data flagged where it complicates the picture.

Q2 HEADLINE SHIFTS



EU: Q1 VS Q2 CATEGORY SHIFT



What to Watch For in the Second Half of 2026

EU ELECTRICAL SURGE

The 133% Q2 increase in EU electrical alerts warrants close monitoring in Q3. July data (36 alerts) is proportionally still elevated versus Q1 levels, suggesting the shift may be holding rather than reverting.

UK ASBESTOS REBOUND

Asbestos-linked alerts fell in Q2 but jumped back to 21 in July alone — more than the entire prior quarter. This cluster deserves continued tracking rather than being treated as resolved.

UK DOMESTIC MANUFACTURING

The rise of UK-origin machinery alerts in Q2 (4, versus 0 in Q1) is new — historically, UK alerts focus on imported goods. Continued HSE activity would suggest domestic compliance audits are intensifying.

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.

Intel Reports

Understanding emerging risks before they escalate is critical for protecting your platform, business, and customers. LegitScript's Intel 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.

