

**Question for written answer
to the Commission**

Rule 144

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Subject: Expansion of TikTokShop in Europe and impact on minors

On March 31, 2025, TikTok expanded its e-commerce platform, TikTok Shop, to users in France, Germany, and Italy¹, introducing a new one-click payment feature that streamlines transactions but raises concerns about its potential impact on minors and impulsive buying behaviour.

This development raises several questions:

- 1 Protection of minors: TikTok Shop is already criticized for its strong appeal to young users. Could this simplified payment system encourage excessive spending and potential debt among minors?
- 2 Screen addiction: By making impulsive purchases even easier, does this feature contribute to increased attention capture and addiction to digital platforms, especially among minors?
- 3 Regulatory oversight: Does the Commission consider that these kind of features should be assessed under the DSA, particularly regarding transparency and the protection of vulnerable consumers? Does it plan to address such practices in the future Digital Fairness Act to ensure a fair and protective framework for European consumers? Is the Commission planning to engage with TikTok to evaluate the impact of this feature and ensure compliance with the rules of the European dDigital Single Market?

¹ <https://www.reuters.com/technology/tiktok-shop-steps-up-europe-expansion-with-us-future-unclear-2025-03-27/>