

Under the Microscope:

Tests of Temu Products by Consumer Groups

(last updated: 3 February 2025)

Since its launch in Europe in early 2023, Temu has seen a skyrocketing rise in traffic and sales both across Europe and worldwide and it is among the most downloaded apps in many European countries.

Yet there is a murky side to Temu. The online marketplace stands accused of using dark patterns and addictive design to trap consumers and is enabling the distribution of a wide range of dangerous or illegal products that break EU product safety and digital services law. In May 2024, BEUC launched a widely-publicised complaint against Temu which authorities have built on to launch investigations into Temu's practices.

The evidence against Temu is building up. This document lists the product safety tests carried out by national consumer groups part of the BEUC network on products sold on Temu. The conclusions are clearcut: there are real and substantiated concerns and Temu is an entry point for dangerous products in Europe.

For more information:

- <https://www.beuc.eu/blog/shopping-on-temu-safe-or-sorry/>
- <https://www.beuc.eu/enforcement/taming-temu#the-action>



Most of the tests below were carried out on the basis of a risk analysis. This means that the products were selected based on an expected higher risk of non-compliance, rather than because they are a representative sample of products on sale on Temu.

November
2024

Area: Toys

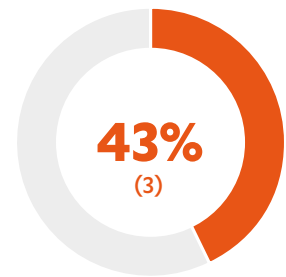
Problems found and examples: Colourful slime toys which release illegal amounts of borates that can harm the health of children by damaging their reproductive system.

Number of products checked: 7

Tests carried out in: Denmark

Carried out by: [Forbrugerrådet Tænk](#)

Share of non-compliant products



October
2024

Area: Toys

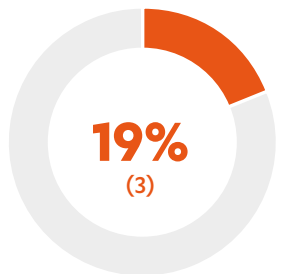
Problems found and examples: Cheap plastic toys that contain hormone disrupting phthalates up to 240 times above the legal limit.

Number of products checked: 16

Tests carried out in: Denmark

Carried out by: [Forbrugerrådet Tænk](#)

Share of non-compliant products



September
2024

Area: Food contact materials

Problems found and examples: Disposable tableware and baking paper which comes into contact with food has been illegally treated with 'forever chemicals' (PFAS).

Nine products had levels of fluorine that indicate use of PFAS which is not allowed in Denmark. Five products contained fluorine levels that were 10 to 50 times higher than what is allowed in paper and cardboard in direct contact with food.

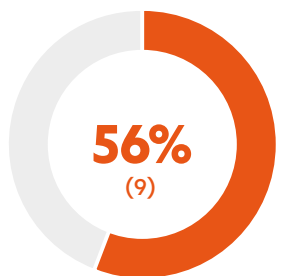
Scientists have linked PFAS exposures to increased cancer risks, immune system dysfunction, and several other health problems.

Number of products checked: 16

Tests carried out in: Denmark

Carried out by: [Forbrugerrådet Tænk](#)

Share of non-compliant products



August
2024

Area: Toys and baby products

Problems found and examples: Toys and baby products that are unsafe due, for example, to small parts that can easily detach and pose a choking risk to the infant, including the tiny eye of a caterpillar, or a small ball in a net which can easily fall out. Other safety problems included too long pacifier chains, which can strangle a child, and baby carriers where the baby could fall out.



The age markings on the products often contradicted the markings placed online and none of them were in Danish.

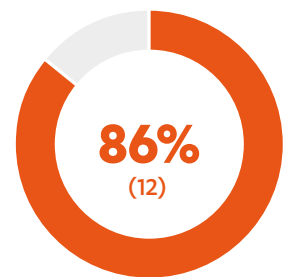
There was a cosmetic toy set with a suspected hormone disrupting ingredient that is illegal in products intended for children under 3 years.

Number of products checked: 14

Tests carried out in: Denmark

Carried out by: [Forbrugerrådet Tænk](#)

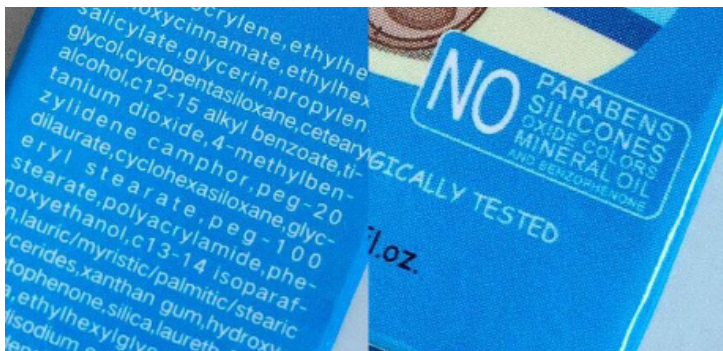
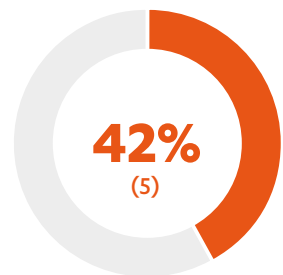
Share of non-compliant products



August
2024**Area:** Electrical products**Problems found and examples:** Incorrectly labelled electrical products including a water-filling lamp and an electrical tool as well as power supplies which could cause electrocution.**Number of products checked:** 6**Tests carried out in:** Denmark**Carried out by:** [Forbrugerrådet Tænk](#)**Share of non-compliant products**August
2024**Area:** Connected products**Problems found and examples:** Wireless cameras and smart doorbells with incorrect labelling.**Number of products checked:** 2**Tests carried out in:** Denmark**Carried out by:** [Forbrugerrådet Tænk](#)**Share of non-compliant products**

August
2024**Area:** Detergents**Problems found and examples:** Washing machine tablets that looked like sweets, as well as toilet cleaners with incomplete labelling and missing ingredients lists.**Number of products checked:** 3**Tests carried out in:** Denmark**Carried out by:** [Forbrugerrådet Tænk](#)**Share of non-compliant products**August
2024**Area:** Cosmetics**Problems found and examples:** Cosmetics and suncreams with conflicting information about ingredients.

What was written on the sticker on the external packaging did not match with what was written on the product itself. One product claimed to be silicone free but then listed silicone as an ingredient in the ingredients list.

**Number of products checked:** 12**Tests carried out in:** Denmark**Carried out by:** [Forbrugerrådet Tænk](#)**Share of non-compliant products**

July 2024

Area: Toys and baby products

Problems found and examples: Children's toys and baby products fell apart too easily. There were also missing safety warnings, missing or incomplete instructions on product use or how to dispose of the packaging as required by Italian law.

One product meant for teething children could cause suffocation because it was poorly made, while some food-imitating products carried obvious risks for the young.

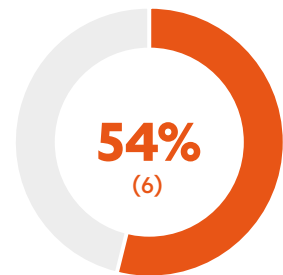


Number of products checked: 11

Tests carried out in: Italy

Carried out by: [Altroconsumo](#)

Share of non-compliant products



July 2024

Area: Cosmetics

Problems found and examples: Missing, incomplete or incorrect ingredients list and missing expiry dates. For many, the instructions were only in Chinese or were too limited to be useful.

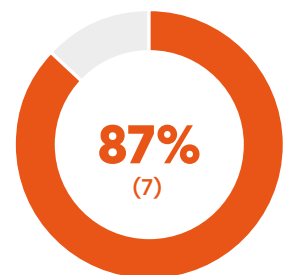
No instructions on how to dispose of packaging, as required by Italian law.

Number of products checked: 8

Tests carried out in: Italy

Carried out by: [Altroconsumo](#)

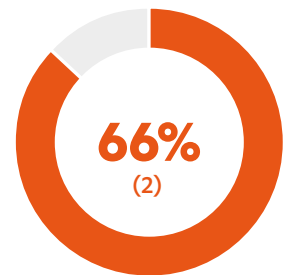
Share of non-compliant products



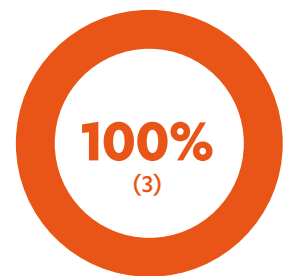
July 2024

Area: Helmets**Problems found and examples:** Bicycle and motorcycle helmets did not sufficiently protect riders, did not contain instructions or have correct certification.

No instructions on how to dispose of packaging, as required by Italian law.

Number of products checked: 3**Tests carried out in:** Italy**Carried out by:** [Altroconsumo](#)**Share of non-compliant products**

April 2024

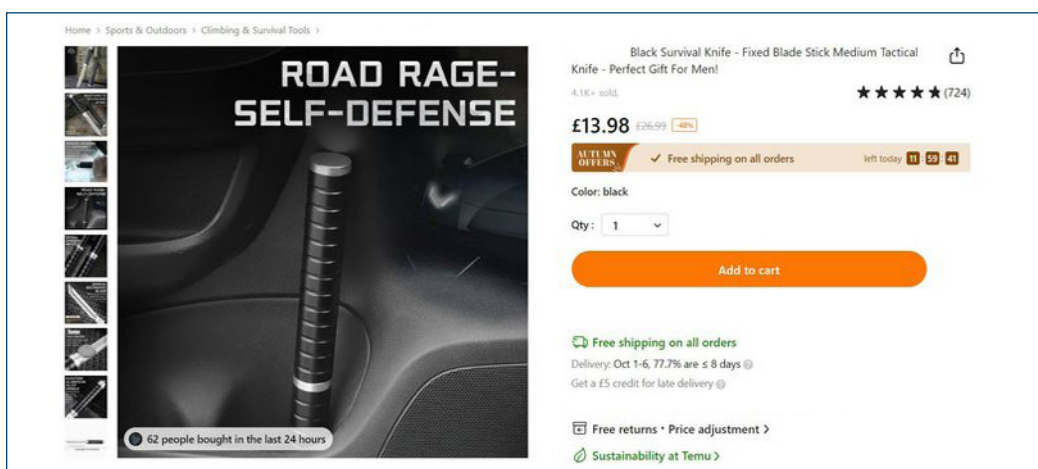
Area: Candles and sponges**Problems found and examples:** The products did not conform to the Food-Imitating Products Directive, lacked child safety warning and did not have CE marking.**Number of products checked:** 3**Tests carried out in:** Italy**Carried out by:** [Altroconsumo](#)**Share of non-compliant products**

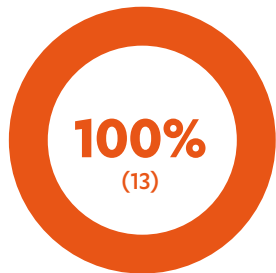
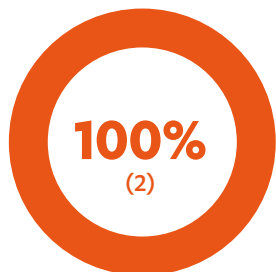
April 2024

Area: Connected products**Problems found and examples:** Wireless cameras and smart doorbells lacked crucial information about how long the products would receive security updates for, as required by law.**Number of products checked:** 82**Tests carried out in:** UK**Carried out by:** [Which?](#)**Share of non-compliant products**

December
2023**Area:** Electric heaters**Problems found and examples:** Each of the electric heaters was dangerous and could not legally be sold in the UK.

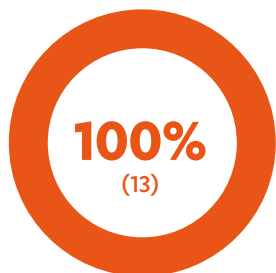
One heater had not been properly assembled and the live parts were easy to access, which increased the risk of electric shock. The product was so badly made that it also presented a fire and explosion hazard. At the time, the seller had sold 353 of these dangerous heaters, and two other sellers listing identical products claimed to have sold 8,900 sales between them.

**Number of products checked:** 3**Tests carried out in:** UK**Carried out by:** [Which?](#)**Share of non-compliant products**November
2023**Area:** Weapons**Problems found and examples:** Illegal weapons and age-restricted items without age checks were being sold by third-party sellers.**Number of products checked:** NA**Tests carried out in:** UK**Carried out by:** [Which?](#)

October
2023**Area:** Toys and gadgets**Problems found and examples:** Illegal or counterfeit CE marking in many cases. Some toys contained small parts which could easily cause suffocation. In many cases, the instructions were not in Italian and did not contain safety labelling.**Number of products checked:** 13**Tests carried out in:** Italy**Carried out by:** [Altroconsumo](#)**Share of non-compliant products**October
2023**Area:** Helmets**Problems found and examples:** The compulsory homologation logo and CE marking were missing from both helmets (one for motorcycles and the other specified as for 'electric vehicles'). The 'electric vehicle' helmet was clearly insufficient to protect users.**Number of products checked:** 2**Tests carried out in:** Italy**Carried out by:** [Altroconsumo](#)**Share of non-compliant products**October
2023**Area:** Cosmetics**Problems found and examples:** Missing or incomplete ingredients list which increases risks for people with allergies. It can also mean a higher chance of illegal substances used.

The instructions were also either difficult to read, not in Italian or did not contain the correct CE marking.

No instructions on how to dispose of packaging, as required by Italian law.

Number of products checked: 13**Tests carried out in:** Italy**Carried out by:** [Altroconsumo](#)**Share of non-compliant products**

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