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A COMPLIANCE SERVICES PROJECT PRESS RELEASE

Proper energy label display at the points of sale: Results of new monitoring activity indicate room for substantial improvement

Energy labels are a well known tool and trusted commonly used by consumers to choose products which consume less energy and have appropriate performance parameters. Proper display of energy labels on respective product categories is one of the key preconditions for making the energy related information, as well as other parameters, such as e.g. noise, water consumption, available to consumers at the points of sale – both in physical shops and in online commerce. The Compliance Services project, which is conducted by a team of various expert and stakeholder-led organisations from across the EU, has therefore carried out an exercise to monitor the proper presence of energy labels in e-commerce platforms. What were the monitoring parameters and with what results?

Rosalinde van der Vlies, Director of Just Transition, Consumers, Energy efficiency and Innovation in the Energy Directorate-General of the European Commission, said: “Energy labels make a concrete difference for EU consumers in terms lowering energy bills and find better products – but it only works if the labels are properly displayed in shops and online. The sweep coordinated in January shows there is room for improvement. The EU is ready to support retailers and suppliers get it right and I look forward to seeing the results of the next sweep planned later this year.”

Who: The monitoring activity has been conducted by organisations from seven European countries: ECOS - Environmental Coalition on Standards, which coordinated the activity, in **Belgium**; Austrian Energy Agency – Compliance Services project coordinator, in **Austria**; and further expert partners and agencies in **Czech Republic, Denmark, France, Italy** and **Portugal**.

When: The monitoring took place in **January 2026**.

Where: **36 online shops** have been monitored in total, including – for each participating country – both the largest e-commerce platforms as well as randomly selected smaller or specialized e-shops, and at least one marketplace website. The monitoring activity included a review of the proper availability of both the energy label and the product information sheet (PIS) on the specific

product pages as well as on all other pages where the products are displayed – main page, list view, basket page.

What: The action has focused on monitoring proper energy label and PIS display for 3 product groups: **smartphones** and **slate tablets**, **tumble dryers** and **heating and cooling products** – the reason for this choice is that they have new energy labels (smartphones and slate tablets) resp. modified energy labels (tumble dryers). Heating and cooling products still have energy labels with the old design and without change in the last years but they represent a considerable share of household energy consumption. A total of 377 product models has been assessed – including most and least efficient products as well as randomly selected models.

Why: The objectives of the monitoring action have been to review the proper availability of energy labels and PIS in various types of e-shops across the EU, and providing dealers with guidance on how the required information should be made available correctly.

Results and conclusions:

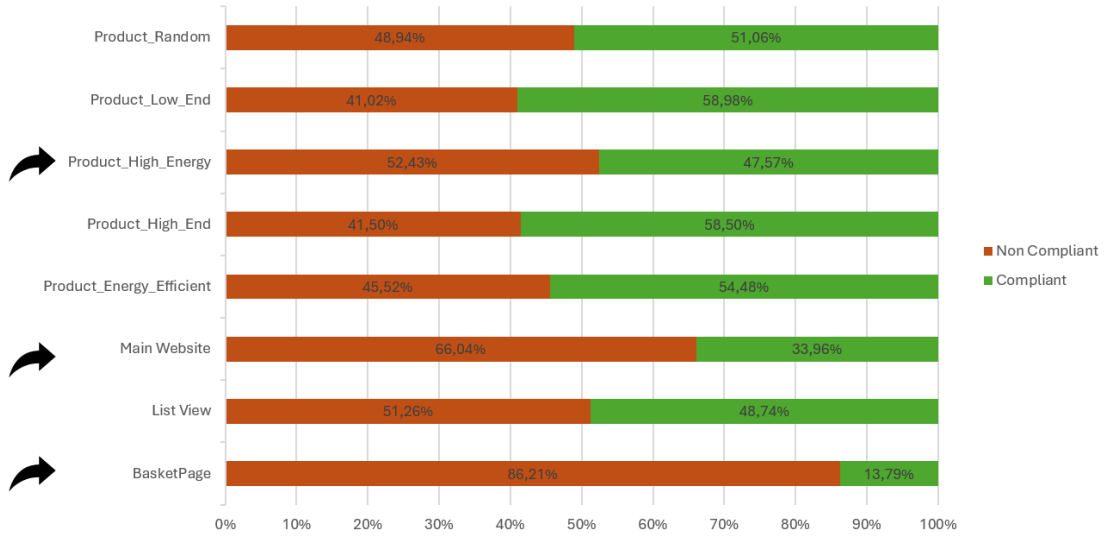
While of course the size of the sample of the products and e-shops selected does not fully represent the situation across the whole of the EU, the following key observations have been made:

- Products with *lower energy efficiency* (e.g. energy class worse than average of the respective product category) have a lower degree of proper energy label display.
- While the specific *product detail page* frequently contains an energy label and a link to PIS, the *list views* (“catalogue pages”) and most notably the *basket pages* (which are also frequently used by consumer for final model selection) frequently lack of proper availability of the energy labels and/or the PIS.
- Within the product categories, *tumble dryers* have the highest level of proper display of energy labels. While this product category has a new energy labelling regulation since July 2025, it belongs to the “traditional” group of products “white goods” with most frequent energy label display.
- *Smartphones and slate tablets* are a new product category, marked by energy labels since June 2025. This is most likely the explanation why the level of accuracy of energy label display for this product category is somewhat below the tumble dryers.
- *Heating and cooling products* have the same unchanged energy labels since 2022. Despite that, this product category, most notably the heating products, faced the lowest level of energy label availability (situation was better for air-conditioning products).



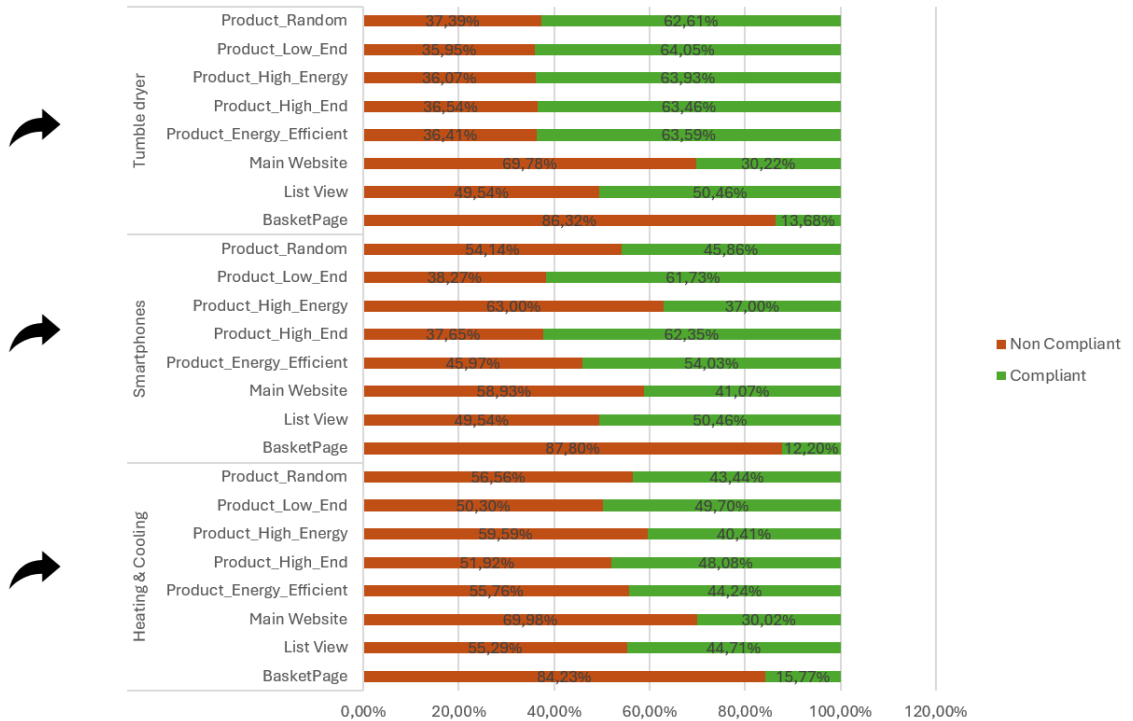
Online sales – results of monitoring

Compliance per Product category



Online sales – results of monitoring

Compliance per Product per Category



It is important to highlight that it is the suppliers (manufacturers, importers) who are responsible for the delivery and accuracy of the information on the energy labels (which was not verified by this activity), all dealers are then responsible for the proper display of energy labels. Dealers and individual consumers can access energy labels for all products on the EU market through the [EPREL database](#).

Note that the activity was not organised as a formal market surveillance action, but the project team has organised a series of activities, helping retailers from across the EU improve the compliance with energy label and PIS display. These included a production of dedicated **guides** for physical stores, online shops and in advertisements. Another action included a **webinar** for dealers, explaining the specific requirements and most common mistakes in energy label and PIS display. Guides, webinar proceedings, and other relevant materials are available on the project website <https://www.product-compliance-services.eu/>.

A follow-up monitoring activity will be organised on about one year, to monitor the market trends and developments.

About the project

The European project **Compliance Services** is working with suppliers, dealers, installers and other professional stakeholders to help them adapt to the new ecodesign and energy labelling regulations, so that the full intended benefits for consumers and the EU market are achieved.

Project activities include webinars, e-learning, guidelines and individual consultations for industry representatives also for other relevant product categories.

Contacts:

Project website: <https://www.product-compliance-services.eu/>

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ServiceDesk: <https://www.product-compliance-services.eu/compliance-service-desk>

LinkedIn: <https://www.linkedin.com/company/product-compliance-services>

Newsletter: <https://www.product-compliance-services.eu/sign-up-for-the-compliance-services-newsletter>

E-learning: <https://elearningcomplianceservices.adene.pt/>

Project coordinator: Austrian Energy Agency

Monitoring activity has been performed by:

Austria: Austrian Energy Agency AEA

Belgium: ECOS – Environmental Coalition on Standards

Czech Republic: SEVEN, The Energy Efficiency Center

Denmark: VoresBureau

France: French Energy Agency ADEME

Italy: AltroConsumo

Portugal: Portuguese Energy Agency ADENE

coordinated by

European organisations



AUSTRIAN ENERGY AGENCY



ASSOCIATION OF THE EUROPEAN HEATING INDUSTRY



EUROPEAN HEAT PUMP ASSOCIATION



SOLAR HEAT EUROPE/ EUROPEAN SOLAR THERMAL INDUSTRY



SOLARPOWER EUROPE



ENVIRONMENTAL COALITION ON STANDARDS

National organisations



ADEME
Agence de l'environnement et de la maîtrise de l'énergie
France



ADENE
Agência para a energia
Portugal



ALTROCONSUMO
EDIZIONI srl
Italy



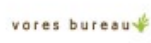
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