

Euroconsumers demands eDreams stops unfair subscription practices and compensates consumers

Brussels, 12 March 2026 – Euroconsumers and its national organisations have issued a formal cease-and-desist notice to eDreams following the recent ruling by the Italian Competition and Market Authority (AGCM), which confirmed that the company engaged in unfair and aggressive practices related to its eDreams Prime subscription service. Consumer complaints collected by Euroconsumers’ member organisations across Europe confirm that these issues are systematic and ongoing.

The AGCM imposed **€9 million in fines** after concluding that eDreams used manipulative digital design practices, known as “dark patterns,” to steer consumers into subscriptions and make cancellations difficult.

“Euroconsumers demands that eDreams stops these unfair subscription practices and compensate affected consumers”, said Marco Scialdone, Euroconsumers’ Head of Litigation.

“The power of enforcement is crucial,” said Els Bruggeman, Head of Policy and Enforcement at Euroconsumers. “By taking action against unfair practices, we not only hold companies accountable but actively improve the market for all consumers”.

Manipulative enrolment and barriers to cancellation

The AGCM investigation identified two main categories of unlawful conduct:

Deceptive and aggressive enrolment practices (€6 million fine): Consumers were misled by confusing price displays, false savings claims, charged during “free trials,” and automatically enrolled in the higher-priced **Prime Plus** option during booking.

Obstacles to cancellation and aggressive retention tactics (€3 million fine): eDreams made it difficult to unsubscribe by hiding cancellation options during the first 48 hours of membership and using pressure tactics like confirm-shaming and repeated prompts to discourage unsubscribing.

Complaints across Europe confirm ongoing harm

- **Italy (Altroconsumo):** Between January 2023 and February 2026 they received 1,087 complaints, 76.6% related to AGCM-sanctioned practices.

- **Spain (OCU):** Approximately 1,300 complaints were recorded between January 2025 and February 2026, mostly unauthorized charges and misleading free trials.
- **Portugal (DECO PROteste):** In 2025 alone, 291 complaints were filed.
- **Belgium (Testachats / Testaankoop):** Between January 2023 and March 2026 total of 211 complaints, 71% concerning AGCM-sanctioned practices.

“These figures show that the problems identified by the regulator are not isolated incidents but part of a wider pattern that continues to harm consumers,” Bruggeman added.

Euroconsumers calls on eDreams to:

- **Immediately cease all deceptive and aggressive practices**, including pre-selected subscription options, misleading price comparisons and hidden cancellation pathways.
- **Provide full restitution to affected consumers**, particularly those charged without explicit consent, billed despite free-trial offers, automatically enrolled in Prime Plus or prevented from cancelling their subscriptions.
- **Revise its digital interfaces** to ensure full transparency regarding subscription costs, renewals and cancellation procedures, in line with European consumer protection law.

Possible cross-border action

Euroconsumers has given eDreams **30 days from 3 March 2026** to provide a comprehensive remediation plan and compensation. Failure to respond may result in **cross-border collective action and complaints to European consumer protection authorities**.

Contact

Romane Armangau

Romane.Armangau@euroconsumers.org

+32470135529

About Euroconsumers

Gathering six national consumer organisations and giving voice to a total of more than 6 million people in Belgium, Italy, Poland, Portugal, Spain and Brazil, Euroconsumers is the world's leading consumer group in innovative information, personalised services and the defence of consumer rights.