

Why Euroconsumers supports the EU–Mercosur agreement

In a world marked by geopolitical instability, supply-chain disruption and rising prices, resilience has become a strategic necessity. For European consumers, resilience means diversified sourcing, stable access to goods, competitive prices and meaningful choice.

That is why we believe that the EU–Mercosur agreement is a pragmatic instrument to anchor openness in rules, predictability and cooperation - and to ensure that globalisation works for the people.

After 25 years of negotiations, the question is no longer whether Europe should engage globally, but how this engagement is governed. Trade agreements such as EU–Mercosur are one of the tools that allow Europe to turn openness into strength.

Turning market access into consumer benefit

Building bridges that people trust

The EU–Mercosur agreement represents more than a bilateral trade framework. It is a test of Europe's ability to shape globalisation according to its values: rules over arbitrariness, cooperation over coercion, trust over opacity.

In our current global economy, trade policy is also geopolitical policy. Europe's capacity to act economically and politically depends on its partnerships and alliances. Trade agreements therefore are not just about access to markets, it is about Europe's place in the world.





Strengthening ties with Mercosur countries contributes directly to this strategic positioning. The bloc already represents a major trading partner, with EU exports worth over €55 billion. Deepening this relationship helps diversify supply chains, reduce exposure to unilateral trade measures and cushion price shocks linked to geopolitical tensions.

At a time when major powers are turning to tariffs, industrial subsidies and trade coercion, agreements grounded in cooperation and enforceable rules offer an alternative path: engagement over retreat, bridges over barriers.

For consumers, this translates into more stable markets, greater availability of products and reduced vulnerability to global disruptions.

Choice, affordability and competition

Properly implemented, the EU–Mercosur agreement has the potential to expand product choice, enhance competition and contribute to price moderation across a range of consumer goods.

For consumers, a deal is preferable to no deal. European consumers know they are the ones who end up paying the price for tariffs and retaliation. When Euroconsumers asked people in Belgium, Italy, Spain and Portugal about Trump tariff announcements, the **message was clear**: consumers hate trade wars and as a response, 83% said that Europe should negotiate new commercial agreements with countries other than the US.

Competition also drives quality and innovation. When markets open under clear and enforceable conditions, businesses are incentivised to improve standards, invest in safety and respond to consumer expectations.



Trust as the foundation of trade

Standards, traceability and enforceability

Trade agreements only function when consumers trust the products entering their markets. That trust rests on verifiable standards, transparent rules and effective enforcement.

The EU–Mercosur agreement includes provisions designed to strengthen regulatory cooperation, traceability and market surveillance. Imports must comply with EU legislation, including border inspections and sanitary controls.

The Brussels effect in practice

Trade policy is also a vector for regulatory influence. By integrating partners into frameworks shaped by EU requirements, agreements such as EU–Mercosur can generate positive spillover effects for consumer protection worldwide.

It could extend European norms beyond its borders - on product safety, labelling, traceability and quality controls. As exporters align with EU rules to access its market, higher standards diffuse through global supply chains. In this sense, openness does not dilute consumer protection, it can amplify it internationally.

Monitoring implementation in practice

For Euroconsumers, support for the EU–Mercosur agreement is grounded in outcomes, not ideology. Trade must translate into trusted standards, enforceable consumer rights, transparent market practices and fair competition. Consumer trust is not collateral to trade policy, it is a precondition for its legitimacy and durability.

Euroconsumers will therefore monitor the agreement’s implementation closely. We will engage with EU institutions, regulators and stakeholders to ensure that consumer protections are fully upheld in practice, not only inscribed in treaty text.

If safeguards or enforcement weaken, we will speak out. Empowered consumers are essential to making openness sustainable.

