

The U.S. forcing the EU to accept a so-called deal is not a win for consumers

SEPTEMBER 2025

We, leading consumer and digital rights groups in the U.S. and EU in the Transatlantic Consumer Dialogue (TACD), take note of the publication of the joint statement on trade and investment.

We denounce the current U.S. approach to the transatlantic trade relationship. Wringing an agreement from baseless, coercive tariff threats from one major trade partner to another demonstrates a complete disregard for consumers.

TACD applauds the EU for resisting the worst of the U.S. administration's demands to weaken domestic digital and environmental safeguards thus far. The TACD network is collectively relieved that a full-scale trade war that would harm consumers was avoided, even if temporarily, as the barrage of attacks continues.

If the EU and the U.S. decide to follow-up on this framework agreement, this must be done transparently. The EU and U.S. must not repeat mistakes from the TTIP era. Indeed, if there are further talks to address what companies decry as “non-tariff barriers,” they will likely be a venue for the U.S. administration to push for anti-consumer and anti-climate deregulation, particularly on digital rights, access to affordable medicines, and increased fossil fuel exports.

Despite a lack of predictability and process, one thing is clear with this U.S. administration: nothing is final, and nothing is enough. What is an agreement today can be upended tomorrow – with demands for even more. The U.S. threat of tariffs against the EU as a reaction to its fine against Google for anti-competitive practices further proves that point.

MORE

- TACD calls on the EU to resist U.S. trade deal coercion to weaken laws ([14 July 2025](#))
- TACD opposes the use of coercive tariffs by the U.S. to attack EU laws protecting people ([3 April 2025](#))
- The Transatlantic Checklist for a New EU-US Cooperation Agenda ([14 June 2021](#))