

Update: Changes to EU “de minimis” customs duty

The [EU announced](#) that it is ending the “de minimis” customs duty exemption for goods worth less than €150 (£132). Beginning on the 1 July 2026, a flat customs duty of €3 will apply to low-value e-commerce parcels under €150 entering the EU through IOSS. **This change is temporary** while EU countries negotiate [a new customs regime](#) over the next two years. This change is the result of [increase in the import of small, cheap parcels](#). On top of this levy, the EU has announced a further handling fee, to be introduced in the Autumn. It is anticipated that this could be an additional €2.

The Department for Business and Trade have launched a website collating available information on the EU Customs Duties, which you can [access here](#).

If you are interested in hearing more about what other publishers are doing in this space, there will be a drop-in session on **Monday 8th June at 14:00**. The PPA’s relevant steering groups will also have agenda points dedicated to this issue. To aid our lobbying efforts, we are asking members to share any figures they have on the scale of the impact this will have for them. **All evidence will be anonymised.**

The PPA will continue to lobby decision makers and investigate this issue. We will provide timely updates on any new information we receive. For any questions, **including to request a joining link for the drop-in session** please contact charlotte.jeffreys@ppa.co.uk.

While this document isn’t legally binding, we hope it’s a helpful resource.

EU Enforcement and Implementation

We are waiting for more information from the EU on how this would be implemented. What the EU have signalled is that they plan to monitor non-compliance closely and that they will take extra steps to prevent the use of loopholes.

Public Affairs Updates

The Department for Business and Trade have launched a website collating available information on the EU Customs Duties, which you can [access here](#).

The PPA’s Policy and Public Affairs Officer, Charlotte Jeffreys, is in ongoing conversations with a range of stakeholders, including in government, civil service, the EU and cross-sector.

From these conversations, we have repeatedly heard feedback that regulatory change on this issue will not be possible and that it is not part of the UK-EU reset.

Various MP's that the PPA have relationships with have offered to table questions in parliament to raise awareness of this issue domestically. You can read the written answer by Minister of State (Department for Business and Trade) Chris Bryant MP to a [question tabled by Caroline Dinenage MP here](#).

The PPA is working on a joint letter with other publishing bodies, calling on the EU Commission to grant a sectoral carve out. The letter argues that the customs duties contravene the Florence Agreement, which sets a matter of principle that written materials should travel freely among countries for the good of global society. As part of this, members will be encouraged to contact their local MPs and the EU to voice their opposition to the unintended consequences of this customs duty. Members can expect information on this to follow.

The PPA is hosting a drop-in session for members on **Monday 8th June at 14:00**. Charlotte will be in attendance to answer questions on regulatory and lobbying matters. A portion of the session will be allocated to facilitate a peer-to-peer discussion, where members are invited to share insights into how their businesses are adapting to the customs duty change. During this period, the PPA will only be present as a facilitator. Publishers looking for feedback on any business decisions should pursue independent legal advice. If you have not received an invite and would like to join, please contact charlotte at charlotte.jeffreys@ppa.co.uk.

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Publisher Updates

As it stands, a singular, fully compliant solution has not been found.

The levy and the handling fee appear to be separate, indicating that even if a solution could be found to the levy, publishers should still anticipate further costs in the Autumn.

The PPA's Strategic Mailing Partner, Air Business, have investigated this issue thoroughly and invite anyone, including non-customers, to contact them about it.

Many members have reported that they will cease sales to the EU as a result of this customs duty and instead offer digital subscriptions to customers. We are engaging with members on strategic approaches around retention and aim to be producing a set of case examples but if anyone would like to engage directly with us please get in touch.

If you are interested in hearing more about what other publishers are doing in this space, the drop-in session (to be announced next week) and the PPA's relevant steering groups (Subscriptions, Postal, IPN) will have agenda points dedicated to this issue.