

# Retail

## Key facts

- 1 Placing products on the EU and UK markets will be subject to new rules after the transition period ends
- 2 The new terms of access to the UK and EU markets are being negotiated
- 3 EU and UK product standards may start to differ and UK conformity assessments may not be valid automatically in the EU

## Examples include:

Shops, online sellers, wholesalers, distributors

How we buy and sell products, and hire staff from the EU, will change after the transition period ends. Businesses are advised to consider their route to market and look at what it means for their margins when they export and import to and from European countries on different terms, and when costs of recruitment will rise.

## People

- EU nationals currently in the UK can apply for (pre-)settled status under the Settlement Scheme
- After the transition period ends, EU staff that come to the UK to work, will need to apply under the points-based immigration system, and businesses have to sponsor applicants they want to recruit

## Trade

- Import and export of goods will be subject to customs controls and may attract tariffs
- Rules around placing products on the EU and UK markets will be different

## Regulation

- Rules on labelling, CE marking, product standards, chemicals, pesticides, testing, cosmetic products, medicines and pharmaceutical products, fireworks, fertilisers, detergents and the EU Ecolabel will become different for the EU and the UK markets
- UK to EU e-commerce will be governed by the rules of the customer's country
- The legal basis for acquiring and monitoring personal data from EU customers may become a problem after the transition period ends

## To do

### People

- Support and encourage current EU staff to apply for (pre-)settled status. Check out the [Settlement Scheme Employer Toolkit](#)
- Follow the development of a new points-based immigration policy Support and encourage current EU staff to apply for (pre-)settled status. Check out the [Settlement Scheme Employer Toolkit](#)
- Read about the [details of the new points-based immigration system](#)

## Trade

- Find out what [exporting goods](#) to EU countries will mean after the transition period ends
- Find out what [importing goods](#) from EU countries will mean after the transition period ends
- Call the UK Export/Import helpline for support: 0300 3301 331

## Regulation

- Find out how to comply with [UK product safety standards and metrology](#) when importing goods
- Check labelling requirements for [footwear](#) and [textiles](#)
- Understand changes to your [VAT obligations](#) and read specific guidance on [VAT on goods](#)
- You may also want to read the EU Readiness Notices on [e-commerce](#), [chemicals](#), [plant protection products](#), [biocidal products](#), [cosmetic products](#), [fertilisers](#), [detergents](#), [EU food law](#), [organic products](#) and [consumer rights](#)
- Check the [ICO website on complying with GDPR](#)

- Go to the [Government's checker tool](#) and the [EU Readiness Notices](#) for more information on EU exit and the retail sector.

## What's next?

Trade under EU rules will continue as normal until the transition period ends. A new trade agreement will lay down the final conditions for UK-EU trade in (consumer) goods. This may include some degree of alignment of standards.

For more information visit [London Growth Hub](#), [check out other fact sheets](#) or email [growthhub@london.gov.uk](mailto:growthhub@london.gov.uk)

## Disclaimer

At the time of writing, the transition period ends on 31 December 2020, and the changes outlined in this fact sheet will occur from 1 January 2021. If that date slips, the changes will still happen, but at a later date. For latest updates go to [www.gov.uk/transition](http://www.gov.uk/transition)

## London Growth Hub

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