




EU Customs Changes: How to Prepare



Today, parcels with an intrinsic value below €150 sent from a third country to consumers in the European Union (EU) are exempt from customs duties under the so-called de minimis relief, although VAT and customs declaration requirements still apply.

From July 1, 2026, this €150 customs duty exemption will be removed.

What's changing for your shipments from July 1, 2026

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| <p>All goods imported into the EU will be subject to applicable duties and taxes, and will require full customs clearance processing.</p>  | <ul style="list-style-type: none">• Consumer shipments (B2C): A €3 duty per line item will apply• Business shipments (B2B): Duty will be charged on an ad valorem (percentage-based) basis• Existing free trade agreement benefits will continue to apply. | <p>For B2C shipments, three product identifiers are required for each item.</p>  | <p>Customer identification (B2B/B2C) is required for each shipment.</p>  |
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What this means for shippers

- **Higher import costs:** A €3 duty will apply to each item in all B2C shipments. B2B shipments will be charged on the applicable ad valorem duty rate, and free trade agreements will still apply where eligible
- **Customs documentation required:** Every shipment must include complete and accurate customs documentation
- **Product identifiers required for B2C shipments:** Each item in a B2C shipment must include the following product details:
 - Merchant product ID (mandatory)
 - Manufacturer product ID (mandatory)
 - Standardised product ID (mandatory, where available).

Key steps to help ensure smooth customs clearance

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| <p>Provide accurate shipment data</p> <p>Include the EU buyer's EORI/VAT number, detailed product descriptions, HS codes, item values, and country of origin.</p> | <p>Submit complete and compliant information</p> <p>Ensure HS codes, declared values, and full line-by-line shipment details are correct and complete.</p> | <p>Be ready for customs clearance</p> <p>Full customs declarations will be required for every shipment.</p> | <p>Support on-time delivery</p> <p>Providing complete and accurate information helps speed up customs processing and reduce delays.</p> |
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At a glance: Key differences for B2B and B2C shipments

| Topic | B2B | B2C |
|-----------------------------------|--|--|
| €150 duty relief | Ends from 1 July 2026 | Ends from 1 July 2026 |
| Import duty charges | Standard ad valorem duty rates apply | €3 flat duty per HS code line item |
| Customs declarations | Consolidated declarations may still be used where eligible (no distance sales) | Item-level declarations required for all shipments (IOSS and non-IOSS) |
| Customs clearance location | No change to current process | Non-IOSS shipments must clear in the destination country |
| Product ID requirements | Not required | Three product identifiers required for each line item |

Prepare for the changes with UPS

UPS can help you navigate these changes with expert support and practical solutions designed to keep your shipments moving smoothly.

- **Customs expertise:** Guidance on EORI, VAT, customs data requirements, and documentation to help you stay compliant
- **IOSS support:** Advice on whether IOSS registration is the right option for your business, if not already in place
- **Delivered Duty Paid (DDP) solutions:** DDP services that help create a simpler, more predictable experience for you and your customers
- **Smart shipping technology:** Advanced, AI-powered tools within UPS shipping systems to improve data accuracy, efficiency, and compliance.

Please note this information is based on our current understanding of the applicable regulations and may be updated once the final legal texts are published. It is provided for general guidance only and does not constitute legal advice. We recommend you review your specific situation and carry out any necessary due diligence.

