

**MEDIA RELEASE**

**Consumer Product Safety Office removed over 6,900  
unregistered household appliances sold online in 2024**

MR No.: 014/25

Singapore, Friday, 28 March 2025

1. In 2024, the Consumer Product Safety Office (CPSO) found more than 6,900 listings of household appliances, classified as Controlled Goods, sold online that were not affixed with a valid SAFETY Mark or registered with the CPSO in accordance with regulatory requirements under the Consumer Protection (Safety Requirements) Regulations (CPSR)<sup>1</sup>. This was uncovered through the CPSO's market surveillance efforts and investigations into consumer feedback on non-compliant products sold on major e-commerce platforms like Amazon, Carousell, Lazada, Qoo10, Shopee, and Tik Tok, between January and December 2024.
2. The number of non-compliant household appliances detected in 2024 is more than double that of previous years, where an average of around 3,000 non-compliant appliances were uncovered annually between 2021 and 2023. The increased detection in 2024 was driven by greater public awareness of product safety issues, resulting in a rise in consumer feedback that enabled CPSO to conduct more targeted investigations and uncover a higher number of non-compliant appliances.
3. Kitchen countertop appliances were the most common non-compliant household appliances, accounting for about 60% of the total number of non-compliant listings found. These include appliances for heating liquids and food preparation (e.g. kettles, coffee machines, slow cookers) as well as those for food processing (e.g. mixers, blenders). Other prominent categories of non-compliant products include portable socket outlets and hair care appliances.

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<sup>1</sup> Under the Consumer Protection (Safety Requirements) Regulations (CPSR), [33 categories](#) of household electrical, electronic and gas appliances & accessories, known as Controlled Goods, are required to be tested to specified safety standards and affixed with the SAFETY Mark before they can be sold in Singapore.

4. The CPSO has since worked with the e-commerce platforms to remove all the non-compliant listings. We will also continue to engage these platforms regularly to strengthen seller compliance through various deterrence measures that various platforms have implemented, such as exclusion from platform-wide marketing campaigns, reduced listing visibility in search results, as well as account suspension or termination for errant sellers.

### **Safety considerations when purchasing appliances online**

5. Online shopping has increasingly become a norm for consumers, given the convenience and accessibility to diverse products via e-commerce platforms. It is thus important for consumers to remain vigilant and conduct thorough checks when purchasing products like household appliances online. Consumers should perform checks in the following key areas:
  - a. **SAFETY Mark:** Check the photos and description of the listing for presence of the SAFETY Mark, which indicates that the product has undergone safety-related testing and certification. Consumers can also verify the validity of the SAFETY Mark on the CPSO's [Register of Registered Controlled Goods](#).
  - b. **Seller and Product Reliability:** Check past reviews by other buyers to ensure no safety hazards or reliability issues have been reported. Choose a seller that provides full product warranty by the manufacturer, customer service support, and a return or exchange policy.
  - c. **Safety Alerts and Recalls:** Check the CPSO's [Product Safety Alerts and Recalls](#) webpage to ensure the product has not been recalled by its manufacturer, or banned by regulatory authorities due to safety issues.
  - d. **Suitability for Local Use:** Check the listing description or contact the seller for information around the product's technical specifications. Consumers should confirm that the appliance comes with a [mains plug type](#) and rated voltage suitable for use in Singapore<sup>2</sup>.
6. **Beatrice Wong, Director of CPSO** said, "It is important for consumers to purchase and use only household and electrical appliances that comply with the relevant regulatory requirements, otherwise they can face risks such as electric shocks, burns, and fire hazards. With the rise in number of non-compliant appliances detected over the past few years, it is increasingly important for consumers to exercise due diligence when

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<sup>2</sup> Singapore's standard electricity supply is 230 volts AC with a frequency of 50 hertz (230V/50Hz).

purchasing household appliances. We will continue to educate consumers and sellers on our safety regulations through our outreach efforts, and work with all major e-commerce platforms to ensure compliance.”

7. The CPSO encourages consumers who encounter the sale of any non-compliant products to report them to us at 6898 1800 or [consumerproductsafety@enterprisesg.gov.sg](mailto:consumerproductsafety@enterprisesg.gov.sg). The CPSO takes a serious view of non-compliance and will not hesitate to take punitive actions such as issuing warnings, fines or even court prosecution against errant sellers. Under the CPSR, any person found guilty of selling unregistered Controlled Goods is liable upon conviction, to a fine not exceeding S\$10,000 or imprisonment for a term not exceeding two years, or both.

-End-

## **Annex A: Infographic on Online Shopping Product Safety Tips**

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## **About Consumer Product Safety Office**

The Consumer Product Safety Office (CPSO) safeguards the safety of consumer products supplied in Singapore through the Consumer Protection (Safety Requirements) Regulations (CPSR) and Consumer Protection (Consumer Goods Safety Requirements) Regulations (CGSR).

The CPSO conducts market surveillance to verify products' compliance with safety requirements, investigates feedback on consumer product safety and keep consumers informed about the latest product safety information.

The CPSO is an office overseen by Enterprise Singapore.

## **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

# 5 TIPS FOR SHOPPING ONLINE

## CHECK FOR THE SAFETY MARK!

Household items such as electrical, electronic and gas appliances regulated under the Consumer Protection (Safety Requirements) Regulations need to carry the SAFETY Mark before they can be sold in Singapore.



1 2 3 4 5 6 - 0 0

When in doubt, ask the seller if the product has been tested for safety and bears a valid SAFETY Mark.

Verify the SAFETY Mark's validity at: [go.gov.sg/checksafetymark](http://go.gov.sg/checksafetymark)



## ASK QUESTIONS

Contact the seller to find out more about the product's features and functionalities.



## IS IT DESIGNED FOR USE IN SINGAPORE?

Contact the seller to ensure that the product comes with plugs and voltages that are suitable for use locally.



## BUY FROM OFFICIAL STORES OR REPUTABLE ONLINE MARKETPLACES

Look for official sellers and ask if they provide after sales services such as local customer support, full product warranty, and a return or exchange policy.



## DO YOUR HOMEWORK

Check out past buyers' feedback, seller ratings, and independent product reviews to make sure no safety hazards or reliability issues exist.

A quick search online can often help reveal products that have been recalled by the manufacturer or had its sale stopped by regulatory bodies over safety issues. You can also visit [go.gov.sg/recalls](http://go.gov.sg/recalls) for product recalls and notices.



Find out more about shopping safely online: [go.gov.sg/shopsafeonline](http://go.gov.sg/shopsafeonline)

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