Rising to the Challenge of Public Protection

The Impacts and Outcomes of Local Trading Standards Services in England and Wales in 2025/26

The Association of Chief Trading Standards Officers (ACTSO) created the Impacts and Outcomes Framework in 2018/19 to provide national data for England and Wales on work done by local authority Trading Standards Services. This is the sixth report for England & Wales, and this document contains a summary of the of highlights of work done in 2025/26.

Trading Standards teams across the country continue to rise to the challenge of protecting consumers and businesses from harm. Whether that is harm from rogue traders, illegal or unsafe products or otherwise irresponsible or fraudulent trading; our work makes a significant contribution to reducing consumer and business detriment.

In 2025/26 local Trading Standards Services have:

- **Prevented over £3.2 billion of detriment to consumers.**
- **Saved scam victims almost £57.5 million.**
- **Provided over 18,000 hours of advice to businesses through primary authority partnerships.**
- **Removed over 5.9 million unsafe or non-compliant goods from the market.**
- **Seized over 33.6 million illegal cigarettes and over 2.96 million illegal vaping products.**
- **Carried out 67,500 compliance checks to ensure businesses meet their legal responsibilities and to provide them with advice on site.**

TACKLING DETRIMENT AND PREVENTING HARM

Trading Standards' work is focussed on preventing harm and financial detriment to legitimate businesses and to consumers. This can include providing information and advice as well as carrying out work to prevent, disrupt and take enforcement action against those who break the law.

Key statistics for 2025/26 included:

Approximately **920 defendants** were prosecuted.

Prison sentences of almost **400 years** were handed down. This includes both immediate and suspended sentences.

Defendants were ordered to pay over **£18.8 million in Proceeds of Crime Act confiscation orders.**

Local authority Trading Standards provided support to over **9,700 scam victims.**

Work to disrupt mass marketing fraud mailings, stop outgoing payments, mail etc. **saved consumers almost £57.5 million.**

Almost **£2.2 million compensation** was awarded to victims by the courts.



SUPPORTING THE LOCAL ECONOMY

Economic growth and business support continues to be a priority for the Government and local authorities. Trading Standards can help businesses with sound advice about regulatory requirements, fair competition and to be confident that others will not be able to undercut them by breaking the law.

Key statistics for 2025/26 included:

Provided over **18,000 hours** of advice to business who are part of the Primary Authority scheme and responded to almost **11,900 requests** for other advice from businesses.

Over **67,500 visits were carried out to businesses to ensure they comply with the law and provide advice** to help them fix any non-compliance.

Almost **26,500 businesses were subject to an intervention**, such as advice, investigation or referral.

Almost **970,000 counterfeit products with a market value of £6.6 million**, which breach the intellectual property of legitimate businesses, were seized.

PROMOTING HEALTH AND WELLBEING

Trading Standards enforce a wide range of age restricted sales legislation to help to keep young people safe from vapes, cigarettes, alcohol, and knives. This year, the landmark Tobacco and Vaping Bill completed its passage through Parliament. Trading Standards also has a vital role in ensuring that consumer products, such as toys, cosmetics and electrical goods, are safe, that food is correctly labelled and that standards in animal health and welfare are maintained. This supports the health and well-being of communities which is a key priority in most local authorities.

Key statistics for 2025/26 included:

Nearly **5.9 million unsafe or non-compliant products were seized or removed from the marketplace** following Trading Standards' interventions.

The **savings to society**, in terms of product value and injuries and fires prevented, is over **£219 million.**

Almost **11,100 businesses** were identified as **supplying food that was misdescribed, did not correctly declare allergens, contained toxic or illegal components or was involved in food fraud.**

Almost **5,400 businesses** were found to be in **breach of animal health and welfare legislation.**

1,526 premises were tested for the underage sale of **alcohol**; the average failure rate was **15%.**

160 premises were tested for the underage sale of **tobacco**; the average failure rate was **23%.**

Almost **2,700 premises** were tested for the underage sale of vaping products; the average failure rate was **23%.**

Over **33.6 million illegal cigarettes** and almost **10 tonnes of illegal hand-rolling tobacco,** worth a combined value of **£25.4 million,** were seized.

