



2026 Key Threats to Digital Trade Europe

Europe remains a critical market for U.S. digital services, but an increasingly complex regulatory environment threatens to restrict market access, raise compliance costs, and undermine transatlantic digital trade. EU-wide legislation and country-specific measures are creating overlapping obligations that disproportionately affect American technology companies.

The EU's Digital Markets Act continues to impose significant restrictions on leading U.S. platforms, while implementation of the AI Act raises concerns about regulatory uncertainty and burdens on innovation. New proposals focused on cloud services, cybersecurity, and digital sovereignty could further disadvantage foreign suppliers. Across individual European markets, discriminatory digital services taxes, data localization requirements, and local content quotas compound these challenges.

THE DIGITAL TRADE CHALLENGE



Asymmetric
Platform
Regulation



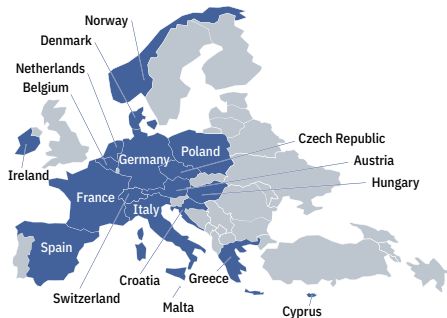
Digital
Services
Taxes



Cloud
Sovereignty
Measures

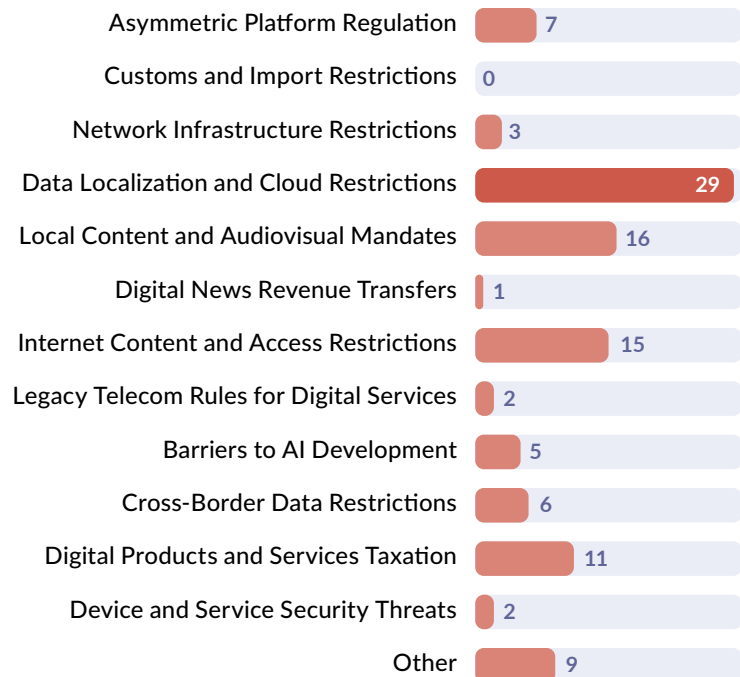
106 Digital Trade Barriers Identified

18 COUNTRIES ANALYZED



Information and data is current as
of October 2026. Learn more at:
digitaltradebarriers.ccianet.org.

DIGITAL TRADE THREAT PROFILE



U.S. DIGITAL SERVICES IMPACT 2025



\$321 billion
U.S. Digital Services
Exports (2025)



\$165 billion
Digital Services Trade
Surplus (2025)

¹ The following is excerpted from CCIA's annual comments submitted to the Office of the U.S. Trade Representative regarding its National Trade Estimate report:
<https://ccianet.org/library/ccia-comments-for-the-2027-ustr-n-te-report/>