

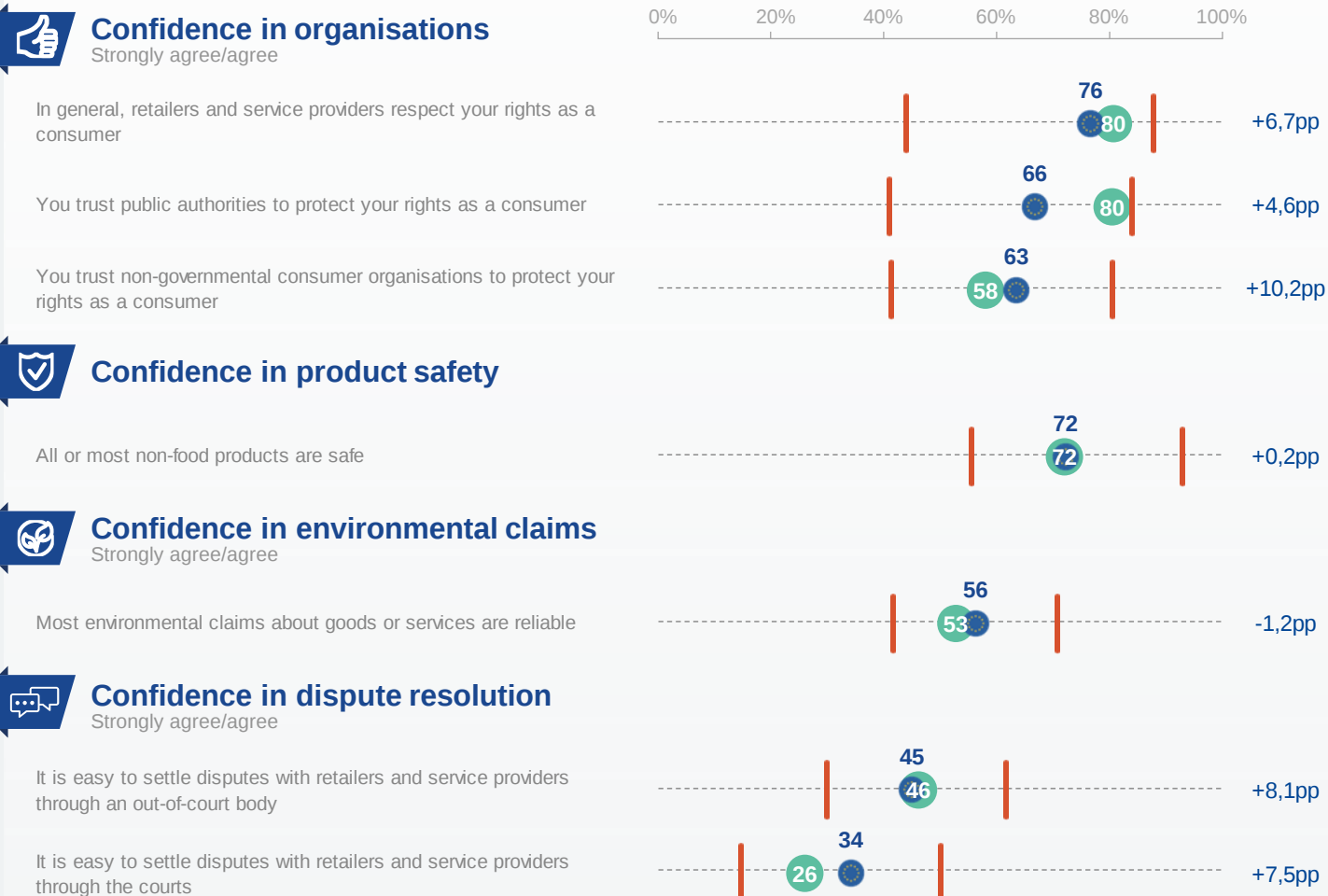


Consumer conditions survey

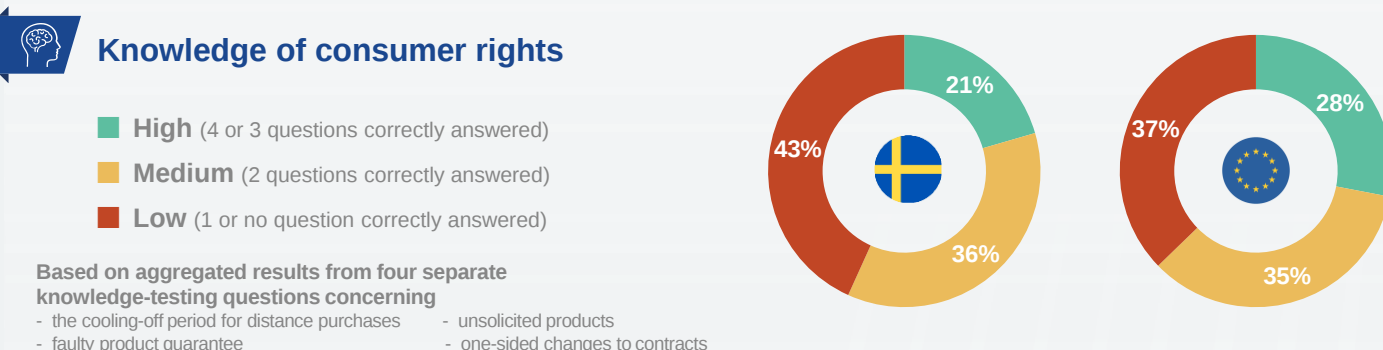
Consumers at home in the single market - 2023 edition

● Sweden ● EU 27 average | EU 27 range Change since 2018

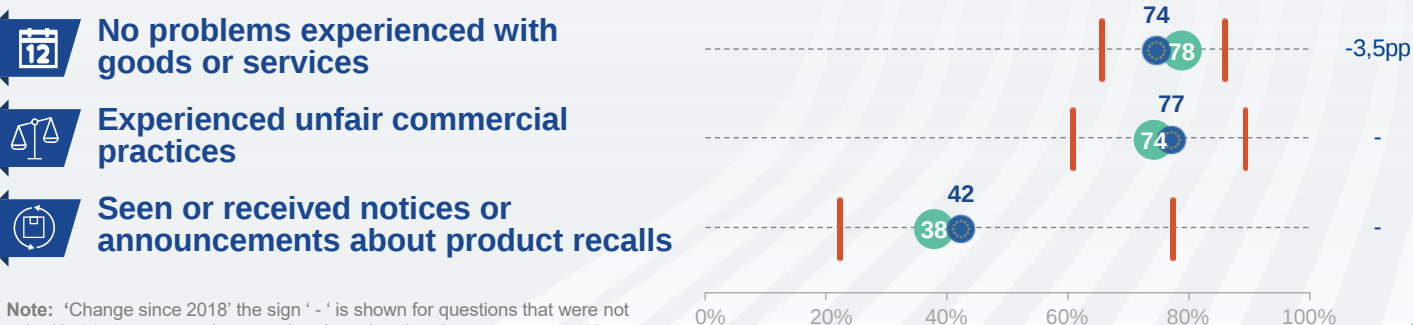
Consumer confidence



Consumer knowledge



Consumer experience



Note: 'Change since 2018' the sign '-' is shown for questions that were not asked in 2018 or were subsequently reformulated and are not comparable



Consumer conditions survey

Consumers at home in the single market - 2023 edition

Sweden

EU 27 average

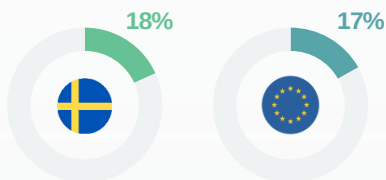
EU 27 range

Change
since 2018

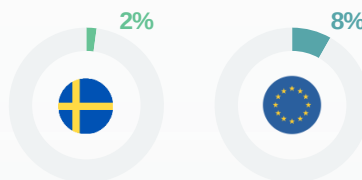
Experienced problems

Experience of problems with goods or services in the past 12 months

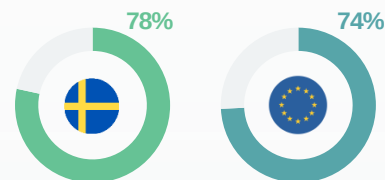
Experienced a problem and
took action to solve it



Experienced a problem
but did not do anything



No problems experienced



Action taken

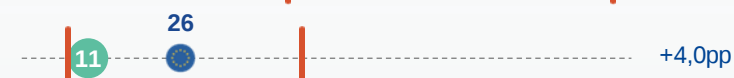
Base: All those who experienced a problem and took action

0% 20% 40% 60% 80% 100%

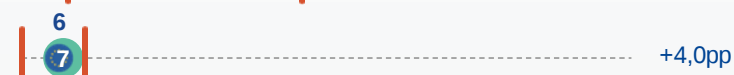
Complained about it to the retailer/service provider



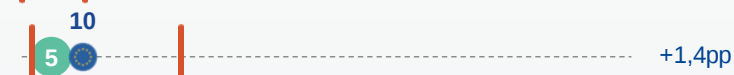
Complained about it to the manufacturer



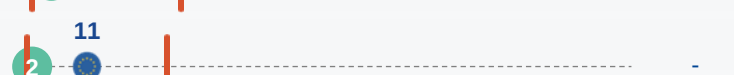
Brought the matter to an out-of-court dispute resolution body (ADR)



Complained about it to a public authority



Complained about it to a consumer association/European Consumer Centre (ECC)



Joined a collective redress action



Took the business concerned to court



Reasons for not taking action **

Base: All those who experienced a problem and did not do anything

The sums involved were too small



You thought it would take too long



Was unlikely to get a satisfactory solution



Felt the process would be too complex *



Thought complaining would have led to a confrontation, and do not feel at ease in such situations



You were not sure of your rights as a consumer



You tried to complain about other problems in the past but were not successful



Did not know how or where to complain



Note: * New question in 2022 ** Due to small sample sizes country data is indicative



Consumer conditions survey

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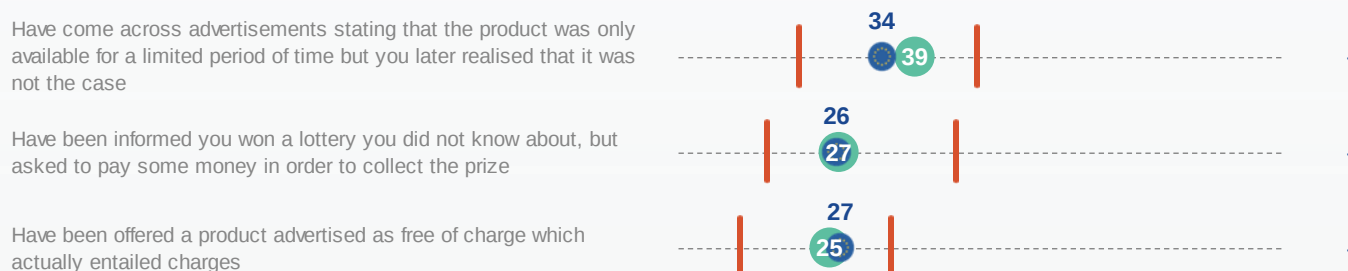
● Sweden ● EU 27 average | EU 27 range Change since 2018

Experienced problems

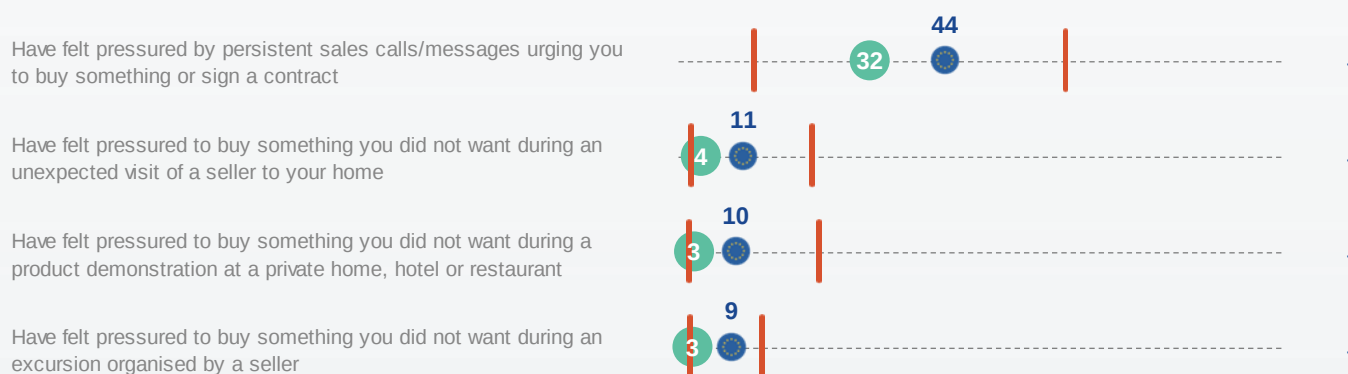


Figures for satisfaction with other actions are not included due to small sample sizes

Experienced unfair commercial practices



Pressure selling



Unfair contract terms



Other





Consumer conditions survey

Consumers at home in the single market - 2023 edition

Sweden

EU 27 average

EU 27 range

Change
since 2018

Product safety



Experienced an accident, injury or health problem from using a product

Yes, because a product was dangerous

1%

2%

Yes, because a product had no or poor instructions of use

1%

3%

Yes, because a product wasn't used correctly or carefully enough

1%

2%

Sustainable consumer experience



Environmental influence

Yes total

Environmental impact of any goods or services influenced your choice (of goods or services purchased in the last two weeks)

44%

56%



Longevity and reparability when purchasing electronic products*

When buying electronic products it is very/fairly important

That the product will last a long time

98%

93%

That the product can be easily repaired

88%

84%

Online consumer experience



Online purchasing

0% 20% 40% 60% 80% 100%

Have purchased online from a retailer or service provider located in your country

61

79

+2,1pp

Have purchased online from a retailer or service provider located in an/other EU country

27

31

-2,9pp

Have purchased online from a retailer or service provider located outside the EU

20

22

-1,2pp

Have not made any online purchases

29

17

+0,9pp

Have purchased online from a retailer or service provider located but do not know where the retailer or service provider is located

4

2

+1,2pp

0% 20% 40% 60% 80% 100%



Consumer conditions survey

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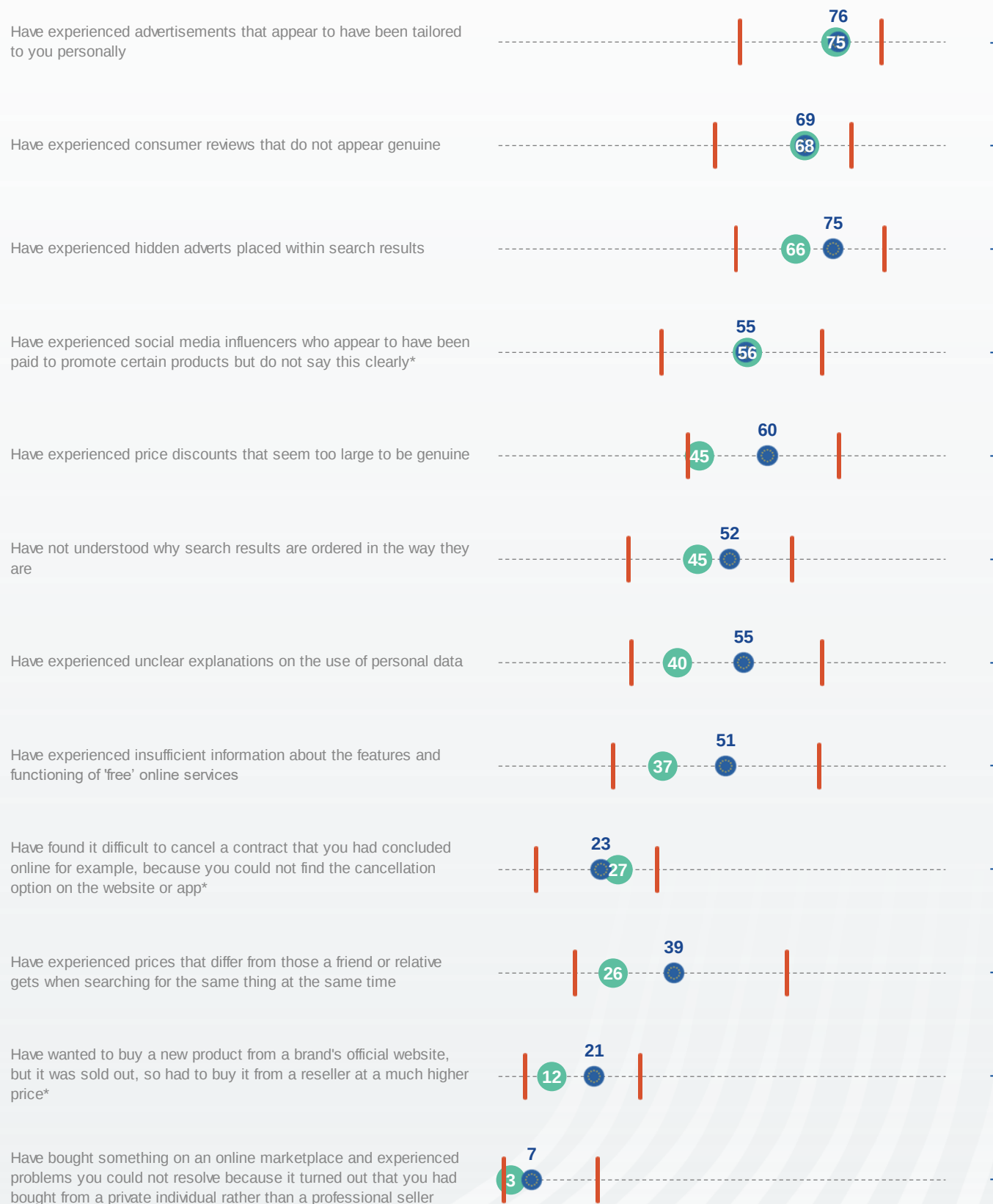
Online consumer experience



Online commercial practices

Always/Most of the time/sometimes

Base: All those who purchased any goods or services via the internet in the past 12 months



Note: * New question in 2022. 'Change since 2018' the sign '-' is shown for questions that were not asked in 2018 or were subsequently reformulated and are not comparable



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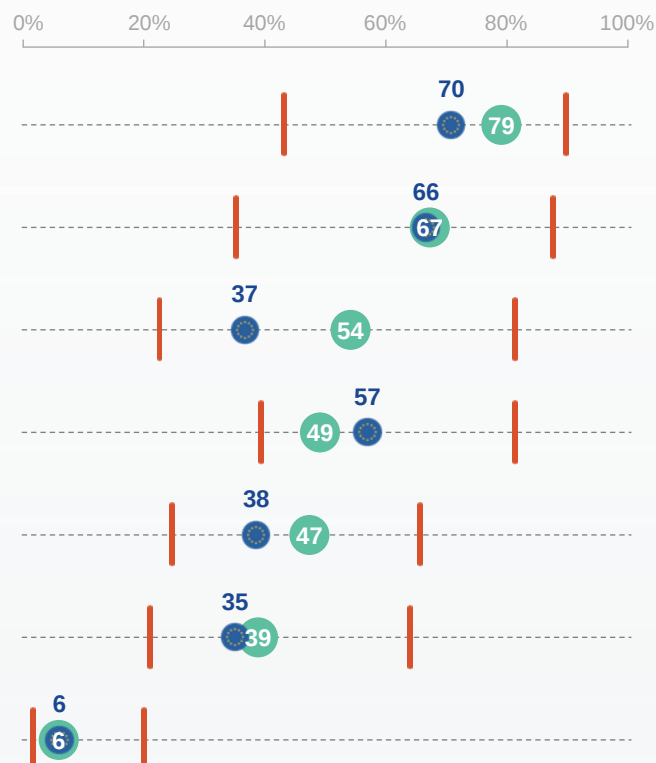
Online consumer experience



Consumer concern about online targeted advertising

Base: All those who purchased any goods or services via the internet in the past 12 months

Concerns that are very important



ABOUT THE SURVEY

The Consumer Conditions Survey assesses consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade as well as other, related themes. Key topics include consumer confidence and knowledge; online purchasing; product safety; problems and complaints; and unfair and illicit commercial practices. The survey is conducted among representative samples of consumers in each of the **27 European Union Member States (EU27)**, as well as Iceland and Norway.



TECHNICAL NOTE

The survey is conducted by Ipsos among a nationally representative sample of the general public aged 18 and older in each of the 29 countries in scope. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland, where the sample size is 500. In all countries, the survey is conducted using CATI (Computer Assisted Telephone Interviewing). Fieldwork for the latest edition took place between 24 October and 4 December 2022. In this document, the differences between 2022 and 2018 are shown in percentage point (pp) terms.



FURTHER INFORMATION

EC website: https://commission.europa.eu/strategy-and-policy/policies/consumers/consumer-protection-policy/key-consumer-data_en