



# Consumer Conditions Scoreboard

2025 Edition

**EUROPEAN COMMISSION**

Directorate-General for Justice and Consumers  
Directorate B — Consumers  
Unit B1 — Consumer Policy and Sustainability

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# Consumer Conditions Scoreboard

2025 Edition

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# Consumer Conditions Scoreboard

## Consumers at home in the Single Market 2025 Edition

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## 1. FOREWORD

The Consumer Conditions Scoreboard 2025 aims to monitor the consumer environment across the EU 27 Member States plus Iceland and Norway.

Its main data source is the Consumer Conditions Survey, a representative survey of consumers held in November 2024 for the account of the European Commission by IPSOS.

Data have also been selected from other sources in order to provide contextual information to the survey results.

## 2. KEY FINDINGS

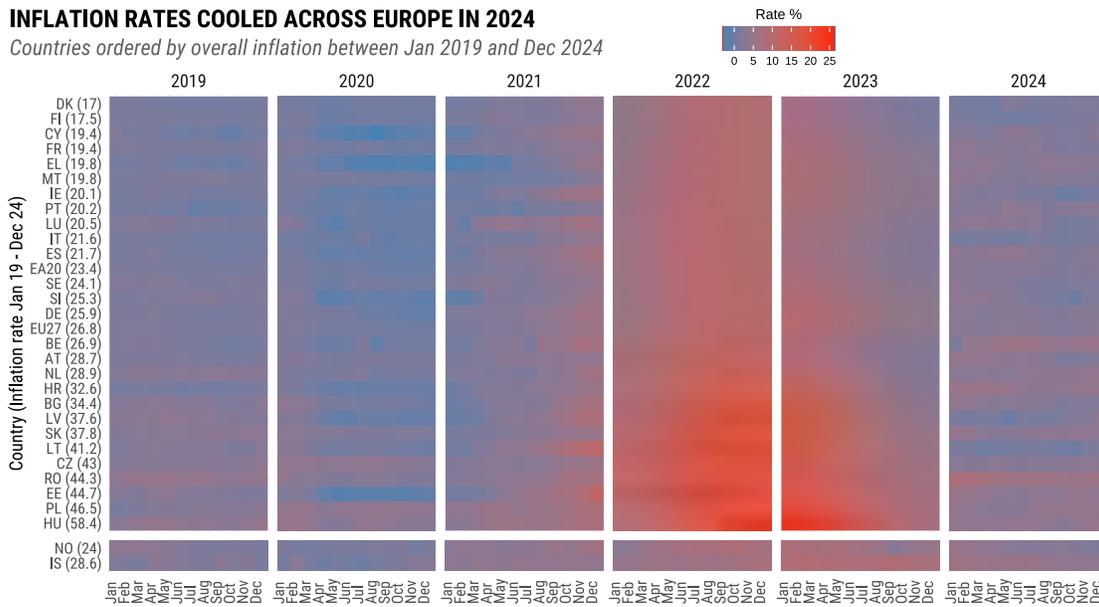
- Despite a slowing rate of inflation in 2024 and an improvement in consumer sentiment since 2022, the high cost-of-living continues to weigh on consumers: 38% are concerned about being able to pay their bills (compared to 48% in 2022), while 35% worry about affording their preferred food (compared to 44% in 2022). Most consumers have noticed that some of the packaged goods they regularly buy have reduced in size (74%) or quality (52%) without a subsequent decrease in price.
- The prevalence of cross-border e-commerce has increased since 2022: more than a third of consumers bought from another EU country in 2024 (35%, compared to 27% in 2022), while over a quarter bought from outside of the EU (27%, compared to 20% in 2022). The current overall share of online consumers has also increased from 71% in 2022 to 76% in 2024. Online shoppers are over 60% more likely to experience problems with their purchases than those shopping offline - 26% of consumers who bought online experienced a problem for which they felt there was legitimate reason to complain, compared to 16% for offline consumers.
- The share of consumers raising concerns about online targeted advertising is high: almost all consumers who buy online report worries about such practices (93%). The most frequent were about the collection of personal data without consent (71%), excessive advertising (67%) and unavoidable personalisation (63%). Fraud is also a concern, with nearly 45% of consumers encountering scams online, while many consumers experience unfair practices online, including fake reviews (66%) and misleading discounting (61%).
- The share of European consumers reporting that environmental considerations influence their purchasing decisions reduced in 2024: 43% said they factored in the environmental impact of their purchases for at least one or two of their recent purchases, 13 percentage points less than in 2022. Perceived barriers to green consumption point to the impact of the increase in cost-of-living, but also the difficulty of knowing which products are environmentally friendly.
- When dealing with defective products, similar proportions of consumers replace them with a new one (40%) or repair them (35%). A smaller share opt for buying a second hand/refurbished product as a replacement (9%). High repair costs and the effort required are key barriers.
- Pressure selling via persistent sales calls or messages continues to be the most frequently encountered unfair commercial practice, experienced by 45% of EU consumers.
- Consumer trust in different actors to respect or protect their rights reduced to pre-pandemic levels in 2024: seven in ten believe their rights are respected by traders, while over six in ten (61%) have confidence in public organisations to protect their rights. Trust levels vary by age and financial situation.
- Most EU consumers (68%) are confident in the safety of the products they buy. While 56% have encountered a product recall, 7% reported experiencing a safety related problem they complained about and only 2% reporting an injury due to a dangerous product.

### 3. COST-OF-LIVING

#### European Consumers remain concerned about personal finances with confidence slow to return despite lower inflation

The period of rapidly rising consumer prices that followed Russia’s illegal full-scale invasion of Ukraine in February 2022 subsided in 2024 (Figure 1). The EU27 annual rate of inflation stood at 2.7% in December 2024, considerably lower than peak of 11.5% recorded in October 2022.

**Figure 1: Harmonised index of consumer prices (HICP) - Annualised rate of change by country (2019-2024)**



Source: Eurostat (prc\_hicp\_manr)

Despite an easing in the rate of price rises, Europe’s consumers remain concerned about the cost-of-living, and it was found to be the most important issue influencing voter participation in the 2024 European elections<sup>1</sup>.

Related worries about personal finances are evident from the 2024 Consumer Conditions Survey. When asked about different aspects of their household budget in the next six months 38% said they were concerned about paying their bills, while 35% were worried about affording the food products that they like (Figure 2). Nonetheless, the level of concern was lower than when compared to 2022, when respondents were surveyed around the peak in inflation rates. Concerns about paying off debt remain more or less

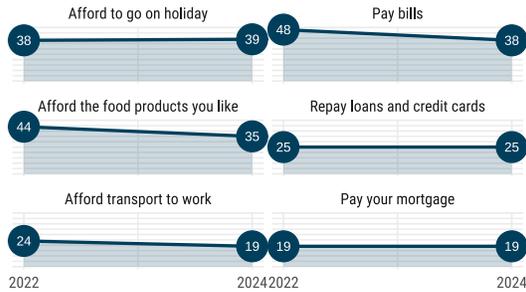
<sup>1</sup> Eurobarometer: EU Post-electoral survey 2024 identified rising prices and the cost-of-living (42%) and the economic situation (41%) as the main topics that motivated European citizens to vote in the last European elections in June 2024

## Consumer Conditions Scoreboard 2025

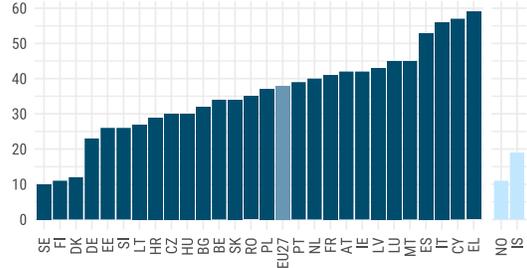
unchanged since 2022 though: 19% of consumers worried about paying their mortgage and a quarter had concerns paying loans and credit cards.

**Figure 2: Concern about different aspects of personal finances in the next six months - very/fairly concerned (% of adults)**

(a) 2024 compared to 2022 (EU27)



(b) Concern to pay bills by country (2024)

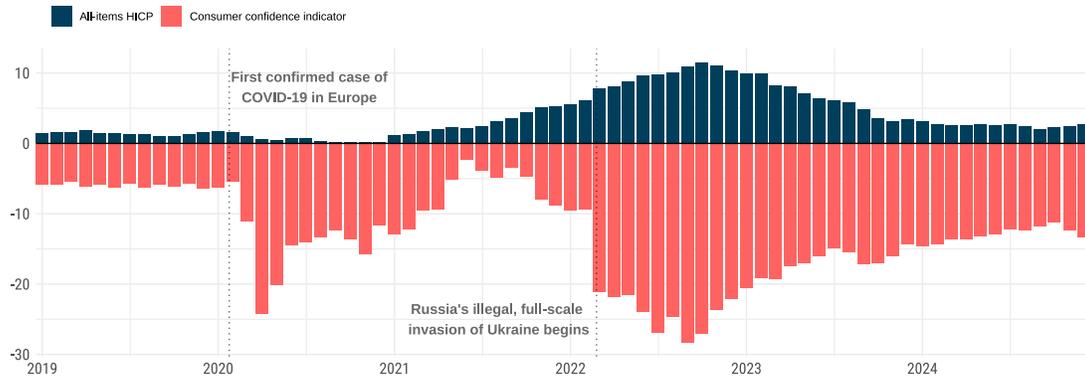


Source: Consumer Conditions Survey 2024

Monthly consumer confidence data - compiled by the European Commission's Directorate-General for Economic and Financial Affairs and measured as the balance between positive and negative outlooks among consumers on different financial and economic topics<sup>2</sup> - highlights the impact of increasing prices on consumer sentiment (Figure 3). Despite improvements since the all-time low recorded in September 2022, when price increases were also reaching their peak, confidence went into decline once again towards the end of 2024.

**Figure 3: Annual rate of inflation (%) compared to consumer confidence (balance), EU27 (monthly data, 2019 - 2024)**

### CONSUMER CONFIDENCE HIT ALL TIME LOW IN 2022 AND REMAINS BELOW PRE-PANDEMIC LEVELS



Source: Eurostat (ei\_bscsco\_m & prc\_hicp\_manr)

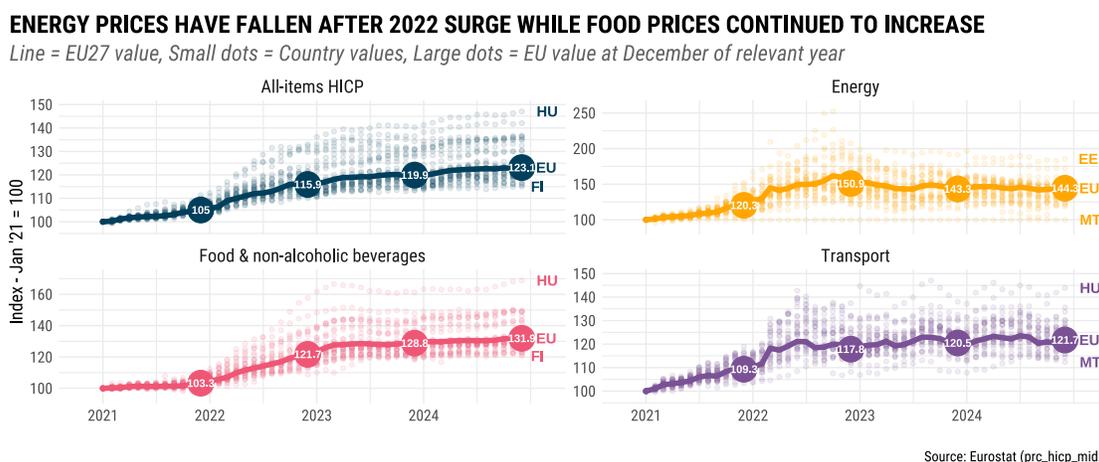
<sup>2</sup> The consumer confidence indicator is the arithmetic average of the balances (positive plus negative responses in percentage points) of the answers to the questions on the past and expected financial situation of households, the expected general economic situation and the intentions to make major purchases over the next 12 months.

**The price of everyday goods is now substantially higher while most consumers have noticed reductions in the quality or quantity of some products they frequently buy**

The period of rising inflation that began in 2021 and peaked in September 2022 was largely driven by rapidly increasing energy prices. Initially, inflation rose from the relatively low levels seen during the pandemic, before surging energy costs accelerated price increases, significantly impacting the cost of other goods and services.

Energy prices paid by consumers across the EU27 were 44.3 percent higher in December 2024 when compared to January 2021, despite starting to decrease in 2023 (Figure 4). According to data from Eurostat<sup>3</sup> one in ten households (10.6%) in the EU were not able to keep their home adequately warm in 2023. This represents an increase of more than 3 percentage points when compared to 2021 (6.9%). In contrast to the trend seen for energy prices, the prices paid for other consumer products have continued to increase. Prices for food and non-alcoholic beverages increased by 31.9% between January 2021 and December 2024.

**Figure 4: Harmonised index of consumer prices for selected groups of products (Index, January 2021 = 100)**

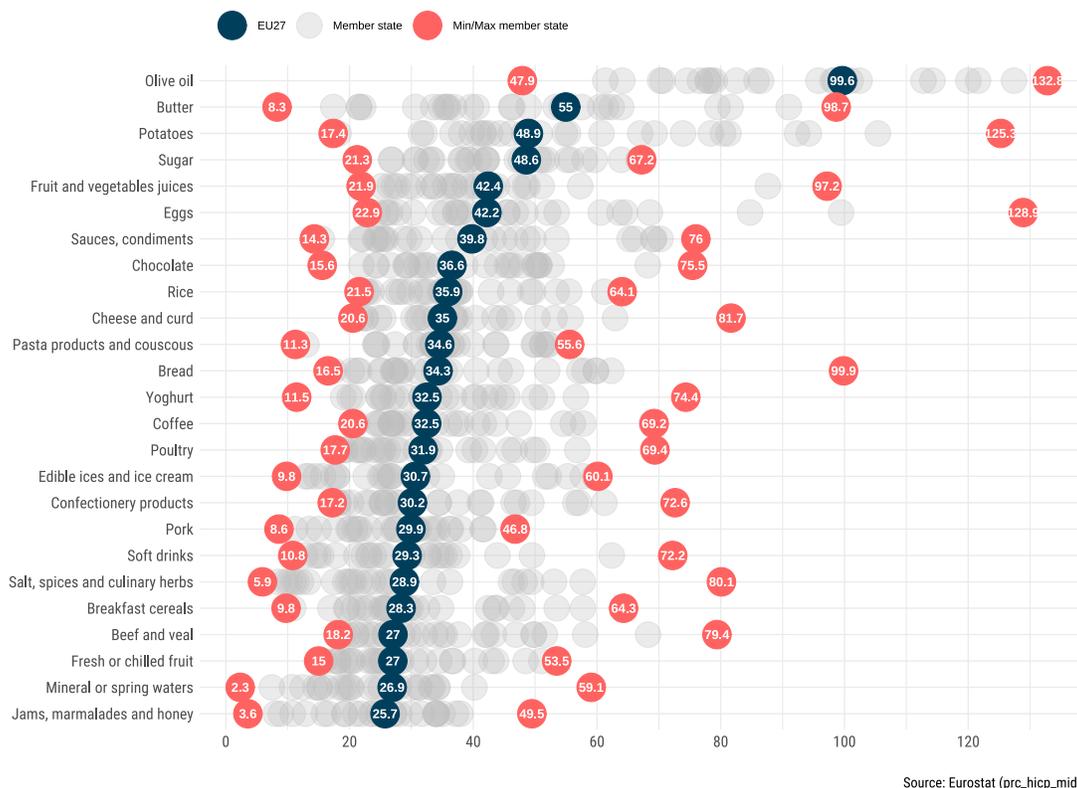


In addition to the effect of energy prices, which hit the cost of both production and transportation of goods, scarcity of some agricultural products contributed to steep increases in prices for related food items. For example, olive oil prices almost doubled across the EU between January 2021 and December 2024 (a 99.6 % increase), with adverse weather conditions and disease outbreaks contributing to lower harvest yields (Figure 5). Sugar prices also increased dramatically, up 48.6% over the same period, while increases in excess of 40% were recorded for fruit and vegetable juices and potatoes. Other everyday items, such as butter, rice, bread, eggs and cheese were also subject to large changes, increasing by more than a third.

<sup>3</sup> European Union Statistics on Income and Living Conditions (EU-SILC): Inability to keep home adequately warm (ilc\_md01)

**Figure 5: Percentage increase in the price of selected food & non-alcoholic beverage products - change between January 2021 and December 2024**

**PRICES FOR EVERY DAY FOOD AND DRINK ITEMS HAVE BEEN SUBJECT TO LARGE INCREASES**



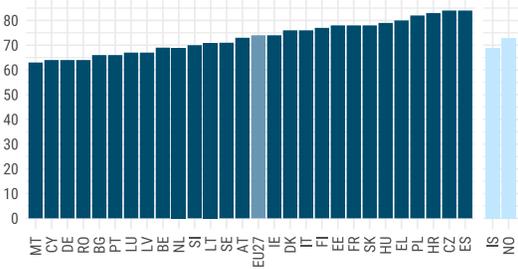
In examining the real impact of inflation on different demographics, research published by the OECD<sup>4</sup> in 2023 highlighted significant disparities in how price increases affect various population groups. The research concluded that headline inflation rates do not fully capture the inflation experienced by individual households, with lower-income households, older individuals, and those with lower education facing disproportionately higher inflation.

In addition to general increases in food prices, a large proportion of European consumers reported noticing a reduction in the size and quality of packaged products they buy on a regular basis. Across the EU around three quarters of consumers (74%) said they had noticed the size of some products decreased while the price stayed the same or increased (Figure 6). Just over half (52%) noticed ingredients and quality getting worse without a reduction in price.

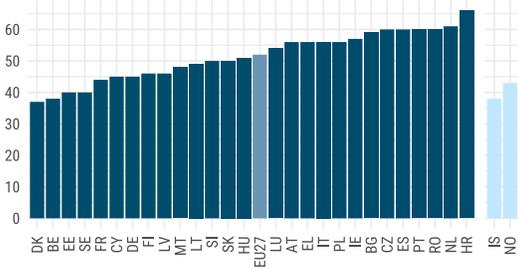
<sup>4</sup> The Uneven impact of high inflation, OECD papers on Well-being and Inequalities series

**Figure 6: Noticed changes in product specifications while price stayed same/increased, last 12 months (% of adults, 2024)**

(a) Size/quantity reduced



(b) Quality reduced



Source: Consumer Conditions Survey 2024

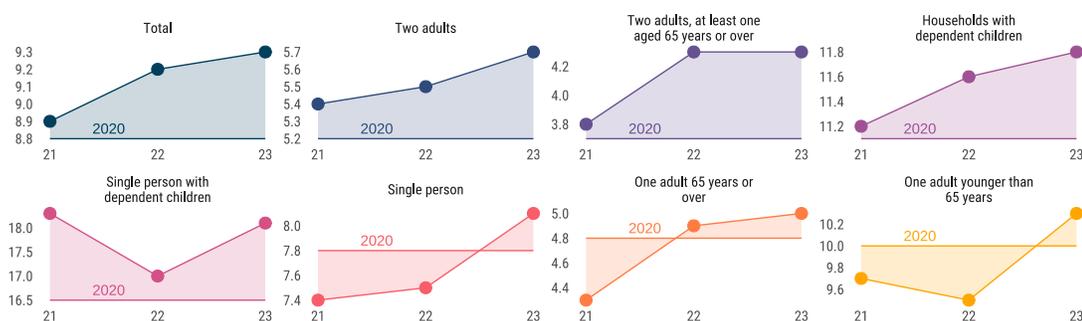
## Study on European consumers' over-indebtedness and its implications

Closely related to consumers' struggles with the affordability of goods and services is the issue of over-indebtedness. The 2023 “[Study on European consumers' over-indebtedness and its implications](#)”, published by the European Commission, sought to understand the nature and extent of over-indebtedness across the EU.

According to the report over-indebtedness declined by 30% from 2014 to 2020 but rose again due to the pandemic, a trend that is expected to continue. Key drivers of this increase include rising living costs, falling incomes, increased credit demand, and the higher cost of debt. While those aged 25–49 are most affected by over-indebtedness, a smaller group of over-indebted individuals aged 65 and above face severe financial and mental health challenges. In general, consumer loans and credit cards debts are strongly associated with over-indebtedness in the EU, however, low-income households struggle mainly with unpaid bills, rent, taxes, and healthcare costs rather than bank loans. There is also a very wide difference in the prevalence of over-indebtedness across EU countries.

According to the latest available data from Eurostat 9.3% of households across the European Union were in arrears with their key financial commitments in 2023 (Figure 7), up from 8.8% in 2020. Differences in the share of households in arrears by household size and type persist: households comprised of a single person with dependent children are the most likely to face debt related issues (18.1% of such households in 2023).

**Figure 7: Evolution in share of households in arrears with their key financial commitments since 2020 (EU27)**



Source: Eurostat (ilc\_mdcs05, ilc\_mdcs06, ilc\_mdcs07, ilc\_mdcs08)

Key recommendations of the study, in terms of reducing the prevalence of over-indebtedness, included improving financial literacy through education, expanding debt advisory services for personalized support, promoting responsible lending to prevent excessive borrowing, addressing the needs of high-risk demographics (25–49 and 65+), and tackling non-traditional debts like unpaid bills and rent, particularly for low-income groups.

## 4. E-COMMERCE & DIGITAL FAIRNESS

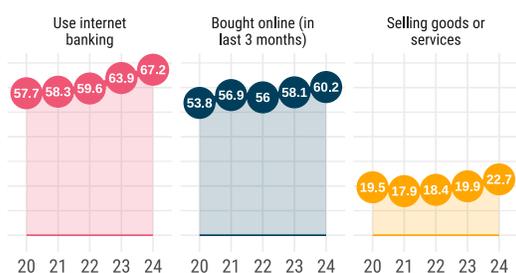
### Usage of online shopping and digital services continue to increase across Europe, with cross-border e-commerce on the rise

The share of European consumers who shop online and use other online services continues to grow: according to Eurostat data, between 2020 and 2024, the proportion of adults who has bought something online in the last three months increased by more than seven percentage points, from 53.8% to 60.2% (Figure 8 (a)). The share using internet banking also increased over the same period, from 57.7% to 67.2%, while increasing proportions of Europeans are also selling goods or services via online platforms (22.7% did so in 2024).

This increase in online commercial activities is also reflected in data on retail sales. The volume of monthly retail sales in November 2024 bought via mail order and internet was more than 50% higher than January 2019 levels (Figure 8 (b)). This compares with an overall change in retail sales of less than 10% over the same period.

**Figure 8: The share of individuals consuming online continues to grow alongside the volume of online retail sales**

(a) Prevalence of online consumer activities since 2020 (% , adults)



Source: Eurostat (isoc\_ci\_ac\_i, isoc\_ec\_ib20)

(b) Volume of monthly retail sales (January '19 = 100)



Source: Eurostat (sts\_trtu\_m)

A growing proportion of European consumers are buying from online retailers and service providers located outside of their country of residence. Among respondents to the Consumer Conditions Survey, the proportion of consumers who bought online from another EU country increased from 28% in 2018 to 35% in 2024, while more than a quarter bought from a non-EU country in 2024 (27%), up from 18% in 2018.

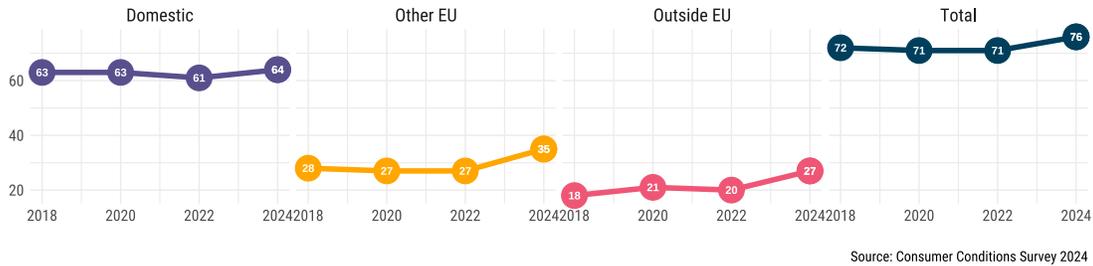
E-commerce goods directly imported by consumers in the EU have surged in recent years. Based on EU surveillance data<sup>5</sup>, 4.6 billion low value consignments (with a value of up to EUR 150) were imported in the EU in 2024, equivalent to more than 12 million small items per day. This is almost twice the number recorded in 2023 (2.4 billion), and more than triple the amount recorded in 2022 (1.4 billion).

<sup>5</sup> E-commerce communication 5 February 2025: A comprehensive EU toolbox for safe and sustainable e-commerce

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Overall younger consumers are more likely to buy online - 86% of 18 to 34 year-olds surveyed stated they had purchased online in the last twelve months, compared to 59% of those 65 and older. A similar digital divide exists by level of education - those with at least some higher education were significantly more likely to be online buyers (83%), when compared to those with below upper secondary education (56%).

**Figure 9: Share of consumers who bought online in the last twelve months by location of retailer/service provider (EU27, 2018-2024, % adults)**

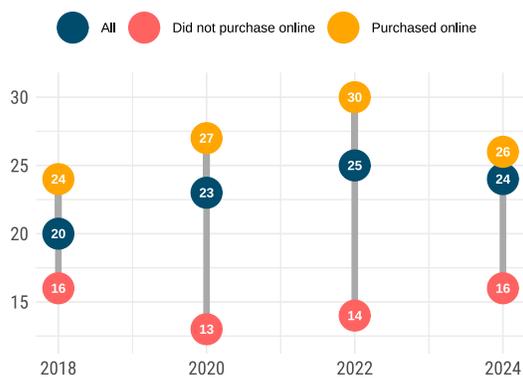


Despite the growing popularity of online consumption, buying online is not without its problems. Data from the 2024 Consumer Conditions Survey show that consumers who bought online in the last 12 months were significantly more likely to have experienced problems when purchasing goods and services over the same period - more than a quarter of such consumers experienced a problem for which they felt there was legitimate reason to complain (26%), compared with 16% among offline shoppers (Figure 10 (a)).

Data from Eurostat provide concrete details of specific issues with online shopping - in 2023 more than one in ten consumers who indicated they had purchased online in the last three months received their purchase later than originally indicated, 5% received wrong or damaged goods while almost 3% had a problems dealing with a complaint related to an online purchase (Figure 10 (b)).

**Figure 10: Experience of problems with online purchases (EU27)**

*(a) Experience of consumer related problems, % of subgroup*



*(b) Prevalence of problems related to online shopping (2023, % adults)*



### European Consumer Centres: e-commerce queries increasingly escalated to formal complaints

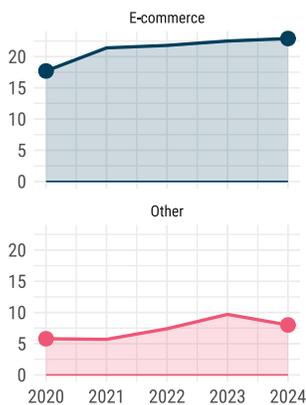
The European Consumer Centres Network (ECC Net) offers EU residents and citizens advice on their consumer rights and legal protections when shopping and travelling in another European Union Member State, Norway or Iceland. This includes the provision of assistance to consumers seeking to resolve disputes with traders based outside of their home country.

In 2024, in excess of 135,000 consumer queries were dealt with by ECC Net, the vast majority of which related to purchases made online (73.4%). Subject to the nature of the questions received ECCs can intervene on behalf of consumers to make a more formal complaint to the related traders. Since 2020, the share of e-commerce related questions that are escalated to formal complaints has been steadily increasing – from 17.7% in 2020, to 22.8% in 2024 (Figure 11 (a)).

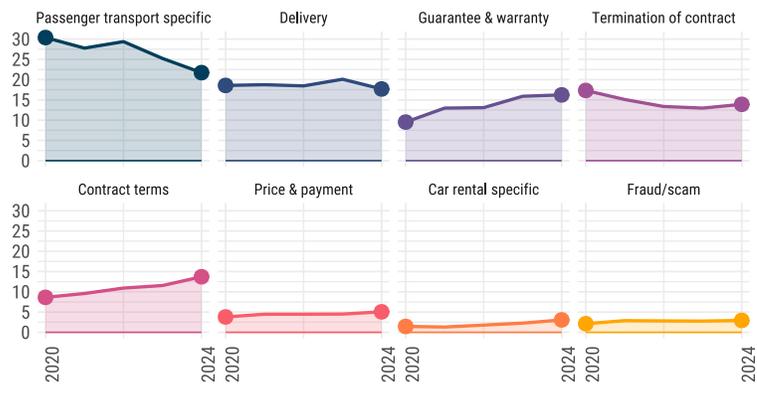
The nature of e-commerce related queries has also evolved over the same period. The share related to passenger transport has declined following the pandemic related peak in 2020, dropping from 30.4% of queries to 21.7% in 2024 (Figure 11 (b)). Over the same period the share of queries related to guarantees and warranties went up almost 7 percentage points (from 9.5% to 16.2%), while issues with contract terms have also become more important (from 8.6% to 13.7%).

**Figure 11: ECC Net data: E-commerce related queries (2020-2024)**

(a) Escalation rate



(b) Share of queries by nature

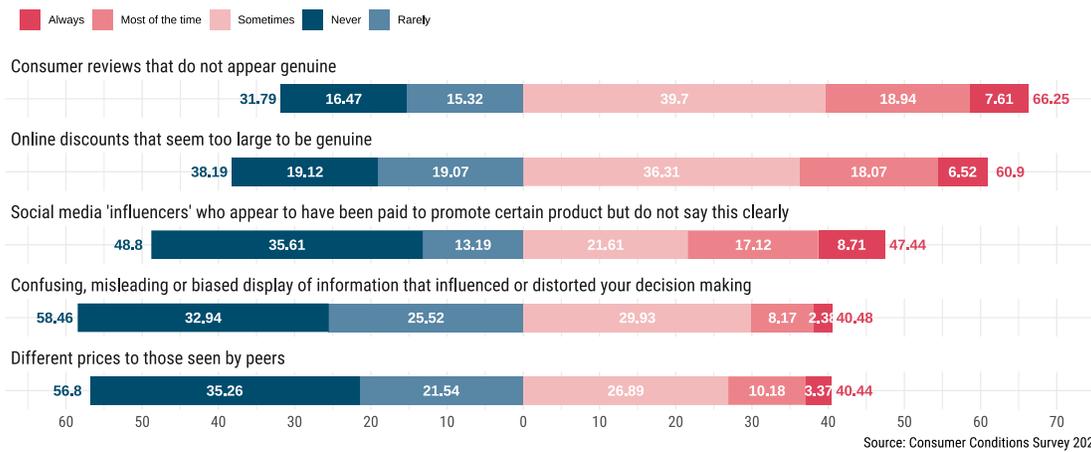


Source: ECC Net

**Misleading practices, fraud risk and privacy concerns challenge consumers online**

Consumers frequently experience misleading information in the way goods and services are presented online. Among respondents to the 2024 Consumer Conditions Survey who had bought online in the past 12 months, two thirds came across fake consumer reviews at least sometimes when searching for goods and services online (66%), while a similar proportion had noticed discounts that appeared too large to be genuine (61%, [Figure 12](#)). Two in five consumers (40%) reported confusing, misleading or biased information.

**Figure 12: Experience of misleading online practices when searching for/buying products (EU27, % adults who bought online in last 12 months)**



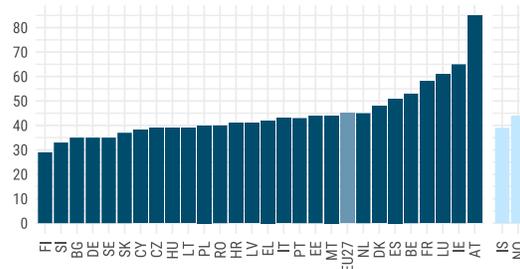
As online activities and consumption become ever more integrated into daily life, consumers also face risks related to online fraud. More than 4 in 10 European consumers (45%) encountered fraudulent practices of some kind online in 2024 ([Figure 13](#)). The most frequent were fake requests for money to alleviate financial hardship (23%) and phishing for personal information (21%). There was wide variation in the exposure to such practices by country, ranging from less than a third of consumers having encountered fraudulent activities in Finland (29%), to more than four in five in Austria (85%).

**Figure 13: Encountered fraudulent practices online (2024, % of adults)**

(a) By type of fraud (EU27)



(b) Total experienced fraudulent practices



Source: Consumer Conditions Survey 2024

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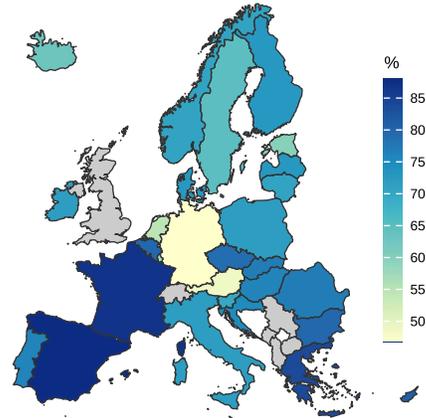
Online advertising and related personalisation of content provided to consumers have changed dramatically how business reach consumers. They also raise some concerns. European consumers are mostly worried about the collection of their personal data without consent (71%), the excessive use of advertising online (67%) and unavoidable personalisation of advertising (63%, [Figure 14 \(a\)](#)). Just 6% of consumers had no concerns about online advertising.

**Figure 14: Share of consumers concerned about different online advertising practices, 2024 (% of adults who bought online in last 12 months)**

*(a) By type of concern*



*(b) Collection of personal data without consent*



Source: Consumer Conditions Survey 2024

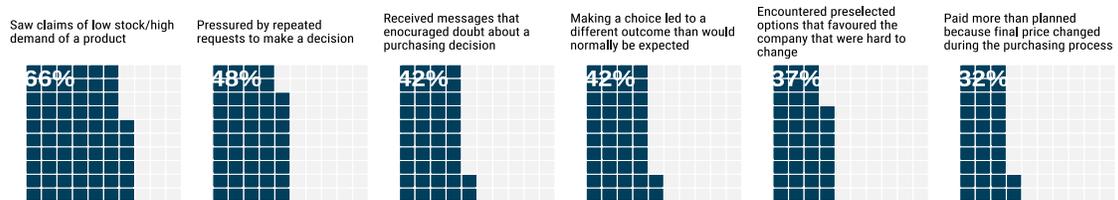
**Digital fairness – fitness check on EU consumer law**

The [Digital Fairness Fitness Check](#), published in October 2024, evaluated whether the current EU consumer protection laws are fit for purpose to ensure a high level of protection in the digital environment.

The Fitness Check covered three core Directives: the Unfair Commercial Practices Directive, the Consumer Rights Directive, and the Unfair Contract Terms Directive. The results show that these general EU consumer rules that apply to all traders and technologies remain both relevant and necessary in the Digital Single Market, also after the recent development of new EU legislation targeting specific sectors and technologies, such as online intermediaries and artificial intelligence. EU consumer legislation has also provided a degree of regulatory certainty and consumer trust to support the development of a diverse digital market. However, its objective of ensuring high level of consumer protection and promoting the internal market is only partially achieved.

There is significant consumer detriment and many consumer complaints about problems in the digital environment. Technological developments and increased tracking possibilities enable businesses to more effectively persuade consumers online. Consumers do not always feel fully in control of their online experience due to practices such as dark patterns in online interfaces that can unfairly influence their decisions. The current largely principle-based EU consumer rules also do not provide sufficient legal certainty for traders and are difficult to enforce in the complex digital environment. Member States are taking unilateral measures increasing regulatory fragmentation. These gaps in the current EU consumer protection legal framework will be addressed in a future Digital Fairness Act that will set out more specific and targeted consumer protection rules to tackle the harmful practices and challenges that consumers face online. For example, the consumer survey conducted in ten Member States <sup>6</sup> provided the following data on consumers experience online ([Figure 15](#)).

**Figure 15: Consumer experience when buying online**



Source: Digital fairness check (consumer survey)

<sup>6</sup> A representative consumer survey was conducted in DE, EE, ES, FR, IT, HU, PL, PT, RO, SE in 2023. Responses were gathered from 10,000 respondents in total.

## 5. GREEN TRANSITION

**Consumers are less focused on the environmental impact of their purchases than in the past. High costs and confusion over which products are genuinely eco-friendly are the biggest obstacles to sustainable consumption**

Consumers play an important role in driving the green transition, with the potential to act as a catalyst for sustainable change through their choices and behavior. Informed and empowered consumers are fundamental to accelerating the shift towards a sustainable and resilient future.

The extent to which European consumers considered the environmental impact of their recent purchasing decisions declined sharply between 2022 and 2024. Among respondents to the 2024 Consumer Conditions Survey 43% said they were influenced by environmental considerations for at least one or two of the purchases made in the last two weeks, a 13 percentage point reduction since 2022 (Figure 16 (a)). This was split between those who considered the environment for all or most purchases (15%, down 5 percentage points), for some purchases (21%, down 6 percentage points) or just one or two purchases (7%, two percentage points less than 2022 levels).

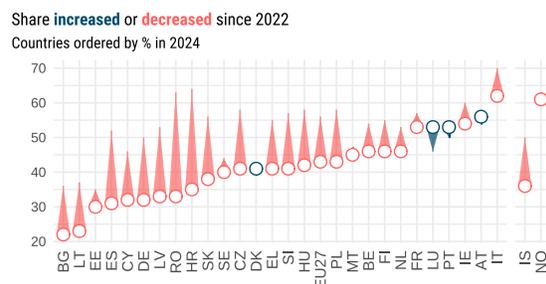
This decline was common to 23 out of the 27 EU Member States, albeit to varying extents (Figure 16 (b)). Consideration of the environmental impact of consumption varied by age, level of education and financial situation. Younger, more educated and better off consumers were more likely to consider the environmental impact of their choices.

**Figure 16: Whether environmental impact influenced purchasing choices (% of adults)**

(a) Evolution since 2018 (EU27)



(b) Considered for at least one or two purchases (2024)



Source: Consumer Conditions Survey 2024

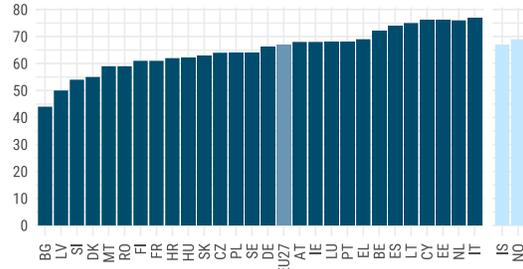
The perceived barriers to sustainable consumption identified by consumers point to cost considerations and difficulty of knowing which products are environmentally friendly. Just over two thirds of European consumers said that the expense stopped them from buying sustainable products and services (67%). Similar proportions reported confusion about correctly identifying sustainable options (62%) and mistrust of environmental information (62%) as barriers (Figure 17 (a)).

**Figure 17: Barriers to sustainable consumption: issues blocking consumers from buying sustainable products and services (2024, % adults)**

(a) Overall (EU27)



(b) Expense of sustainable products & services (by country)



Source: Consumer Conditions Survey 2024

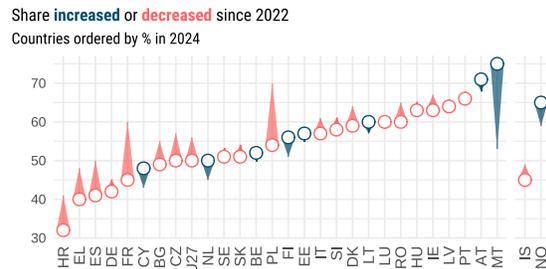
Trust in environmental claims across the EU also declined between 2022 and 2024: half of respondents to the 2024 Consumer Conditions Survey agreed or strongly agreed that most environmental claims about products and services are reliable, a reduction of 6 percentage points since 2022 (Figure 18). This downward trend was largely driven by changes in a small number of countries (notably France and Poland).

**Figure 18: Most environmental claims are reliable - strongly agree/agree (% of adults)**

(a) Since 2018 (EU27)



(b) By country (2022 v 2024)



Source: Consumer Conditions Survey 2024

### Cost and convenience limit sustainable consumer choices related to the repair of durable goods

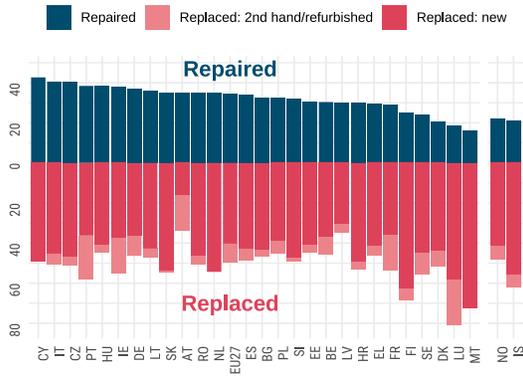
The repair of durable goods can contribute to the green transition, promoting sustainability by extending the lifespan of goods while reducing waste. Around 3 in 10 European consumers surveyed as part of the 2024 Consumer Conditions Survey reported owning a durable product, such as a smartphone, laptop or a fridge, that stopped working properly after the legal guarantee period ended in the last 12 months. Of these, similar proportions of respondents replaced their broken product with a new one (40%) or repaired the defective one (35%). A small number of respondents opted for buying a second hand/refurbished product as a replacement (9%), (Figure 19 (a)).

## Consumer Conditions Scoreboard 2025

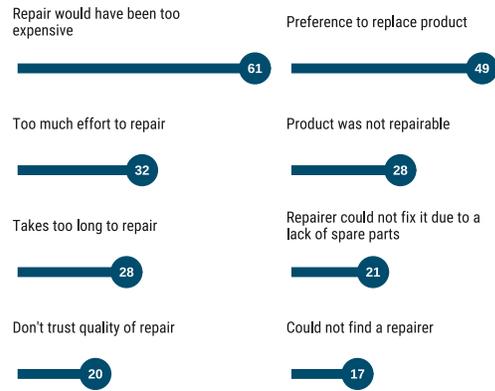
Among the two thirds who opted not to repair their broken product, the most frequent reason for non-repair was the cost (61%), while almost a third felt it was too much effort to carry out a repair (32%, [Figure 19 \(b\)](#)).

**Figure 19: Repair of durable goods outside of guarantee**

(a) Response to broken durable product (% of those with a broken product)



(b) Reasons for non-repair (EU27, % of those who did not repair broken product)



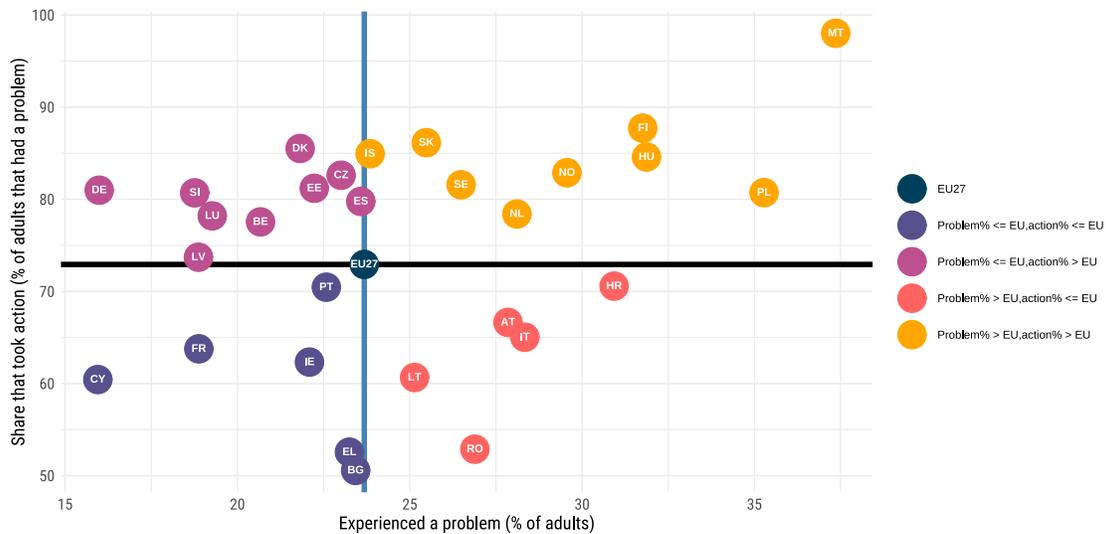
Source: Consumer Conditions Survey 2024

## 6. EXPERIENCE OF PROBLEMS & REDRESS

**The majority of consumer complaints are resolved, however, the level of consumer satisfaction with the way retailers deal with disputes shows a negative trend.**

Monitoring the incidence of problems experienced by consumers and the effectiveness of redress mechanisms provides information on the fairness and efficiency of marketplaces. In 2024, 24% of consumers in the EU responding to the Consumer Conditions Survey reported that they had encountered a problem over the previous 12 months when buying goods or services from a trader in their own country, for which they felt there was legitimate reason to complain (Figure 20). Of these, close to three quarters took action to address the problem encountered (73%).

**Figure 20: Share of consumers who experienced a problem and took action to solve it**



Source: Consumer Conditions Survey 2024

Most consumers who acted to resolve a problem went directly to the retailer or service provider (85%), while around a third complained to the manufacturer (32%, Figure 21 (a)). Legal solutions to problems are less common: 5% of consumers who attempted to resolve a problem took a business to court in 2024, while a similar proportion joined a collective redress action (4%). Only 9% used an out-of-court dispute resolution body (ADR)

Among the 27% of those consumers that had a problem but did not take action, the most commonly cited reasons for not doing so were the time required to complain (mentioned by 57%), the likelihood of getting a satisfactory outcome (51%) and the small value of the related purchase (45%, Figure 21 (b)). Just over four in ten said they did not know where to complain (41%), while a third said they were not sure about their rights as a consumer (33%).

# Consumer Conditions Scoreboard 2025

**Figure 21: Action in response to a problem & reasons for not complaining (EU27)**

(a) Action in response to a consumer problem (% of those who took action)



(b) Reasons for not complaining (% those who did not take action)

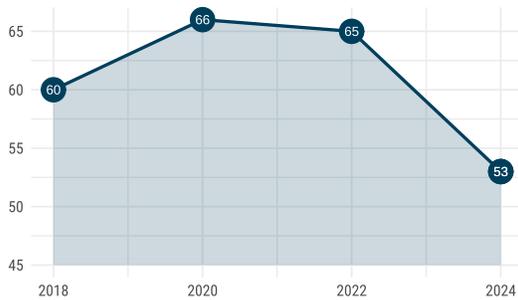


Source: Consumer Conditions Survey 2024

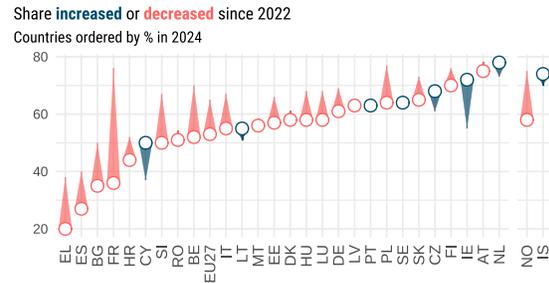
The level of satisfaction with resolution of complaints lodged with retailers and service providers reduced significantly between 2022 and 2024: while close to two thirds of European consumers who complained in 2022 considered themselves very or fairly satisfied with the response they received in 2022 (65%), this figure dropped to just over half (53%) in 2024. Satisfaction levels dropped in 20 out of the 27 EU Member States, notably in France, Romania and Belgium<sup>7</sup>.

**Figure 22: Satisfaction with complaints lodged with retailers and service providers - very + fairly satisfied (% of those who had a problem and complained)**

(a) Since 2018 (EU27)

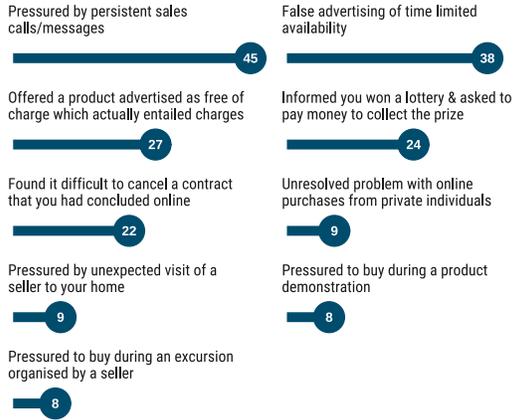


(b) 2024 v 2022

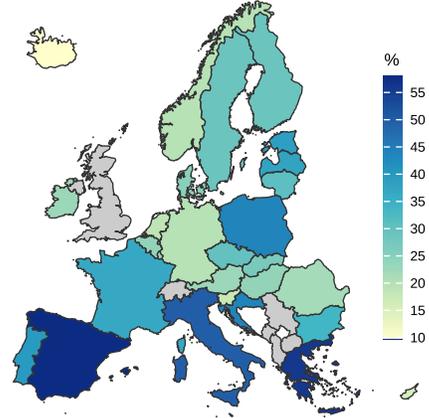


**Figure 23: Consumer experience of unfair practices from traders (2024, % of adults)**

*(a) By practice (EU27)*



*(b) Pressured by sales calls/messages*



Source: Consumer Conditions Survey 2024

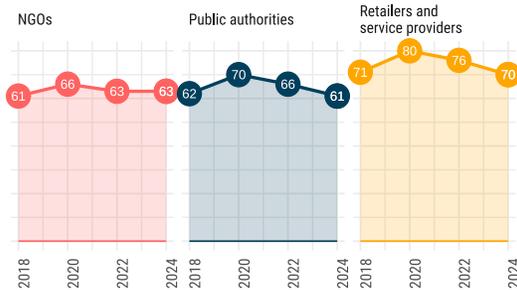
## 7. KNOWLEDGE, TRUST & PRODUCT SAFETY

### Consumer trust in traders to respect rights returns to pre-pandemic levels but remains high

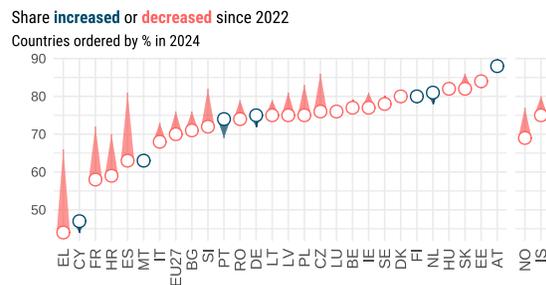
In general consumers are confident that traders operate in a fair manner: 70% agree that retailers and service providers respect consumer rights (Figure 24). This represents a return to the levels of trust seen in 2018. Similarly, consumer trust in public organisations to protect their rights reduced to 2018 levels (61% agreeing that they do so). Trust levels vary by different demographic characteristics, notably by age and financial situation. Younger people tend to have higher levels of trust, while those in a difficult financial situation show less trust.

**Figure 24: Trust organisations to respect/protect rights as a consumer - strongly agree/agree (% of adults)**

(a) Since 2018 (EU27)



(b) Retailers & service providers, by country (2024 v 2022)



Source: Consumer Conditions Survey 2024

### Many consumers don't have a good understanding of their rights

In 2024 more than half (59%) of consumers were aware of their right to return goods bought at distance within 14 days of reception. A similar proportion knew that a contract could not include a clause to raise the price significantly without offering the possibility to cancel (56%). Fewer than half (44%) understood their right to a free repair or replacement in the event of a new product breaking down within two years of delivery, while around a third (31%) knew they did not have to pay for or to return unsolicited products (Figure 25 (a)).

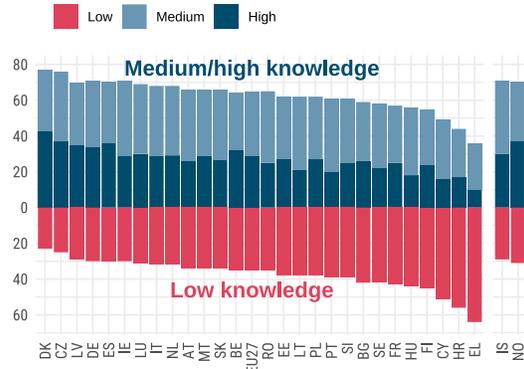
Based on these four rights, consumers were categorised according to their overall level of knowledge: high (aware of at least three of the above rights), medium (aware of two) or low (aware of less than two). Across EU countries more than a third of consumers had a low knowledge of their rights (35%), compared with 29% with high knowledge (Figure 25 (b)).

**Figure 25: Knowledge of consumer rights (2024, % of adults)**

(a) By specific consumer right (EU27)



(b) Overall level of knowledge by country



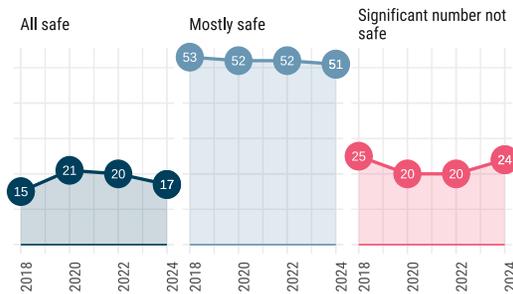
Source: Consumer Conditions Survey 2024

**High levels of confidence in the safety of goods in the EU persist**

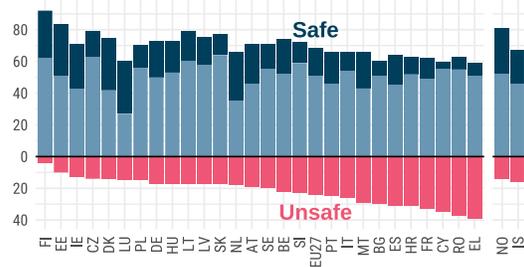
At the EU level 68% of consumers are generally confident that the products they buy are safe: either confident that all products are safe (17%) or that products are mostly safe (51%). These results are broadly similar to those since 2018. (Figure 26).

**Figure 26: Consumer Confidence levels in safety of non-food products (% of adults)**

(a) Since 2018 (EU27)



(b) By country (2024)



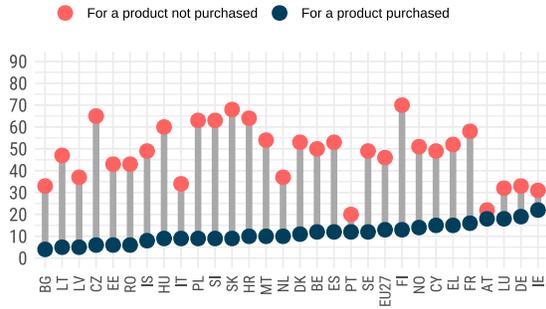
Source: Consumer Conditions Survey 2024

Consumers show an important awareness of product recalls: across the EU some 56% of consumers had experience of a product recall in the last two years, while 13% of consumers experienced a recall for a product they owned. Actual experience of a safety issue with a product is quite rare: 14% of consumers reported having a product related safety issue in the last two years, of which more than half did not complain. A smaller proportion report an actual injury sustained by a household member as a result of a dangerous product (2%).

# Consumer Conditions Scoreboard 2025

**Figure 27: Experience of product recalls and unsafe products in the last two years (2024, % of adults)**

*(a) Product recalls*



*(b) Experience of unsafe products*



Source: Consumer Conditions Survey 2024

**Safety Gate: Significant rise in alerts in 2024**

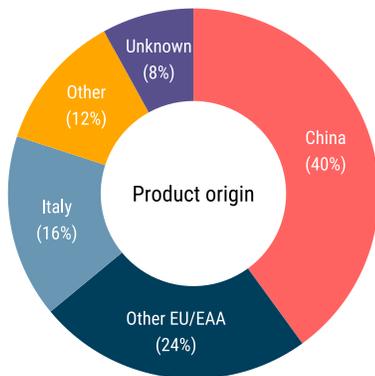
In 2024, Safety Gate, the EU’s rapid alert system for dangerous non-food products, facilitated the exchange of 4,137 alerts among national product safety authorities across the EU/EEA Member States. This marked a 22% increase compared to 2023 (3,412 alerts) and an impressive 95% rise compared to 2022 (2,117 alerts). This sharp growth reflects the strengthened commitments of national market surveillance authorities and the impact of the newly adopted General Product Safety Regulation (GPSR), which has enhanced the tools for detecting and addressing unsafe products.

Products originating in the People’s Republic of China accounted for 40% of the total alerts. Products from Italy represented 16%, while 24% were linked to other EU/EEA countries (excluding Italy). A further 12% of alerts concerned products from other countries, and 8% of products were of unknown origin.

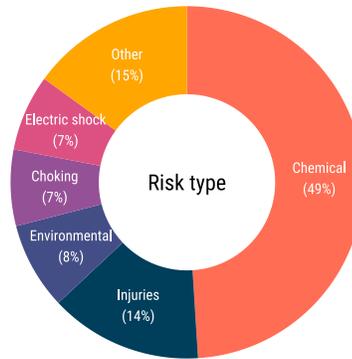
Chemical risks remained the most frequently reported hazard in 2024, accounting for 49% of all alerts, particularly in cosmetics, jewellery, and toys. Injuries represented 14%, often associated with motor vehicles and other mechanical products. Environmental risks followed at 8%, while choking hazards and electric shocks each accounted for 7% of alerts.

**Figure 28: Safety Gate alerts by origin of products and type of risk (2024, %)**

(a) Origin



(b) Type



Source: Safety Gate

## ANNEX I: COUNTRY COMPARISON FOR KEY INDICATORS

This annex contains a visual summary of the variables outlined below for each country, alongside a comparison with the EU27 average. Where a country specific value (shown as a red circle) is located above the blue circle (which denotes the EU27 average) its performance for a given indicator is above (or better than) the EU average. All values are expressed as a percentage of all adult respondents (18+).

**Confidence:** % Confidence in retailers and service providers (In agreement (strongly agree + agree) with the following statement: “In general, retailers and service providers respect your rights as a consumer.”)

**Product safety:** % Confidence in product safety (“Thinking about all non-food products currently on the market in [SCRIPTER: insert country], do you think that...? Essentially all non-food products are safe **OR** A small number of non-food products are unsafe.”)

**Knowledge:** % Knowledge of consumer rights - high (The percentage of respondents who answered at least three of the following questions correctly: - **Cooling off period:** Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason? (Correct answer = Yes) - **One sided change to contracts:** Imagine you subscribed for a regular publication or gym membership and the company’s terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid? (Correct answer = Yes) - **Faulty product guarantee:** Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part. You didn’t buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free? (Correct answer = Yes) - **Unsolicited products:** Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice? (Correct answer = No)].

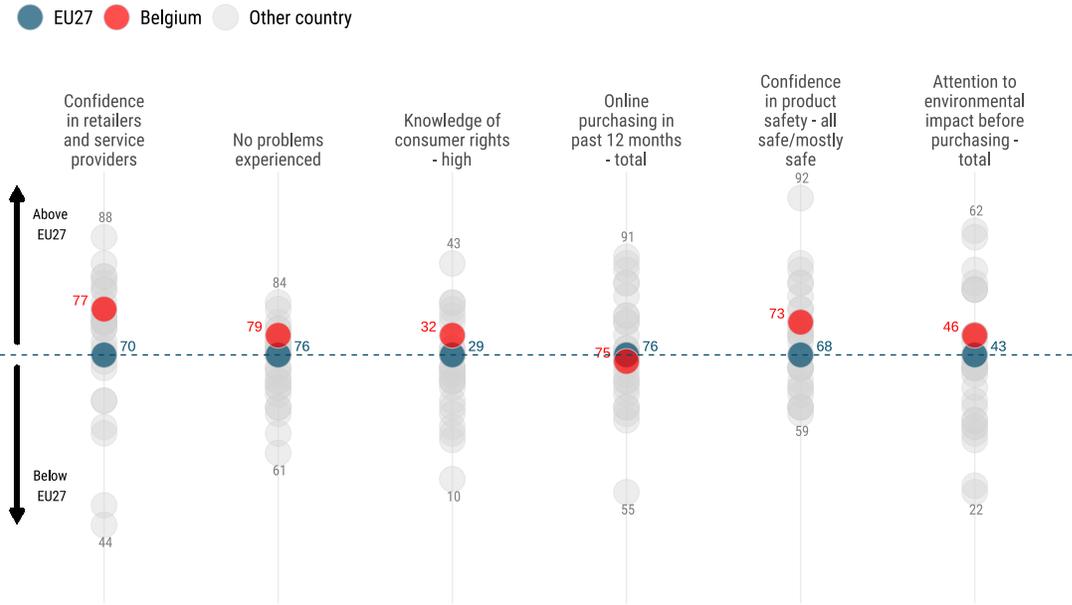
**No problems experienced:** % Who experienced no problems purchasing good or services domestically (Responded “No” to “Have you experienced any problem when buying or using any goods or services in (OUR COUNTRY) where you thought you had a legitimate cause for complaint?”)

**Online purchasing:** % ‘Online purchasing in past 12 months - total’ (Proportion of respondents who answered “Yes” to the following question: “In the past 12 months, have you purchased any goods or services via the Internet?”. The proportion is based on an overall response, to the same question in four different contexts: purchases made domestically, from an EU country (not home country), from a non-EU country (not home country) and from an unknown country)

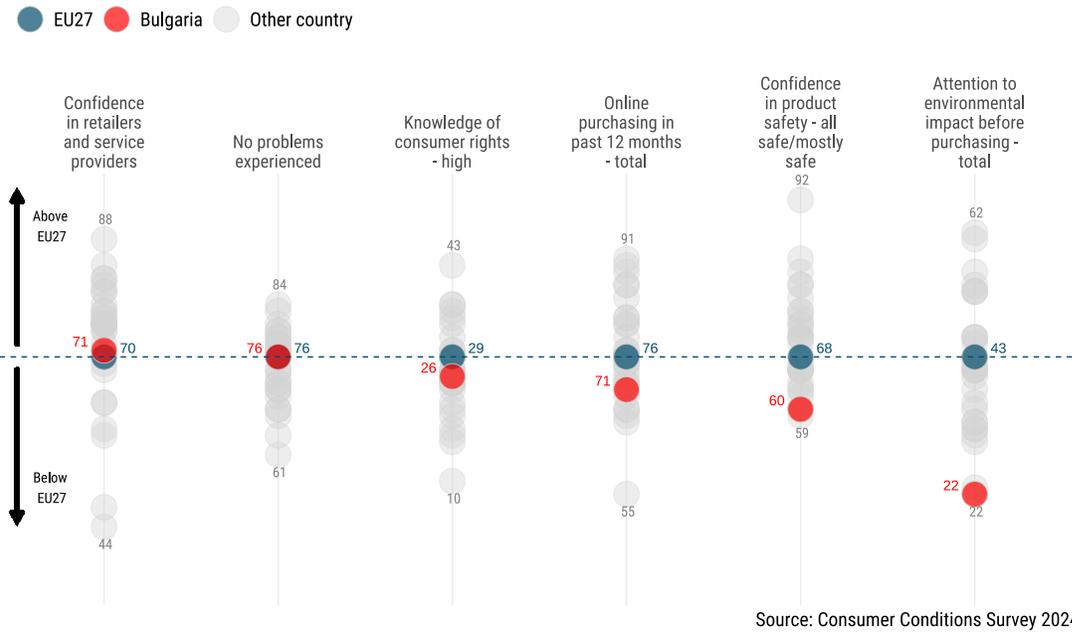
**Environmental influence:** % Attention to environmental impact before purchasing - total (Proportion of respondents who answered “Yes” to “Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services also influence your choice? Yes Overall - Percentage (Yes, for all or most goods or services you bought, Yes, but only for some, Yes, but only for one or two)

# Consumer Conditions Scoreboard 2025

## Country Summary: Belgium



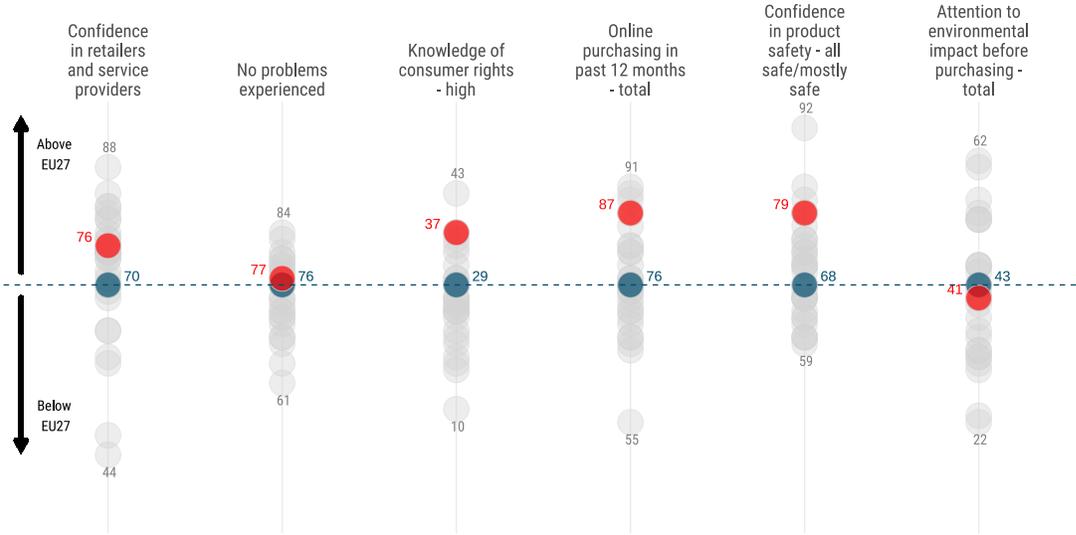
## Country Summary: Bulgaria



# Consumer Conditions Scoreboard 2025

## Country Summary: Czech Republic

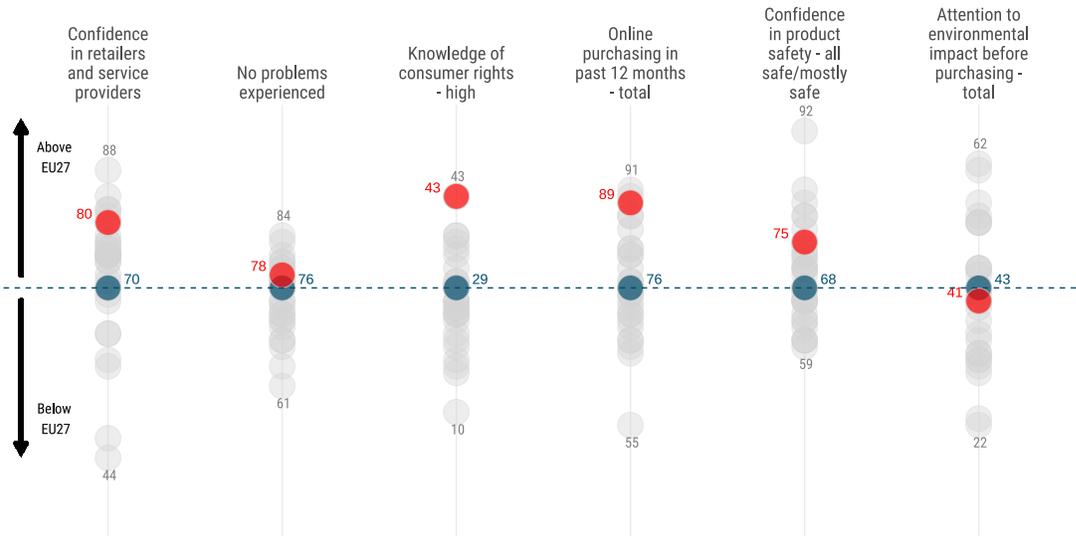
● EU27 ● Czech Republic ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Denmark

● EU27 ● Denmark ● Other country

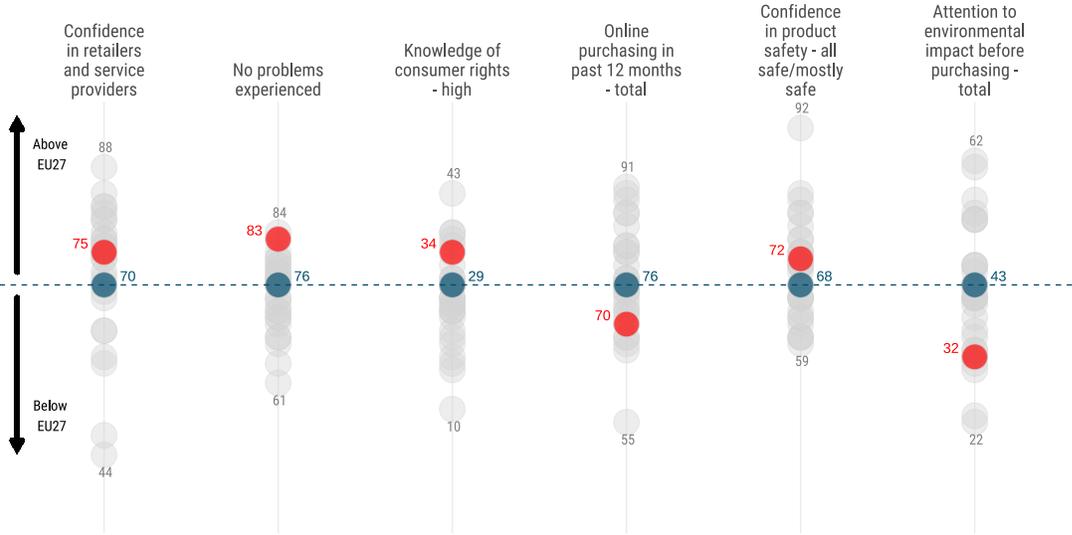


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Germany

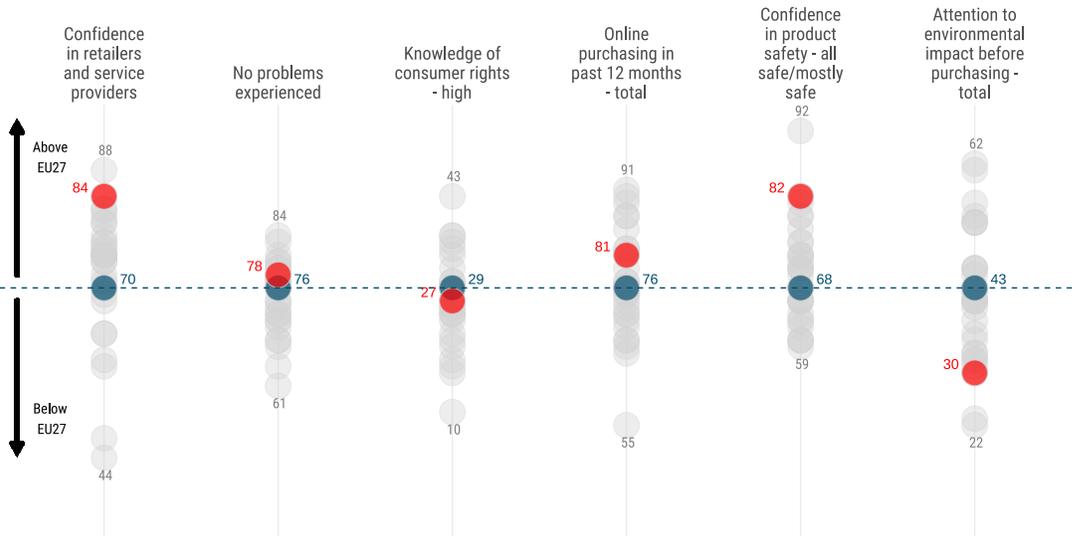
● EU27 ● Germany ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Estonia

● EU27 ● Estonia ● Other country

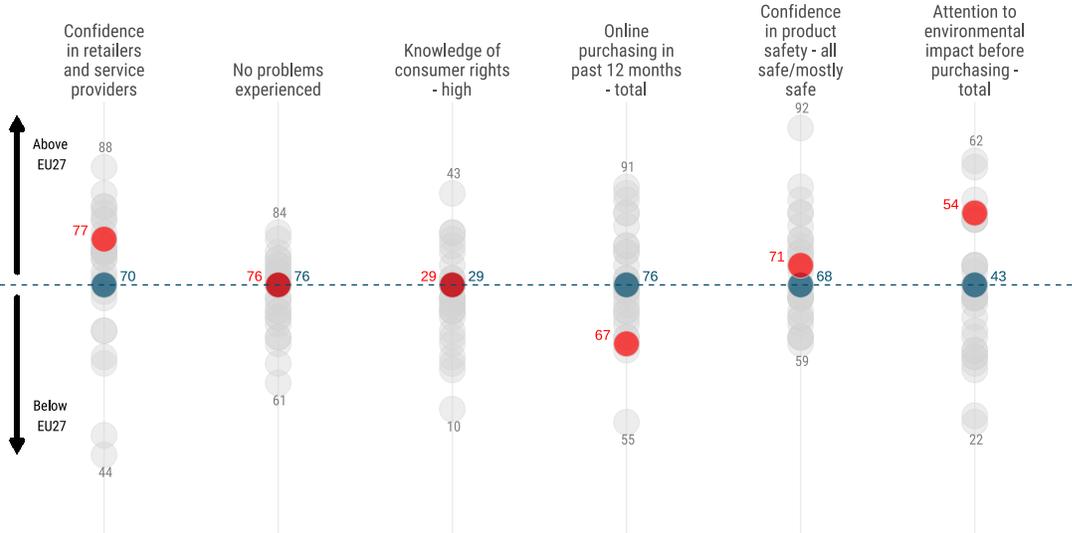


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Ireland

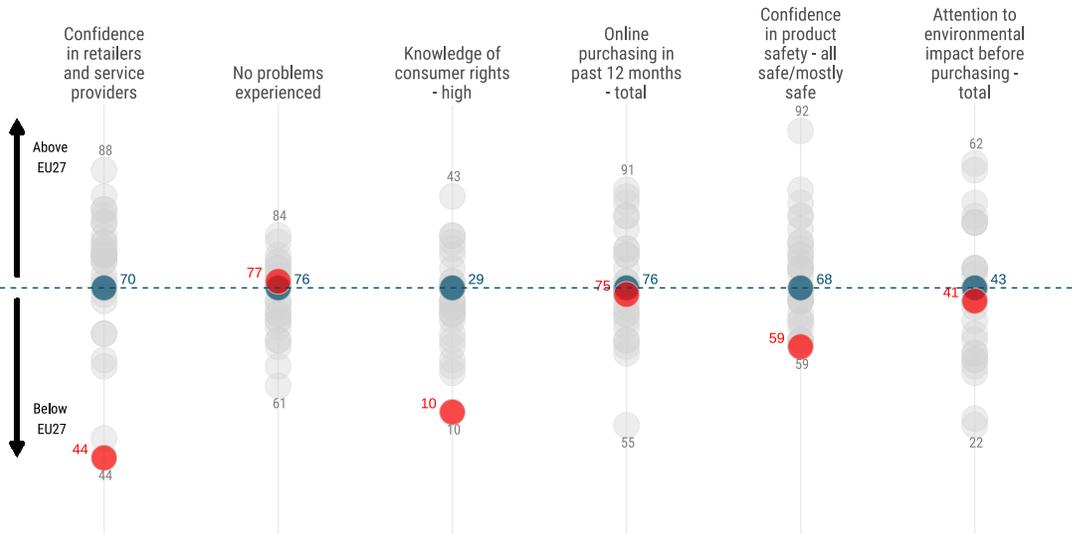
● EU27 ● Ireland ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Greece

● EU27 ● Greece ● Other country

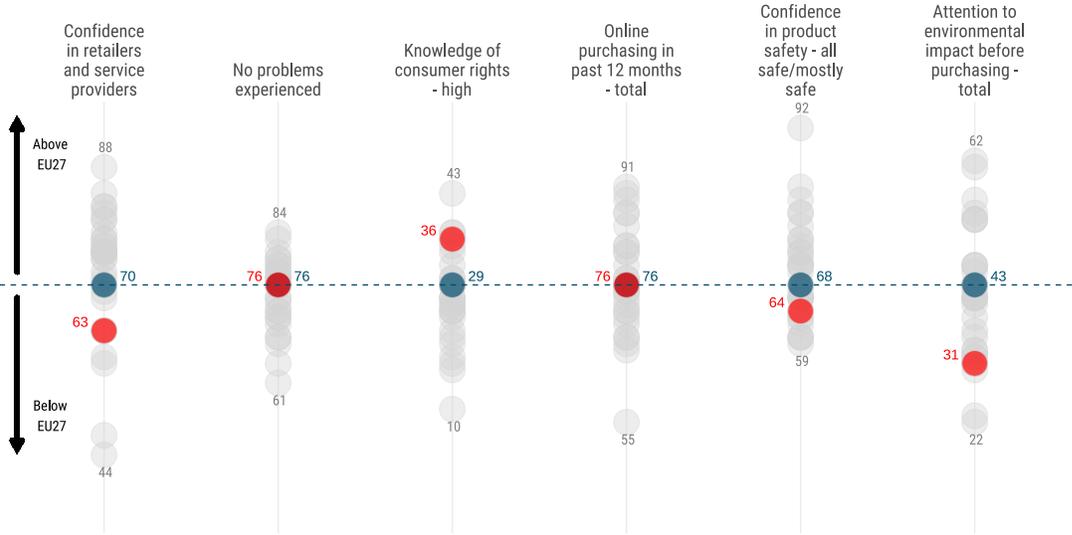


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Spain

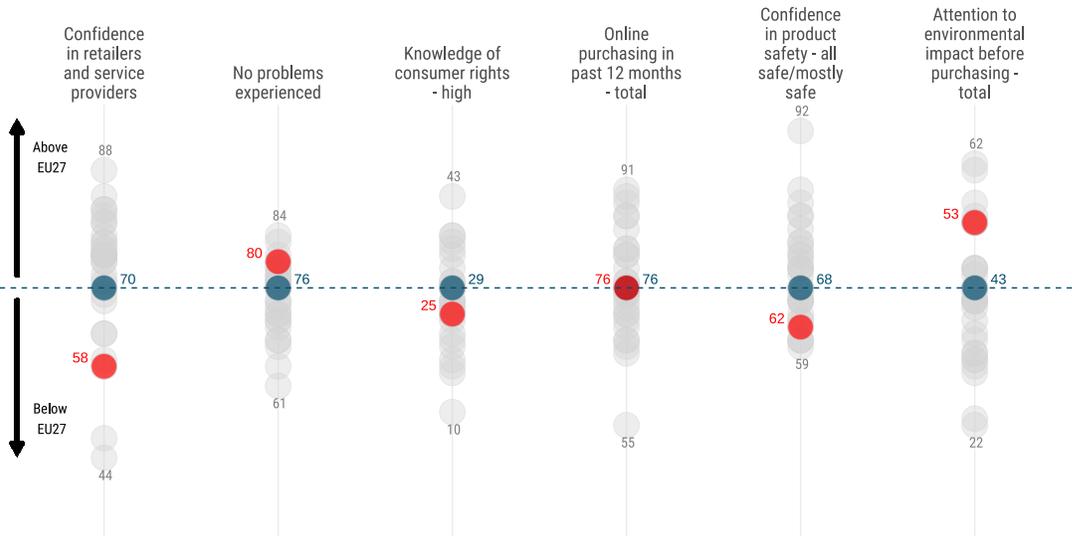
● EU27 ● Spain ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: France

● EU27 ● France ● Other country

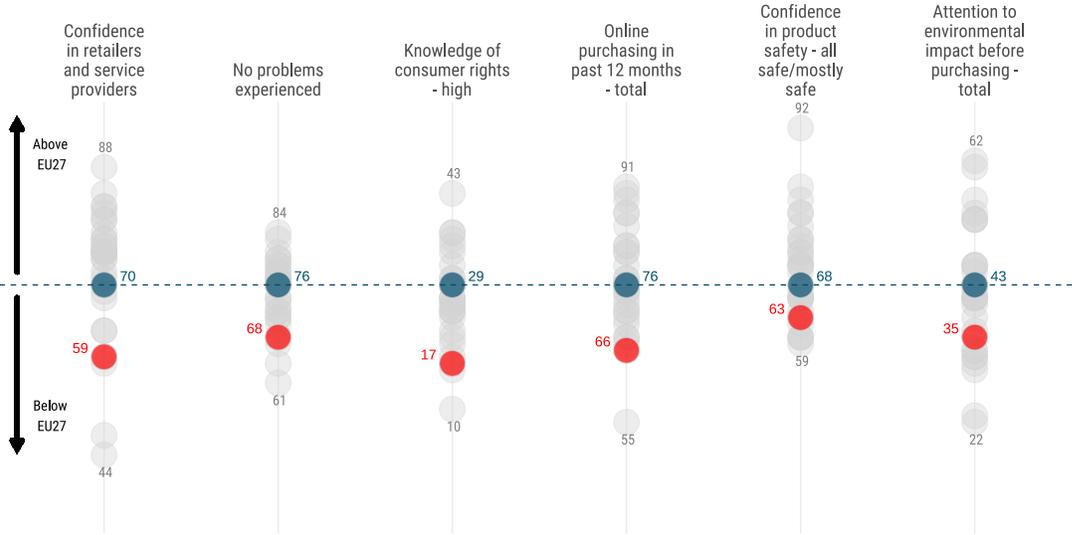


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Croatia

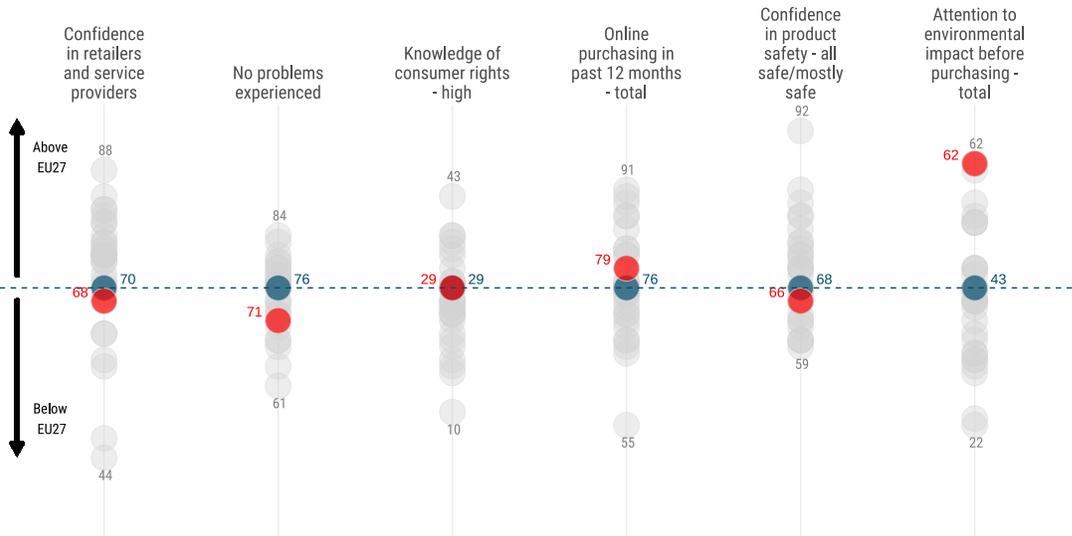
● EU27 ● Croatia ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Italy

● EU27 ● Italy ● Other country

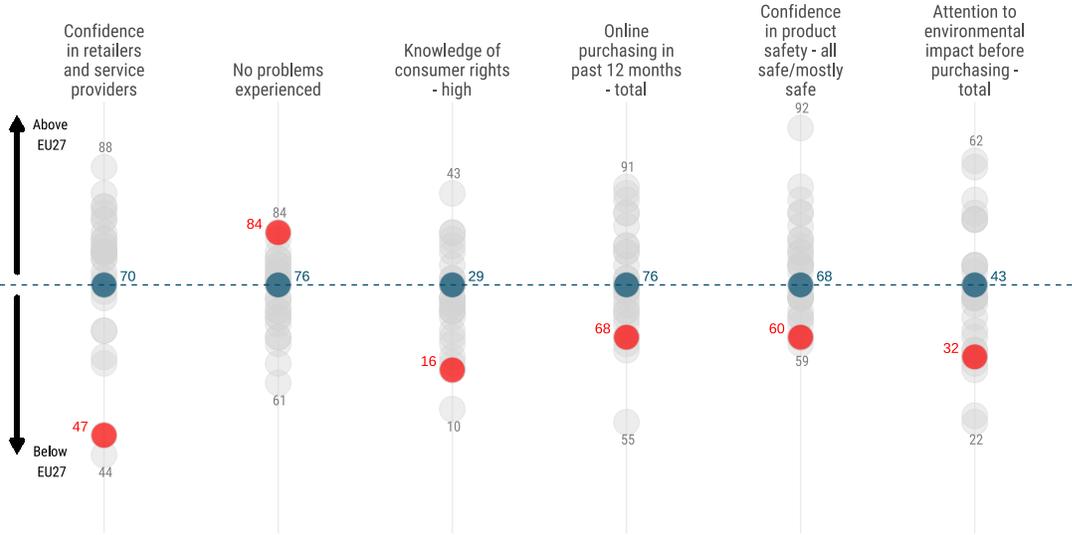


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Cyprus

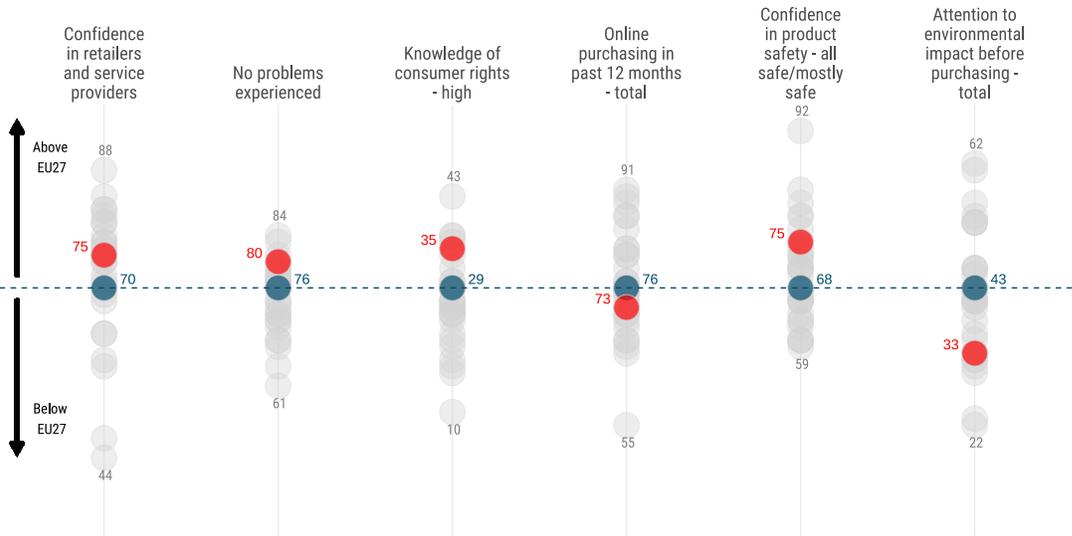
● EU27 ● Cyprus ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Latvia

● EU27 ● Latvia ● Other country

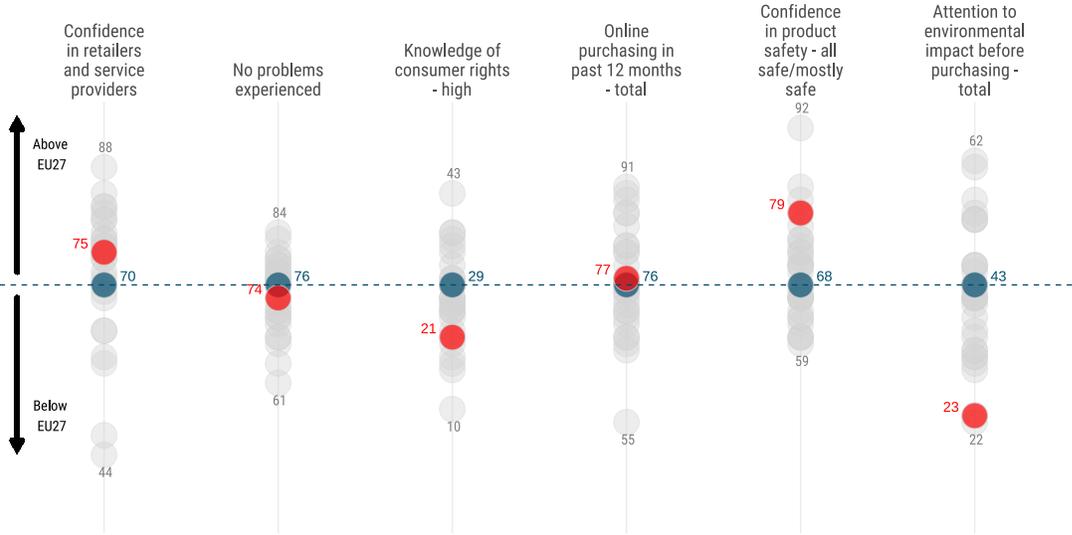


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Lithuania

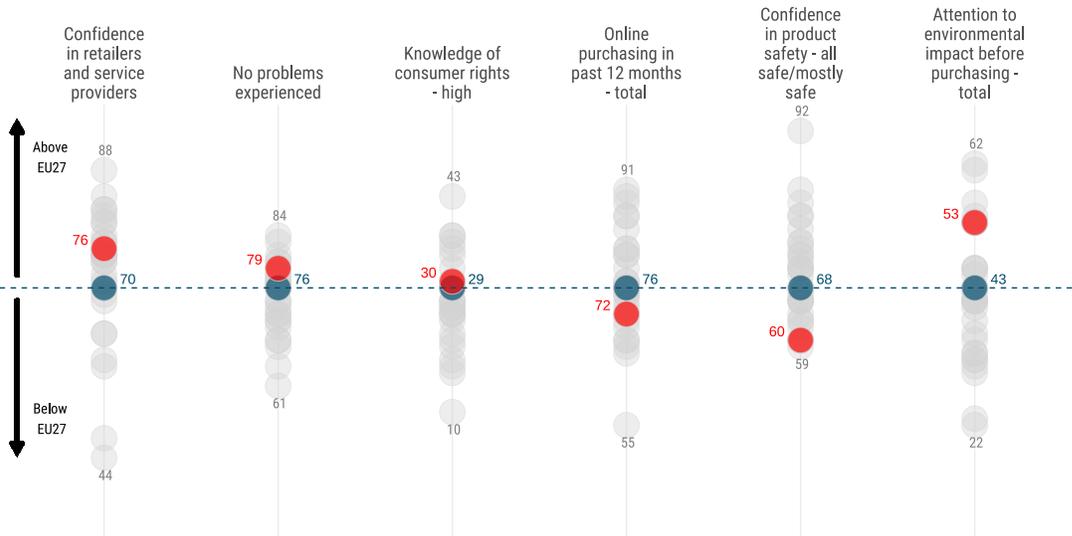
● EU27 ● Lithuania ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Luxembourg

● EU27 ● Luxembourg ● Other country



Source: Consumer Conditions Survey 2024

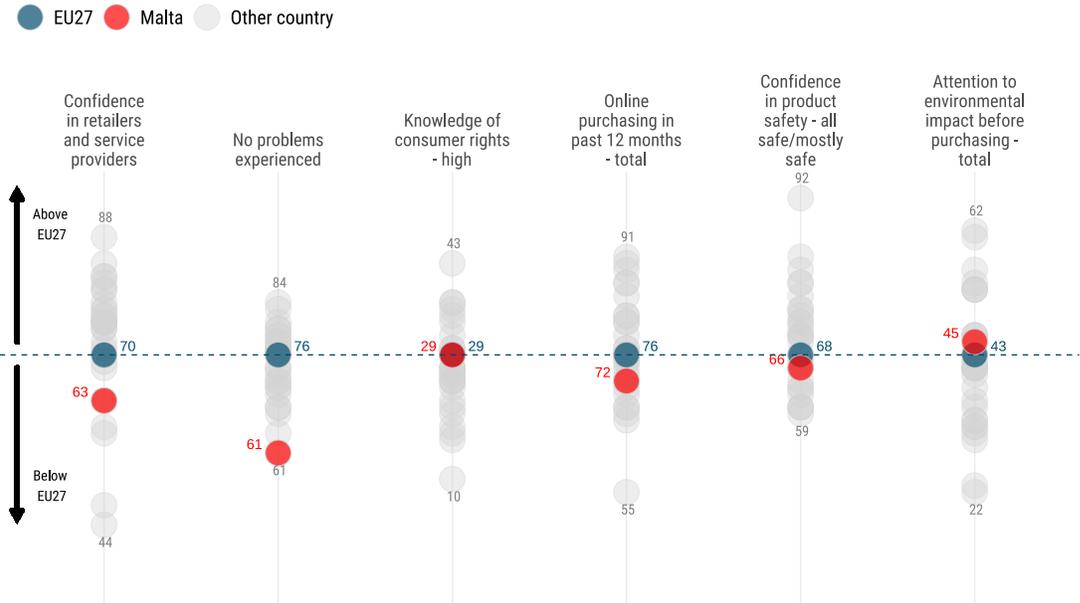
# Consumer Conditions Scoreboard 2025

## Country Summary: Hungary



Source: Consumer Conditions Survey 2024

## Country Summary: Malta

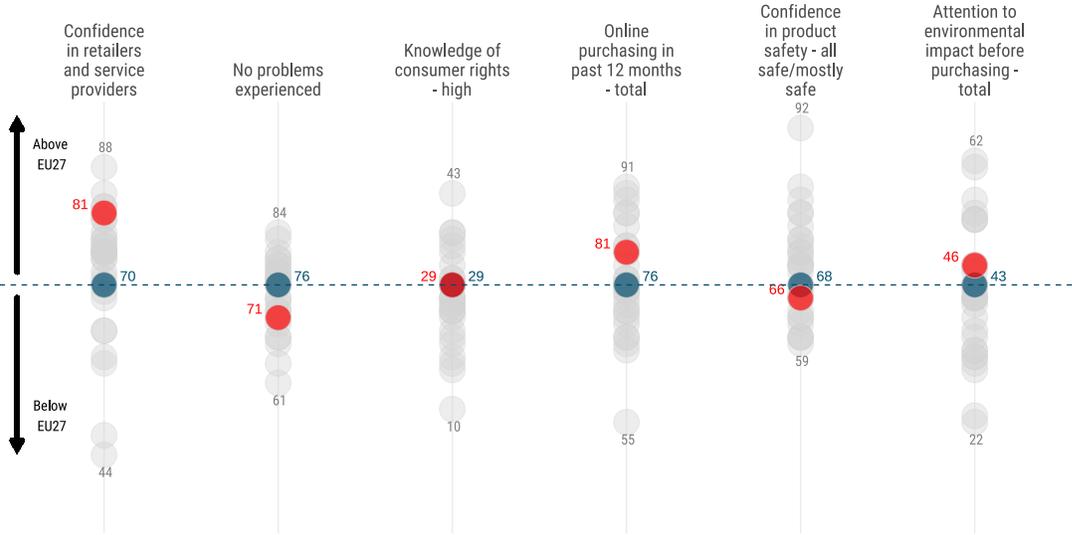


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Netherlands

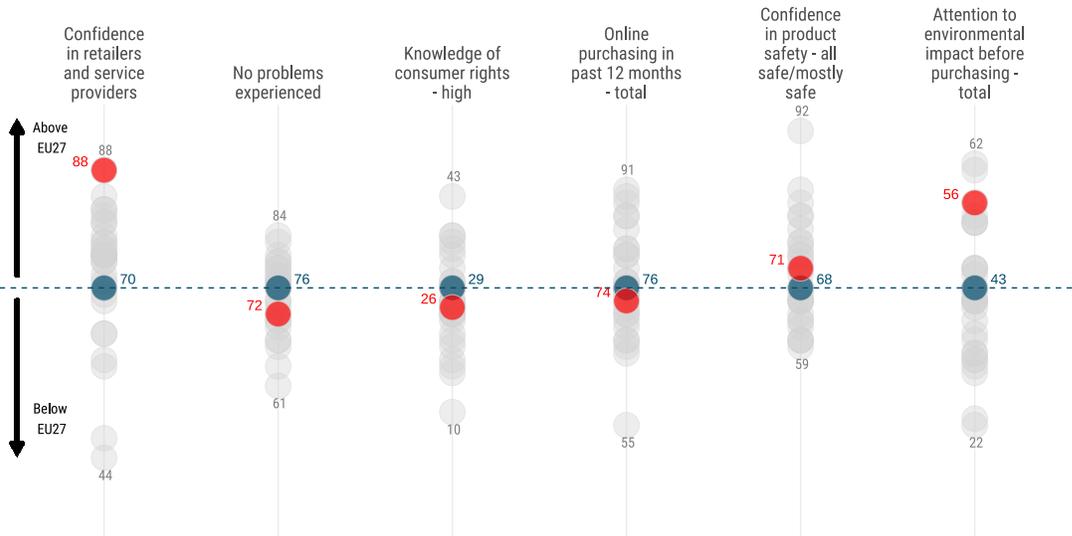
● EU27 ● Netherlands ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Austria

● EU27 ● Austria ● Other country



Source: Consumer Conditions Survey 2024

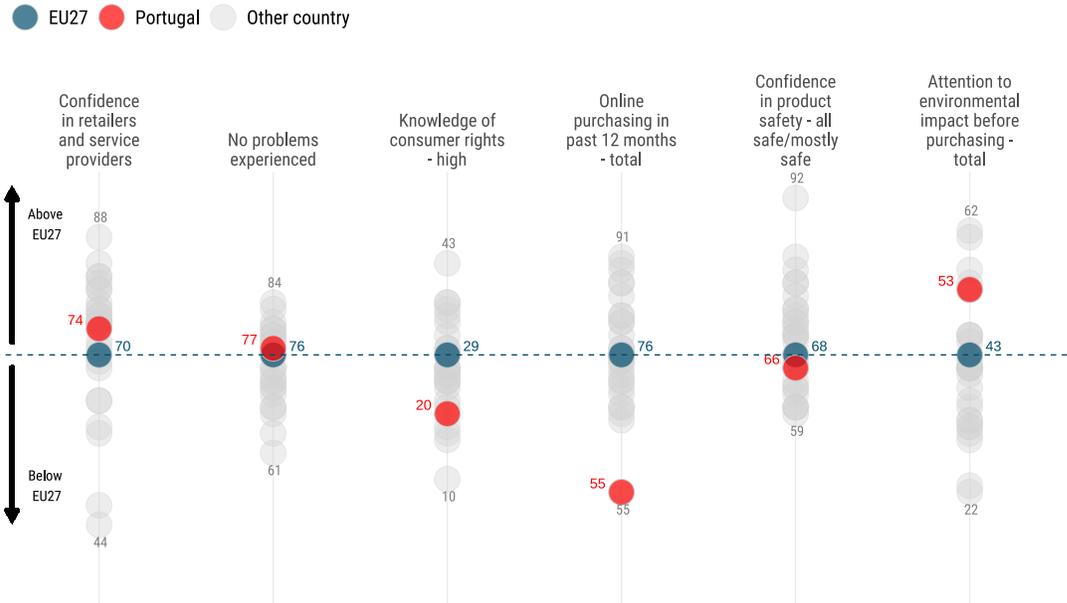
# Consumer Conditions Scoreboard 2025

## Country Summary: Poland



Source: Consumer Conditions Survey 2024

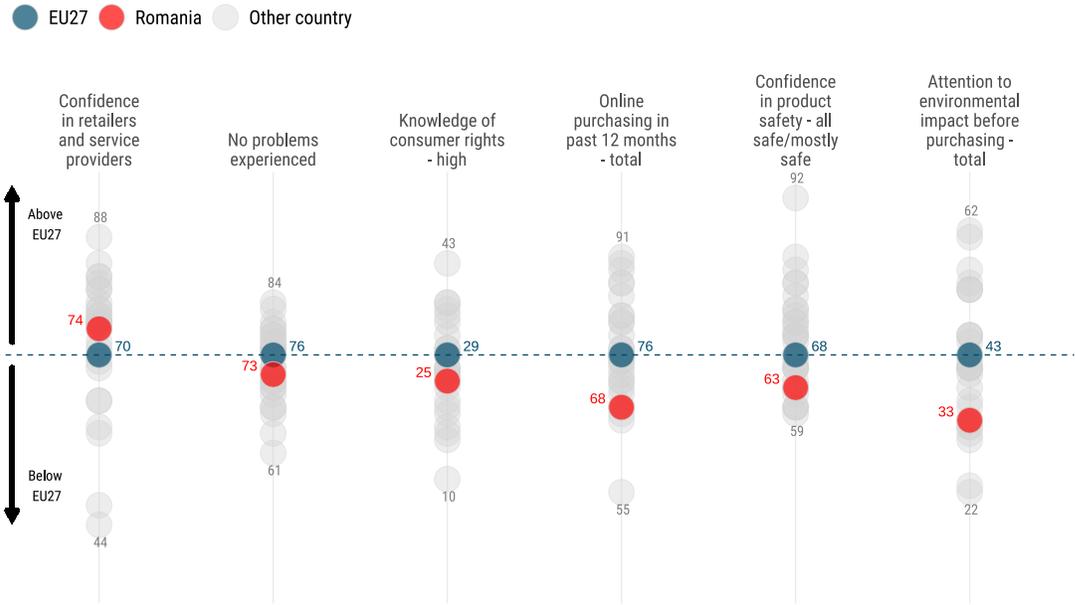
## Country Summary: Portugal



Source: Consumer Conditions Survey 2024

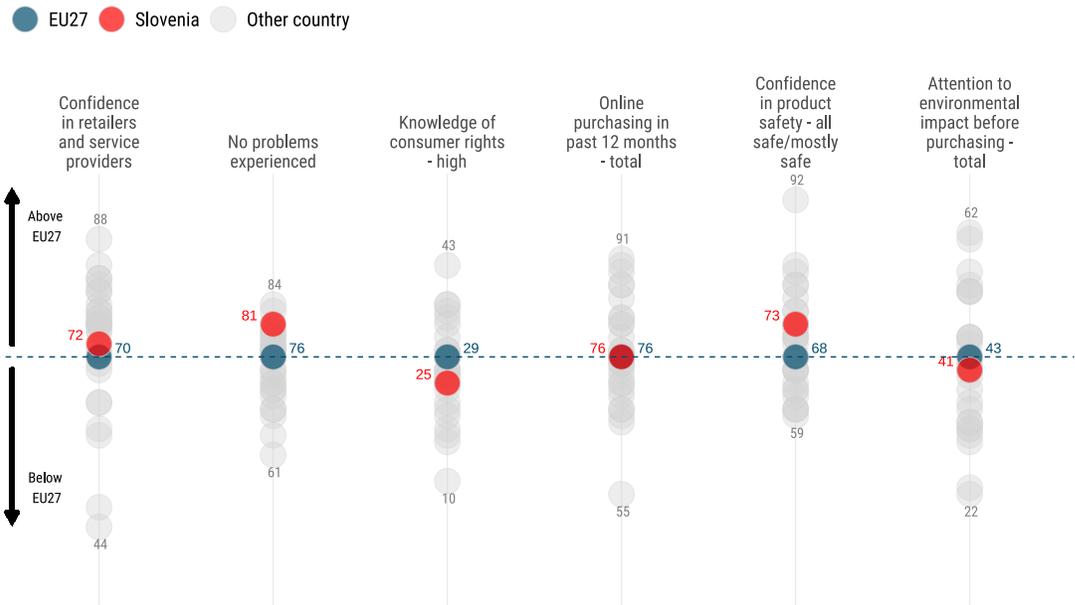
# Consumer Conditions Scoreboard 2025

## Country Summary: Romania



Source: Consumer Conditions Survey 2024

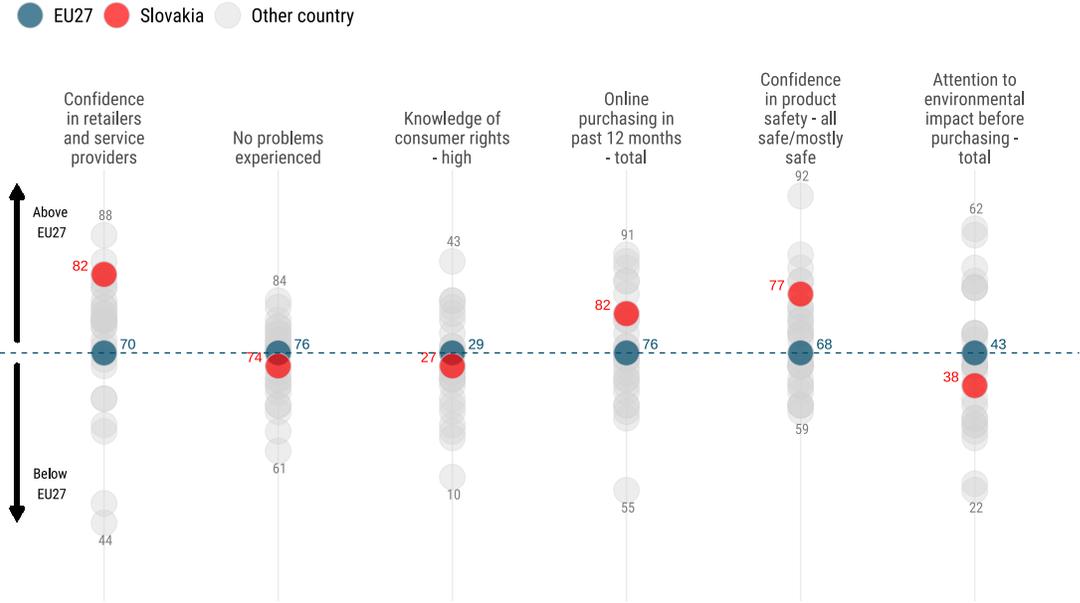
## Country Summary: Slovenia



Source: Consumer Conditions Survey 2024

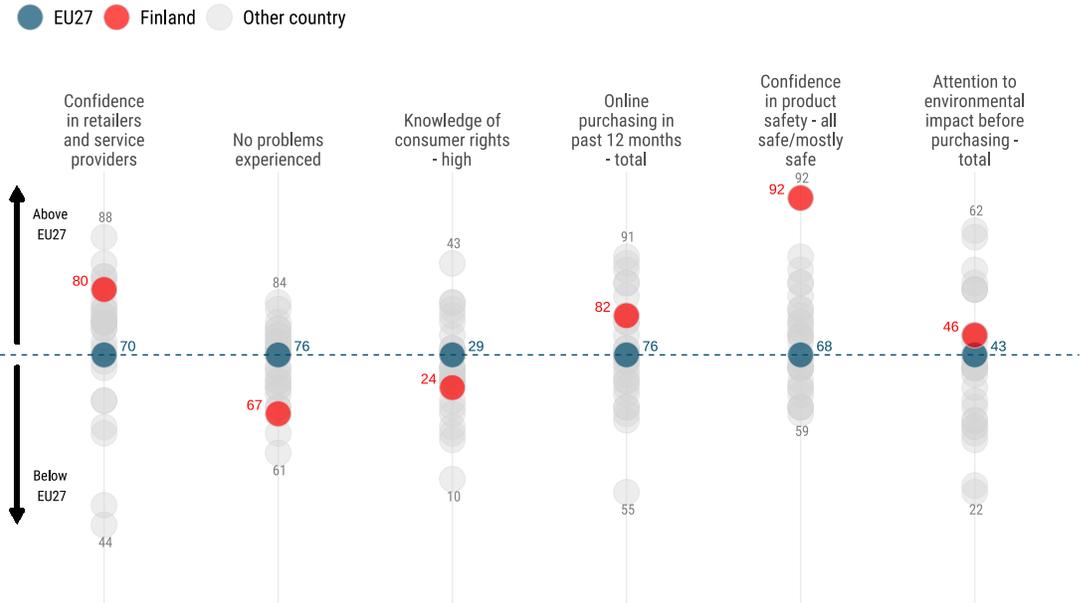
# Consumer Conditions Scoreboard 2025

## Country Summary: Slovakia



Source: Consumer Conditions Survey 2024

## Country Summary: Finland

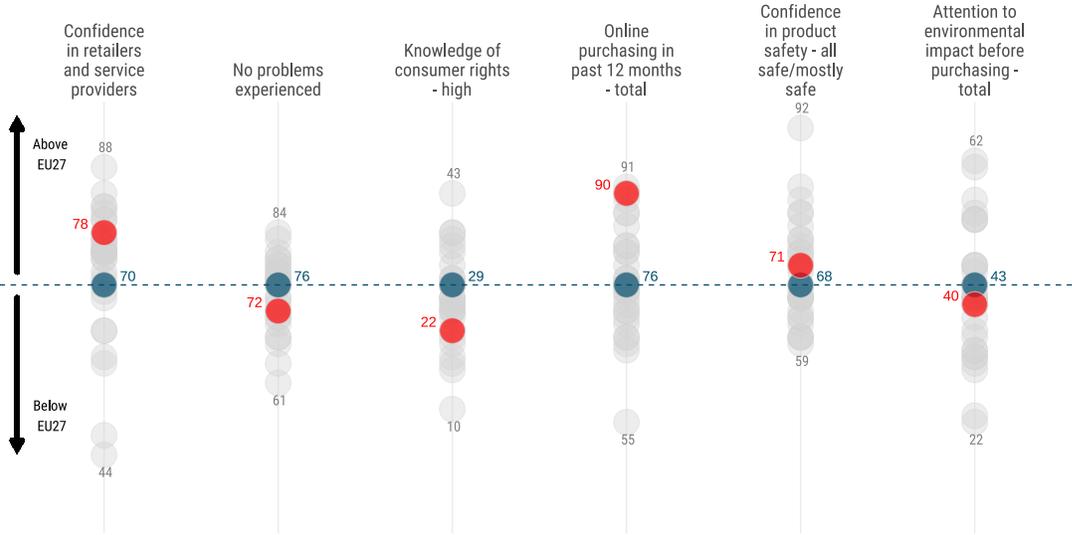


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Sweden

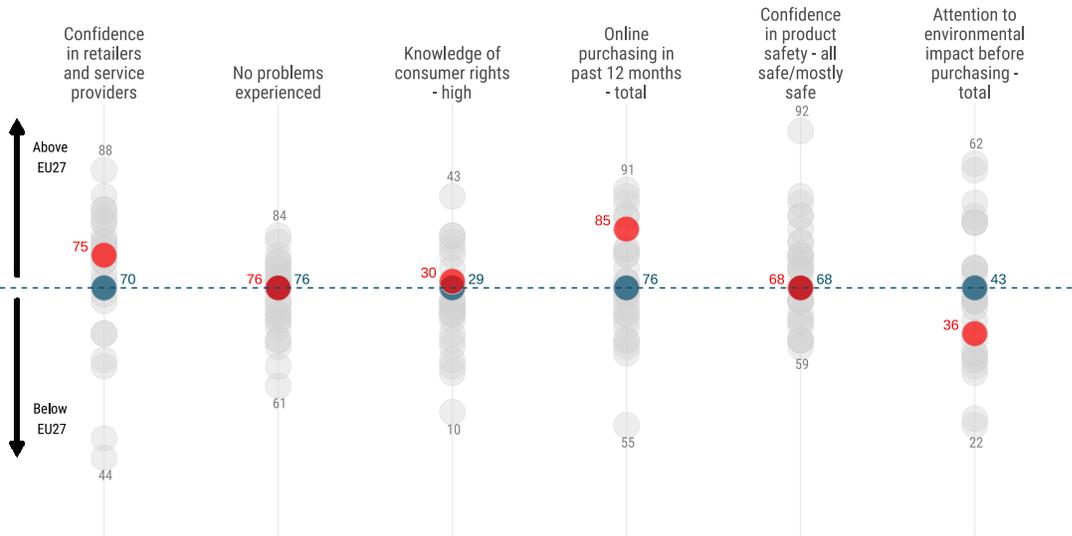
● EU27 ● Sweden ● Other country



Source: Consumer Conditions Survey 2024

## Country Summary: Iceland

● EU27 ● Iceland ● Other country

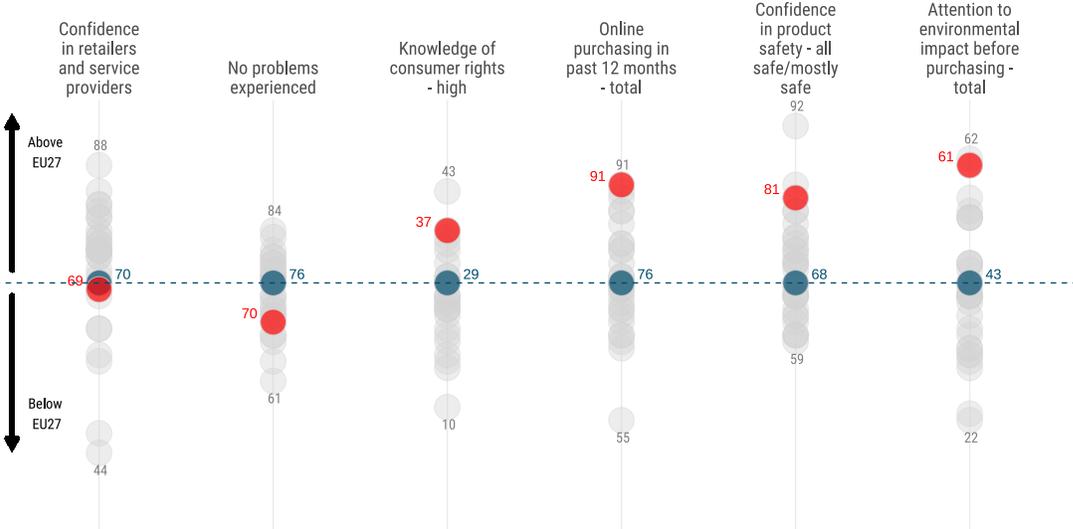


Source: Consumer Conditions Survey 2024

# Consumer Conditions Scoreboard 2025

## Country Summary: Norway

● EU27 ● Norway ● Other country



Source: Consumer Conditions Survey 2024

## ANNEX II: DATA SOURCES

The Consumer Conditions Survey was carried out by the company Ipsos for the account of the European Commission. It 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.

Data were collected during the period 4 November to 29 November 2024. Fieldwork was conducted by telephone among representative samples of the general public aged 18 and older in each of the 27 European Union Member States (EU27), as well as Iceland and Norway. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland where the sample size is 500.

The relevant questions from the Consumer Conditions survey and other data sources used in the construction of the figures that are included in this report are detailed below. All official data were extracted from the relevant databases on 20 January 2025.

**Figure 1:** Harmonised index of consumer prices (HICP) - Annualised rate of change by country (2019-2024)

**Source:** Eurostat ([prc\\_hicp\\_manr](#))

**Figure 2:** Concern about different aspects of personal finances in the next six months - very/fairly concerned (% of adults)

**Source:** Consumer Conditions Survey

**Question:** Thinking about your personal financial situation over the next six months, how concerned, if at all, are you about each of the following (% Very/Fairly concerned, Base: All adults 18+)

- Being able to pay your bills
- Being able to afford your transport to work
- Being able to afford the food products you like
- Being able to pay your mortgage
- Being able to repay loans and credit cards
- Being able to afford to go on holiday

**Figure 3:** Annual rate of inflation (%) compared to consumer confidence (balance), EU27 (monthly data, 2019 - 2024)

**Source:** Eurostat ([prc\\_hicp\\_manr](#) & [ei\\_bsc\\_m](#))

**Figure 4:** Harmonised index of consumer prices for selected groups of products (Index, January 2021 = 100)

**Source:** Eurostat ([prc\\_hicp\\_manr](#))

**Figure 5:** Percentage increase in the price selected food & non-alcoholic beverage products - change between January 2021 and December 2024

**Source:** Eurostat ([prc\\_hicp\\_midx](#))

**Figure 6:** Noticed changes in product specifications while price stayed same/increased, last 12 months (% of adults, 2024)

**Source:** Consumer Conditions Survey

**Question** In the past 12 months, have you noticed any of the following changes in the products you buy regularly? Please say yes or no for each. (Base: All adults 18+)

- The quantity or size of a packaged product was reduced while the price stayed the same or even increased
- The ingredients and quality of a packaged product got worse while the price stayed the same or even increased

**Figure 7:** Evolution in share of households in arrears with their key financial commitments since 2020 (EU27)

**Source:** Eurostat ([ilc\\_mdcs05](#), [ilc\\_mdcs06](#), [ilc\\_mdcs07](#), & [ilc\\_mdcs08](#))

**Figure 8 (a):** Prevalence of online consumer activities since 2020 (% of adults)

**Source:** Eurostat ([isoc\\_ci\\_ac\\_i](#) & [isoc\\_ec\\_ib20](#))

**Figure 8 (b):** Volume of monthly retail sales (January '19 = 100)

**Source:** Eurostat ([sts\\_trtu\\_m](#))

**Figure 9:** Share of consumers who bought online by location of retailer/service provider (EU27, 2018-2024, % adults)

**Source:** Consumer Conditions Survey

**Question:** In the past 12 months, have you purchased any goods or services via the Internet? (Base: All adults 18+)

- Yes, from a retailer or service provider located in [country]
- Yes, from a retailer or service provider located in another EU country/a EU country
- Yes, from a retailer or service provider located outside the EU (for example, the UK, the US, China etc)

**Figure 10 (a):** Experience of consumer related problems, % of subgroup **Source:** Consumer Conditions Survey

**Question:** In the past 12 months, have you purchased any goods or services via the Internet? (Base: All adults 18+)

- Total 'Yes'
- No

**Question:** In the past 12 months, have you experienced any problem when buying or using any goods or services in [country] where you thought you had a legitimate cause for complaint? (Base: All adults 18+)

- Total 'Yes'

**Figure 10 (b):** Prevalence of problems related to online shopping, EU27 (2023, % adults)

**Source:** Eurostat([isoc\\_ec\\_iprb21](#))

**Figure 11:** ECC Net - E-commerce related queries (2020-2024)

**Source:** EEC Net

**Figure 12:** Experience of misleading online practices when searching for/buying products (EU27, % adults who bought online in last 12 months)

**Source:** Consumer Conditions Survey

**Question:** When you are searching for or buying products online, how often, if at all, would you say you experience the following? (Base: All those who have purchased any goods or services via the Internet in the past 12 months)

- Price discounts that seem too large to be genuine
- Prices that differ from those a friend or relative gets when searching for the same thing at the same time
- Consumer reviews that do not appear genuine
- Social media “influencers” who appear to have been paid to promote certain product but do not say this clearly
- Confusing, misleading or biased display of information that influenced or distorted your decision making

**Figure 13:** Encountered fraudulent practices online (2024, % of adults)

**Source:** Consumer Conditions Survey

**Question:** In the last 12 months, have you personally experienced any of the following? (Base: All adults 18+)

- You were tricked into signing up for a recurring subscription online
- You made a purchase from an online shop, and the shop turned out to be fake
- You bought tickets online for an event, concert or travel, and the tickets turned out to be fake
- You were contacted by someone pretending to be from a legitimate organisation, asking for personal information or money
- You were contacted about sending money to someone who claimed to be in financial hardship
- You were scammed by someone using a deepfake in a phone or video call

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- You were convinced by an influencer to invest in a cryptocurrency or other financial scheme that turned out to be financially harmful (like a pyramid scheme)

**Figure 14:** Share of consumers concerned about different online advertising practices, 2024 (% of adults who bought online in last 12 months)

**Source:** Consumer Conditions Survey

**Question:** Which, if any, of the following are a concern to you personally? (Base: All those who have purchased any goods or services via the Internet in the past 12 months)

- Collection of your personal data without your consent or awareness
- Difficulty to manage or refuse cookies used to track your online activities
- Online advertising that is personalised based on your online behaviour and activities is unavoidable
- Obligation to pay a subscription to use online services if you don't agree to monitoring and analysis of your online activity
- Personalisation of advertising limiting your choice and access to special offers
- Exposure to an excessive amount of advertising on websites and mobile applications
- You don't have any concerns

**Figure 15:** Consumer experience when buying online

**Source:** Digital fairness check ([consumer survey](#))

**Figure 16:** Whether environmental impact influenced purchasing choices (% of adults)

**Source:** Consumer Conditions Survey

**Question:** Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services also influence your choice? (Base: All adults 18+)

- Yes, for all or most goods or services you bought
- Yes, but only for some
- Yes, but only for one or two
- No

**Figure 17:** Barriers to sustainable consumption: issues blocking consumers from buying sustainable products and services (2024, % adults)

**Source:** Consumer Conditions Survey

**Question:** Which, if any, of the following stop you from buying sustainable products and services more frequently? (Base: All adults 18+)

- Sustainable products and services are more expensive
- Information about environmental claims is not always trustworthy
- Confusion about which products and services are truly environmentally friendly

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- Concerns about the quality of sustainable products and services
- Sustainable products and services often have longer delivery time
- Limited availability and choice of sustainable products and services
- You find it hard to change your habits
- You are not personally affected by climate change or scarcity of resources

**Figure 18:** Most environmental claims are reliable - strongly agree/agree (% of adults)

**Source:** Consumer Conditions Survey

**Question:** How strongly do you agree or disagree with each of the following statements in [country]? Most environmental claims about goods or services are reliable (Base: All adults 18+)

- Strongly agree
- Agree
- Disagree
- Strongly disagree

**Figure 19 (a):** Response to broken durable product (% of those with a broken product)

**Source:** Consumer Conditions Survey

**Question:** In the past 12 months, have you experienced situations where a durable product, such as a smartphone, laptop or a fridge, stopped working properly after the legal guarantee period ended? (Base: All adults 18+)

- Yes, and you got it repaired
- Yes, and you replaced it with a brand-new product
- Yes, and you replaced it with a second hand/refurbished product
- Yes, but you did not repair or replace it
- No

**Figure 19 (b):** Reasons for non-repair (EU27, % of those who did not repair broken product)

**Source:** Consumer Conditions Survey

**Question:** You said that you had a durable product that stopped working after the legal guarantee period ended, but you did not get it repaired. Why was this? (Base: All those with who a durable product that broke in the last 12 months who did not repair it)

- You preferred to replace the product
- You could not find a repairer
- The repairer could not fix it due to a lack of spare parts
- The repair would have been too expensive
- You don't trust the quality of repairs
- It would have taken too long to repair the product

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- The product could not be repaired
- It would have been too much effort

**Figure 20:** Share of consumers who experienced a problem and took action to solve it

**Source:** Consumer Conditions Survey

**Question:** In the past 12 months, have you experienced any problem when buying or using any goods or services in [country] where you thought you had a legitimate cause for complaint? (Base: All adults 18+)

- Yes, and you took action to solve the problem
- Yes, but you did not do anything
- No

**Figure 21 (a):** Action in response to a consumer problem (% of those who took action)

**Source:** Consumer Conditions Survey

**Question:** And what did you do? Please say yes or no for each (Base : All those who had a problem in the last 12 months and took action to resolve it)

- You complained about it to the retailer or service provider
- You complained about it to the manufacturer
- You complained about it to a public authority
- You complained about it to a consumer association or a European Consumer Centre
- You brought the matter to an out-of-court dispute resolution body (ADR) such as an ombudsman, arbitration, mediation or conciliation body
- You took the business concerned to court
- You joined a collective redress action
- Other

**Figure 21 (b):** Reasons for not complaining (% those who did not take action)

**Source:** Consumer Conditions Survey

**Question:** What were the main reasons you did not take any action? Please say yes or no for each. (Base: All those that had a problem but did not take action)

- You were unlikely to get a satisfactory solution to the problem you encountered
- The sums involved were too small
- You did not know how or where to complain
- You were not sure of your rights as a consumer
- You thought it would take too long
- You tried to complain about other problems in the past but were not successful
- You thought complaining would have led to a confrontation, and you do not feel at ease in such situations

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- You felt the process would be too complex or would requiring filling a lot of documents or using a different language
- Other

**Figure 22:** Satisfaction with complaints lodged with retailers and service providers - very + fairly satisfied (% of those who had a problem and complained)

**Source:** Consumer Conditions Survey

**Question:** In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the: Retailer or service provider (Base: All those that had a problem and complained to the retailer/service provider)

- Very satisfied
- Fairly satisfied
- Not very satisfied
- Not at all satisfied

**Figure 23:** Consumer experience of unfair practices from traders (2024, % of adults)

**Source:** Consumer Conditions Survey

**Question:** I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months? (Base: All adults 18+)

- You have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize
- You have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract
- You have been offered a product advertised as free of charge which actually entailed charges
- You have come across advertisements stating that the product was only available for a very limited period of time but you later realised that it was not the case
- You have felt pressured to buy something you did not want during an unexpected visit of a seller to your home
- You have felt pressured to buy something you did not want during an excursion organised by a seller
- You have felt pressured to buy something you did not want during a product demonstration that you attended at a private home, hotel or restaurant
- You bought something on an online marketplace and experienced problems you could not resolve because it turned out that you had bought from a private individual rather than a professional seller
- You have found it difficult to cancel a contract that you had concluded online for example, because you could not find the cancellation option on the website or app

**Figure 24:** Trust organisations to respect/protect rights as a consumer - strongly agree/agree (% of adults)

**Source:** Consumer Conditions Survey

**Question:** How strongly do you agree or disagree with each of the following statements in [country]? (Base: All adults 18+)

- You trust public authorities to protect your rights as a consumer
- In general, retailers and service providers respect your rights as a consumer
- You trust non-governmental consumer organisations to protect your rights as a consumer
- Strongly agree
- Agree
- Disagree
- Strongly disagree

**Figure 25:** Knowledge of consumer rights (2024, % of adults) **Source:** Consumer Conditions Survey

**Questions:** Respondents were categorised into one of three groups (High, Medium, Low) based on correct responses to the questions below. High knowledge was assigned to three or more correct answers, Medium knowledge to two correct answers, with the remaining respondents considered to have low knowledge.

- **Cooling off period:** Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason? (Correct answer = Yes)
- **One sided change to contracts:** Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid? (Correct answer = Yes)
- **Faulty product guarantee:** Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part. You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free? (Correct answer = Yes)
- **Unsolicited products:** Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice? (Correct answer = No)]. (Base: All adults 18+)

**Figure 26:** Consumer Confidence levels in product safety (% of adults)

**Source:** Consumer Conditions Survey

**Question:** Thinking about all consumer products other than food currently on the market, do you think that...? (Base: All adults 18+)

- Essentially all non-food products are safe
- A small number of non-food products are unsafe
- A significant number of non-food products are unsafe
- It depends on the product

**Figure 27:** Experience of product recalls and unsafe products in the last two years (2024, % of adults)

**Figure 27 (a):** Product recalls

**Source:** Consumer Conditions Survey

**Question:** In the past 2 years, have you seen or received any information notices or announcements about the recall of a specific product? (Base: All adults 18+)

- Yes, and it concerned a product you own
- Yes, but it did not concern a product you own
- No

**Figure 27 (b):** Experience of unsafe products

**Source:** Consumer Conditions Survey

**Question:** Thinking of all products you have bought in the last two years, have you or has someone else in your household noticed a safety issue with a product? (Base: All adults 18+)

- Yes but you did not complain about it to anyone
- Yes and you complained to the relevant business (seller, producer, etc.)
- Yes and you complained to the authorities
- No

**Figure 28:** Safety Gate alerts by origin of products and type of risk (2024, %)

**Source:** Safety Gate

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- at the following standard number: +32 22999696, or
- by email via: [https://europa.eu/european-union/contact\\_en](https://europa.eu/european-union/contact_en)

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