



2020 Market Monitoring Survey

The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of product and service markets across the European Union, Iceland, Norway and the United Kingdom. It looks at consumers' experiences and perceptions of the markets using a standard set of indicators to allow consistent and comparable monitoring across markets, countries and survey waves. The indicators include both 'core' items, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations). This factsheet covers the core indicators only.

MARKETS COVERED	
 New cars	 Clothing and footwear
 Bank accounts	 Insurance services
 Postal services	 TV subscriptions
 Mobile telephone services	 Internet provision
 Electricity services	 Gas services
 Recreational services	 Vehicle rental services
 Packaged holidays and tours	

TECHNICAL NOTE

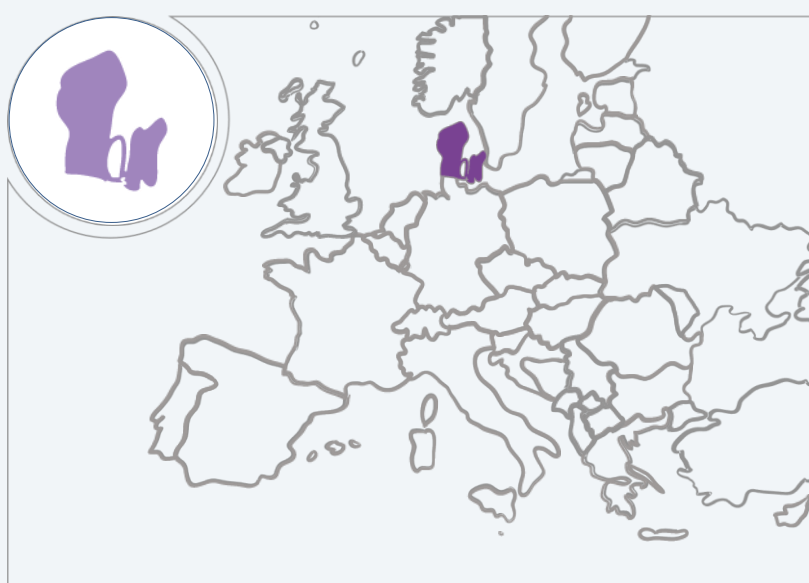
The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2020 wave of the survey was conducted between 27 July 2020 and 26 October 2020.

FURTHER INFORMATION

Survey microsite:
<https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?showVizHome=no>

EC website:
https://ec.europa.eu/info/policies/consumers/consumerprotection/evidence-based-consumer-policy/marketmonitoring_en

Email: JUST-E3@ec.europa.eu



OVERVIEW OF FINDINGS

The MMS contains seven core indicators: trust in markets; ratings of purchasing experiences; ease of comparing products/services; experience of problems giving cause for complaint; experience of detriment; complaining; and satisfaction with complaint outcomes.

In Denmark, levels of trust in the thirteen markets covered range from a high of 89% for the recreational services market, to a low of 62% for the TV subscriptions market.

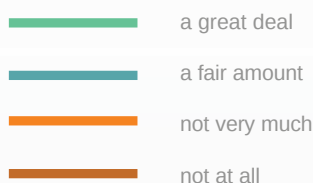
Between 74% (postal services market) and 96% (clothing and footwear market) of consumers in Denmark report positive experiences of purchasing goods or services in the thirteen markets. Between 27% (electricity services market) and 59% (clothing and footwear market) find it easy to compare the offers of different retailers/providers/operators.

Between 3% and 25% of consumers in Denmark have experienced a problem in the thirteen markets that they feel gave cause for complaint – compared with 7%-14% across the EU27 as a whole. Of this group, between 13% and 48% have experienced financial loss as a result of the problem, while between 49% and 77% have experienced other, non-financial impacts, such as a loss of time, anger, frustration, stress or anxiety.

Of all those who have experienced problems in Denmark, between 59% (insurance services market) and 74% (new cars market) went on to make a complaint.

How much do you trust the providers/retailers/operators overall?

Base: Adults (aged 18+); Data labels <5% not shown



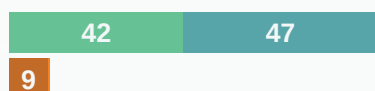
New cars



DK	EU27
75%	83%
23%	15%



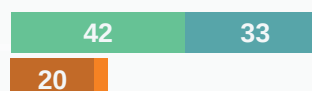
Clothing and footwear



DK	EU27
88%	84%
10%	15%



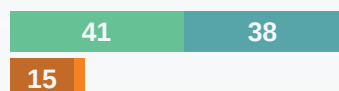
Bank accounts



DK	EU27
75%	78%
23%	22%



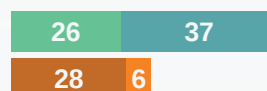
Insurance services



DK	EU27
79%	75%
18%	24%



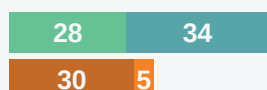
Postal services



DK	EU27
64%	85%
33%	14%



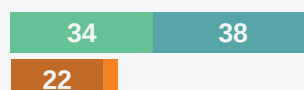
TV subscriptions



DK	EU27
62%	77%
34%	22%



Mobile telephone services



DK	EU27
72%	77%
26%	23%



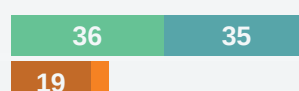
Internet provision



DK	EU27
74%	75%
22%	24%



Electricity services



DK	EU27
71%	77%
23%	21%



Gas services



DK	EU27
79%	82%
13%	17%



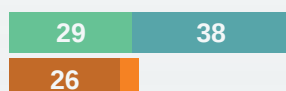
Recreational services



DK	EU27
89%	87%
7%	12%



Vehicle rental services



DK	EU27
67%	86%
31%	14%



Packaged holidays and tours



DK	EU27
77%	81%
16%	16%

How would you rate your experiences of purchasing products/services in this market?

Base: Adults (aged 18+); Data labels <5% not shown



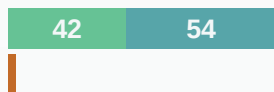
New cars



DK	EU27
94%	94%
6%	5%



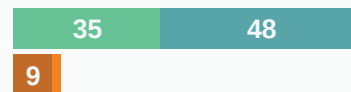
Clothing and footwear



DK	EU27
96%	95%
3%	4%



Bank accounts



DK	EU27
83%	89%
11%	9%



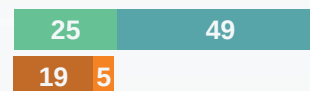
Insurance services



DK	EU27
88%	89%
5%	9%



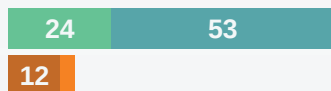
Postal services



DK	EU27
74%	91%
24%	7%



TV subscriptions



DK	EU27
78%	88%
16%	10%



Mobile telephone services



DK	EU27
84%	89%
10%	10%



Internet provision



DK	EU27
78%	87%
15%	11%



Electricity services



DK	EU27
81%	86%
10%	10%



Gas services



DK	EU27
86%	89%
5%	9%



Recreational services



DK	EU27
94%	96%
3%	3%



Vehicle rental services



DK	EU27
82%	93%
16%	6%



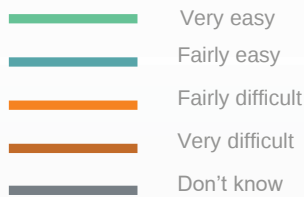
Packaged holidays and tours



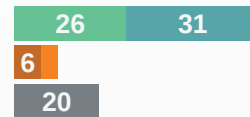
DK	EU27
82%	91%
6%	6%

How easy or difficult was it to compare the services or products of different providers/retailers/operators?

Base: Adults (aged 18+); Data labels <5% not shown



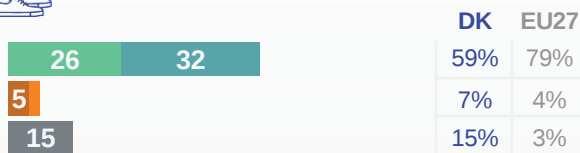
New cars



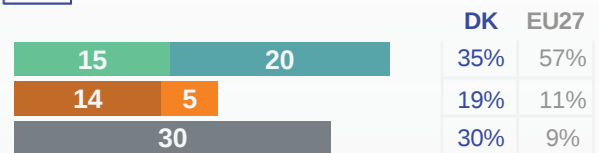
DK	EU27
57%	75%
10%	6%
20%	4%



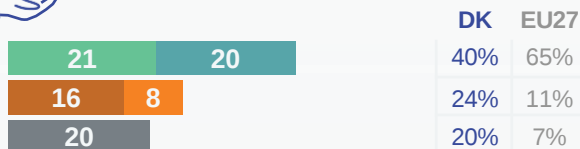
Clothing and footwear



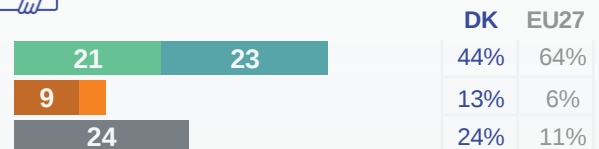
Bank accounts



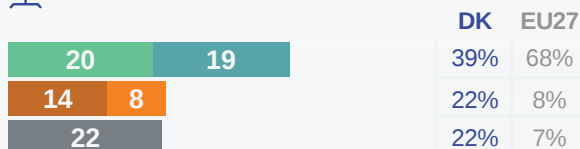
Insurance services



Postal services



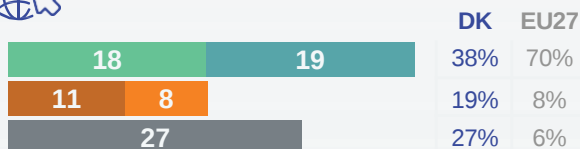
TV subscriptions



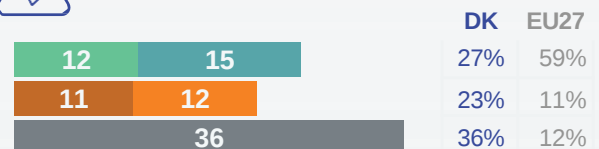
Mobile telephone services



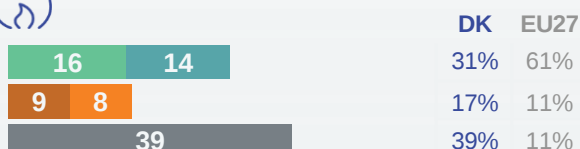
Internet provision



Electricity services



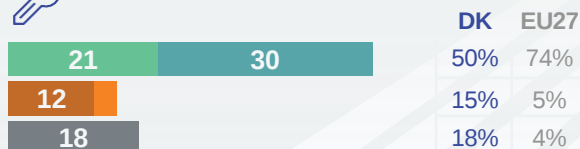
Gas services



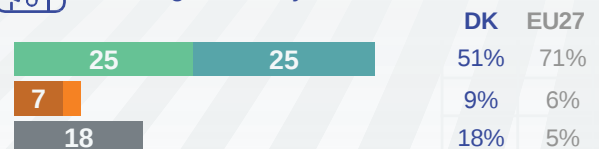
Recreational services



Vehicle rental services

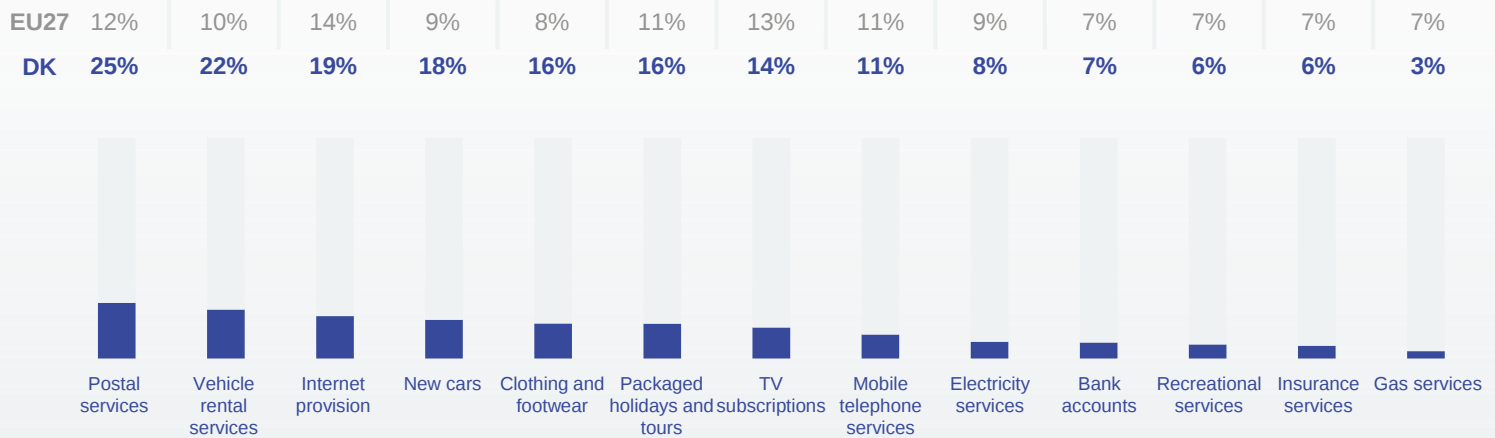


Packaged holidays and tours



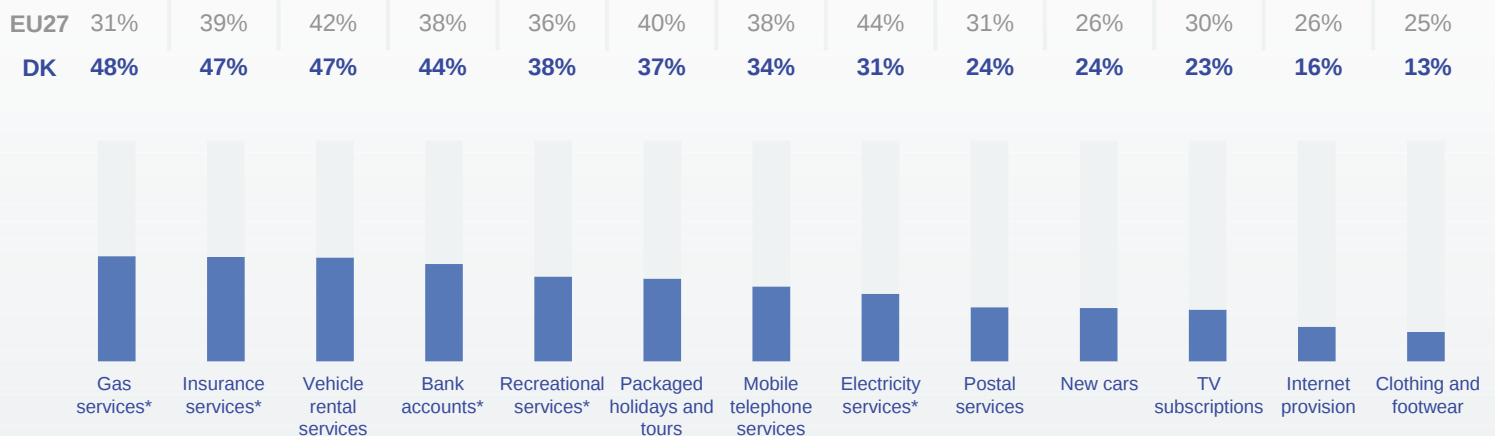
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



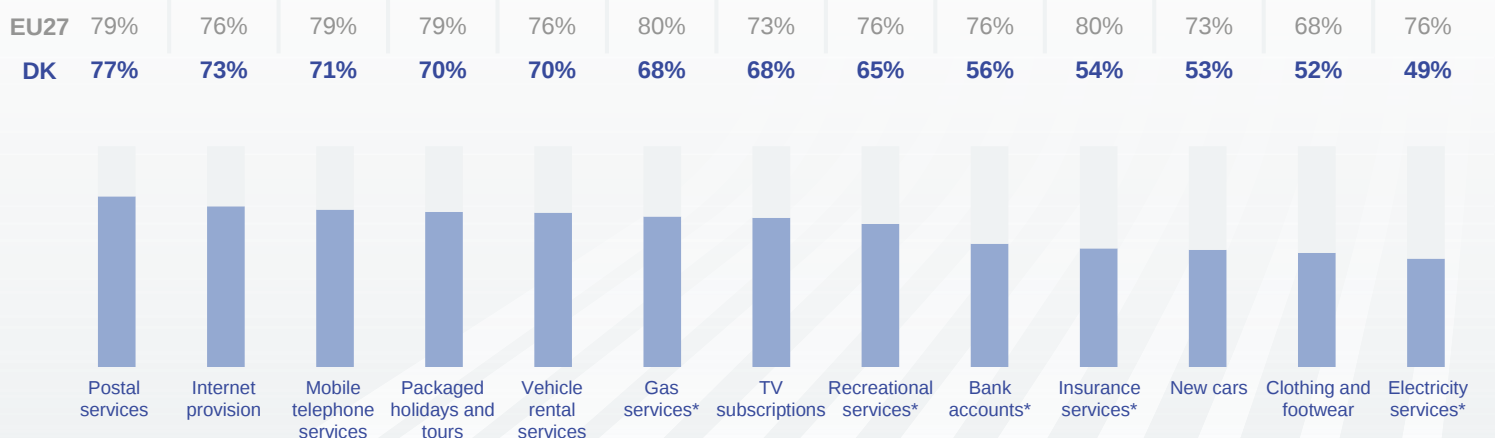
Did you personally experience financial loss? (% yes)

Base: Adults (aged 18+) who experienced a problem



Did you personally experience other non-financial impacts such as loss of time, anger, frustration, stress, anxiety? (% yes)

Base: Adults (aged 18+) who experienced a problem



Thinking about the most recent problem did you make a complaint? (% yes)

Base: Adults (aged 18+) who experienced a problem

How satisfied were you with the complaint outcome?

Base: Adults (aged 18+) who made a complaint; Data labels <5% not shown

