



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	 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.

The 2020 MMS also covered the gas services market but this market was not included for Sweden.

FURTHER INFORMATION

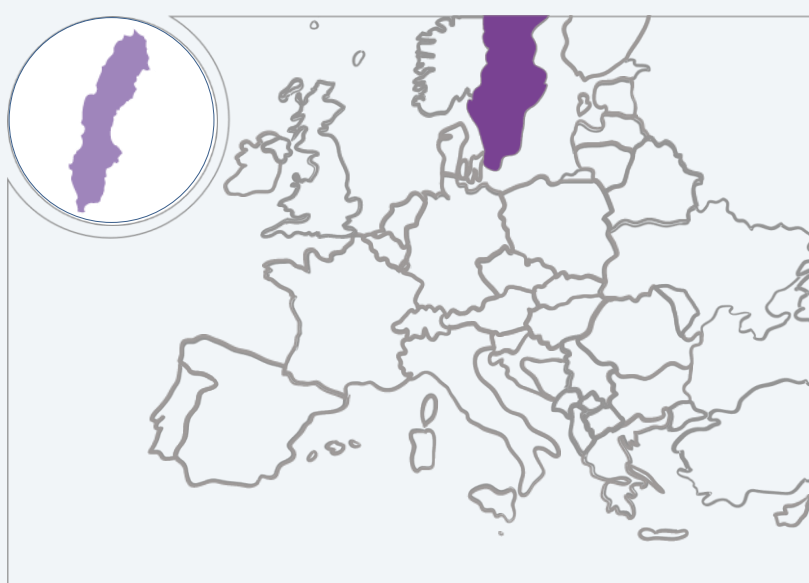
Survey microsite:

<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 Sweden, levels of trust in the twelve markets covered range from a high of 92% for the recreational services market, to a low of 77% for the TV subscriptions market.

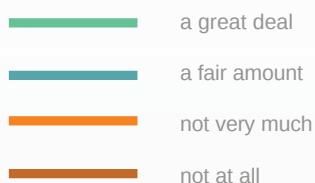
Between 85% (TV subscriptions market) and 97% (clothing and footwear market and recreational services market) of consumers in Sweden report positive experiences of purchasing goods or services in the twelve markets. Between 44% (bank accounts market) and 64% (clothing and footwear market, recreational services market and packaged holidays and tours market) find it easy to compare the offers of different retailers/providers/operators.

Between 4% and 23% of consumers in Sweden have experienced a problem in the twelve markets that they feel gave cause for complaint – compared with 7%-14% across the EU27 as a whole. Of this group, between 18% and 62% have experienced financial loss as a result of the problem, while between 47% and 80% 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 Sweden, between 72% (clothing and footwear market and electricity services market) and 94% (vehicle rental services market) went on to make a complaint.

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

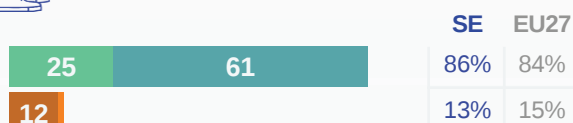
Base: Adults (aged 18+); Data labels <5% not shown



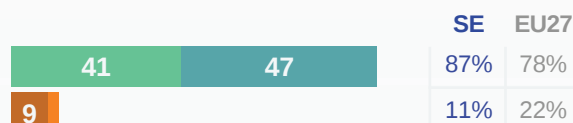
New cars



Clothing and footwear



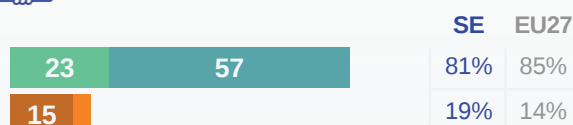
Bank accounts



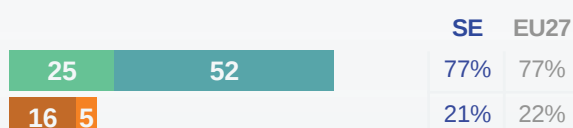
Insurance services



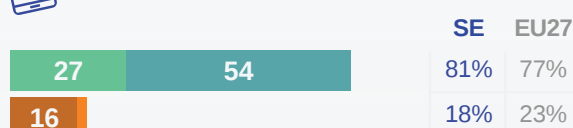
Postal services



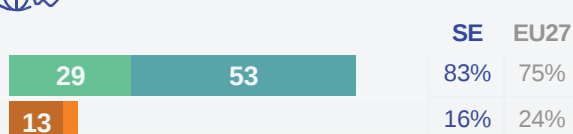
TV subscriptions



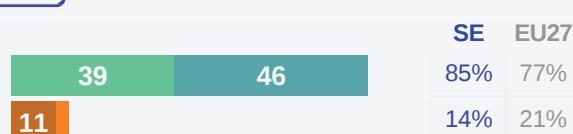
Mobile telephone services



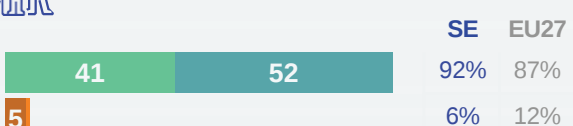
Internet provision



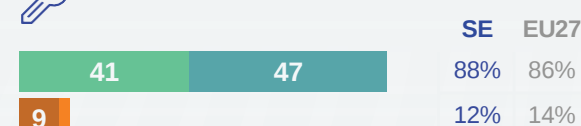
Electricity services



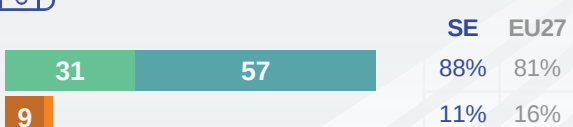
Recreational services



Vehicle rental services



Packaged holidays and tours



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

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



New cars



SE	EU27
94%	94%
5%	5%



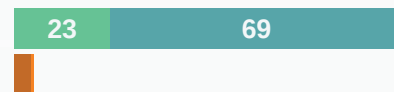
Clothing and footwear



SE	EU27
97%	95%
2%	4%



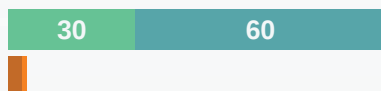
Bank accounts



SE	EU27
93%	89%
5%	9%



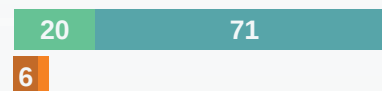
Insurance services



SE	EU27
90%	89%
4%	9%



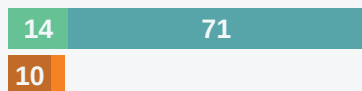
Postal services



SE	EU27
90%	91%
8%	7%



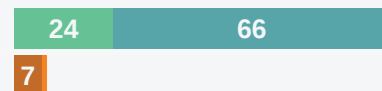
TV subscriptions



SE	EU27
85%	88%
13%	10%



Mobile telephone services



SE	EU27
90%	89%
8%	10%



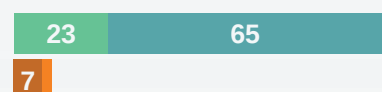
Internet provision



SE	EU27
89%	87%
9%	11%



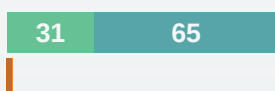
Electricity services



SE	EU27
88%	86%
9%	10%



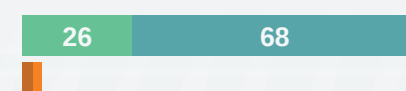
Recreational services



SE	EU27
97%	96%
2%	3%



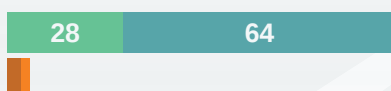
Vehicle rental services



SE	EU27
94%	93%
5%	6%



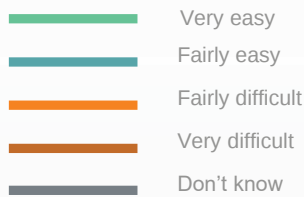
Packaged holidays and tours



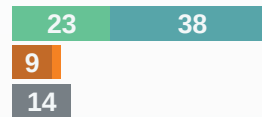
SE	EU27
92%	91%
6%	6%

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



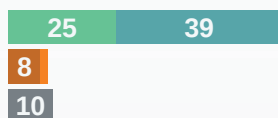
New cars



SE	EU27
61%	75%
11%	6%
14%	4%



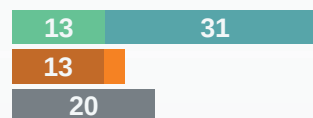
Clothing and footwear



SE	EU27
64%	79%
9%	4%
10%	3%



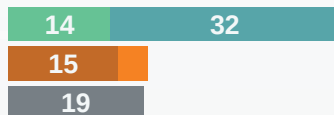
Bank accounts



SE	EU27
44%	57%
16%	11%
20%	9%



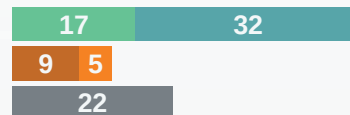
Insurance services



SE	EU27
46%	65%
19%	11%
19%	7%



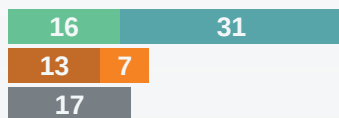
Postal services



SE	EU27
49%	64%
14%	6%
22%	11%



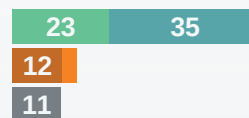
TV subscriptions



SE	EU27
47%	68%
20%	8%
17%	7%



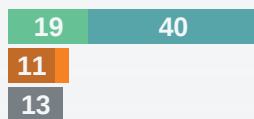
Mobile telephone services



SE	EU27
58%	71%
15%	7%
11%	5%



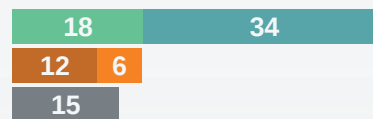
Internet provision



SE	EU27
58%	70%
14%	8%
13%	6%



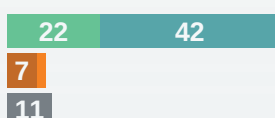
Electricity services



SE	EU27
52%	59%
18%	11%
15%	12%



Recreational services



SE	EU27
64%	75%
9%	5%
11%	4%



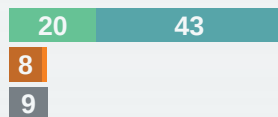
Vehicle rental services



SE	EU27
55%	74%
11%	5%
15%	4%



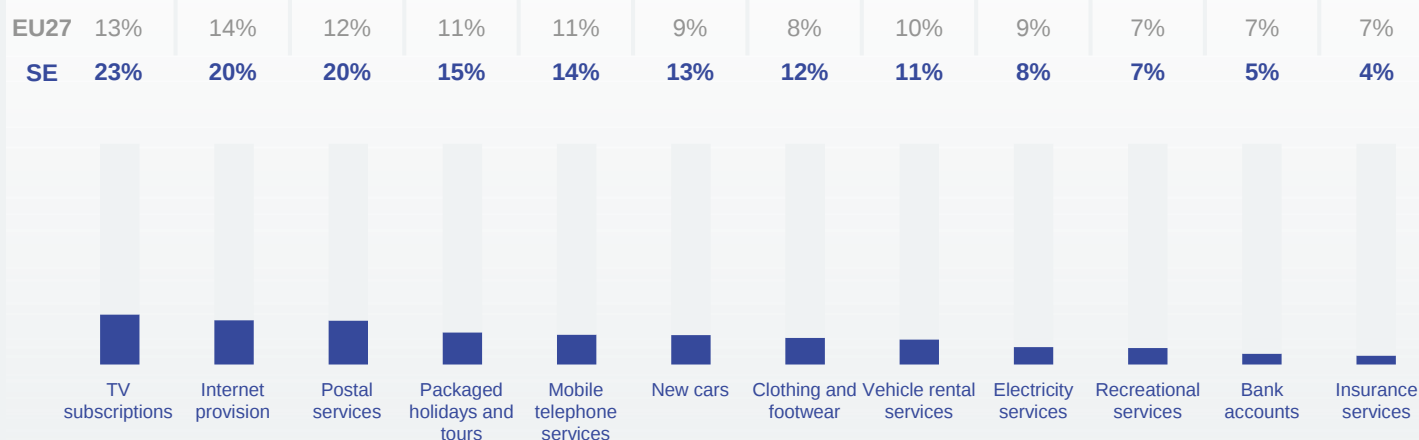
Packaged holidays and tours



SE	EU27
64%	71%
9%	6%
9%	5%

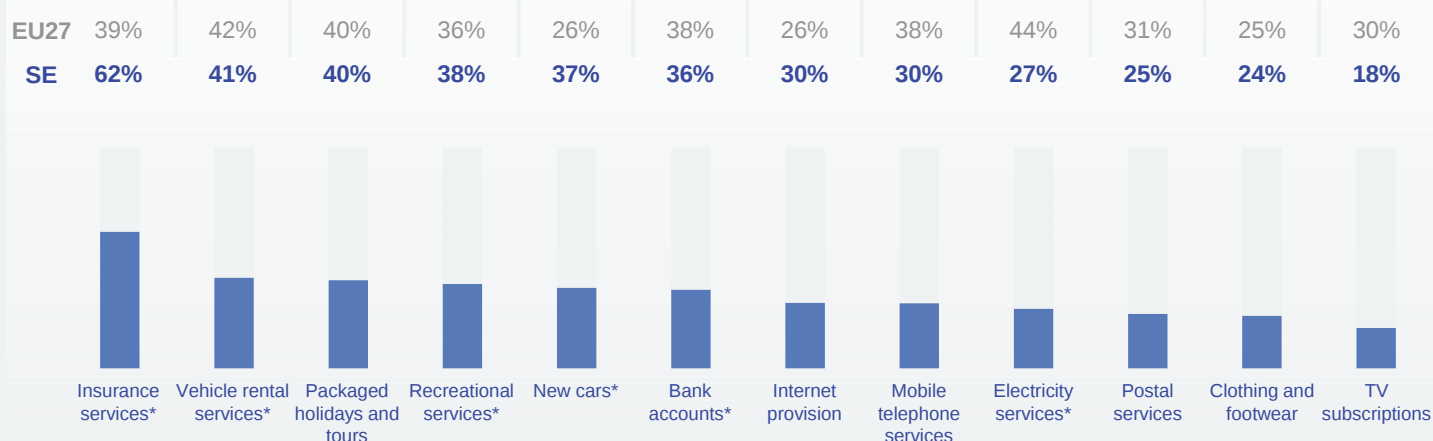
Have you experienced problems with the products or services you purchased? (% yes)

Base: Adults (aged 18+)



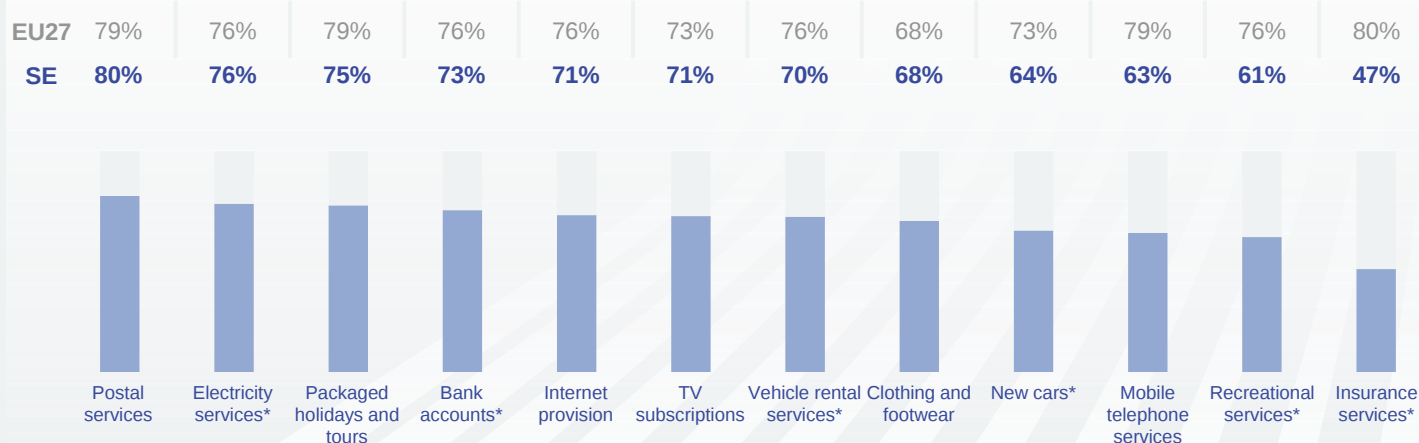
Did you personally experience financial loss? (% yes)

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

