

Market Monitoring Survey 2019



Cosmetics





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The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of goods and service markets across the European Union, the UK, Iceland and Norway. 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).



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 2019 wave of the survey was conducted between 18 December 2019 and 19 May 2020. More detailed technical information about the survey can be found in the Annex to this report.



FURTHER INFORMATION

Survey microsite:

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

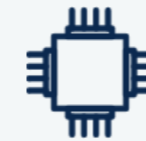
EC website:

https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en

THE 2019 WAVE OF THE MMS COVERED THE FOLLOWING TEN MARKETS:



Household appliances



Electronic products



Products for children



Cosmetics



House and garden maintenance products



Furniture and furnishings



Airline services



Holiday accommodation



Loan, credit and credit cards



Internet connected products



Overview of key findings

Trust

- A majority of EU27 consumers – 77% – trust the cosmetics market. The figure is higher among consumers who find it very easy to manage financially (80%) compared to those who find it very difficult to do so (71%) . It also varies to an extent by Member State, from a high of 92% (in Croatia) to a low of 54% (in Romania).
- A large majority of consumers – 93% – report positive experiences of making purchases in the market, with no notable differences between countries or sociodemographic subgroups.

Choosing goods and services

- Just over two thirds (68%) report finding it easy to compare the offers of different retailers in the cosmetics market – although, again, the figure varies by Members State, from a low of 48% in Slovenia, to a high of 87% in Croatia.

The in-market experience

- Three percent of EU27 consumers have experienced a problem with a cosmetics product they have purchased that they felt gave grounds for complaint. There were no notable differences between countries or sociodemographic subgroups on this measure.
- Of all those who have experienced a problem, 28% experienced financial detriment as a result and 56% experienced other, non-financial impacts.
- Few consumers (3% in the EU27) have experienced physical harm in using cosmetics products they have purchased, though the figure is somewhat higher in Spain (6%). It is also higher among young consumers aged 18-34 compared to those aged 65 or over (5% versus 2% respectively).
- Around a quarter (26%) of all those who have experienced a problem with cosmetics products have gone on to make a complaint – most commonly to the retailer (22%) and only very rarely to another organisation or body. Across countries, consumers aged 65 or over are much more likely to make a complaint than consumers aged 18-34 (46% versus 21% respectively).
- Around half (51%) of all EU27 consumers who have made a complaint report being satisfied with the outcome. Small base sizes preclude analysis of this measure by country or key sociodemographic subgroups.



How much do you trust the retailers overall? (%)

A great deal/
A fair amount

Not very much/
Not at all

A great deal

A fair amount

Not very much

Not at all

EU27 AVERAGE

77

21

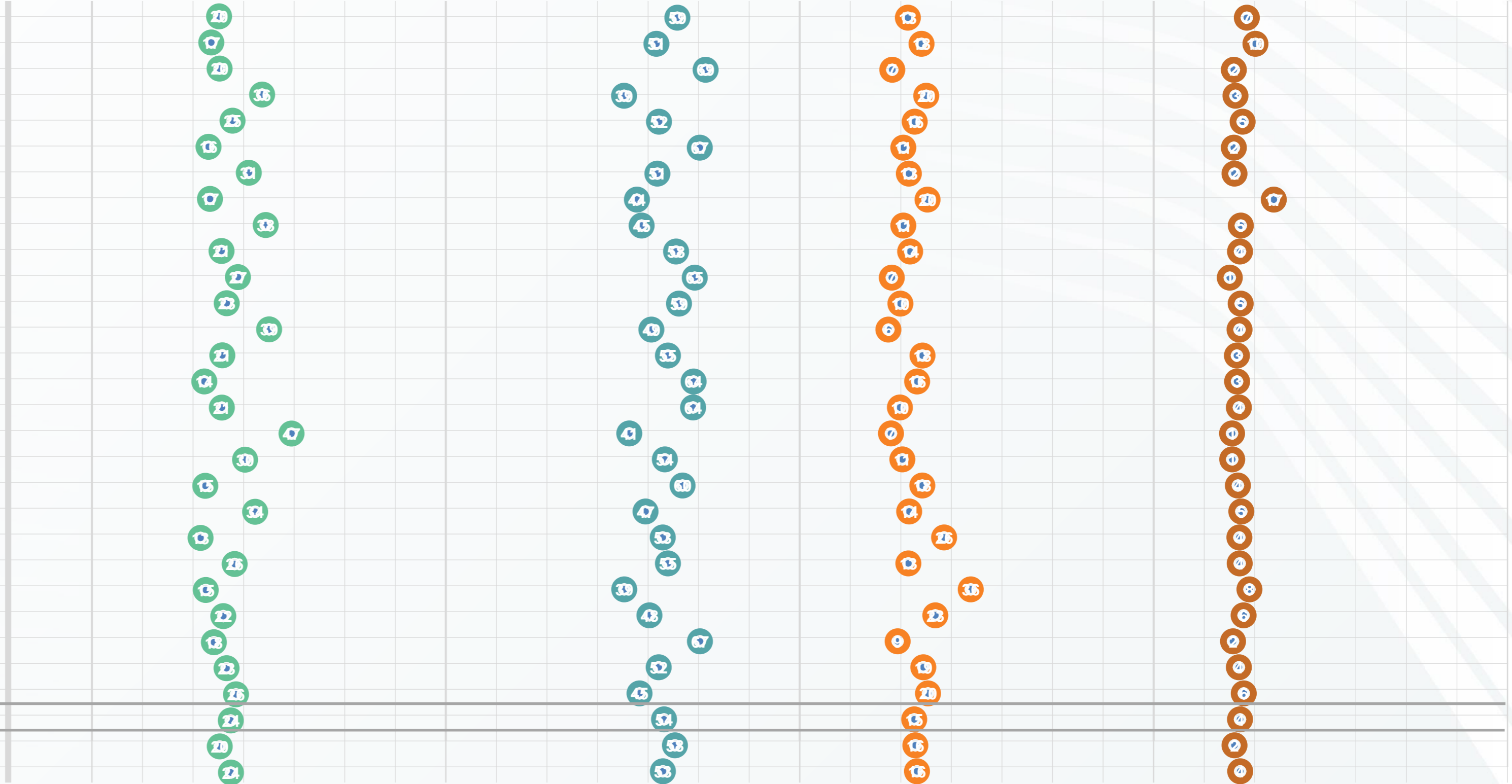
24

53

16

5

Country	A great deal/ A fair amount (%)	Not very much/ Not at all (%)
Belgium	79	20
Bulgaria	68	28
Czechia	89	9
Denmark	75	22
Germany	77	21
Estonia	83	13
Ireland	82	16
Greece	60	37
Spain	83	16
France	79	18
Croatia	92	8
Italy	82	15
Cyprus	88	10
Latvia	76	22
Lithuania	79	20
Luxembourg	85	14
Hungary	88	8
Malta	84	13
Netherlands	75	22
Austria	80	18
Poland	66	30
Portugal	81	17
Romania	54	44
Slovenia	70	29
Slovakia	85	11
Finland	74	23
Sweden	71	26
United Kingdom	78	20
Iceland	78	18
Norway	78	21





How much do you trust the retailers overall? (%)

A great deal

A fair amount

Not very much

Not at all

EU27 AVERAGE

24

53

16

5

GENDER



A great deal/
A fair amount

Not very much/
Not at all

77

21

Men



Women



AGE



A great deal/
A fair amount

Not very much/
Not at all

77

21

78

21

79

20

78

20

72

22

18-34



35-54



55-64



65+



EDUCATION



A great deal/
A fair amount

Not very much/
Not at all

77

21

Low



Medium



High



EASE OF MANAGING FINANCIALLY



A great deal/
A fair amount

Not very much/
Not at all

77

21

80

18

81

18

73

24

71

28

Very easy



Fairly easy



Fairly difficult



Very difficult





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

Very positive/
Mostly Positive

Mostly negative/
Very negative

Very positive

Mostly positive

Mostly negative

Very negative

EU27 AVERAGE

93

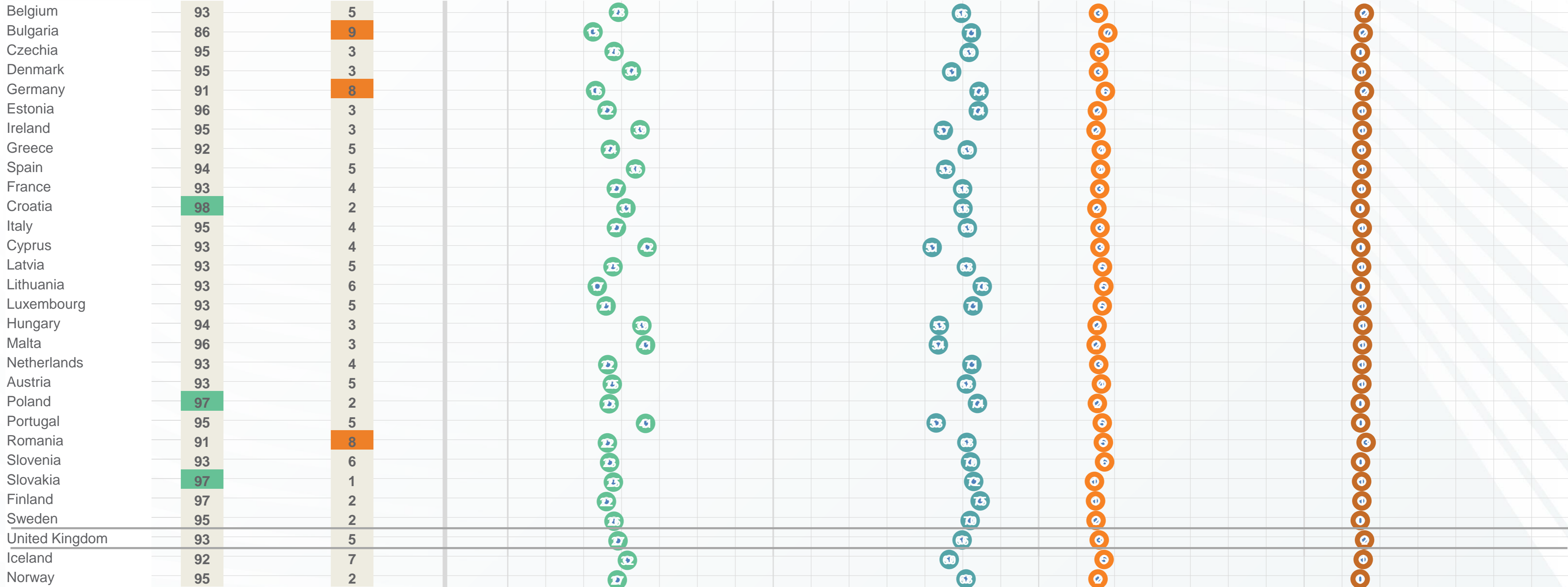
5

25

68

4

1





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

Very positive

Mostly positive

Mostly negative

Very negative

EU27 AVERAGE

25

68

4

1

GENDER



Very positive/
Mostly Positive

Mostly negative/
Very negative

93

5

Men



Women



94

5

93

5

AGE



Very positive/
Mostly Positive

Mostly negative/
Very negative

93

5

18-34



94

5

35-54



95

5

55-64



94

4

65+



90

6

EDUCATION



Very positive/
Mostly Positive

Mostly negative/
Very negative

93

5

Low



89

9

Medium



94

5

High



95

4

EASE OF MANAGING FINANCIALLY



Very positive/
Mostly Positive

Mostly negative/
Very negative

93

5

Very easy



94

5

Fairly easy



95

3

Fairly difficult



91

7

Very difficult



91

8



How easy or difficult was it to compare the products or services of different retailers? (%)

Very easy/
Fairly easy Fairly difficult/
Very difficult Very easy Fairly easy Mixed Fairly difficult Very difficult

EU27 AVERAGE

68

9

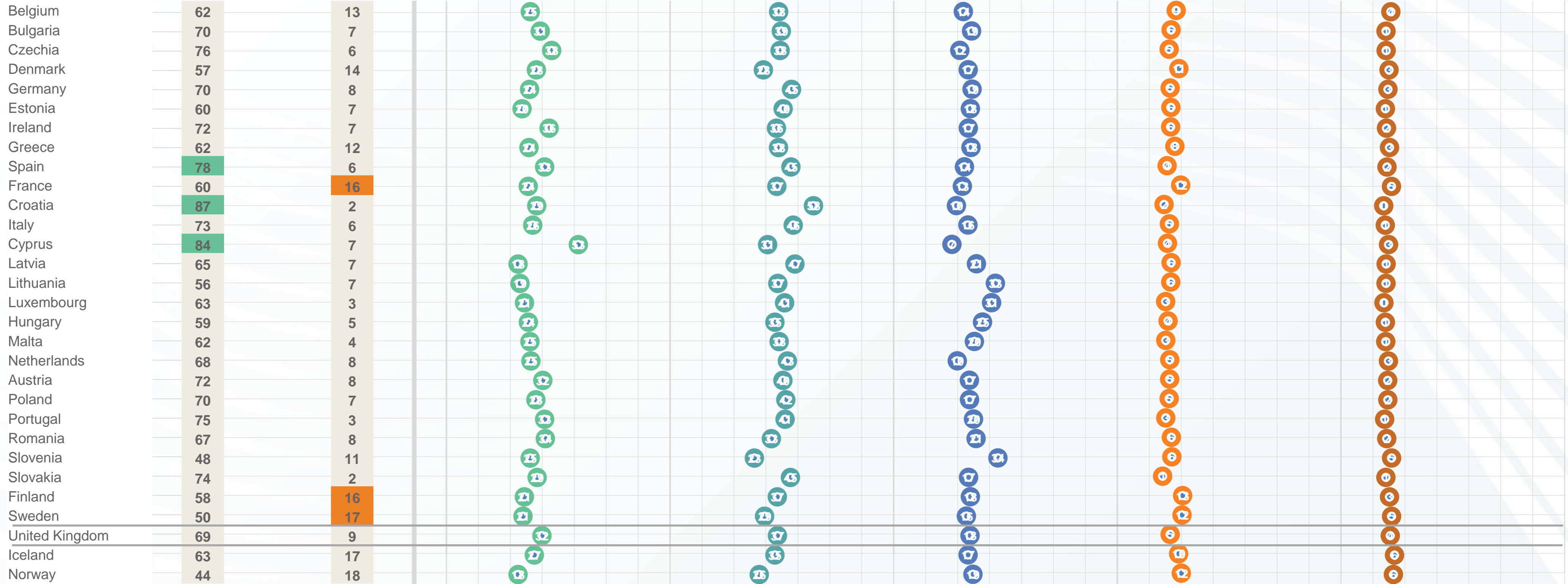
27

41

17

6

2





How easy or difficult was it to compare the products or services of different retailers? (%)

Very easy Fairly easy Mixed Fairly difficult Very difficult

EU27 AVERAGE

27

41

17

6

2

GENDER



Very easy/
Fairly easy Fairly difficult/
Very difficult

68

9

Men



Women



68

9

69

9

AGE



Very easy/
Fairly easy Fairly difficult/
Very difficult

68

9

18-34



35-54



55-64



65+



67

11

72

8

72

7

63

9

EDUCATION



Very easy/
Fairly easy Fairly difficult/
Very difficult

68

9

Low



Medium



High



68

9

70

7

68

11

EASE OF MANAGING FINANCIALLY



Very easy/
Fairly easy Fairly difficult/
Very difficult

68

9

Very easy



Fairly easy



Fairly difficult



Very difficult



66

9

71

7

67

9

63

12



Have you experienced any problems with the products or services you purchased in this category, or with the retailers where you felt you had a legitimate cause to make a complaint? (%)

Any problem with cause for complaint

No

EU27 AVERAGE

3

97





Have you experienced any problems with the products or services you purchased in this category, or with the retailers where you felt you had a legitimate cause to make a complaint? (%)

Any problem with cause for complaint

No

EU27 AVERAGE

3

97

Gender



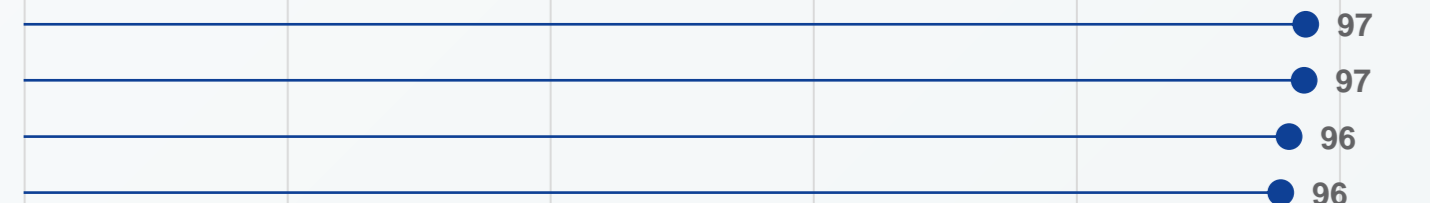
Age



Education



Ease of Managing Financially





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

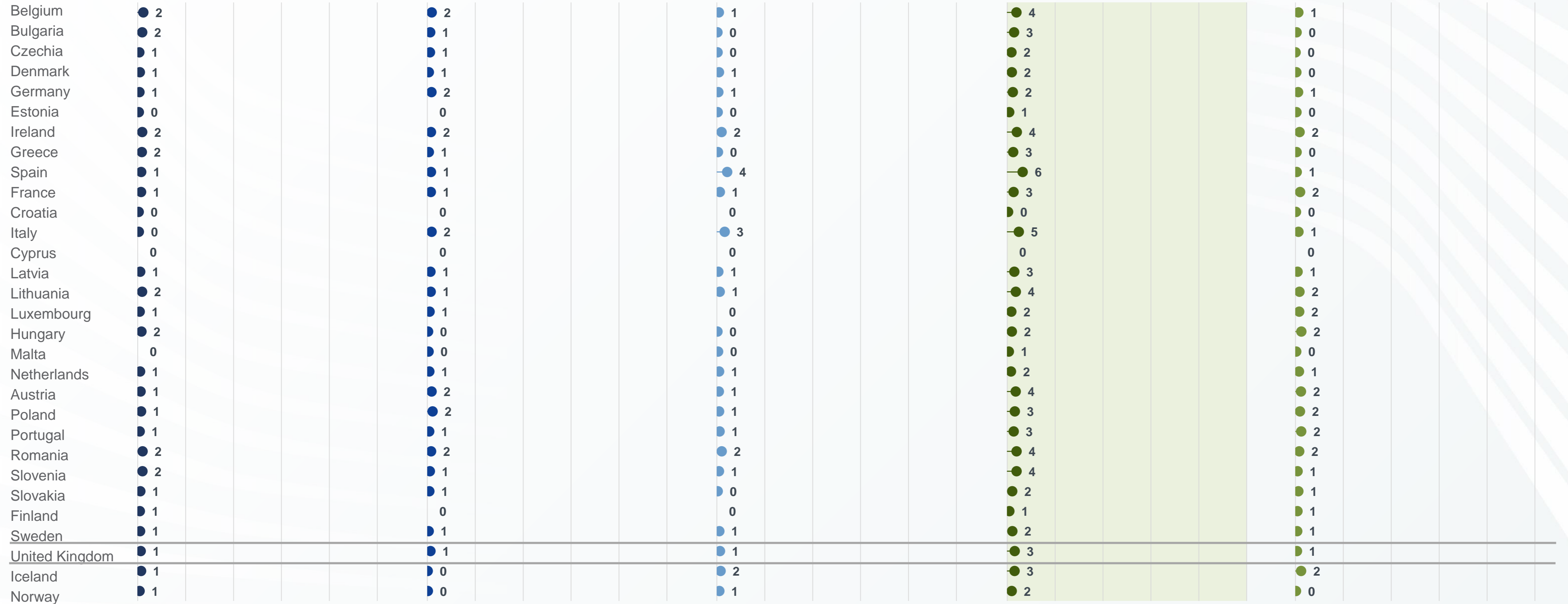
1

1

2

3

1





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

1

1

2

3

1

Gender



Age



Education



Ease of Managing Financially





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone

A chemical reaction, such as a burn or skin irritation

Another type of harm

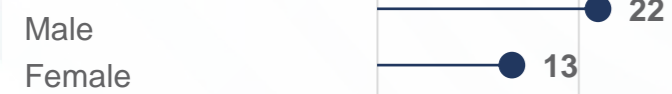
EU27 AVERAGE

17

70

15

Gender



Age



Education



Ease of Managing Financially





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

71

20

4

Gender

Male
Female



Age

18-34
35-54
55-64
65+



Education

Low
Medium
High



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





Thinking about the most recent problem did you personally experience financial loss/other non-financial impacts? (%)

Financial loss

Other, non-financial impacts such as loss of time, anger, frustration, stress, anxiety

EU27 AVERAGE

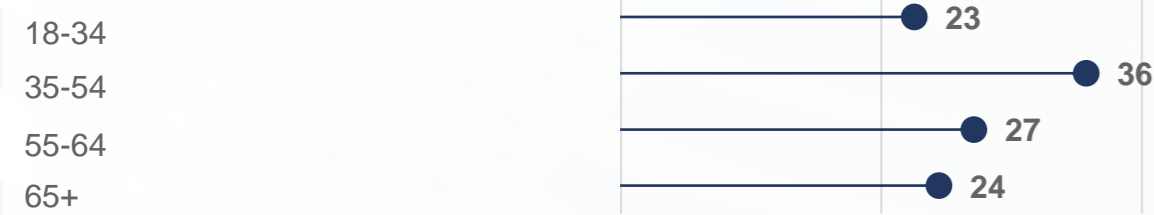
28

56

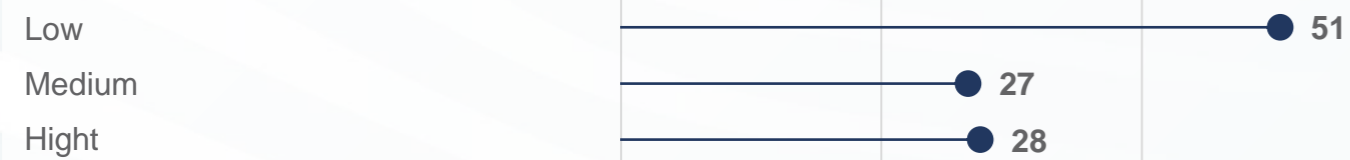
Gender



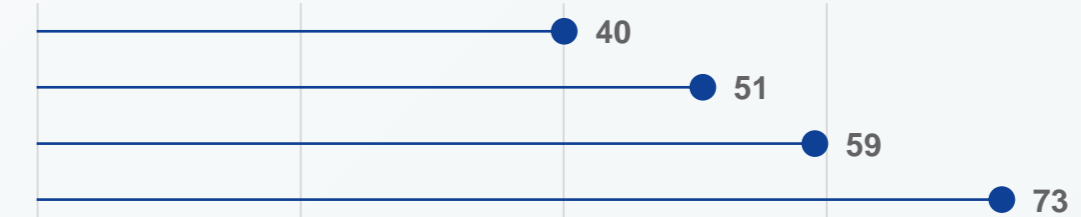
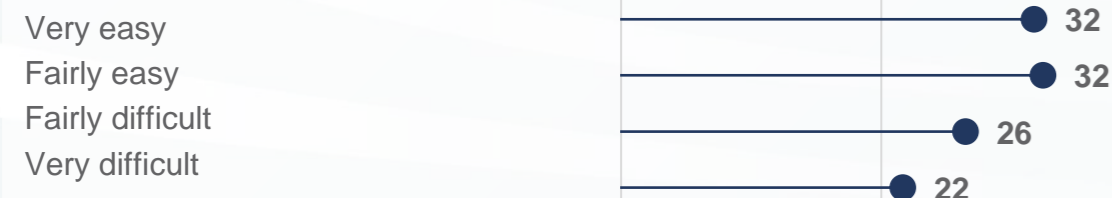
Age



Education



Ease of Managing Financially





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

Yes, to the provider, retailer, supplier, manufacturer

Yes, to the consumer protection authority, agency or other public authority

Yes, to a consumer association or organisation

Yes, to an ombudsman, arbitration or mediation body

Yes, took the provider to court

No, did not make a complaint

EU27 AVERAGE

22

4

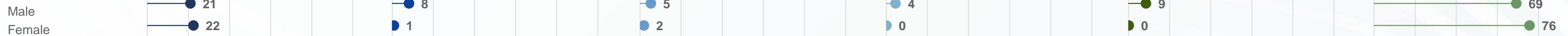
3

2

3

73

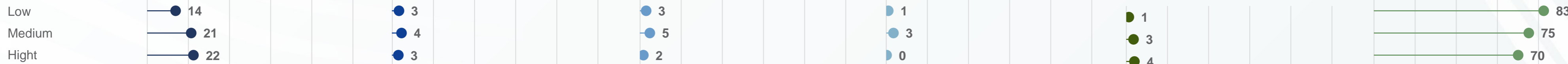
Gender



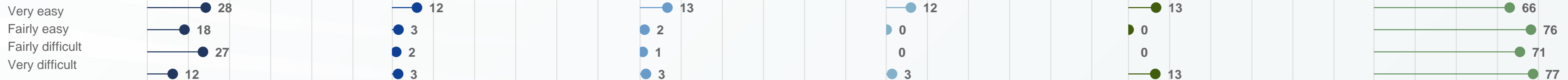
Age



Education



Ease of Managing Financially





How satisfied were you with the complaint outcome? (%)

Very satisfied

Fairly satisfied

Fairly dissatisfied

Very dissatisfied

EU27 AVERAGE

18

32

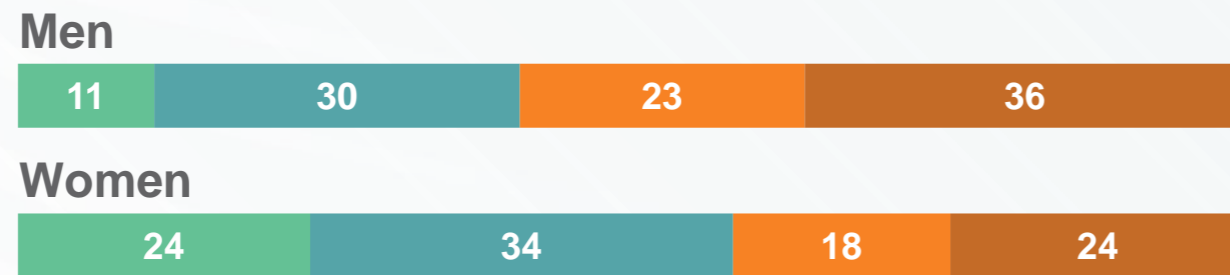
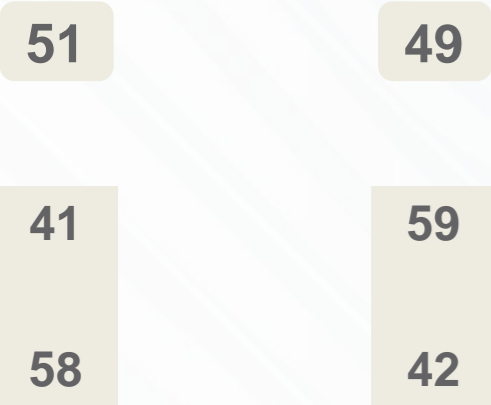
20

29

GENDER



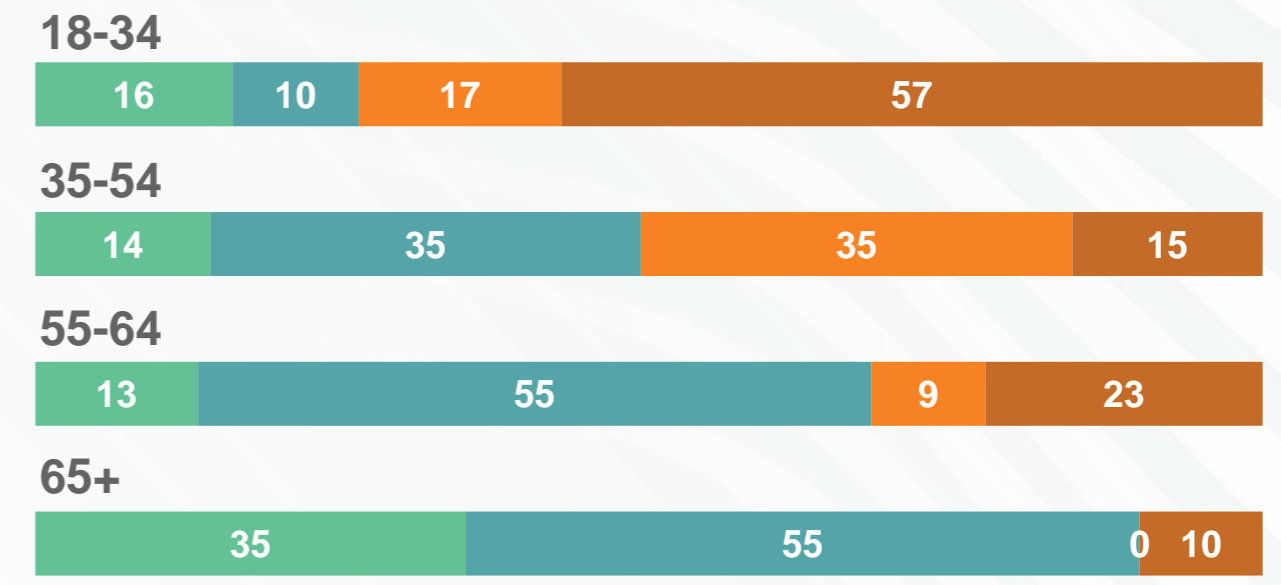
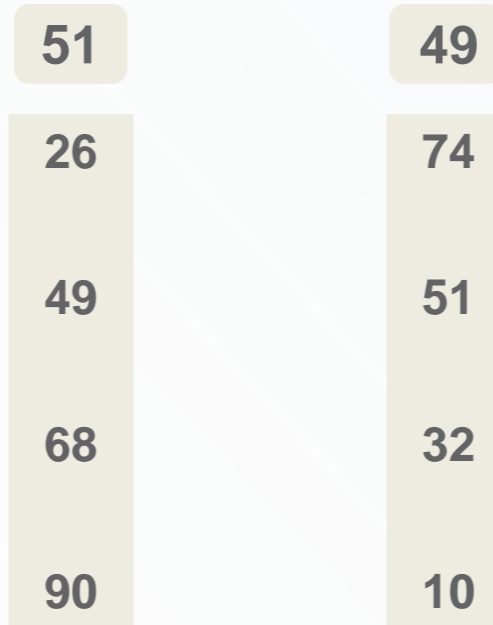
Very satisfied/
Fairly satisfied Fairly dissatisfied/
Very dissatisfied



AGE



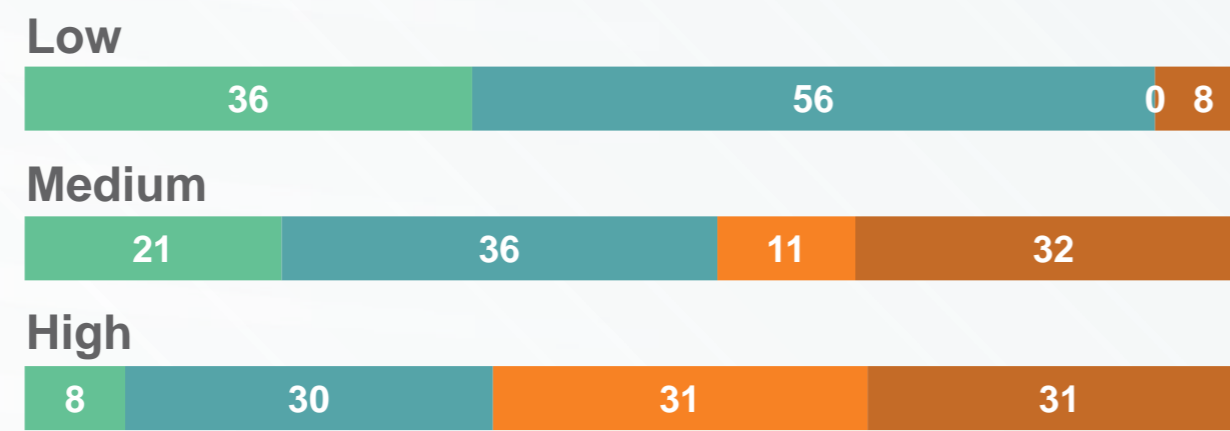
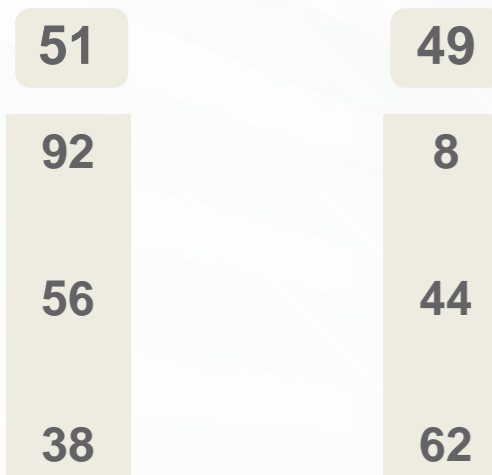
Very satisfied/
Fairly satisfied Fairly dissatisfied/
Very dissatisfied



EDUCATION



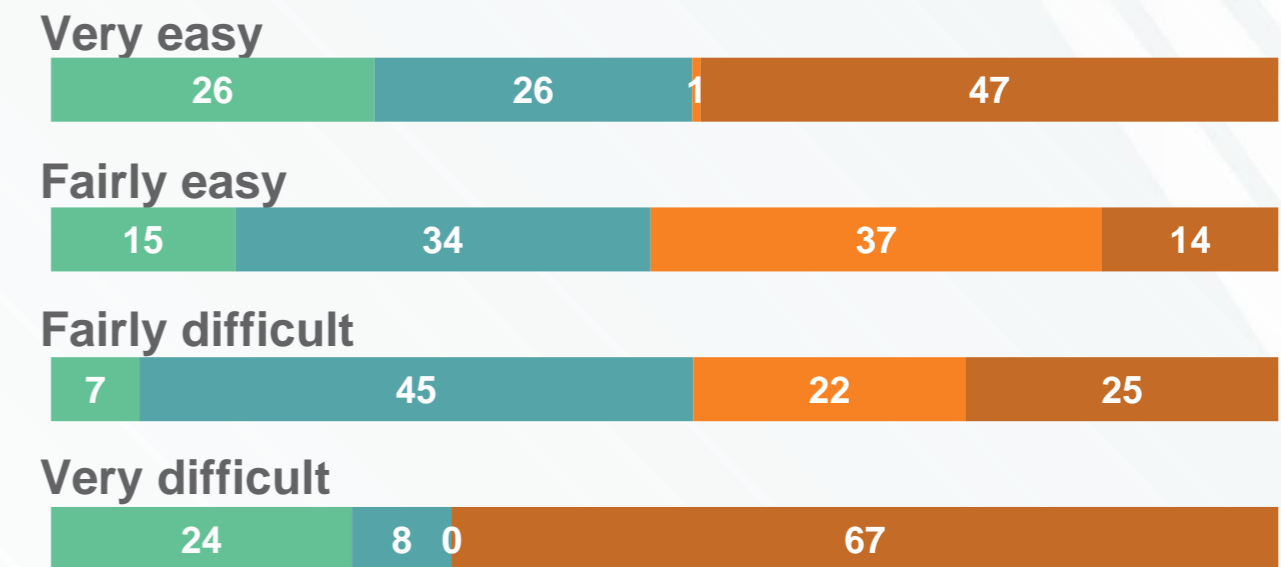
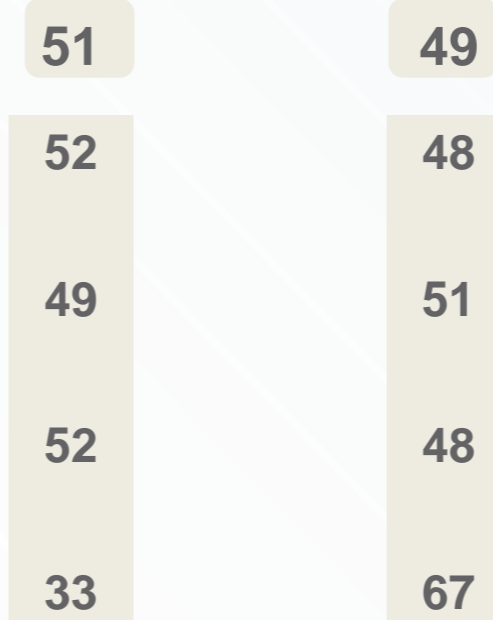
Very satisfied/
Fairly satisfied Fairly dissatisfied/
Very dissatisfied



EASE OF MANAGING FINANCIALLY



Very satisfied/
Fairly satisfied Fairly dissatisfied/
Very dissatisfied



Annex





TARGET POPULATION

The MMS is conducted in a total of 30 countries: the 27 European Union Member States, the UK, Iceland and Norway. The target population is all adults aged 18 and over, resident in these countries who have sufficient command of (one of) the respective national language(s) of the countries to answer the questionnaire. Interviews were offered to respondents in 28 languages: the 24 official European Union languages, Luxembourgish, Russian, Icelandic and Norwegian



MARKET REFERENCE PERIODS

Respondents' eligibility to participate in the survey is based on their having had experience of the markets within a pre-defined 'reference period' (timeframe). The reference period is set with the aim of ensuring that they will be able to recall their experiences of the markets without too much difficulty. As detailed below, the reference period varies by market, reflecting the fact that some types of goods and service are purchased more frequently than others.



Household appliances

2 years



Electronic products

1 year



Products for children

3 years



Cosmetics

1 year



House and garden Maintenance products

2 years



Furniture and furnishings

1 year



Airline services

1 year



Holiday accommodation

1 year



Loan, credit and credit cards

2 years



Internet connected products

1 year



WEIGHTING

The Market Monitoring Survey uses a multi-stage weighting procedure. Single weight factors per market interview are calculated by calculating consecutively:

- a separate design weight per country to control for unequal selection probabilities of sample units, based on phone type ownership of the respondent (% mobile, % fixed, % mobile and fixed).
- a post-stratification weight was performed separately per country to balance out an unequal representation of different age and gender groups in the unweighted sample, so that the weighted sample is representative for these two parameters.
- for results at the country group level (e.g., EU27), a population calibration weight so that the results for each country are included in the aggregate in the same proportion as their relative population share in that country group.



OTHER NOTES ON INTERPRETING THE DATA AND CHARTS

- This slide deck presents indicator results and allows for the comparison of differences between countries and sociodemographic groups. It should be noted that survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. For reasons of legibility and accessibility, indications of statistical significance are not included in this slide deck.
- Where percentages do not sum to 100%, this may be due to computer rounding or multiple answers. Rounding can also cause a slight deviation between aggregate percentages (e.g., “fairly satisfied / very satisfied”) and the percentages of their separate components.
- In some of the charts showing results per country, bullets representing very small percentages (< 2%) are very slightly repositioned so that they are visible in the chart, meaning that they are visually closer to 2% than they would be if positioned exactly on the axis according to their true value. The numeric values shown are always accurate.
- Countries and sociodemographic categories for which question results are based on a sample size lower than 50 are indicated in a footnote in the respective questions. If for a given question the majority of countries have a low sample size, no country comparison is shown.