

## Key consumer data 2020 – by country

Source: Consumer conditions survey – 2021 edition

Country	Year	Shopped online	Confident buying online in home country	Confident buying online from another EU country	Considered environmental impact of at least one purchase	Considered environmental impact of most or all of their purchases	Bought products that are better for the environment even if they cost more	Trust retailers and service providers to respect their rights	Trust public authorities to protect their rights	Know their rights very well	Encountered problems	Took action	Took no action	Were satisfied with the outcome	Shopped closer to home and supported local businesses	Used grocery delivery services	Used pick-up services	Concerned about paying next month's bills	Considered delaying a major purchase	Won't make travel plans until the situation is back to normal in their country
<b>EU27</b>	2020	70.9%	63.0%	42.7%	56.4%	22.7%	67.4%	80.0%	70.2%	27.4%	22.9%	15.1%	7.9%	65.9%	81.3%	15.7%	13.3%	37.9%	41.8%	79.1%
<b>BE</b>	2020	68.1%	62.9%	42.4%	53.7%	26.9%	67.9%	83.8%	63.2%	30.7%	16.4%	11.3%	5.1%	62.2%	79.3%	10.8%	7.7%	43.1%	35.8%	75.6%
<b>BG</b>	2020	75.1%	56.2%	44.1%	33.8%	13.2%	71.9%	77.4%	58.7%	19.2%	20.8%	11.4%	9.4%	42.7%	87.2%	20.6%	15.3%	69.2%	58.2%	77.2%
<b>CZ</b>	2020	93.1%	87.6%	52.6%	56.1%	13.1%	49.7%	89.6%	65.1%	28.6%	19.7%	18.0%	1.7%	64.9%	81.3%	19.3%	11.7%	37.0%	33.5%	78.7%
<b>DK</b>	2020	78.2%	73.2%	46.1%	51.7%	20.2%	55.6%	81.6%	83.8%	38.4%	19.7%	16.2%	3.6%	57.0%	78.6%	11.5%	11.6%	13.3%	26.2%	83.5%
<b>DE</b>	2020	74.3%	69.3%	40.3%	49.5%	20.8%	73.1%	85.7%	83.0%	31.0%	15.3%	13.0%	2.3%	74.7%	83.8%	18.6%	13.6%	16.1%	32.8%	82.0%
<b>EE</b>	2020	75.5%	65.9%	45.3%	46.0%	15.3%	49.9%	87.0%	77.3%	32.0%	18.6%	14.2%	4.5%	57.8%	74.3%	16.6%	9.5%	18.6%	40.0%	86.4%
<b>IE</b>	2020	74.1%	69.1%	61.9%	65.0%	24.6%	78.9%	88.9%	87.4%	23.3%	14.8%	12.9%	2.0%	40.3%	95.1%	13.9%	14.4%	30.3%	55.1%	89.0%
<b>EL</b>	2020	67.0%	51.8%	35.3%	54.1%	22.9%	65.8%	70.2%	65.3%	16.2%	13.5%	6.1%	7.4%	45.1%	88.1%	12.8%	12.8%	71.2%	62.6%	85.9%
<b>ES</b>	2020	72.3%	60.7%	47.6%	56.0%	26.8%	65.0%	83.5%	61.9%	34.4%	34.5%	18.5%	16.0%	36.9%	82.9%	23.6%	22.7%	49.2%	49.5%	86.9%
<b>FR</b>	2020	64.9%	57.4%	40.2%	55.1%	22.7%	63.9%	72.3%	67.3%	19.4%	16.7%	10.2%	6.4%	72.4%	80.3%	14.3%	11.8%	50.5%	33.0%	73.2%
<b>HR</b>	2020	59.4%	49.2%	40.1%	68.3%	23.5%	76.5%	74.6%	43.1%	12.6%	25.5%	19.6%	5.9%	56.1%	90.1%	11.3%	10.1%	46.4%	58.0%	80.4%
<b>IT</b>	2020	73.5%	62.2%	44.0%	69.1%	25.9%	72.5%	73.4%	70.0%	31.5%	34.4%	17.6%	16.7%	71.4%	77.5%	11.3%	12.2%	39.3%	47.8%	74.6%
<b>CY</b>	2020	54.9%	40.2%	34.1%	47.6%	9.0%	66.3%	59.1%	51.7%	23.8%	14.1%	4.5%	9.7%	63.8%	81.5%	10.3%	12.0%	65.9%	58.5%	88.2%
<b>LV</b>	2020	60.8%	49.8%	37.0%	52.2%	14.6%	44.2%	82.0%	63.4%	30.5%	17.8%	10.9%	6.9%	56.5%	78.2%	11.3%	8.8%	34.8%	50.1%	86.2%
<b>LT</b>	2020	71.8%	61.9%	43.8%	34.5%	8.8%	61.9%	80.5%	61.4%	19.8%	14.5%	9.9%	4.6%	47.1%	76.9%	18.2%	15.3%	38.2%	45.7%	85.1%
<b>LU</b>	2020	73.3%	67.2%	56.3%	74.8%	19.1%	80.9%	90.9%	86.9%	19.1%	14.4%	9.3%	5.1%	85.0%	88.0%	23.6%	16.7%	26.0%	39.6%	79.5%
<b>HU</b>	2020	61.8%	56.4%	35.3%	54.1%	22.6%	71.7%	88.2%	79.1%	17.1%	25.9%	20.4%	5.5%	62.7%	76.6%	16.6%	11.2%	39.0%	56.7%	79.4%
<b>MT</b>	2020	71.1%	55.2%	58.8%	54.3%	18.6%	83.3%	69.8%	70.3%	22.4%	19.1%	11.2%	7.9%	43.7%	81.2%	30.8%	25.7%	33.8%	28.2%	82.9%
<b>NL</b>	2020	77.2%	72.1%	42.9%	55.0%	27.9%	41.7%	78.0%	74.3%	23.4%	23.3%	14.4%	9.0%	73.5%	59.7%	14.4%	9.9%	20.7%	22.6%	75.3%
<b>AT</b>	2020	67.1%	63.3%	49.9%	60.9%	26.7%	81.5%	87.2%	87.2%	34.3%	13.8%	11.7%	2.1%	81.8%	92.2%	22.0%	18.4%	18.5%	36.9%	84.2%

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PL	2020	70.9%	64.0%	42.1%	55.2%	21.2%	68.4%	83.2%	57.0%	29.2%	27.2%	23.2%	4.0%	75.5%	81.8%	12.5%	13.1%	45.7%	49.3%	72.7%
PT	2020	50.8%	43.5%	34.7%	47.9%	22.7%	61.4%	63.8%	70.1%	27.3%	21.6%	11.2%	10.3%	70.3%	78.8%	10.8%	8.2%	47.0%	38.0%	84.6%
RO	2020	58.0%	49.6%	33.3%	72.1%	19.5%	76.5%	81.9%	59.0%	23.4%	26.0%	13.6%	12.4%	56.5%	89.6%	16.0%	10.3%	56.9%	67.1%	77.3%
SI	2020	60.6%	56.1%	46.1%	66.3%	26.3%	73.1%	85.1%	56.7%	23.1%	14.8%	11.1%	3.7%	53.6%	83.3%	12.9%	9.1%	35.6%	49.2%	82.1%
SK	2020	91.0%	82.6%	60.7%	49.1%	14.2%	65.3%	89.8%	75.5%	33.1%	19.4%	17.8%	1.6%	75.0%	76.1%	17.1%	5.7%	40.4%	39.0%	85.8%
FI	2020	70.0%	64.7%	43.8%	56.2%	18.4%	55.0%	81.6%	82.6%	18.6%	27.1%	22.6%	4.5%	77.7%	89.8%	4.4%	4.7%	19.8%	29.8%	84.2%
SE	2020	81.2%	77.3%	52.6%	53.7%	25.4%	60.5%	82.7%	83.5%	19.8%	19.5%	16.3%	3.3%	71.0%	80.3%	14.4%	17.5%	6.9%	28.3%	85.5%
IS	2020	82.0%	77.1%	72.2%	54.7%	22.5%	59.6%	77.0%	70.2%	34.1%	19.5%	16.6%	2.9%	77.4%	78.7%	24.7%	18.5%	18.0%	28.5%	87.2%
NO	2020	80.0%	75.8%	59.2%	65.0%	22.6%	48.4%	79.9%	84.9%	34.3%	26.0%	22.8%	3.2%	71.8%	79.4%	7.5%	9.0%	12.7%	21.8%	83.1%
UK	2020	79.3%	75.5%	67.7%	59.1%	27.2%	74.6%	84.4%	80.3%	18.3%	22.2%	18.6%	3.6%	63.2%	85.3%	30.5%	18.4%	25.9%	44.3%	78.6%

## Key consumer data 2020 – by country

Source: EUROSTAT

EUROSTAT									
Abbreviation	Full name	Year	# households (thousands)	# members per household	Median earnings of households	Consumption share of GDP	Live in:		
							Flat (%)	Semi-detached house (%)	Detached house (%)
<b>EU27</b>	<b>European Union (EU 27)</b>	2019	195.021	2,3	17.366	52%	46	19	35
<b>BE</b>	<b>Belgium</b>	2019	4.788	2,4	24.608	50%	22	41	36
<b>BG</b>	<b>Bulgaria</b>	2019	2.691	2,3	4.224	58%	47	11	42
<b>CZ</b>	<b>Czechia</b>	2019	4.823	2,3	9.995	46%	51	10	38
<b>DK</b>	<b>Denmark</b>	2019	2.409	2,0	30.717	45%	33	13	54
<b>DE</b>	<b>Germany</b>	2019	40.900	2,0	23.504	51%	56	16	26
<b>EE</b>	<b>Estonia</b>	2019	620	2,0	11.458	47%	61	5	34
<b>IE</b>	<b>Ireland</b>	2019	1.883	2,6	25.528	29%	8	53	39
<b>EL</b>	<b>Greece</b>	2019	4.450	2,2	8.200	68%	59	9	32
<b>ES</b>	<b>Spain</b>	2019	18.697	2,5	15.015	56%	65	22	14
<b>FR</b>	<b>France</b>	2019	29.970	2,2	22.583	52%	34	23	42
<b>HR</b>	<b>Croatia</b>	2019	1.472	2,8	7.306	57%	22	10	68
<b>IT</b>	<b>Italy</b>	2019	25.992	2,3	17.165	60%	53	23	24
<b>CY</b>	<b>Cyprus</b>	2019	332	2,6	16.215	64%	26	27	45
<b>LV</b>	<b>Latvia</b>	2019	866	2,2	8.169	59%	66	2	32
<b>LT</b>	<b>Lithuania</b>	2019	1.308	2,1	7.585	60%	58	5	36
<b>LU</b>	<b>Luxembourg</b>	2019	256	2,3	36.367	28%	37	30	32
<b>HU</b>	<b>Hungary</b>	2019	4.124	2,3	5.872	47%	27	7	65
<b>MT</b>	<b>Malta</b>	2019	201	2,5	15.354	45%	57	38	5
<b>NL</b>	<b>Netherlands</b>	2019	7.922	2,2	24.627	43%	21	58	17
<b>AT</b>	<b>Austria</b>	2019	3.949	2,2	25.729	49%	46	8	46
<b>PL</b>	<b>Poland</b>	2019	14.853	2,6	7.142	57%	45	6	50
<b>PT</b>	<b>Portugal</b>	2019	4.148	2,5	10.023	62%	46	18	37
<b>RO</b>	<b>Romania</b>	2019	7.506	2,6	3.854	62%	33	2	65
<b>SI</b>	<b>Slovenia</b>	2019	920	2,3	14.067	52%	28	5	66
<b>SK</b>	<b>Slovakia</b>	2019	1.895	2,6	8.119	55%	48	2	49
<b>FI</b>	<b>Finland</b>	2019	2.713	2,0	24.879	50%	34	19	47
<b>SE</b>	<b>Sweden</b>	2019	5.335	1,8	24.490	44%	47	9	44