

# Market Monitoring Survey 2019



# Furniture and furnishings





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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>

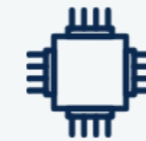
EC website:

[https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring\\_en](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 – 84% – trust the furniture and furnishings market. The figure varies by Member State, however, from a high of 92% in Czechia and Spain, to a low of 64% in Romania. Consumers who report that they find it very easy to manage financially are more likely to trust the market compared to those who find it very difficult to do so (87% versus 79%, respectively).
- A large majority of consumers – 94% – report positive experiences of making purchases in the market, a figure that remains high across all countries and sociodemographic subgroups.

### Choosing goods and services

- Just over two thirds of consumers (69%) report finding it easy to compare the offers of different retailers in the furniture and furnishings market – although, again, the figure varies by Member State, from a low of 50% in Slovenia, to a high of 83% in Italy and Cyprus.

### The in-market experience

- Just under half (46%) of consumers who have purchased products in the furniture and furnishings market at least once registered their details with the manufacturer. The majority (62%) did this to receive a warranty.
- Nine percent of EU27 consumers have experienced a problem with furniture or furnishings they have purchased that they felt gave grounds for complaint. The figure is highest in Malta (18%), and lowest in Italy (4%).
- Of those who have experienced a problem, 19% experienced financial detriment as a result, and 78% experienced other, non-financial impacts. Financial detriment is reported much more often by consumers who find it very difficult to manage financially than by those who find it very easy to manage (38% versus 16%, respectively).
- Few consumers (3% in the EU27) have experienced physical harm in using furniture or furnishings they have purchased.
- 60% of all EU27 consumers who have experienced a problem in the furniture and furnishings market have gone on to make a complaint. Complaints are most commonly made to the retailer (56%), and only very rarely to another organisation or body. The majority (62%) of all EU27 consumers who have made a complaint report being satisfied with the outcome.



## 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

84

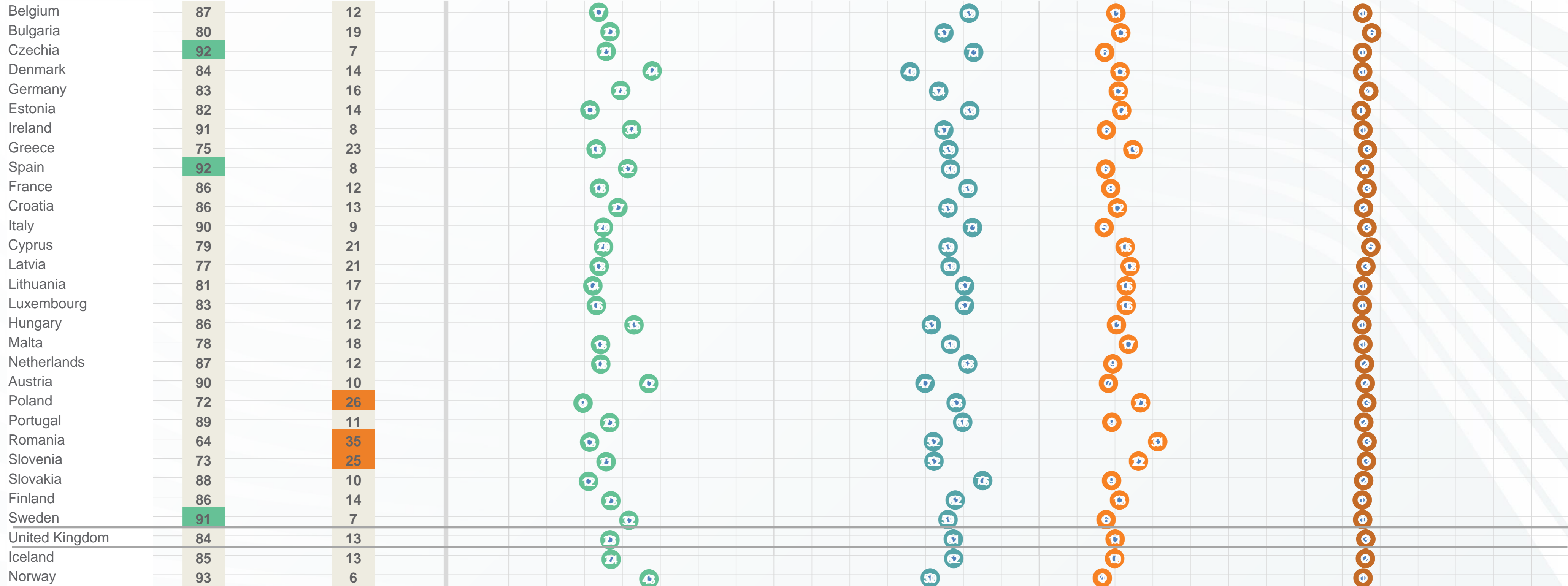
14

23

62

11

3







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

A great deal

A fair amount

Not very much

Not at all

EU27 AVERAGE

23

62

11

3

#### GENDER



A great deal/  
A fair amount      Not very much/  
Not at all

84      14

Men



Women



#### AGE



A great deal/  
A fair amount      Not very much/  
Not at all

84      14

85      14

86      13

83      15

81      16

18-34



35-54



55-64



65+



#### EDUCATION



A great deal/  
A fair amount      Not very much/  
Not at all

84      14

81      17

83      15

87      13

Low



Medium



High



#### EASE OF MANAGING FINANCIALLY



A great deal/  
A fair amount      Not very much/  
Not at all

84      14

87      12

85      14

83      15

79      20

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

94

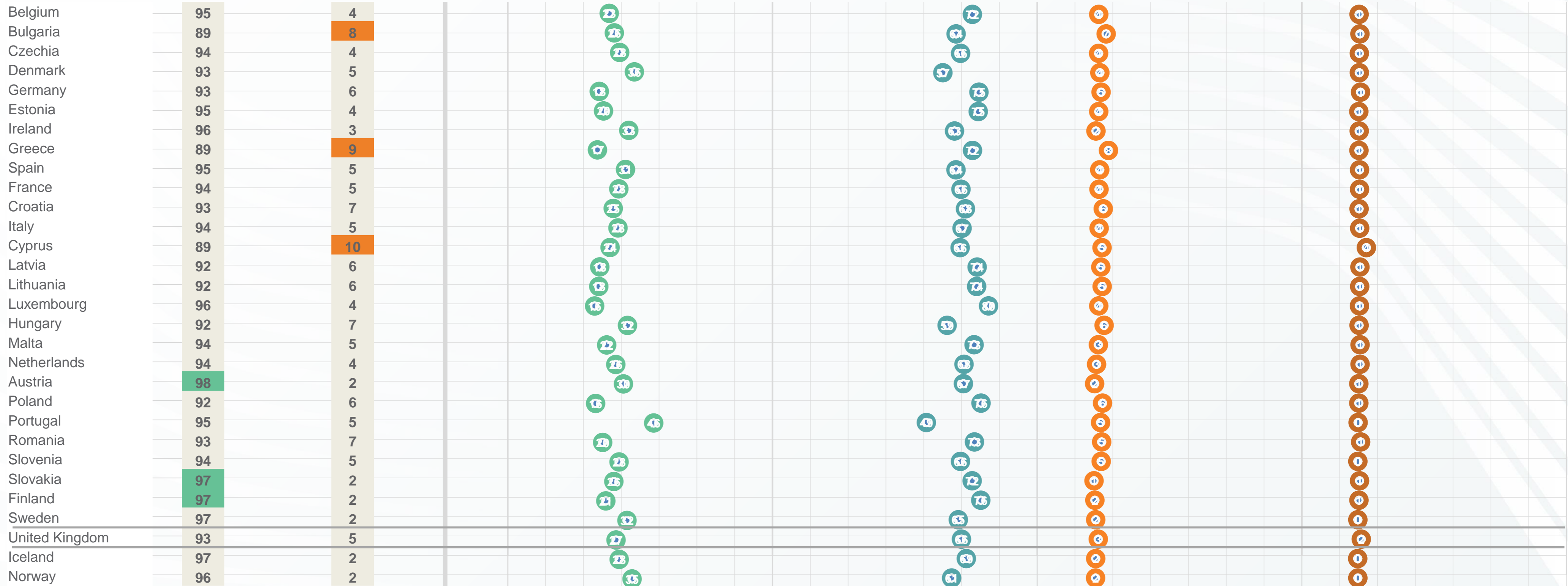
5

25

69

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

69

4

1

## GENDER



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94 5

Men



Women



94 5

## AGE



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94 5

93 6

95 4

93 5

92 5

18-34



35-54



55-64



65+



## EDUCATION



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94 5

Low



Medium



High



95 4

## EASE OF MANAGING FINANCIALLY



Very positive/  
Mostly Positive

Mostly negative/  
Very negative

94 5

92 7

95 4

93 6

89 10

Very easy



Fairly easy



Fairly difficult



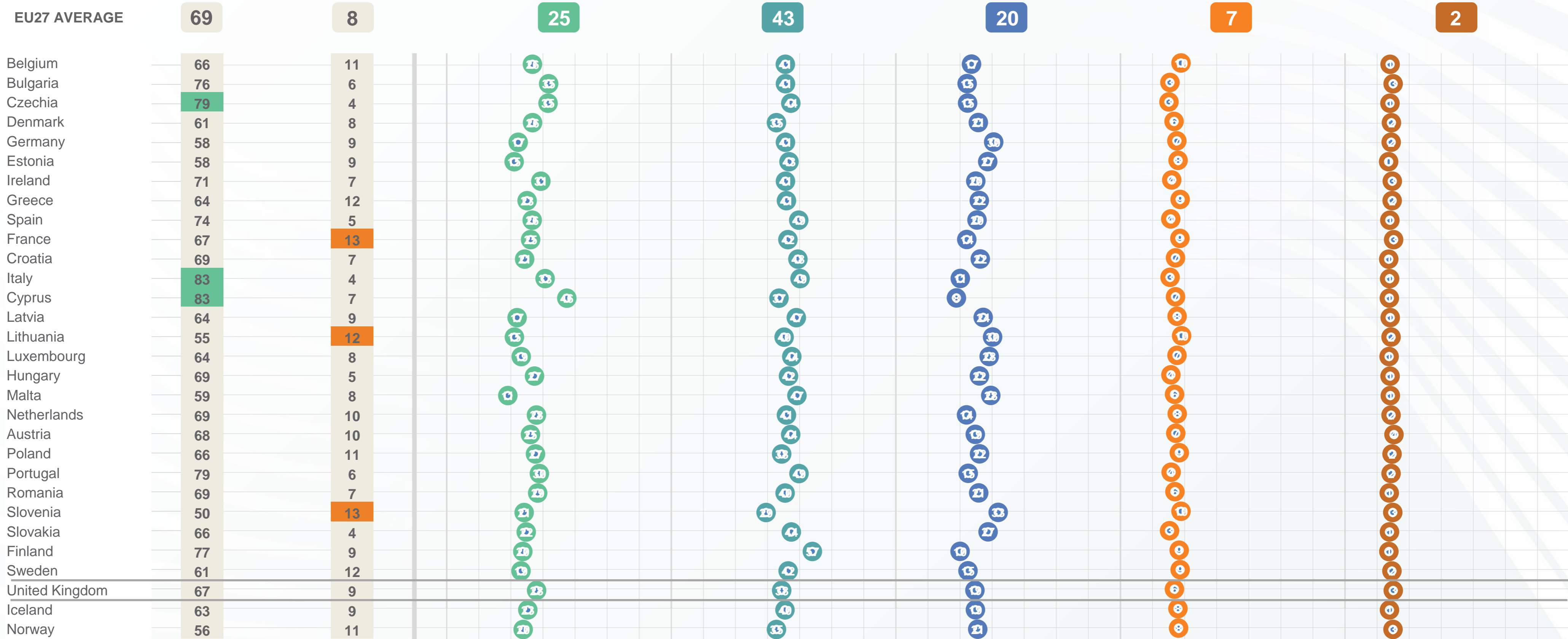
Very difficult





## 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





# 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

25

43

20

7

2

## GENDER



Very easy/  
Fairly easy      Fairly difficult/  
Very difficult

69

8

Men



Women



68

9

69

8

## EDUCATION



Very easy/  
Fairly easy      Fairly difficult/  
Very difficult

69

8

Low



Medium



High



68

9

70

7

67

10

## AGE



Very easy/  
Fairly easy      Fairly difficult/  
Very difficult

69

8

18-34



35-54



55-64



65+



65

9

71

7

69

8

68

10

## EASE OF MANAGING FINANCIALLY



Very easy/  
Fairly easy      Fairly difficult/  
Very difficult

69

8

Very easy



Fairly easy



Fairly difficult



Very difficult



71

8

69

9

70

8

64

11





## 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

9

91





## 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

9

91

#### 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

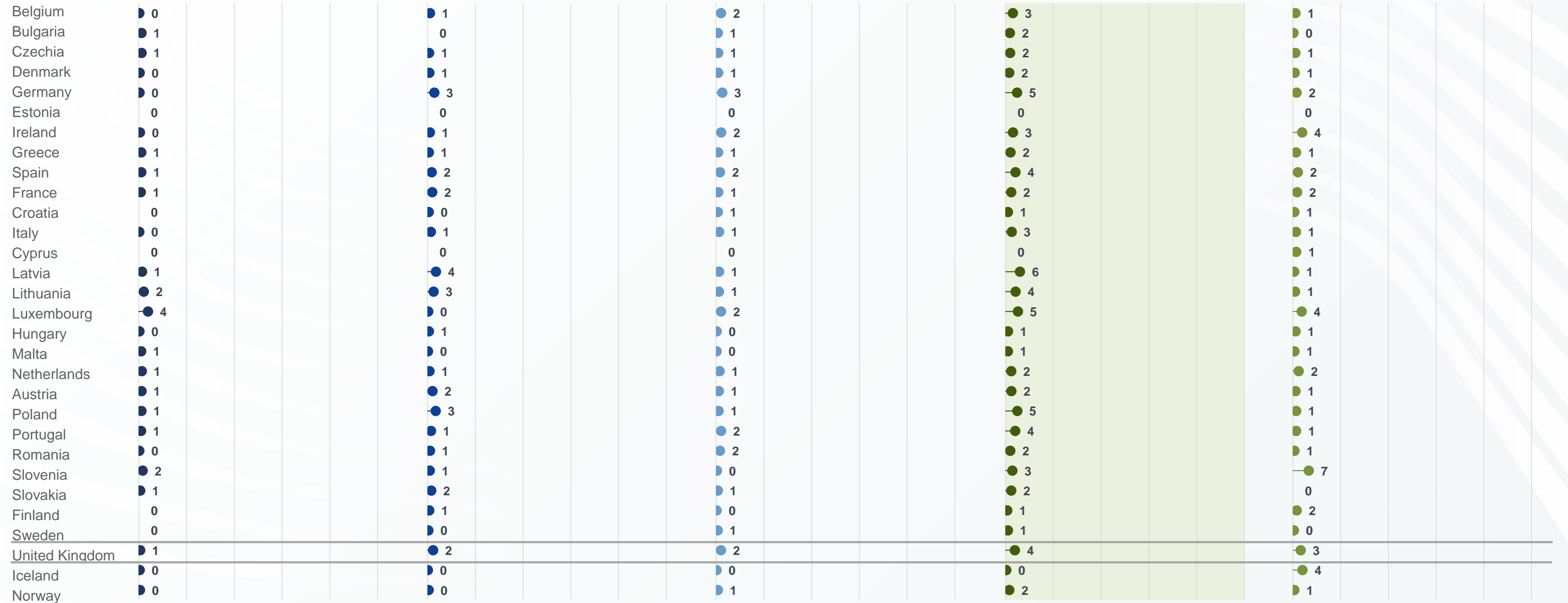
1

2

1

3

2



Adults (aged 18+)





## 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

2

1

3

2

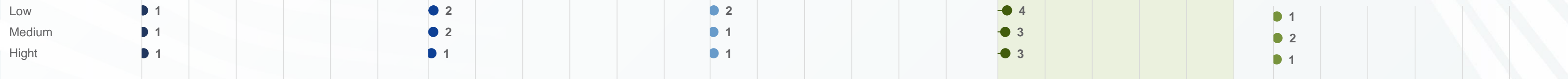
### Gender



### 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

An electric shock

Another type of harm

EU27 AVERAGE

52

11

5

30

### Gender

Male  
Female



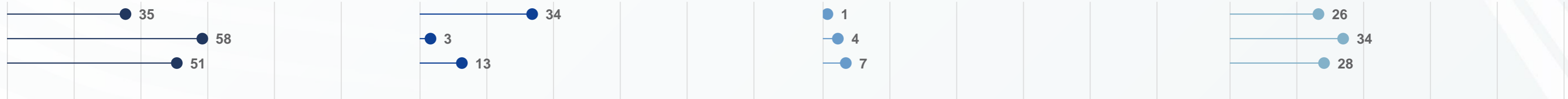
### Age

18-34  
35-54  
55-64  
65+



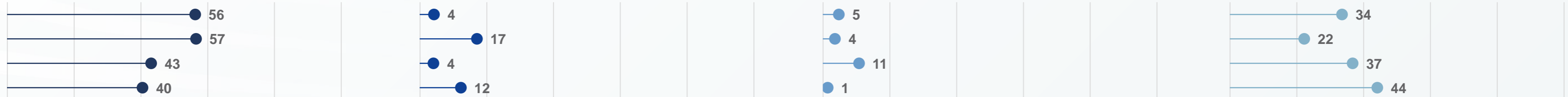
### Education

Low  
Medium  
High



### Ease of Managing Financially

Very easy  
Fairly easy  
Fairly difficult  
Very difficult





## 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

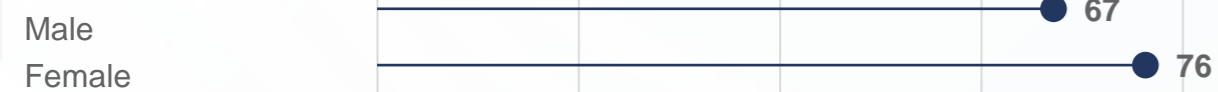
EU27 AVERAGE

72

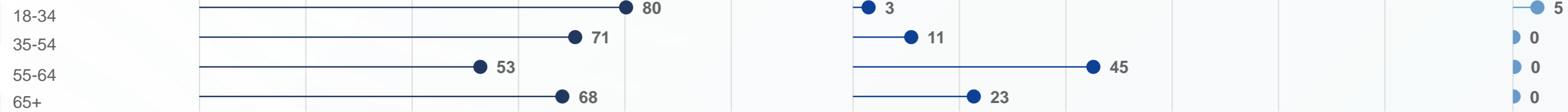
13

2

### Gender



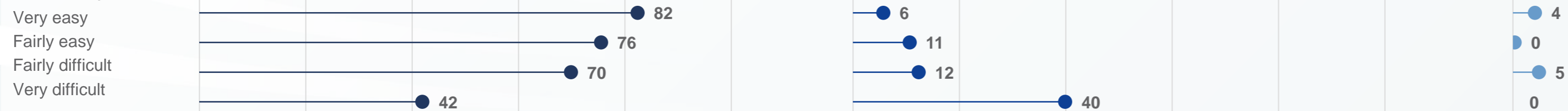
### Age



### Education



### Ease of Managing Financially







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

Financial loss

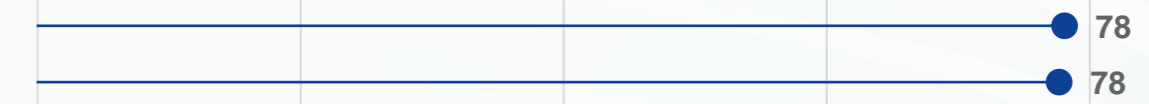
Other, non-financial impacts such as loss of time, anger, frustration, stress, anxiety

## EU27 AVERAGE

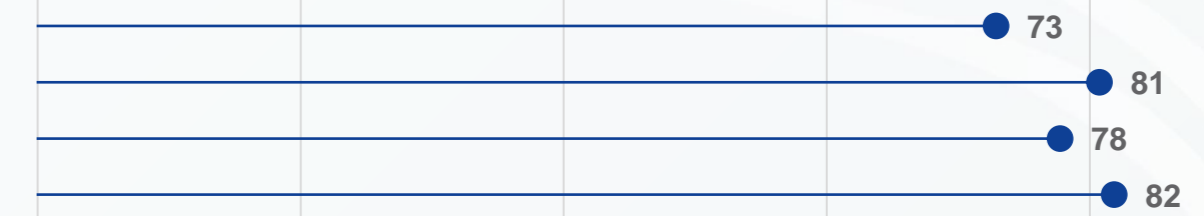
19

78

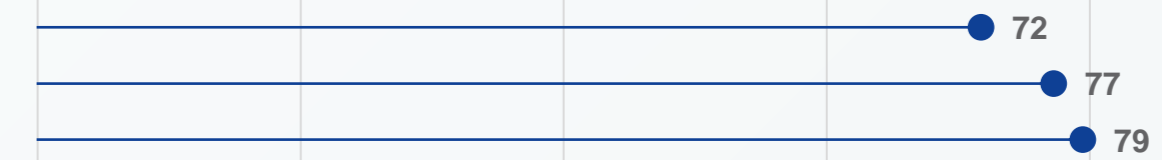
### Gender



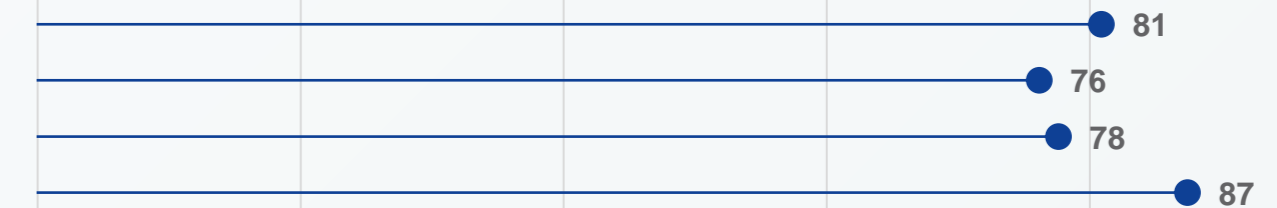
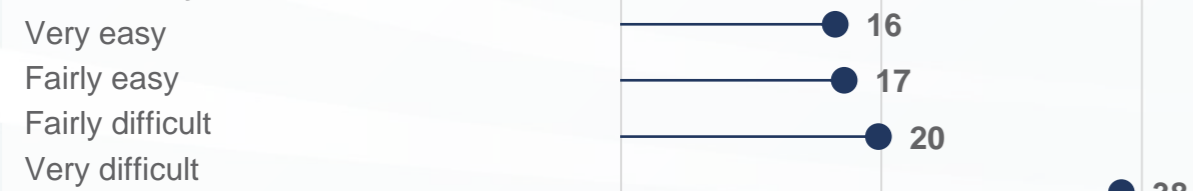
### Age



### 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

56

4

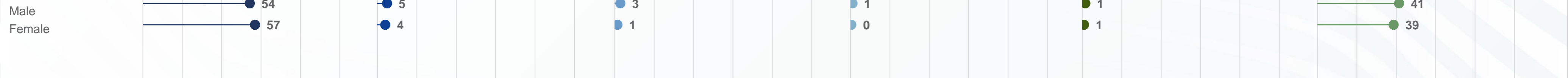
2

1

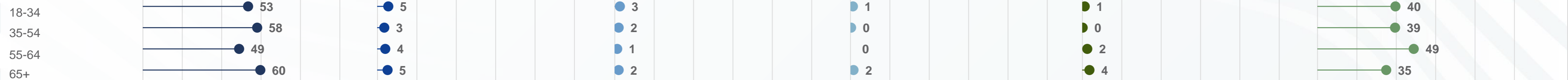
1

40

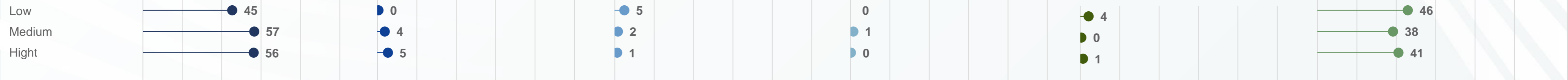
### Gender



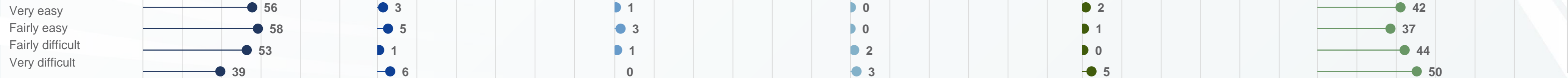
### Age



### Education



### Ease of Managing Financially





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

Very satisfied

Fairly satisfied

Fairly dissatisfied

Very dissatisfied

EU27 AVERAGE

32

30

18

18

#### GENDER



Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied

62

37

##### Men



##### Women



56

42

67

32

#### AGE



Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied

62

37

59

40

63

35

55

45

71

28

##### 18-34



##### 35-54



##### 55-64



##### 65+



#### EDUCATION



Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied

62

37

##### Low



##### Medium



##### High



65

35

64

34

58

40

#### EASE OF MANAGING FINANCIALLY



Very satisfied/  
Fairly satisfied

Fairly dissatisfied/  
Very dissatisfied

62

37

53

47

66

31

53

46

50

50

##### Very easy



##### Fairly easy



##### Fairly difficult



##### Very difficult



Adults (aged 18+) who made a complaint

For the following sociodemographic group, the result is based on a sample size below 50, and so should be interpreted with caution: those who find it very difficult to manage financially (49).



## Did you at least once register your details with the manufacturer or the seller? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

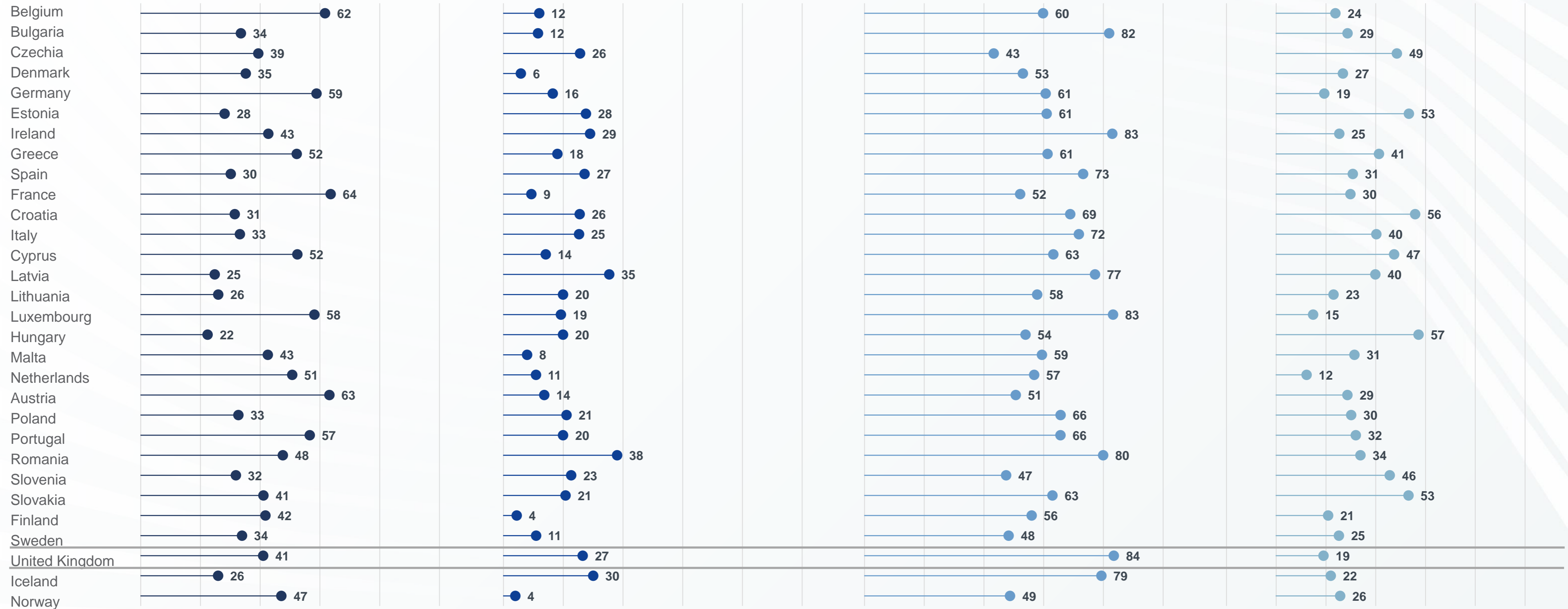
EU27 AVERAGE

46

18

62

29



Adults (aged 18+) who registered their details





# Did you at least once register your details with the manufacturer or the seller? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

## EU27 AVERAGE

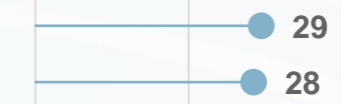
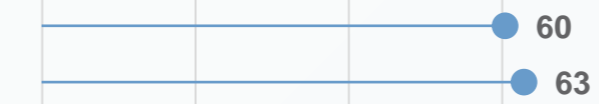
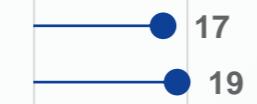
46

18

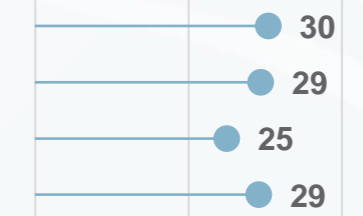
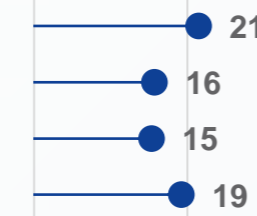
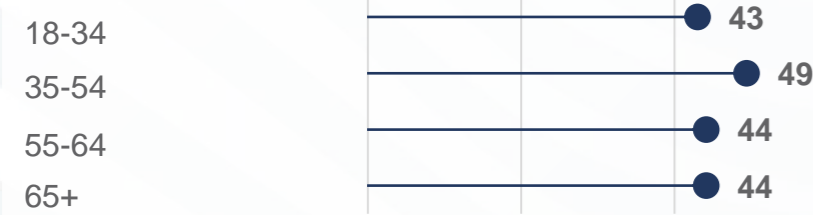
62

29

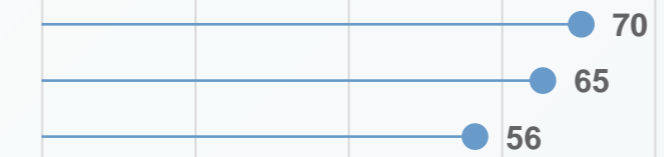
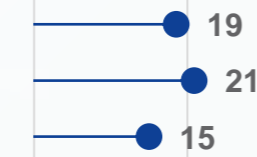
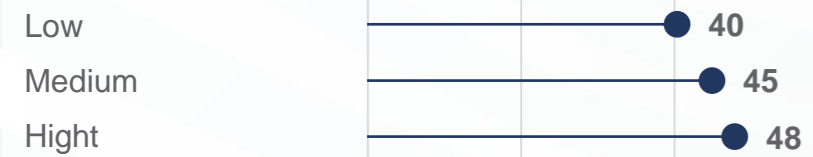
### Gender



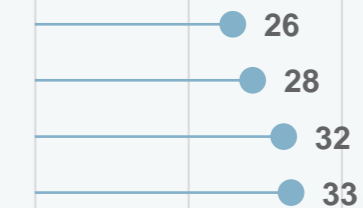
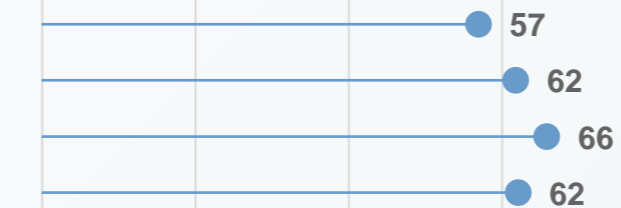
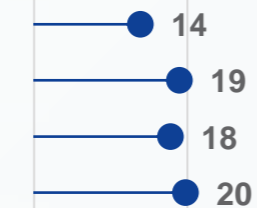
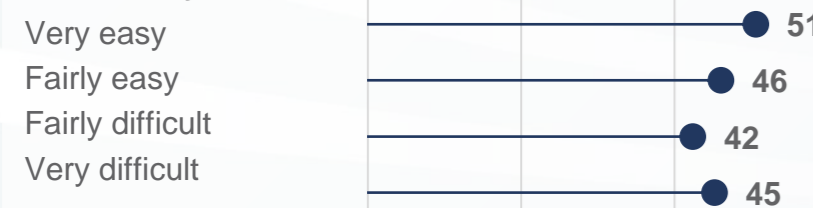
### Age



### Education



### Ease of Managing Financially





## Did you at least once register your details with the manufacturer or the seller? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

52

18

29

21

14

27

25



Adults (aged 18+) who did not register their details



## Did you at least once register your details with the manufacturer or the seller? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

### EU27 AVERAGE

52

18

29

21

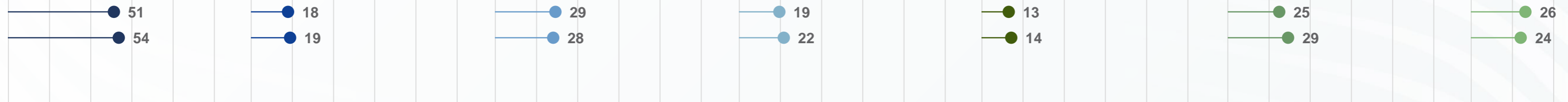
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25

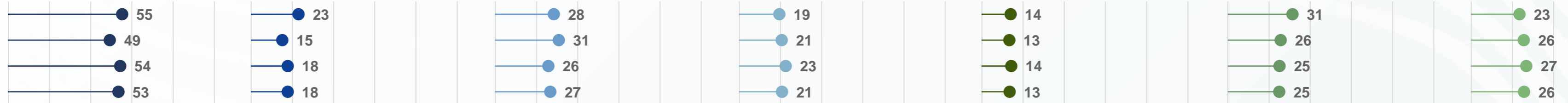
### Gender

Male  
Female



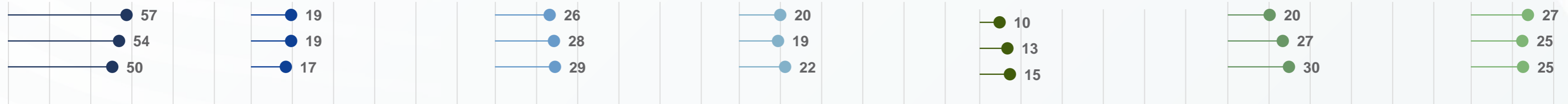
### Age

18-34  
35-54  
55-64  
65+



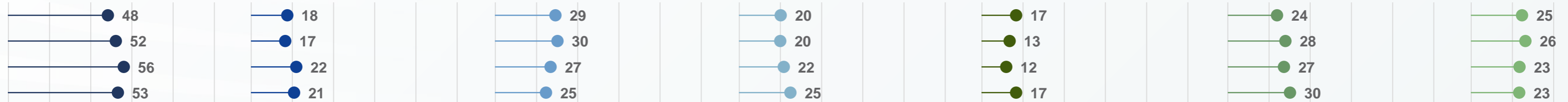
### Education

Low  
Medium  
High



### Ease of Managing Financially

Very easy  
Fairly easy  
Fairly difficult  
Very difficult





# 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



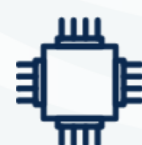
## MARKET REFERENCE PERIODS

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.