

CLOTHING AND FOOTWEAR



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.



CORE INDICATORS

84% trust providers

95% report positive experiences

79% find it easy to compare goods or services

8% of consumers have experienced a problem in this market

68% of those who have experienced a problem suffered detriment

62% of those who have experienced a problem made a complaint

72% of complainants were satisfied with the outcome



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

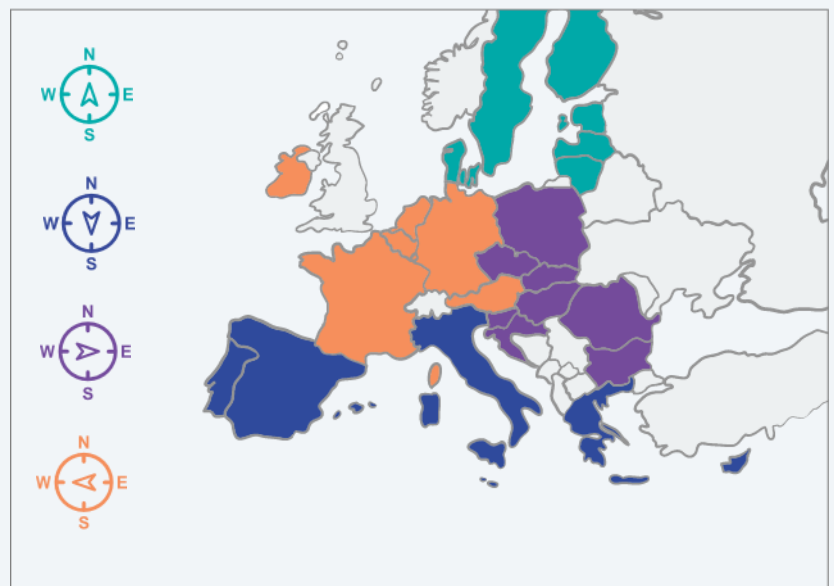
Survey microsite:

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

EC website:

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

Email: JUST-E3@ec.europa.eu



OVERVIEW OF FINDINGS

Overall, 84% of consumers trust retailers in the clothing and footwear market, while 15% do not.

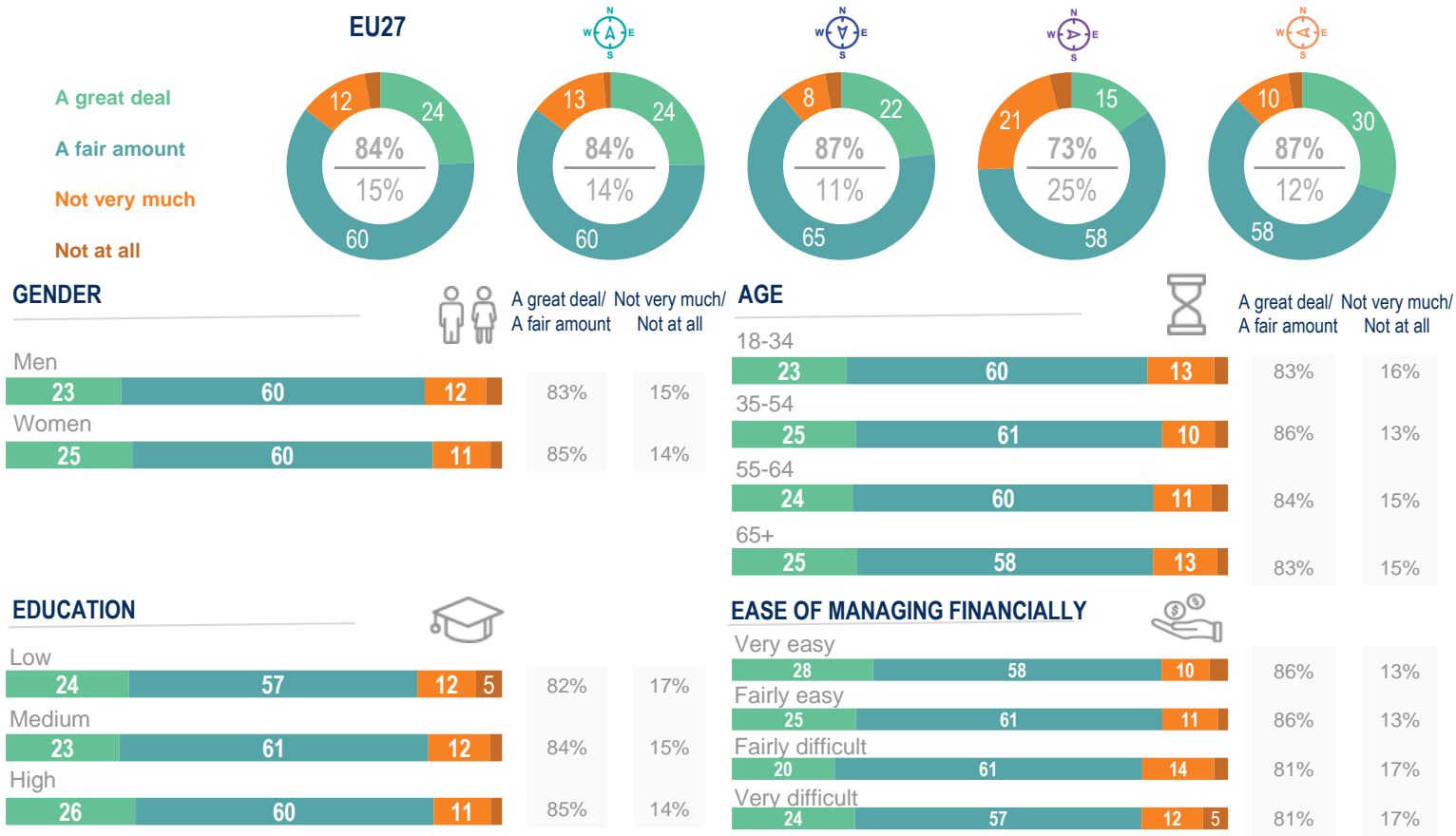
95% of consumers report positive experiences of making purchases in the market, while 4% report negative experiences. A total of 79% find it easy to compare the offers of different retailers, while 4% find it difficult.

A total of 8% of consumers have experienced problems with products they purchased, or with retailers, that they feel gave legitimate cause for complaint. Of this group, 25% have experienced financial loss while 68% have experienced other, non-financial impacts such as a loss of time, anger, frustration, stress or anxiety.

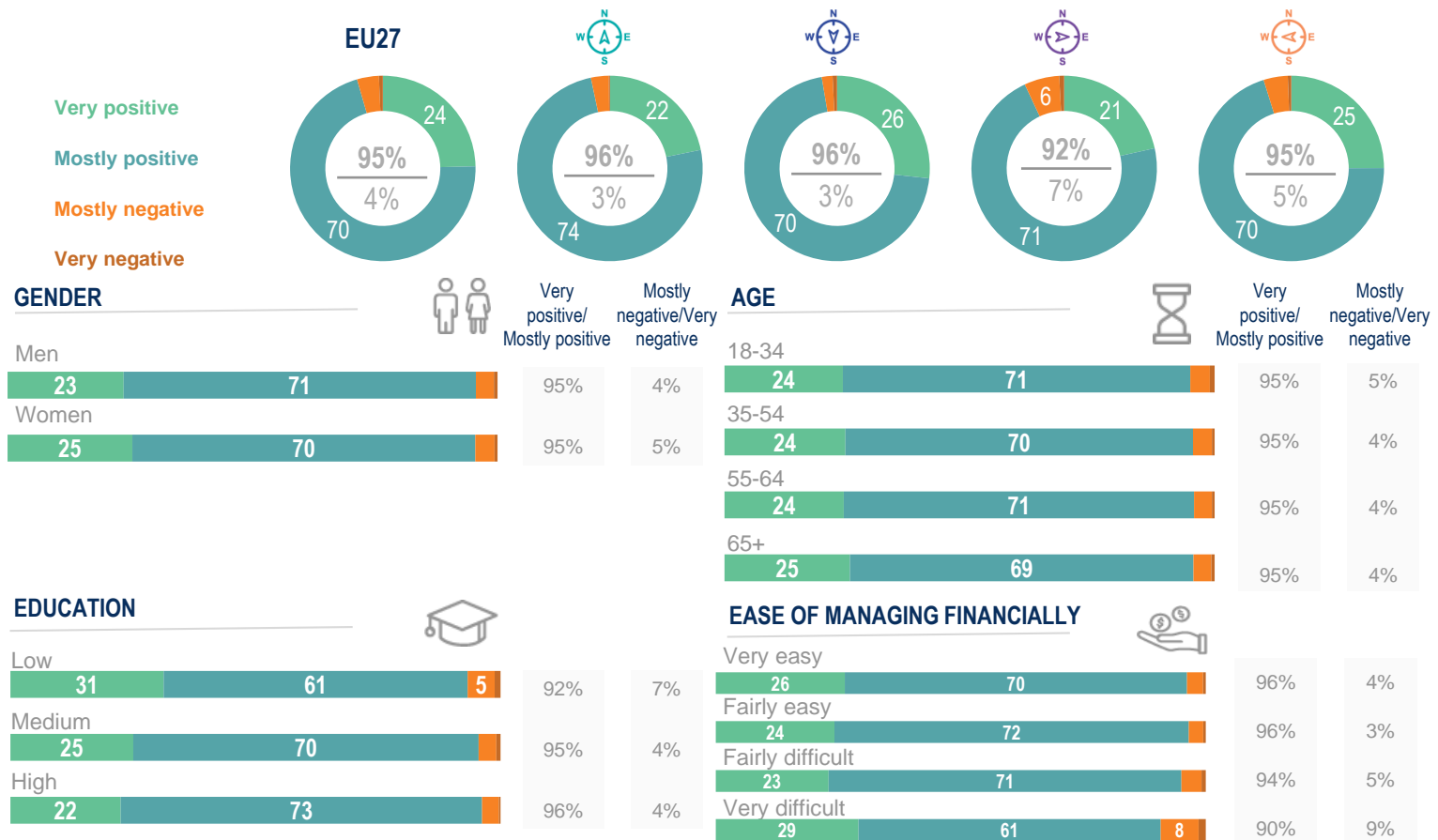
Of all those who have experienced problems the majority (62%) have gone on to make a complaint. The majority (72%) reported being satisfied with the outcome of the complaint, while 27% reported being dissatisfied.



How much do you trust the retailers overall?

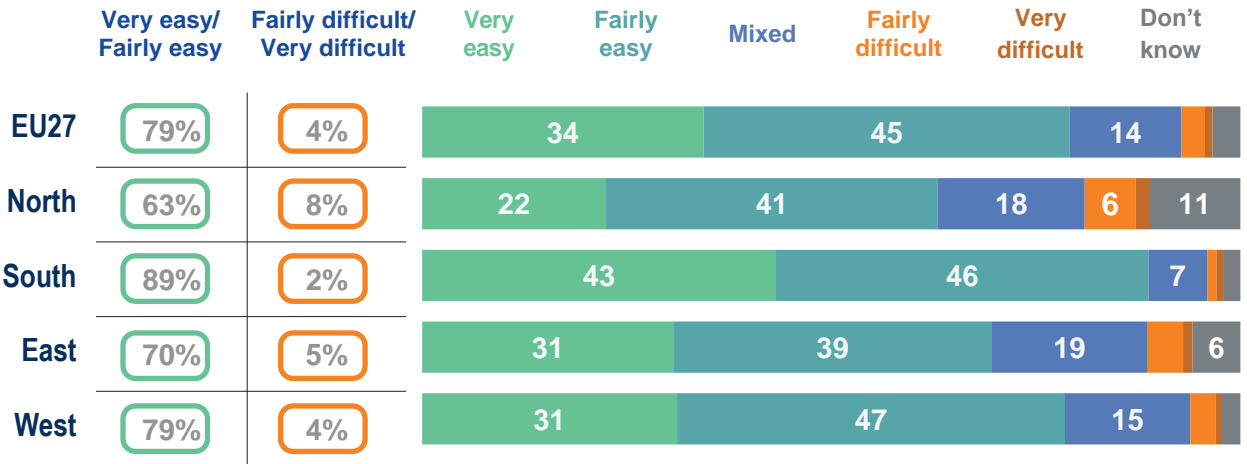


How would you rate your experiences of purchasing products in this market?

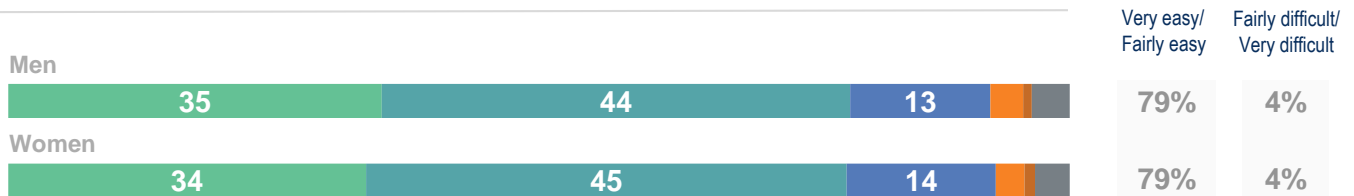




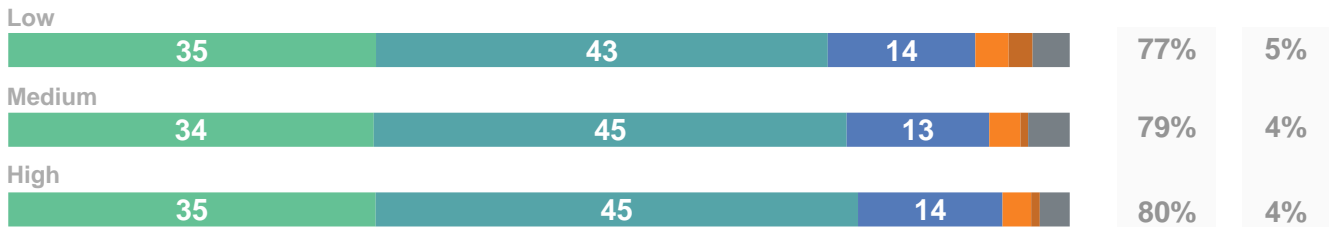
How easy or difficult was it to compare the products of different retailers?



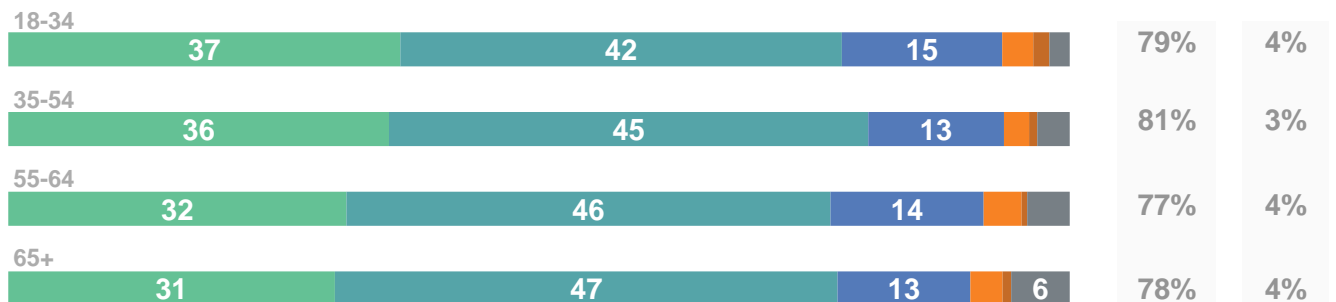
GENDER



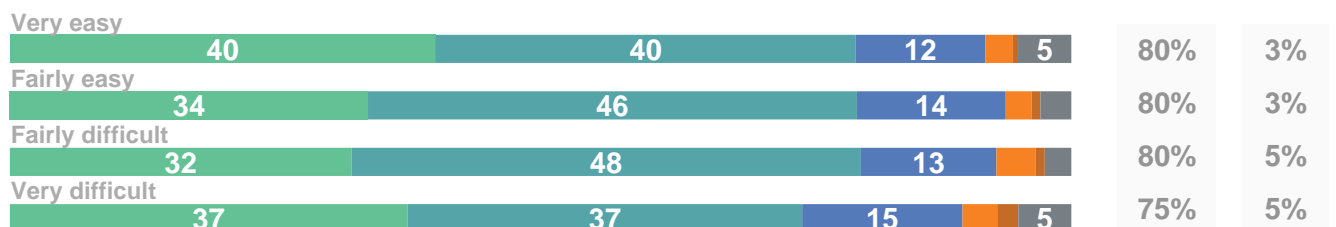
EDUCATION



AGE



EASE OF MANAGING FINANCIALLY

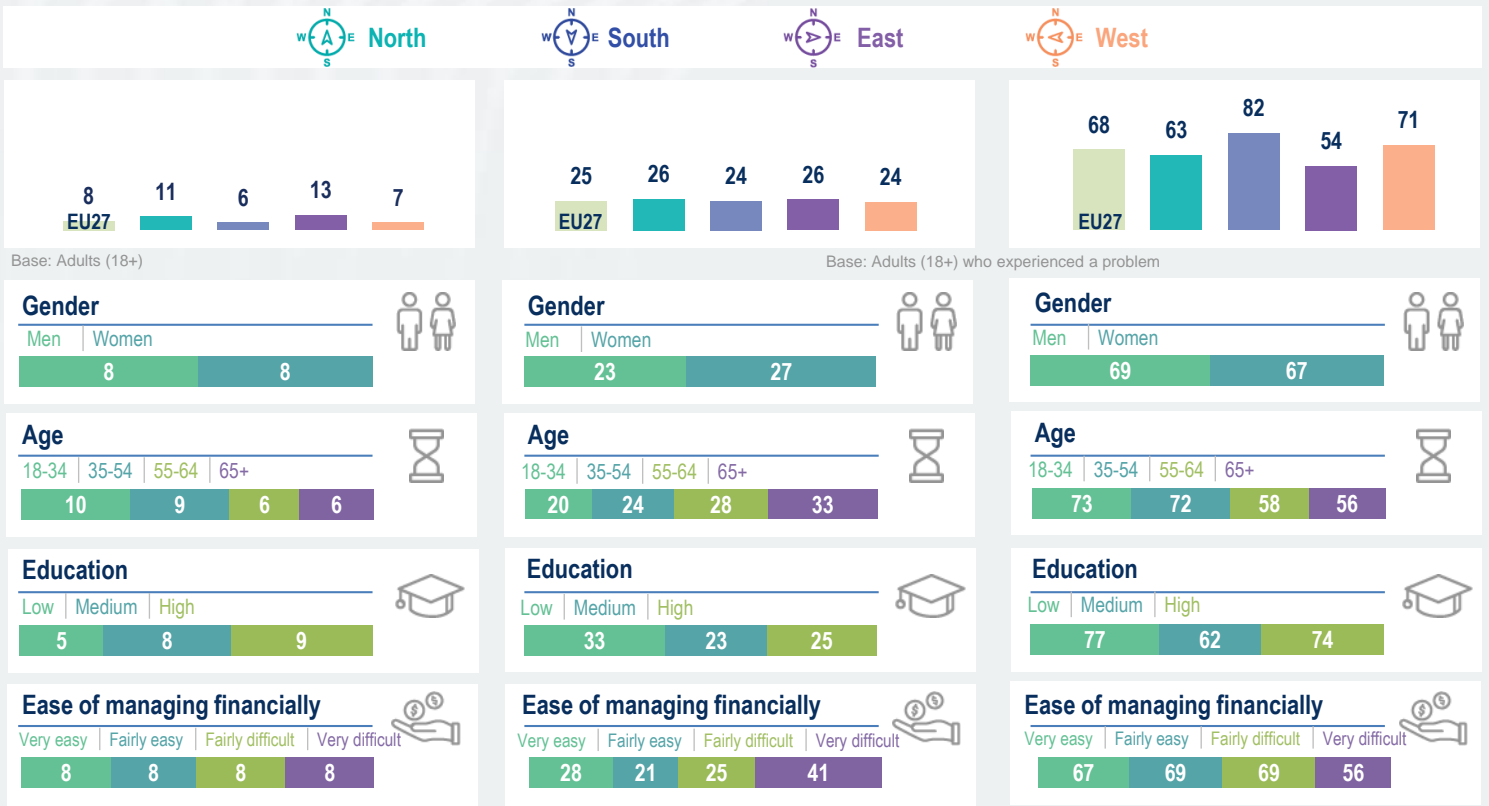




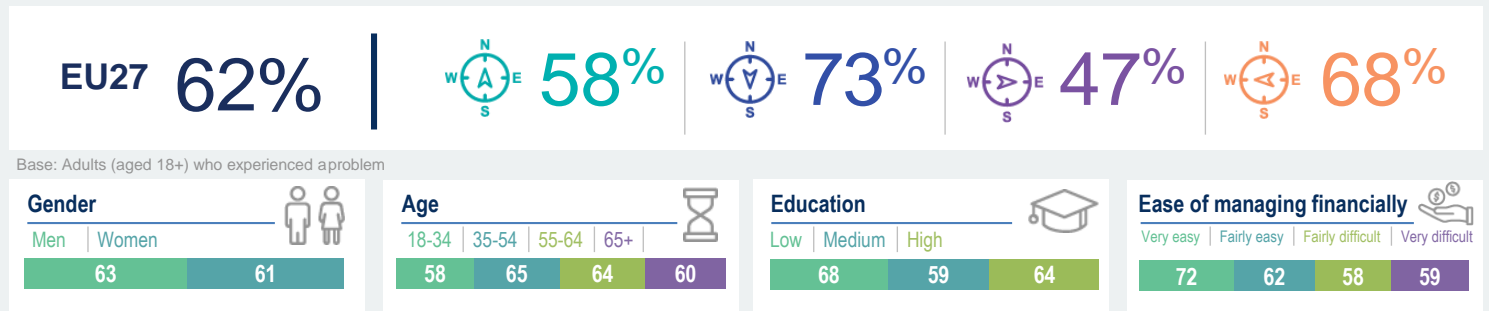
Have you experienced problems with the products you purchased? (% yes)

Did you personally experience financial loss? (% yes)

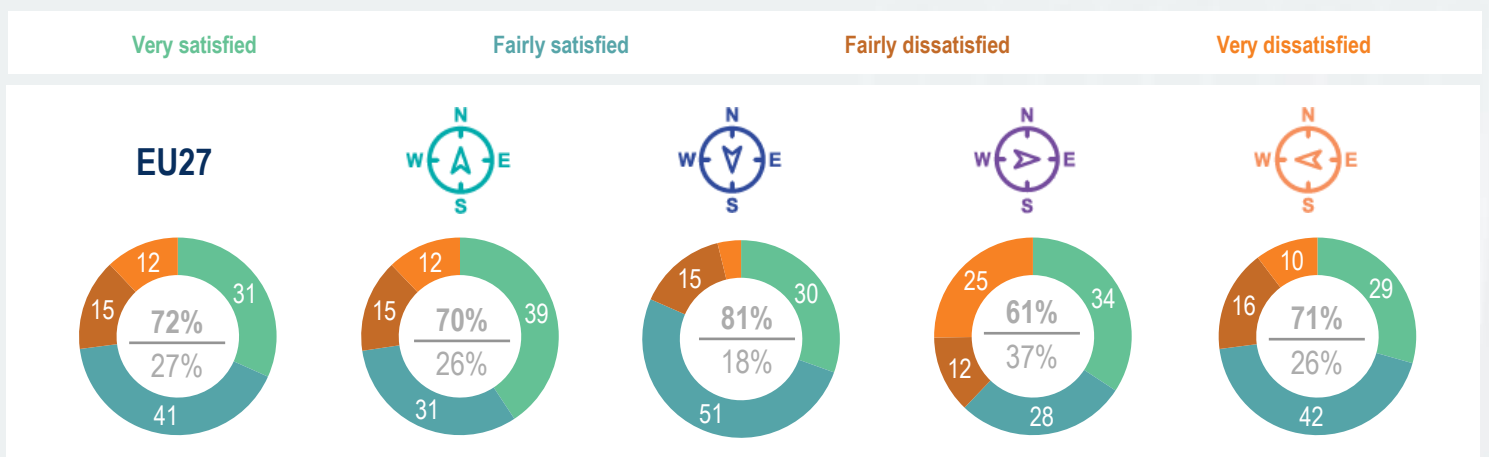
Did you personally experience other non-financial impacts such as loss of time, anger, frustration, stress, anxiety? (% yes)



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



How satisfied were you with the complaint outcome?



*Base size < 50
 Base: Adults (18+) who made a complaint
 Data label not shown < 5%
 Percentages of 'don't know' responses are not shown here. As a result, the figures generally do not add up to 100%