



Consumer conditions survey

Consumers at home in the single market - 2025 edition

● Portugal ● EU 27 average | EU 27 range Change since 2022

Consumer confidence



Consumer knowledge



Consumer experience



Note: 'Change since 2022' the sign '-' is shown for questions that were not asked in 2024 or were subsequently reformulated and are not comparable



Consumer conditions survey

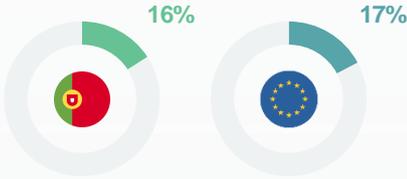
Consumers at home in the single market - 2025 edition

● Portugal ● EU 27 average | EU 27 range Change since 2022

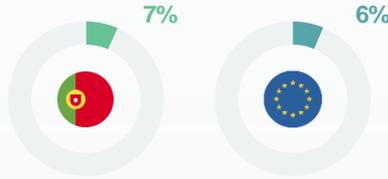
Experienced problems

Experience of problems with goods or services in the past 12 months

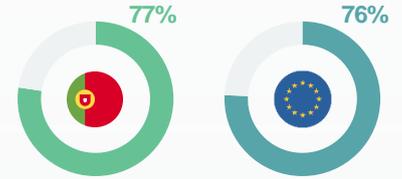
Experienced a problem and took action to solve it



Experienced a problem but did not do anything

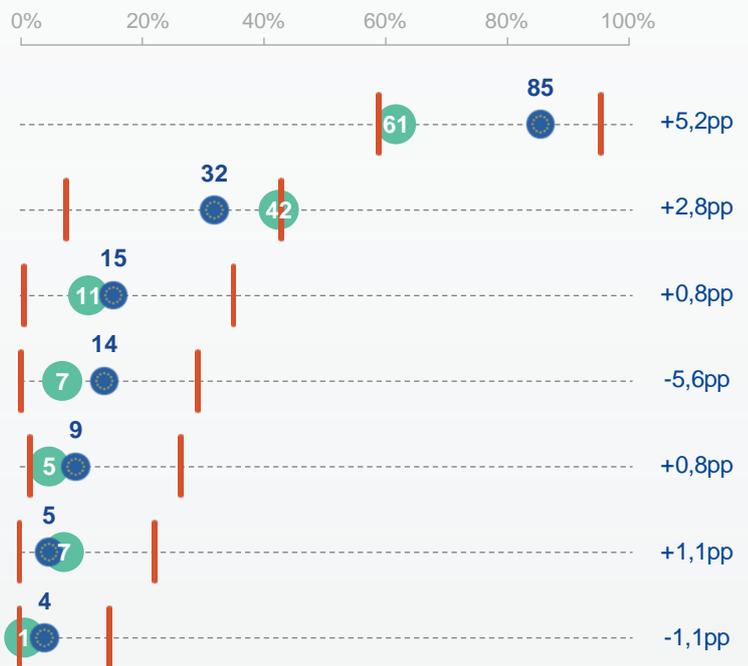


No problems experienced



Action taken

Base: All those who experienced a problem and took action



Reasons for not taking action *

Base: All those who experienced a problem and did not do anything



Note: * Due to small sample sizes country data is indicative

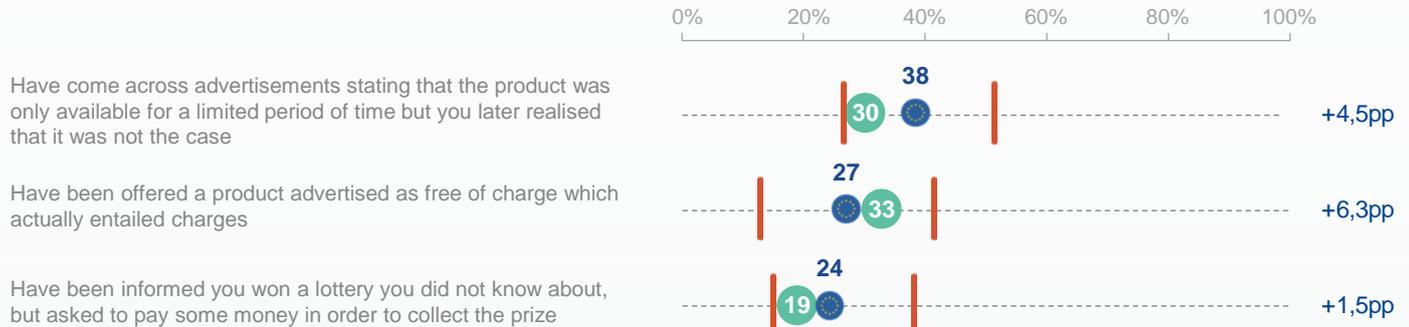


Consumer conditions survey

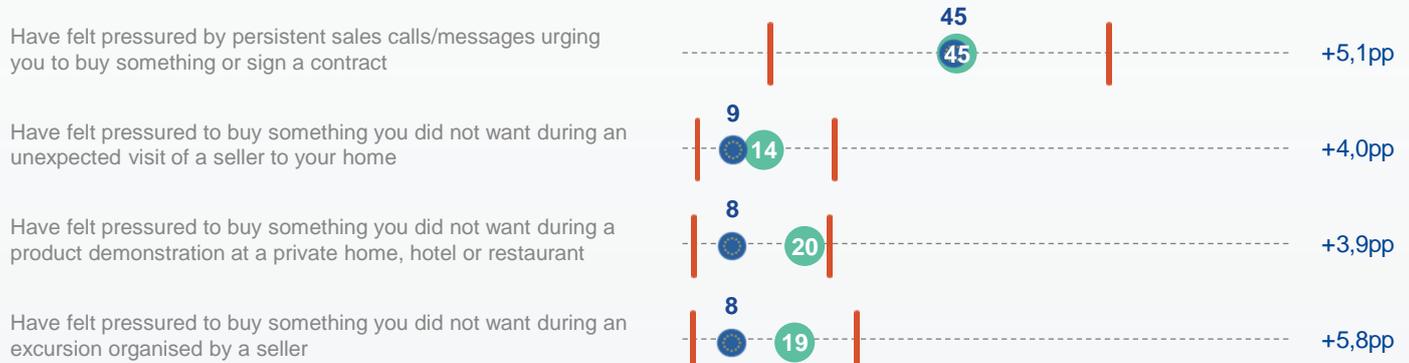
Consumers at home in the single market - 2025 edition

● Portugal ● EU 27 average | EU 27 range Change since 2022

Experienced unfair commercial practices



Pressure selling



Product safety

Experienced an accident, injury or health problem from using a product



Experienced safety issue with a product





Consumer conditions survey

Consumers at home in the single market - 2025 edition

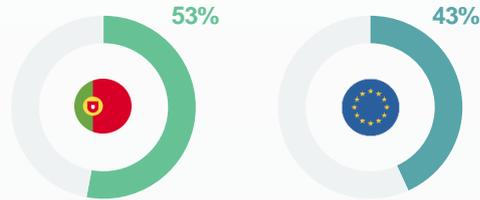
● Portugal ● EU 27 average | EU 27 range Change since 2022

Sustainable consumer experience and reparability

Environmental influence

Yes total

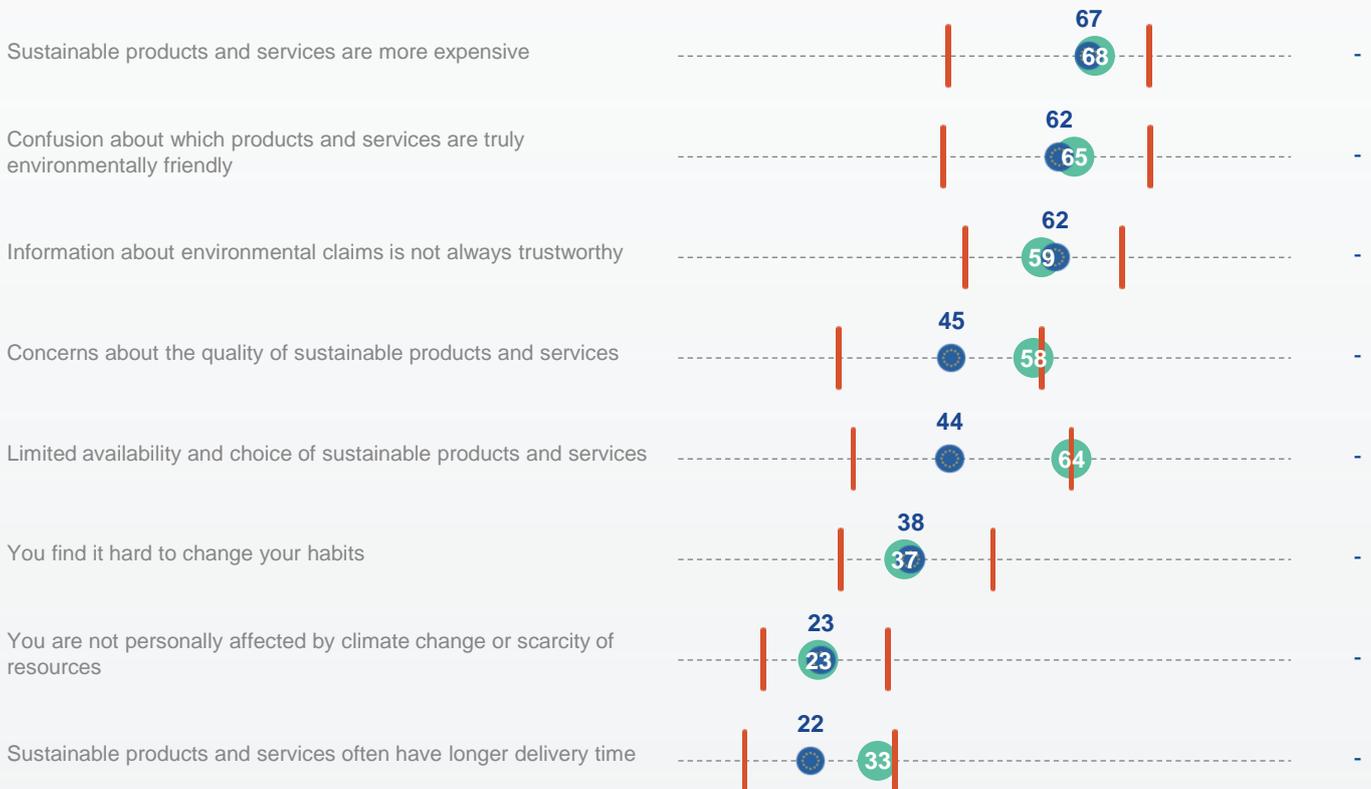
Environmental impact of any goods or services influenced your choice (of goods or services purchased in the last two weeks)



Barriers to sustainable consumption *

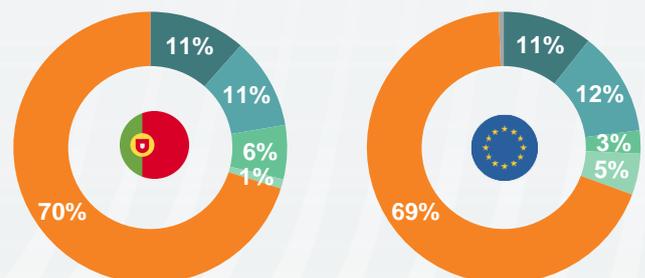
Yes total

0% 20% 40% 60% 80% 100%



Experienced problem with a product outside the legal guarantee

- Yes, and you got it repaired
- Yes, and you replaced it with a brand-new product
- Yes, and you replaced it with a second hand/ refurbished product
- Yes, but you did not repair or replace it
- No
- Don't know



Note: * New question in 2024 / No trend data available



Consumer conditions survey

Consumers at home in the single market - 2025 edition

● Portugal ● EU 27 average | EU 27 range Change since 2022

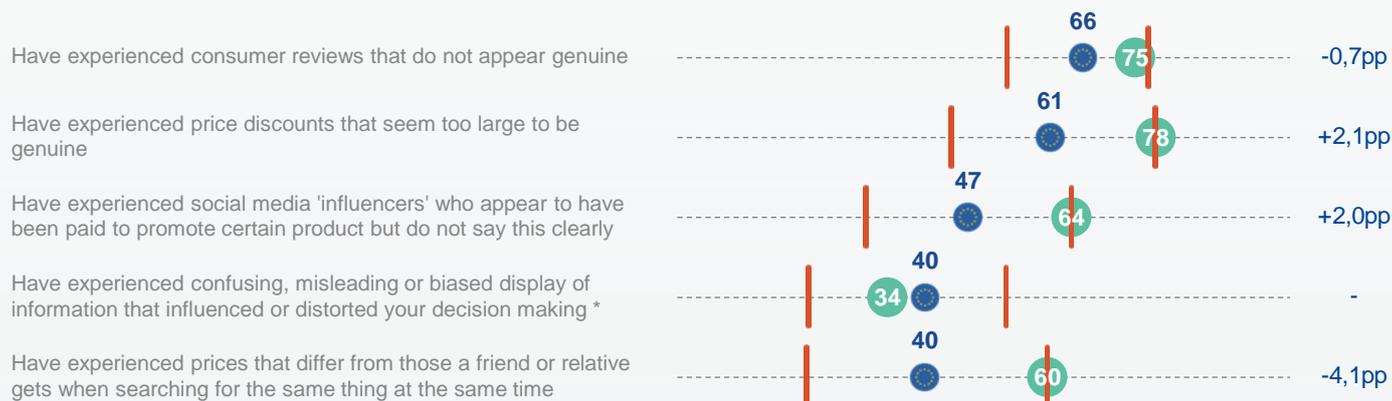
Online consumer experience

Online purchasing



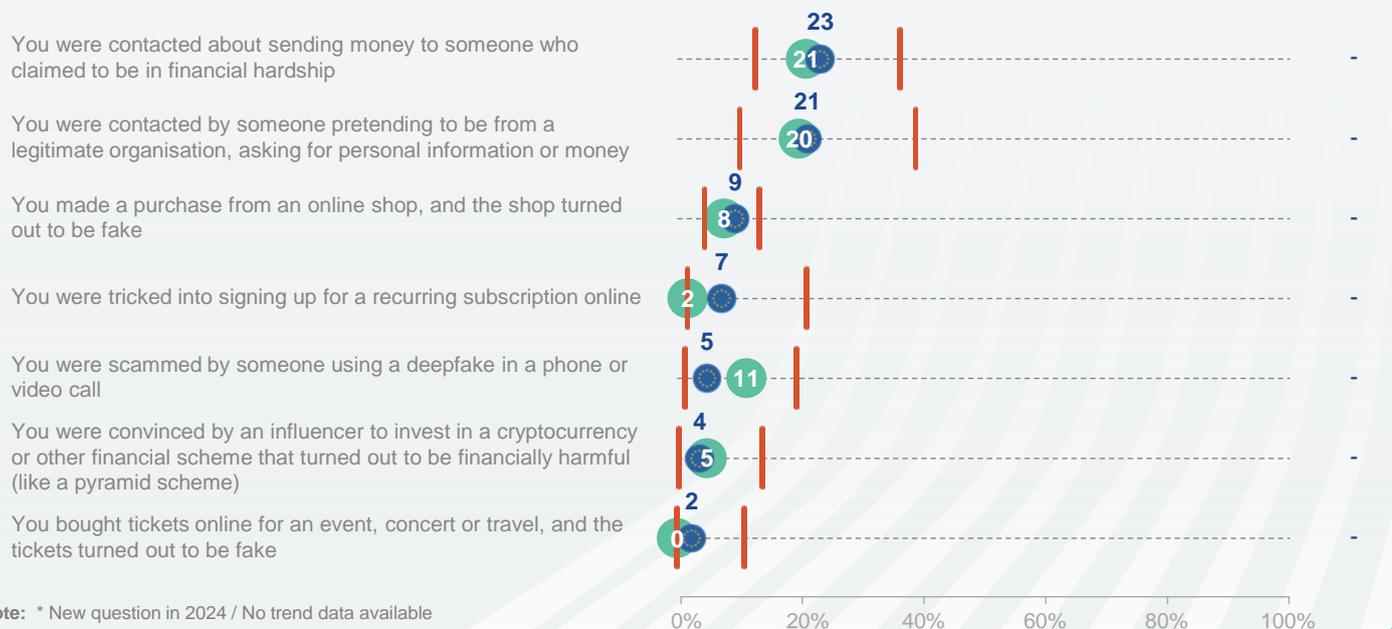
Online commercial practices

Always/Most of the time/sometimes
Base: All those who purchased any goods or services via the internet in the past 12 months



Fraud *

Base: All respondents



Note: * New question in 2024 / No trend data available



Consumer conditions survey

Consumers at home in the single market - 2025 edition

Portugal

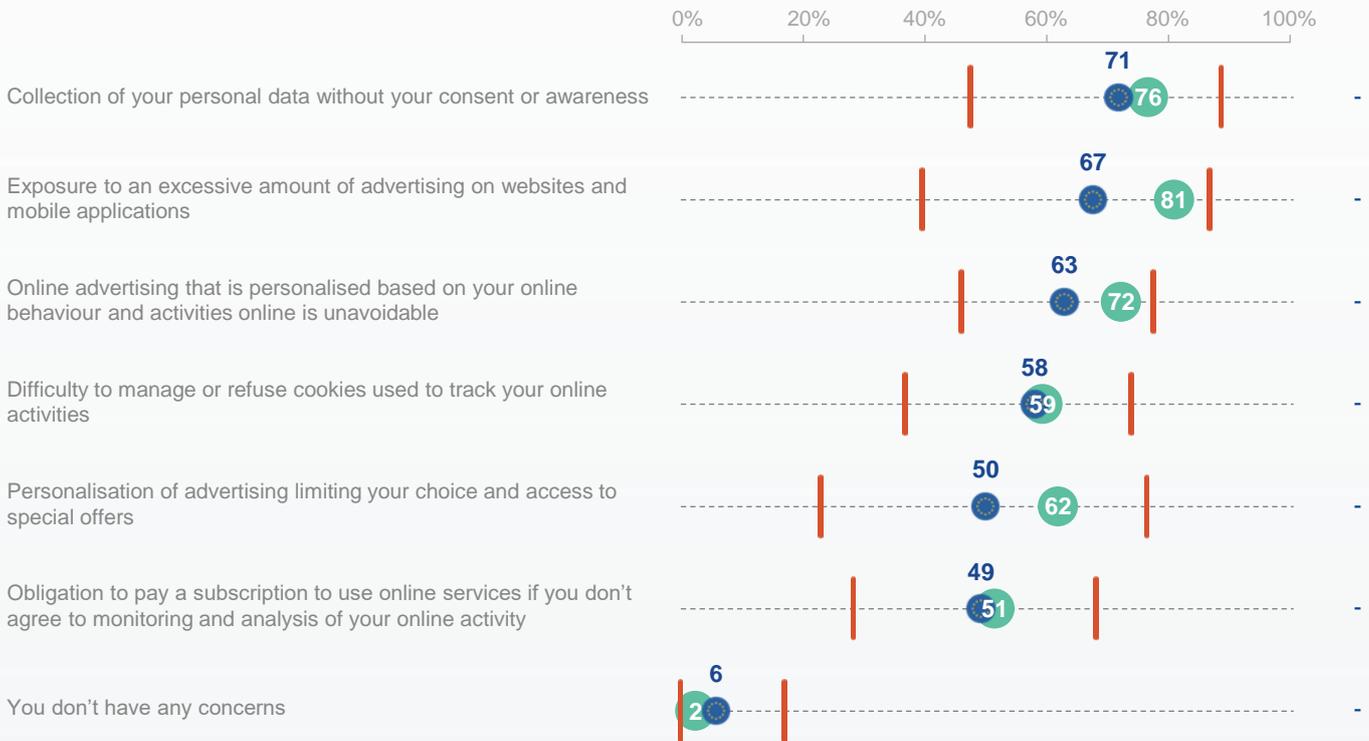
● Portugal ● EU 27 average | EU 27 range Change since 2022

Online consumer experience



Consumer concerns about online targeted advertising *

Base: All those who purchased any goods or services via the internet in the past 12 months



ABOUT THE SURVEY

The Consumer Conditions Survey assesses consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade as well as other, related themes. Key topics include consumer confidence and knowledge; online purchasing; product safety; problems and complaints; and unfair and illicit commercial practices. The survey is conducted among representative samples of consumers in each of the **27 European Union Member States (EU27)**, as well as Iceland and Norway.



TECHNICAL NOTE

The survey is conducted by Ipsos among a nationally representative sample of the general public aged 18 and older in each of the 29 countries in scope. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland, where the sample size is 500. In all countries, the survey is conducted using CATI (Computer Assisted Telephone Interviewing). Fieldwork for the latest edition took place between 4 November and 30 November 2024. In this document, the differences between 2024 and 2022 are shown in percentage point (pp) terms.



FURTHER INFORMATION

EC website: https://commission.europa.eu/strategy-and-policy/policies/consumers/consumer-protection-policy/key-consumer-data_en