



# Consumer conditions survey

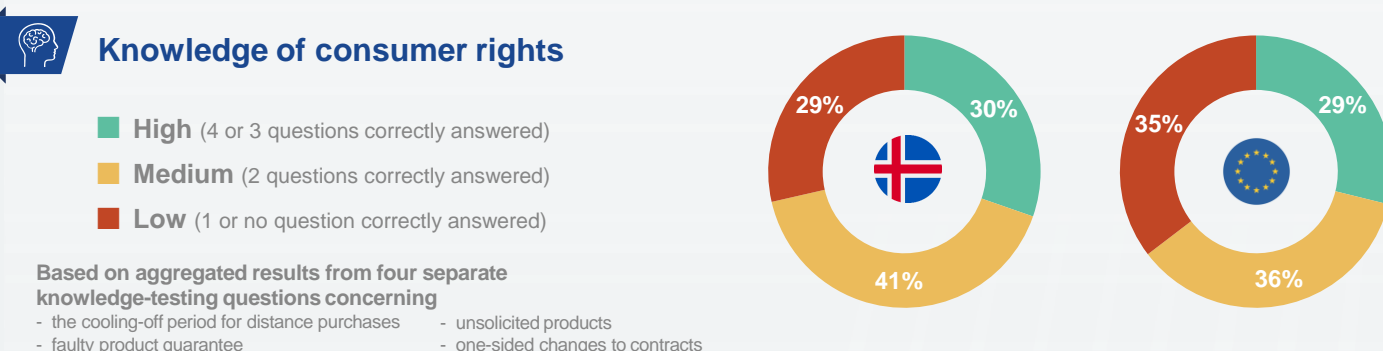
Consumers at home in the single market - 2025 edition

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

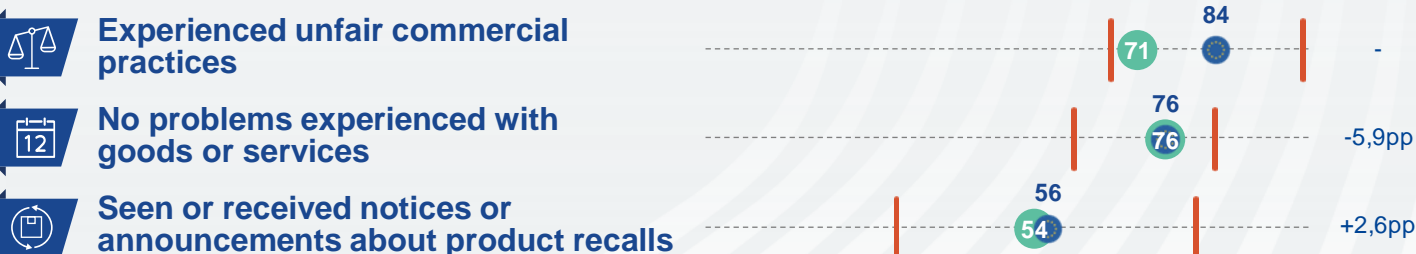
## Consumer confidence



## 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

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Iceland

EU 27 average

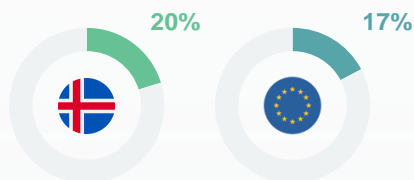
EU 27 range

Change  
since 2022

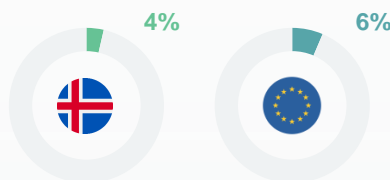
## Experienced problems

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

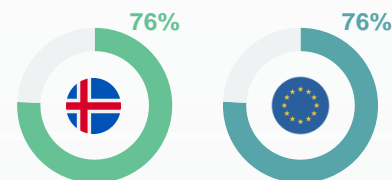
Experienced a problem and  
took action to solve it



Experienced a problem  
but did not do anything



No problems experienced

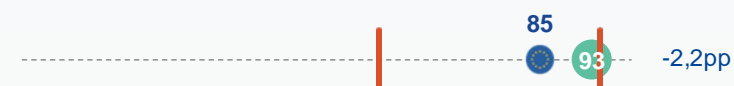


### Action taken

Base: All those who experienced a problem and took action

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

Complained about it to the retailer/service provider



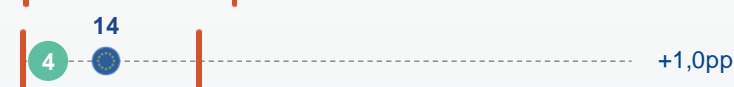
Complained about it to the manufacturer



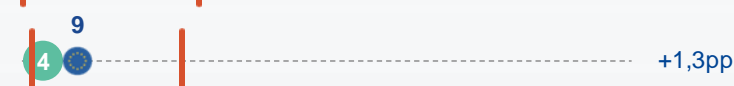
Complained about it to a public authority



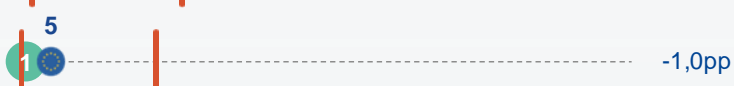
Complained about it to a consumer association/European Consumer Centre (ECC)



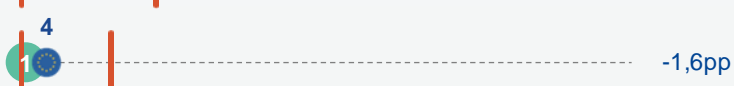
Brought the matter to an out-of-court dispute resolution body (ADR)



Took the business concerned to court



Joined a collective redress action



### Reasons for not taking action \*

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

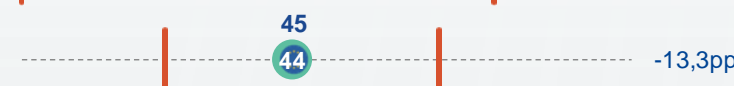
You thought it would take too long



Was unlikely to get a satisfactory solution



The sums involved were too small



Felt the process would be too complex



Did not know how or where to complain



Thought complaining would have led to a confrontation, and do not feel at ease in such situations



You were not sure of your rights as a consumer



You tried to complain about other problems in the past but were not successful



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

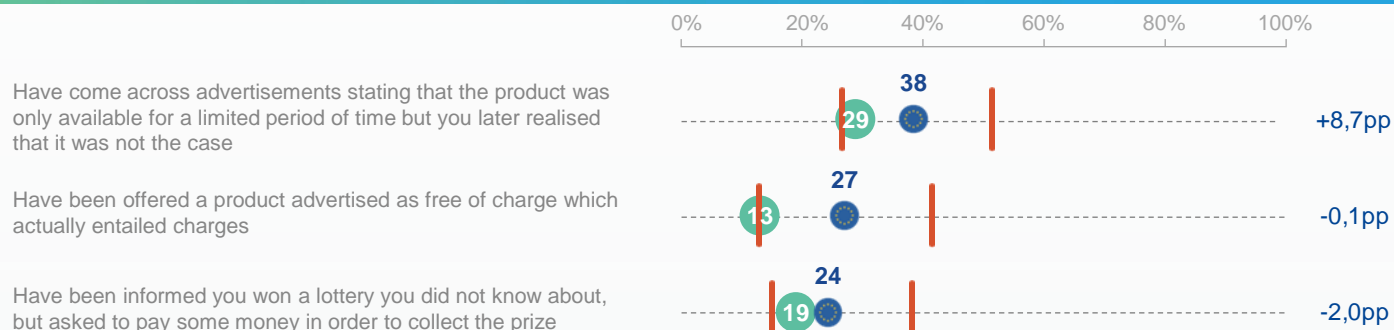


# Consumer conditions survey

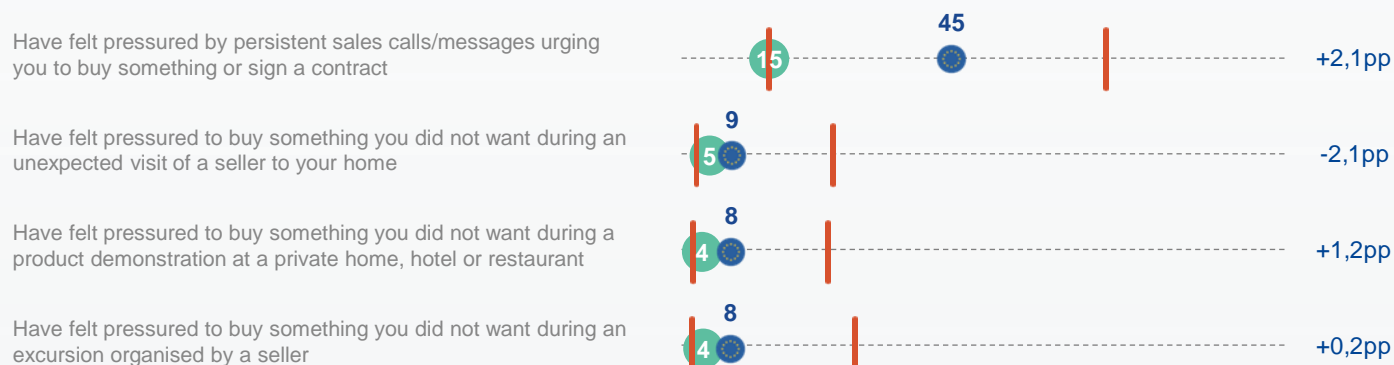
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## Experienced unfair commercial practices



## Pressure selling



## Product safety

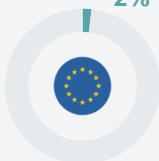
### Experienced an accident, injury or health problem from using a product

Yes, because a product was dangerous

1%



2%

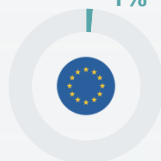


Yes, because a product had no or poor instructions of use

0%

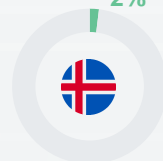


1%

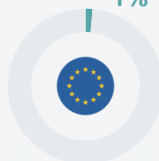


Yes, because a product wasn't used correctly or carefully enough

2%



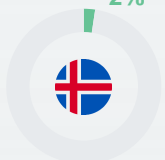
1%



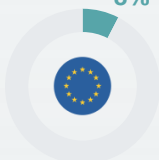
## Experienced safety issue with a product

Yes, but you did not complain about it to anyone

2%



8%

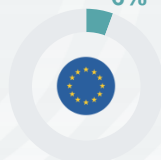


Yes, and you complained to the relevant business (seller, producer, etc.)

4%

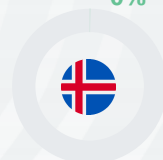


6%

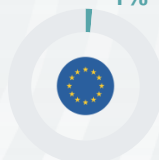


Yes, and you complained to the authorities

0%



1%





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Iceland

EU 27 average

EU 27 range

Change since 2022

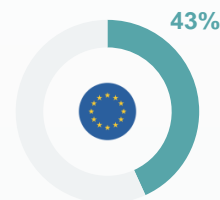
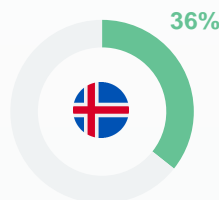
## Sustainable consumer experience and reparability



### Environmental influence

Yes total

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

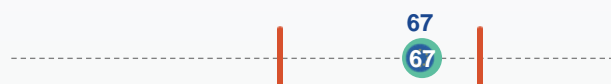


### Barriers to sustainable consumption \*

Yes total

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

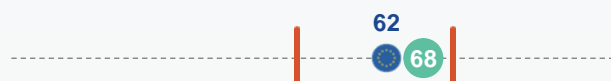
Sustainable products and services are more expensive



Confusion about which products and services are truly environmentally friendly



Information about environmental claims is not always trustworthy



Concerns about the quality of sustainable products and services



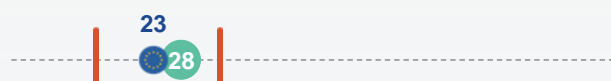
Limited availability and choice of sustainable products and services



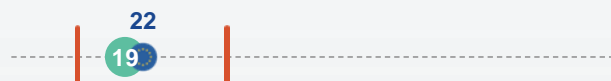
You find it hard to change your habits



You are not personally affected by climate change or scarcity of resources

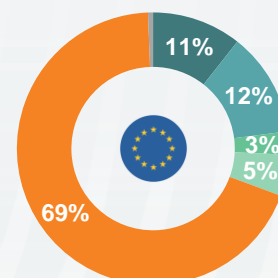
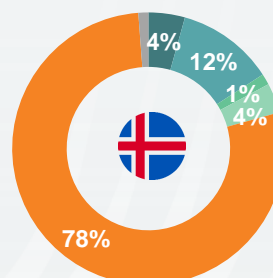


Sustainable products and services often have longer delivery time



### 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



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## Online consumer experience



### Online purchasing

Have purchased online from a retailer or service provider located in your country



Have purchased online from a retailer or service provider located in an/other EU country

Have purchased online from a retailer or service provider located outside the EU

Have not made any online purchases

Have purchased online from a retailer or service provider but do not know where the retailer or service provider is located



### 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

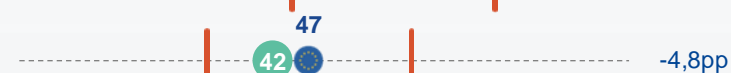
Have experienced consumer reviews that do not appear genuine



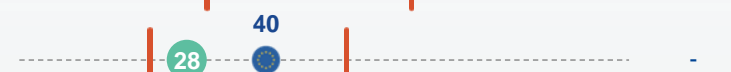
Have experienced price discounts that seem too large to be genuine



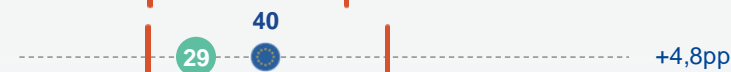
Have experienced social media 'influencers' who appear to have been paid to promote certain product but do not say this clearly



Have experienced confusing, misleading or biased display of information that influenced or distorted your decision making \*



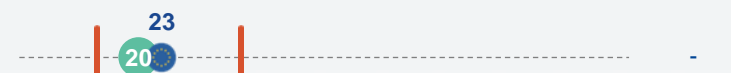
Have experienced prices that differ from those a friend or relative gets when searching for the same thing at the same time



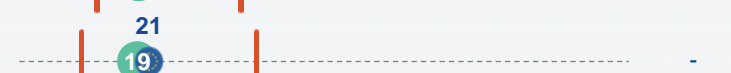
### Fraud \*

Base: All respondents

You were contacted about sending money to someone who claimed to be in financial hardship



You were contacted by someone pretending to be from a legitimate organisation, asking for personal information or money



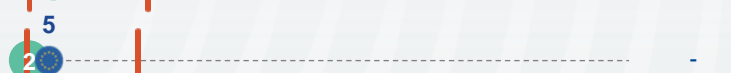
You made a purchase from an online shop, and the shop turned out to be fake



You were tricked into signing up for a recurring subscription online



You were scammed by someone using a deepfake in a phone or video call



You were convinced by an influencer to invest in a cryptocurrency or other financial scheme that turned out to be financially harmful (like a pyramid scheme)



You bought tickets online for an event, concert or travel, and the tickets turned out to be fake



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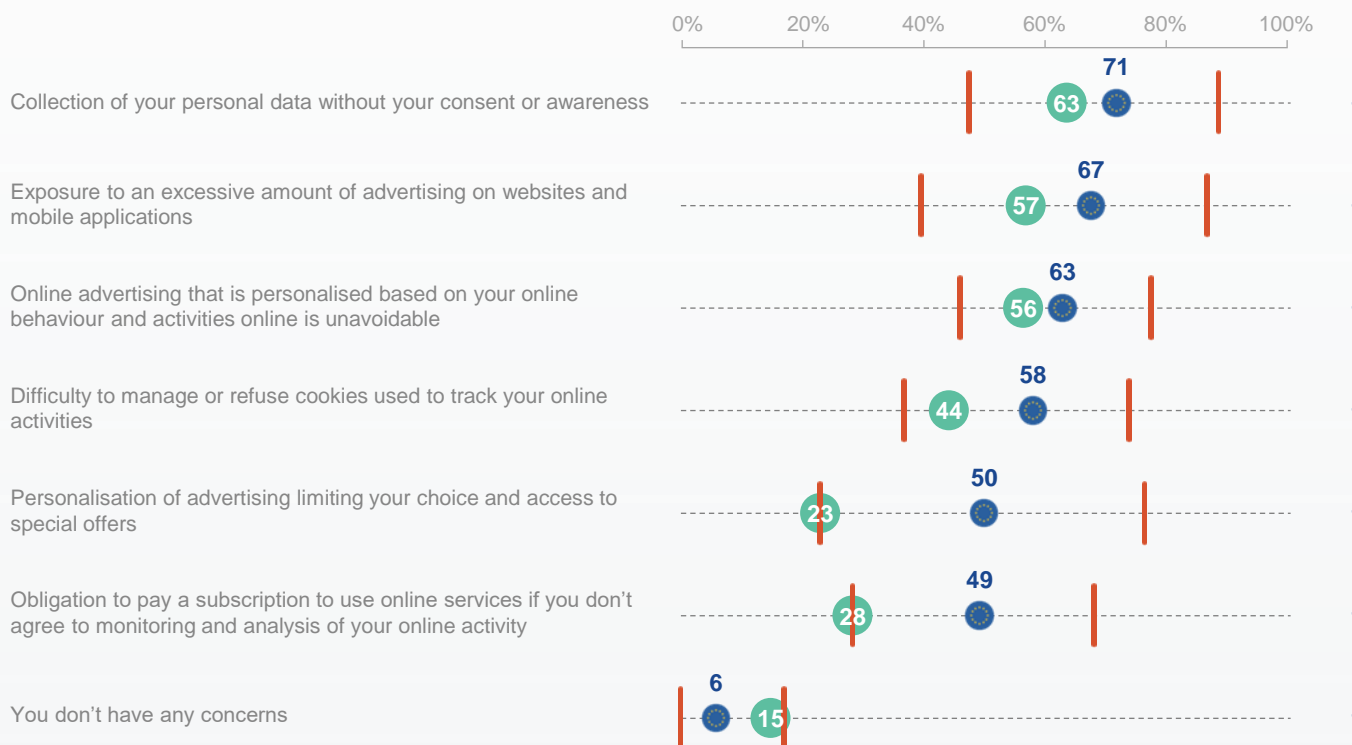
Change  
since 2022

## 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](https://commission.europa.eu/strategy-and-policy/policies/consumers/consumer-protection-policy/key-consumer-data_en)