2019 Market Monitoring Survey

The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of goods and services 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). This factsheet covers the core indicators only.

MARKETS COVERED

- **Household appliances**
- **Electronic products**
- **Products for children**
- **Cosmetics**
- **House and garden maintenance products**
- **Furniture and furnishings**
- **Airline services**
- **Holiday accommodation**
- **Loans, credit and credit cards**

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.

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

The MMS contains seven core indicators: trust in markets; ratings of purchasing experiences; ease of comparing products/services; experience of problems giving cause for complaint; experience of detriment; complaining; and satisfaction with complaint outcomes.

In Italy, levels of trust in the nine markets covered range from a high of 94% for the electronic products market, to a low of 78% for the loans, credit and credit cards market. In general the results are higher than the comparable EU27 averages.

Between 92% and 98% of consumers in Italy report positive experiences of purchasing goods or services in the nine markets. Between 69% (products for children) and 84% (electronic products) find it easy to compare the offers of different retailers/providers/operators.

Between 2% and 9% of consumers in Italy have experienced a problem in the nine markets that they feel gave cause for complaint – compared with 3%-13% across the EU27 as a whole. Of this group, between 5% and 40% have experienced financial loss as a result of the problem, while between 54% and 92% have experienced other, non-financial impacts, such as a loss of time, anger, frustration, stress or anxiety.

Of all those who have experienced problems in Italy, between 61% (in the case of the holiday accommodation market) and 100% (in the case of the furniture and furnishings market) went on to make a complaint.

How much do you trust the providers/retailers/operators overall?

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

Household appliances

	IT	EU27
A great deal / A fair amount	91%	84%
Not very much / Not at all	9%	15%
Very positive / Mostly positive	98%	95%
Mostly negative / Very negative	2%	5%

Electronic products

	IT	EU27
A great deal / A fair amount	94%	82%
Not very much / Not at all	6%	17%
Very positive / Mostly positive	98%	94%
Mostly negative / Very negative	2%	5%

Products for children

	IT	EU27
A great deal / A fair amount	87%	80%
Not very much / Not at all	12%	18%
Very positive / Mostly positive	96%	94%
Mostly negative / Very negative	4%	4%

Cosmetics

	IT	EU27
A great deal / A fair amount	82%	77%
Not very much / Not at all	15%	21%
Very positive / Mostly positive	95%	93%
Mostly negative / Very negative	4%	5%

House and garden maintenance Products

	IT	EU27
A great deal / A fair amount	87%	84%
Not very much / Not at all	12%	14%
Very positive / Mostly positive	95%	95%
Mostly negative / Very negative	5%	4%

Furniture and furnishings

	IT	EU27
A great deal / A fair amount	90%	84%
Not very much / Not at all	9%	14%
Very positive / Mostly positive	94%	94%
Mostly negative / Very negative	5%	5%

Airline services

	IT	EU27
A great deal / A fair amount	92%	85%
Not very much / Not at all	7%	14%
Very positive / Mostly positive	96%	94%
Mostly negative / Very negative	3%	5%

Holiday accommodation

	IT	EU27
A great deal / A fair amount	90%	85%
Not very much / Not at all	10%	14%
Very positive / Mostly positive	97%	96%
Mostly negative / Very negative	3%	3%

Loans, credit and credit cards

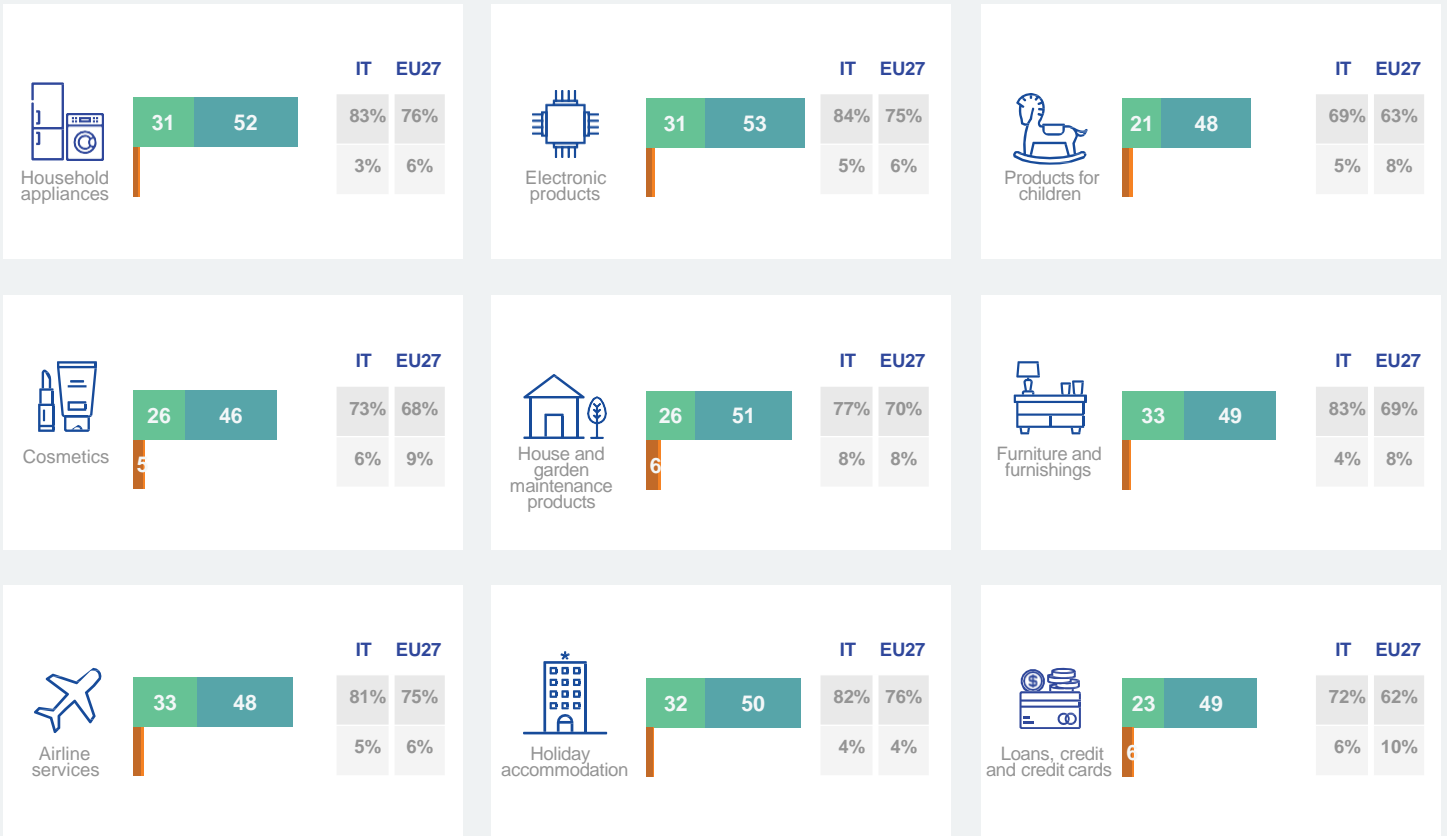|	IT	EU27
A great deal / A fair amount	78%	73%
Not very much / Not at all	22%	26%
Very positive / Mostly positive	92%	91%
Mostly negative / Very negative	8%	7%

How easy or difficult was it to compare the services or products of different providers / retailers / operators?
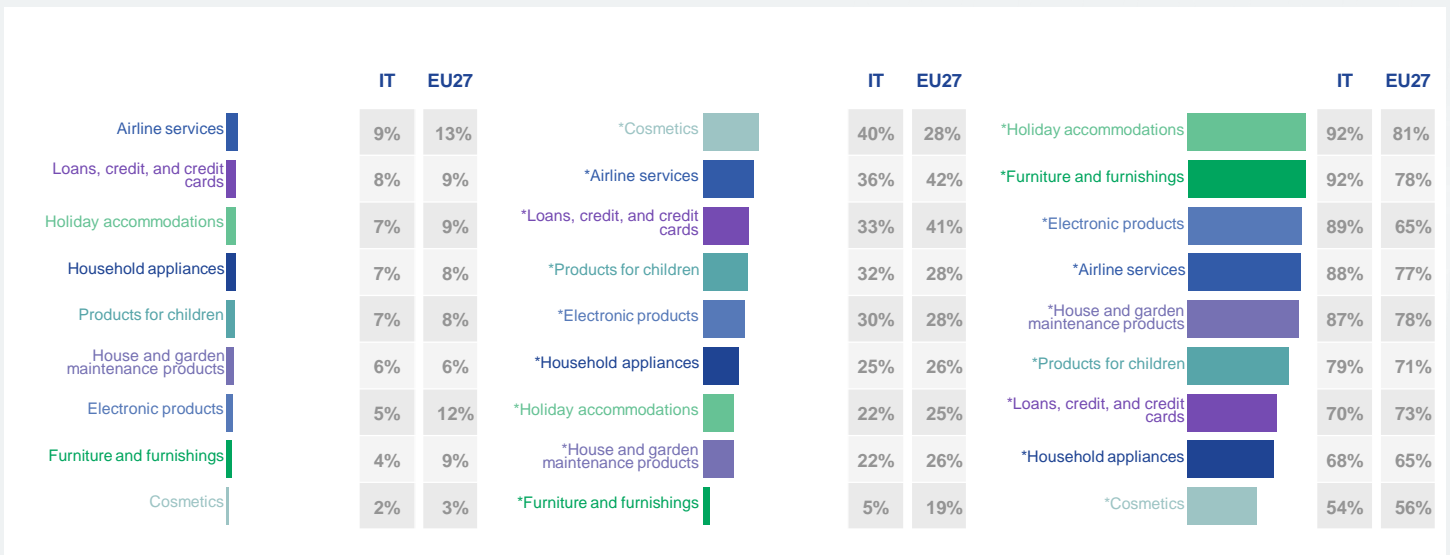
Very easy	Fairly easy	Fairly difficult	Very difficult

Household appliances

	IT	EU27
31	52	
	83%	76%
	3%	6%

Electronic products

	IT	EU27
31	53	
	84%	75%
	5%	6%

Products for children

	IT	EU27
21	48	
	69%	63%
	5%	8%

Cosmetics

	IT	EU27
26	46	
	73%	68%
5	6%	9%

House and garden maintenance products

	IT	EU27
26	51	
	77%	70%
6	8%	8%

Furniture and furnishings

	IT	EU27
33	49	
	83%	69%
	4%	8%

Airline services

	IT	EU27
33	48	
	81%	75%
	5%	6%

Holiday accommodation

	IT	EU27
32	50	
	82%	76%
	4%	4%

Loans, credit and credit cards

	IT	EU27
23	49	
	72%	62%
6	6%	10%

Base: Adults (aged 18+)
Data label not shown <5%

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

	IT	EU27
Airline services	9%	13%
Loans, credit, and credit cards	8%	9%
Holiday accommodations	7%	9%
Household appliances	7%	8%
Products for children	7%	8%
House and garden maintenance products	6%	6%
Electronic products	5%	12%
Furniture and furnishings	4%	9%
Cosmetics	2%	3%

Did you personally experience financial loss? (% yes)

	IT	EU27
*Cosmetics	40%	28%
*Airline services	36%	42%
*Loans, credit, and credit cards	33%	41%
*Products for children	32%	28%
*Electronic products	30%	28%
*Household appliances	25%	26%
*Holiday accommodations	22%	25%
*House and garden maintenance products	22%	26%
*Furniture and furnishings	5%	19%

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

	IT	EU27
*Holiday accommodations	92%	81%
*Furniture and furnishings	92%	78%
*Electronic products	89%	65%
*Airline services	88%	77%
*House and garden maintenance products	87%	78%
*Products for children	79%	71%
*Loans, credit, and credit cards	70%	73%
*Household appliances	68%	65%
*Cosmetics	54%	56%

Base: Adults (aged 18+)
*Base size < 50

Base: Adults (aged 18+) who experienced a problem

Thinking about the most recent problem, did you make a complaint? (% yes)

74%
EU27: 49%
Household appliances*

71%
EU27: 49%
Electronic products*

80%
EU27: 52%
Products for children*

72%
EU27: 26%
Cosmetics*

72%
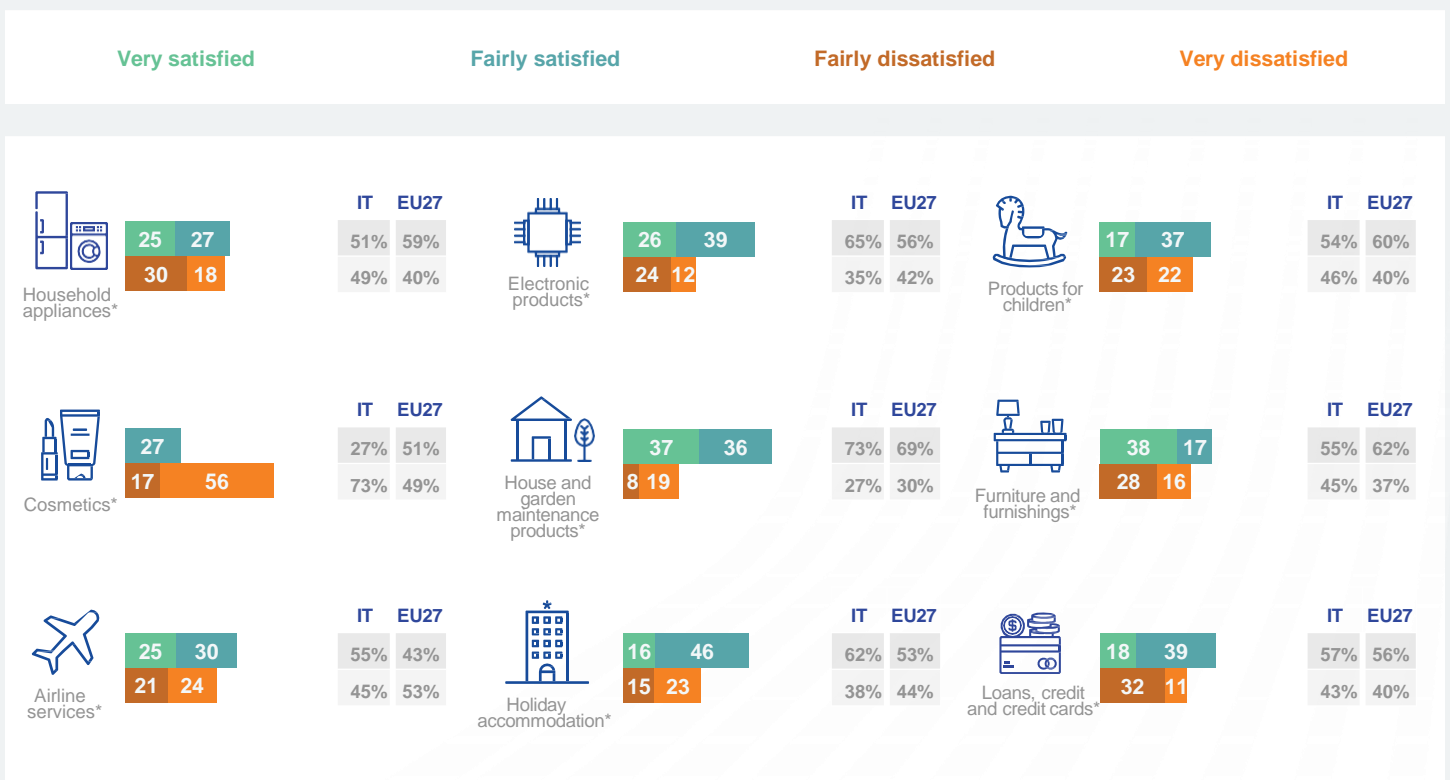EU27: 50%
House and garden maintenance products*

100%
EU27: 60%
Furniture and furnishings*

78%
EU27: 57%
Airline services*

61%
EU27: 55%
Holiday accommodation*

78%
EU27: 54%
Loan, credit and credit cards*
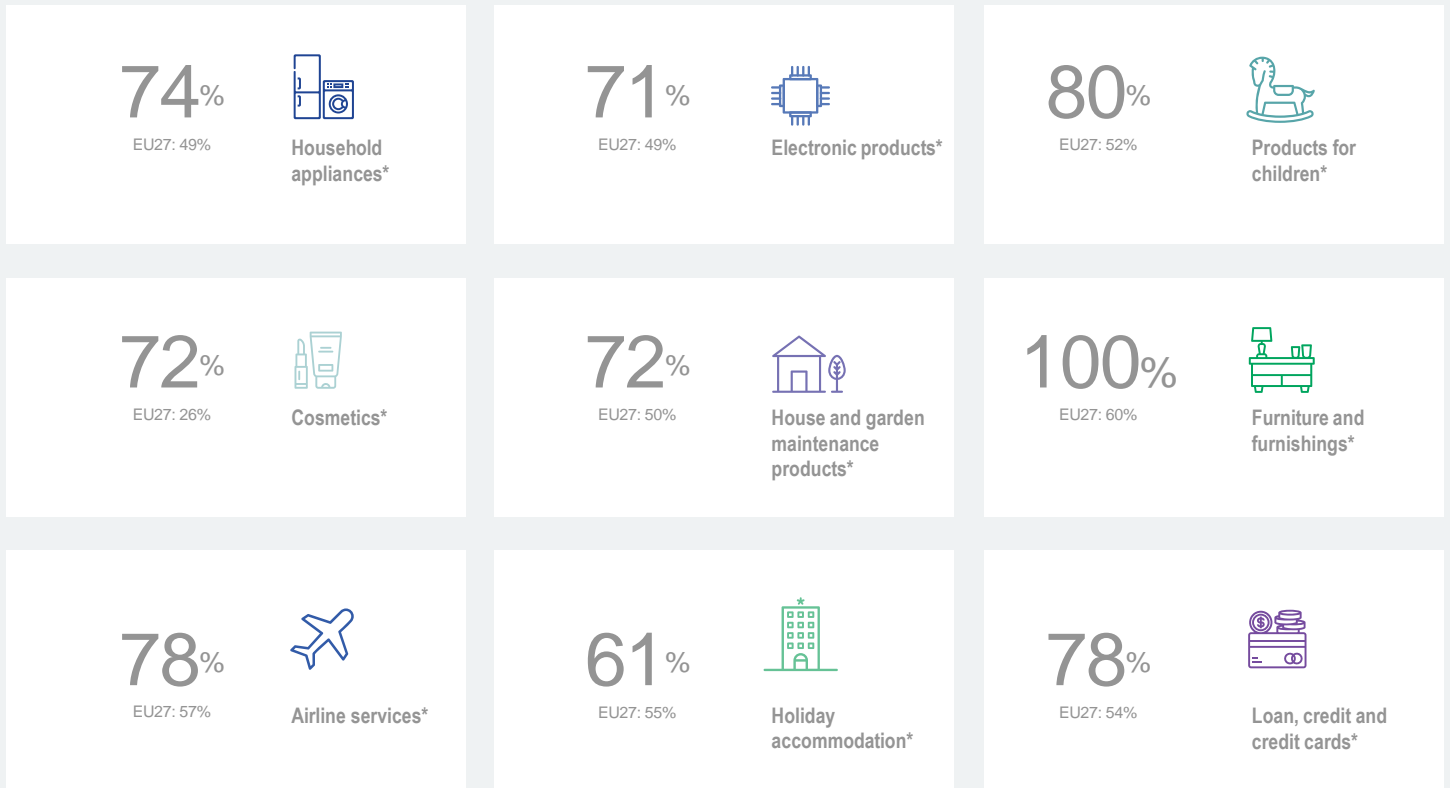
Base: Adults (aged 18+) who experienced a problem
*Base size <50

How satisfied were you with the complaint outcome?

Very satisfied **Fairly satisfied** **Fairly dissatisfied** **Very dissatisfied**

Household appliances*
	Very satisfied	Fairly satisfied	Fairly dissatisfied	Very dissatisfied
	25	27		
	30	18		

	IT	EU27
	51%	59%
	49%	40%

Electronic products*
26	39
24	12

	IT	EU27
	65%	56%
	35%	42%

Products for children*
17	37
23	22

	IT	EU27
	54%	60%
	46%	40%

Cosmetics*
27	
17	56

	IT	EU27
	27%	51%
	73%	49%

House and garden maintenance products*
37	36
8	19

	IT	EU27
	73%	69%
	27%	30%

Furniture and furnishings*
38	17
28	16

	IT	EU27
	55%	62%
	45%	37%

Airline services*
25	30
21	24

	IT	EU27
	55%	43%
	45%	53%

Holiday accommodation*
16	46
15	23

	IT	EU27
	62%	53%
	38%	44%

Loans, credit and credit cards*
18	39
32	11

	IT	EU27
	57%	56%
	43%	40%

Base: Adults (18+) who made a complaint
Data labels <5% not shown
*Base size < 50