

CONSUMER CONDITIONS SURVEY: Consumers at home in the single market 2025 edition





INTERPRETING THE DATA AND CHARTS

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. These topics form the standard survey element of the consumer conditions survey.

The survey was conducted by telephone among representative samples of the general public aged 18 and older in each of the 27 European Union Member States (EU27), as well as Iceland and Norway. The sample size is 1,000 per country except in Luxembourg, Malta, Cyprus and Iceland where the sample size is 500. Fieldwork for the latest edition of the Consumer Conditions Standard survey took place between 4 November and 30 November 2024.

This slide deck presents the full results from the latest edition of these surveys. Each section begins with an overview slide showing the EU27 results, followed by a slide indicating the results amongst sociodemographic groups (these are not shown when sample sizes are small), a slide that highlights country differences (EU27, Iceland and Norway) and, where available, trend data from 2022. Maps are used for key indicators.

Trends are not shown for new questions and questions that were subsequently reformulated and are not comparable to 2022. For questions introduced in 2022 the trend is shown in comparison to that year.

This slide deck also 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. The figures for differences between sociodemographic groups are not shown when the incidence is below 15%. All such questions are indicated by the inclusion of the sign *.

The results from the latest edition are presented in terms of absolute percentages. The difference between years is shown in percentage points (pp).

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. For multiple answer questions, the “Yes total” score may be different to the sum of the two or more “Yes” statements. In cases where a respondent has selected more than one “Yes” statement, this respondent is counted only once in the calculation of the “Yes total” score.



How strongly do you agree or disagree ... In general, retailers and service providers respect your rights as a consumer

% Agree (strongly agree + agree)

EU27 AVERAGE

70

GENDER

Male

69



Female

71



AGE

18-34 y.o.

74



35-54 y.o.

70



55-64 y.o.

70



65+ y.o.

67



EDUCATION

Less than high school

69



High school

71



Some college

70



HOUSEHOLD COMPOSITION



Single-person household

69



Married/cohabiting couple,
no children (living at home)

69



Single parent, children
living at home

68



Married/cohabiting couple,
with children living at home

72



OCCUPATION

Self-employed

68



Manager

73



Other white collar

73



Blue collar

73



Seeking a job

66



House-person and
other not in employment

71



Student

72



Retired

67



EASE OF MANAGING FINANCIALLY

Very difficult

63



Fairly difficult

64



Fairly easy

73



Very easy

74



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

71



No

66



KNOWLEDGE OF CONSUMER RIGHTS

High

71



Medium

71



Low

68





How strongly do you agree or disagree ...
In general, retailers and service providers respect your rights as a consumer
% Agree (strongly agree + agree)

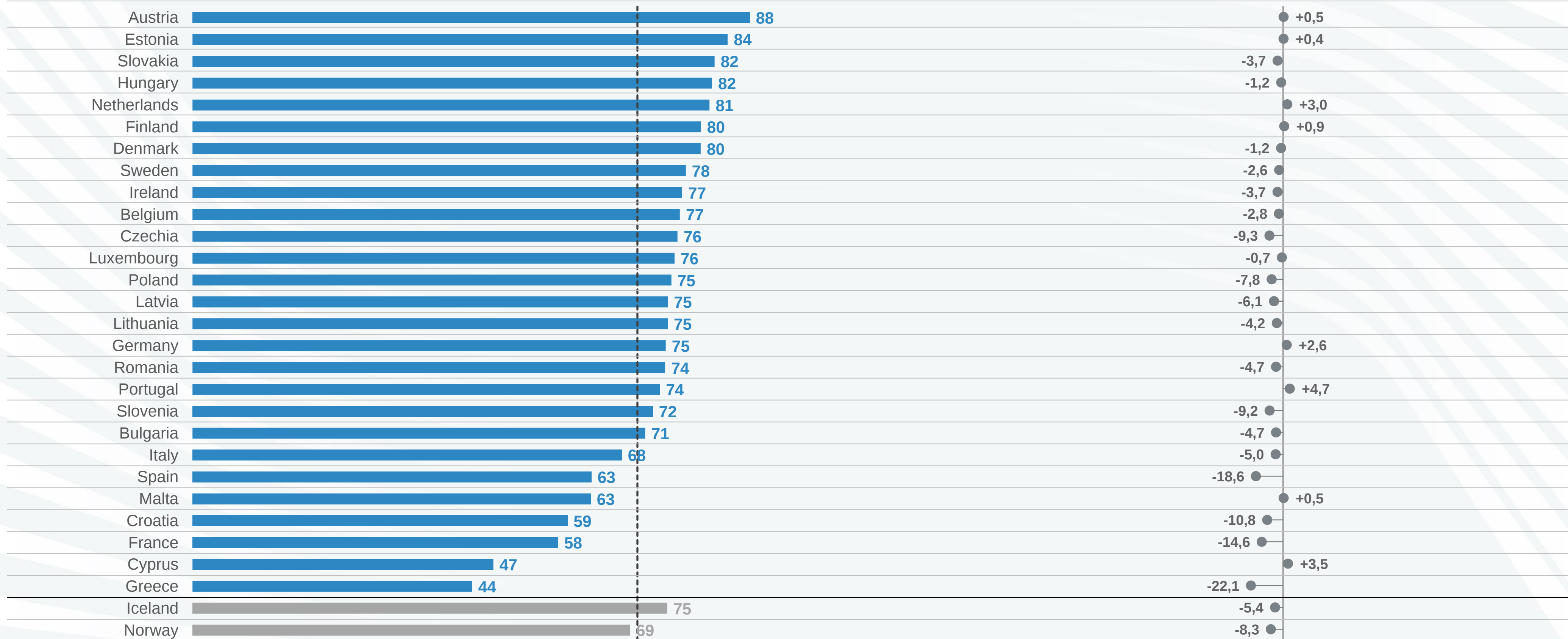
EU27 AVERAGE

2024

70

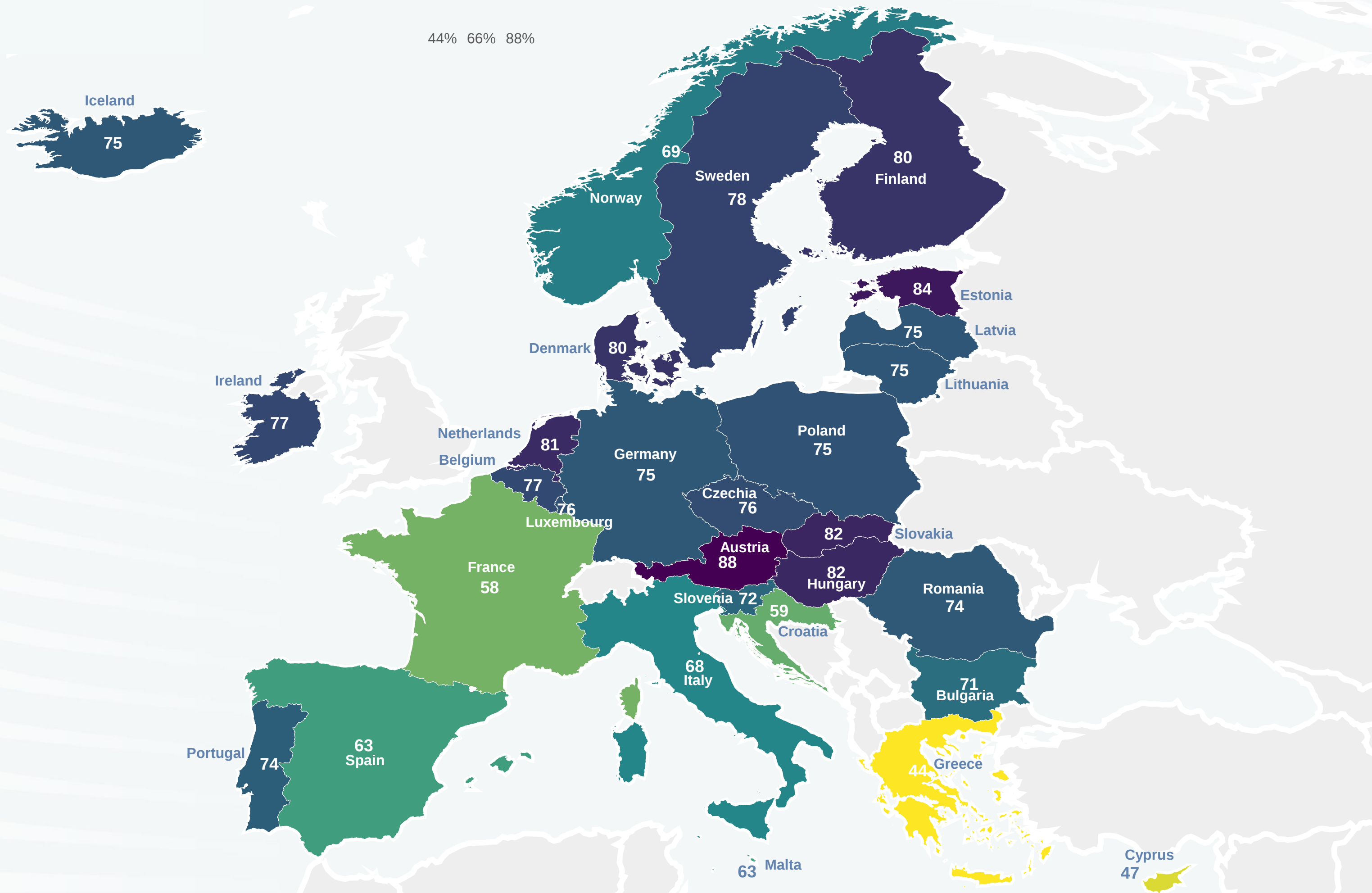
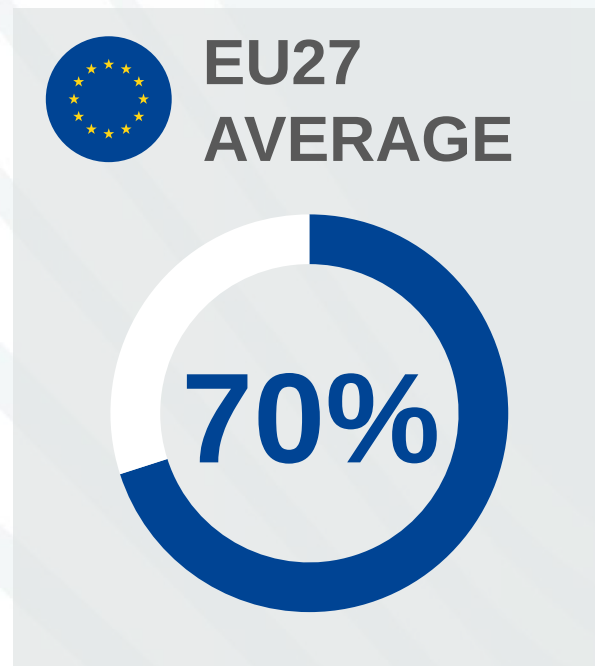
Change since 2022 (in pp)

-6,2





How strongly do you agree or disagree ...
In general, retailers and service providers respect your rights as a consumer
% Agree (strongly agree + agree)





How strongly do you agree or disagree ... You trust non-governmental consumer organisations to protect your rights as a consumer

% Agree (strongly agree + agree)

EU27 AVERAGE

63

GENDER

Male

63



Female

63



AGE

18-34 y.o.

66



35-54 y.o.

64



55-64 y.o.

61



65+ y.o.

60



EDUCATION

Less than high school

60



High school

60



Some college

66



HOUSEHOLD COMPOSITION



Single-person household

63



Married/cohabiting couple,
no children (living at home)

62



Single parent, children
living at home

62



Married/cohabiting couple,
with children living at home

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OCCUPATION

Self-employed

62



Manager

72



Other white collar

64



Blue collar

62



Seeking a job

66



House-person and
other not in employment

59



Student

67



Retired

60



EASE OF MANAGING FINANCIALLY

Very difficult

55



Fairly difficult

57



Fairly easy

65



Very easy

68



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

64



No

61



KNOWLEDGE OF CONSUMER RIGHTS

High

65



Medium

64



Low

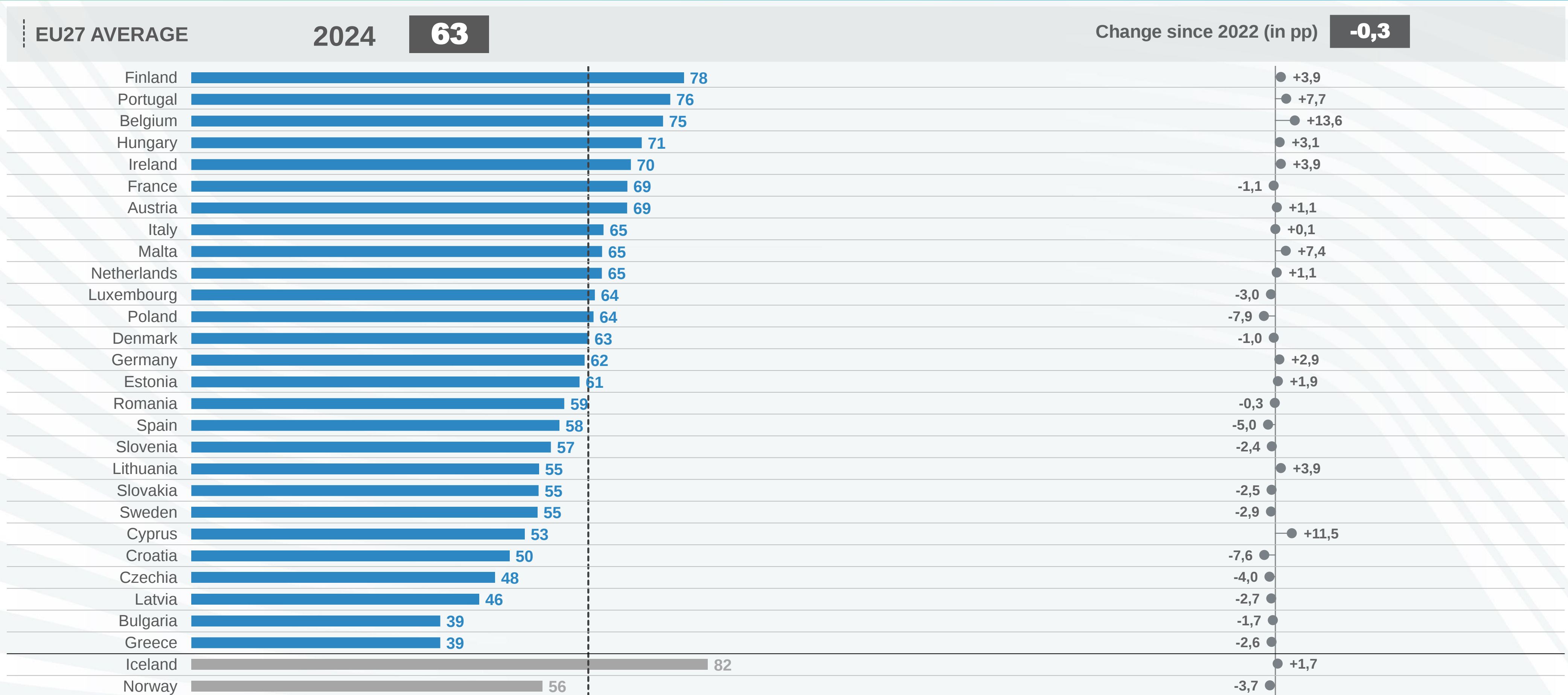
61





How strongly do you agree or disagree ... You trust non-governmental consumer organisations to protect your rights as a consumer

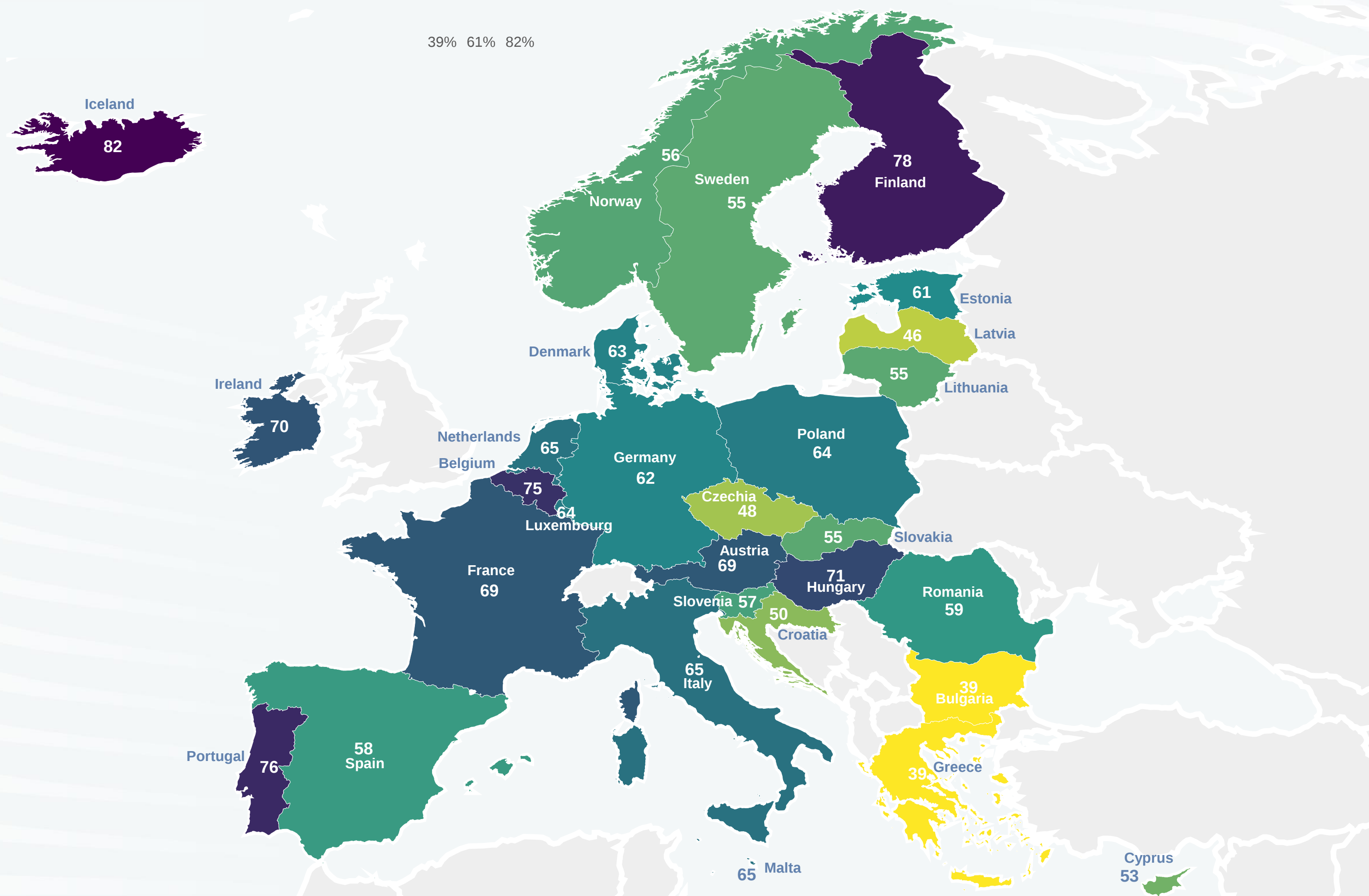
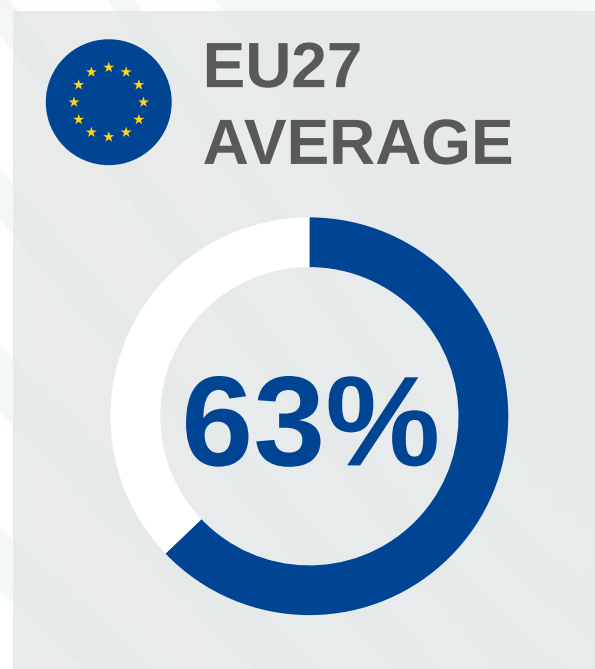
% Agree (strongly agree + agree)





How strongly do you agree or disagree ... You trust non-governmental consumer organisations to protect your rights as a consumer

% Agree (strongly agree + agree)





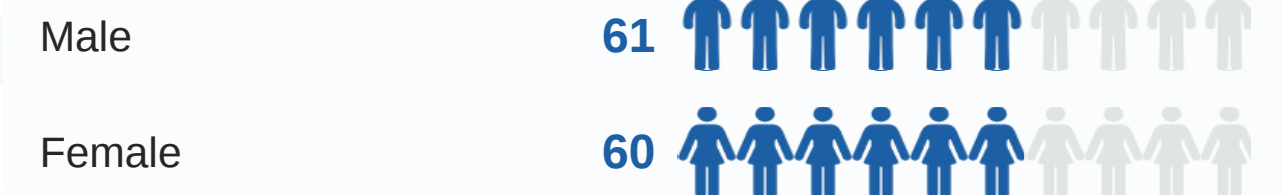
How strongly do you agree or disagree ... You trust public authorities to protect your rights as a consumer

% Agree (strongly agree + agree)

EU27 AVERAGE

61

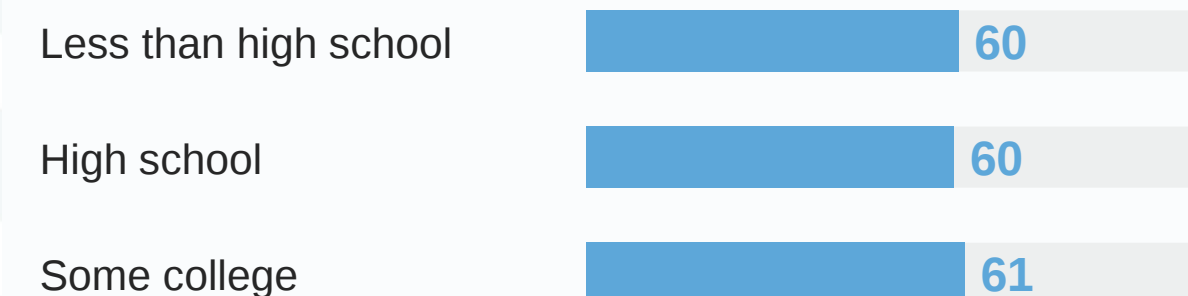
GENDER



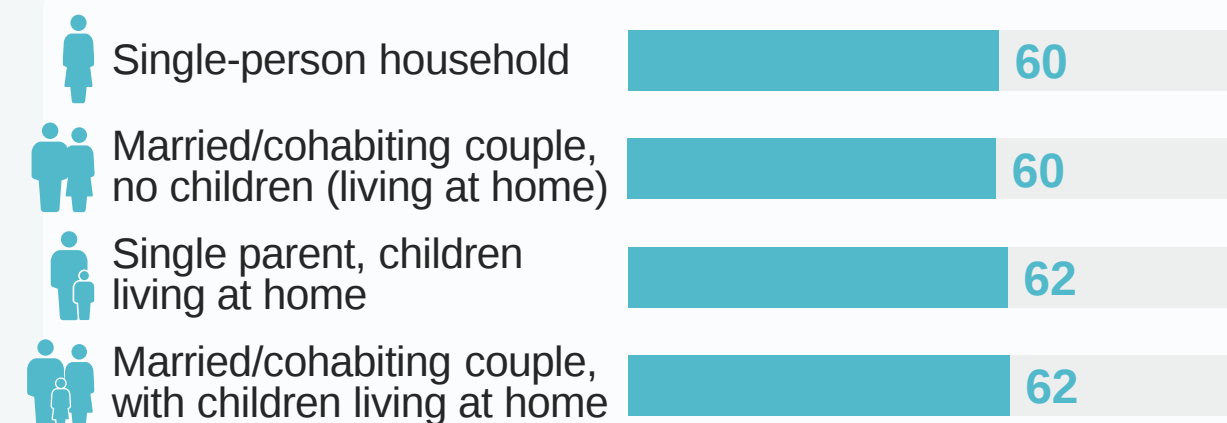
AGE



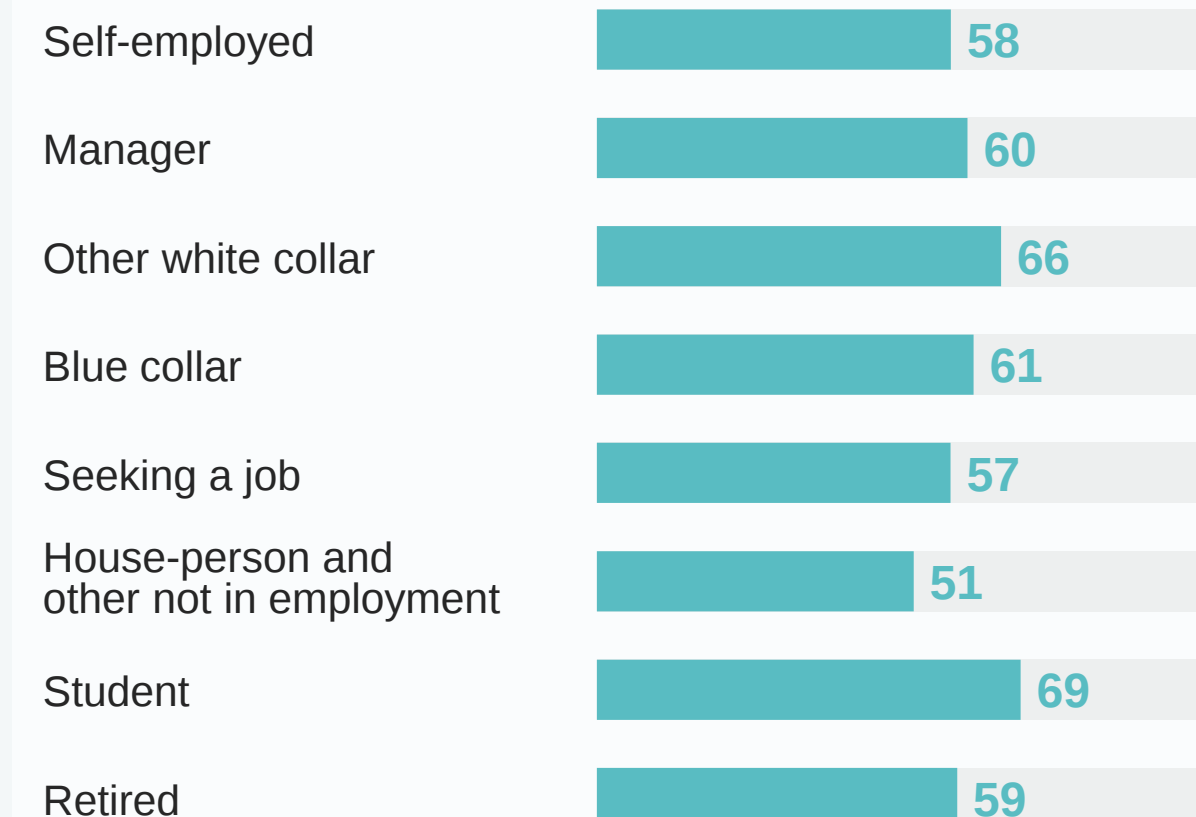
EDUCATION



HOUSEHOLD COMPOSITION



OCCUPATION



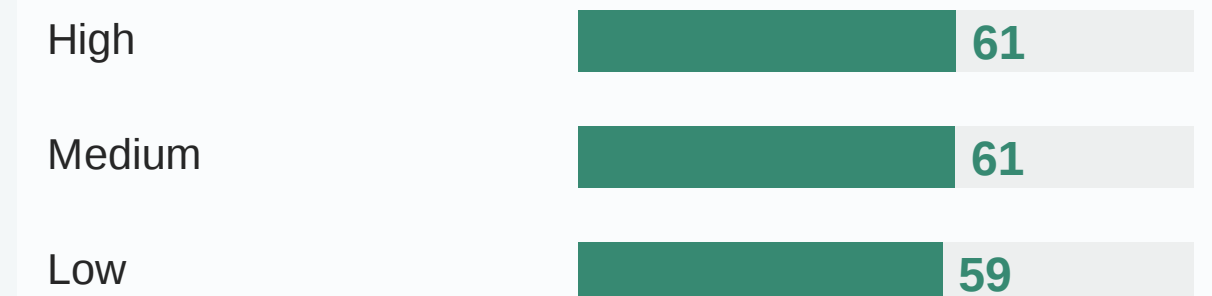
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





How strongly do you agree or disagree ... You trust public authorities to protect your rights as a consumer % Agree (strongly agree + agree)

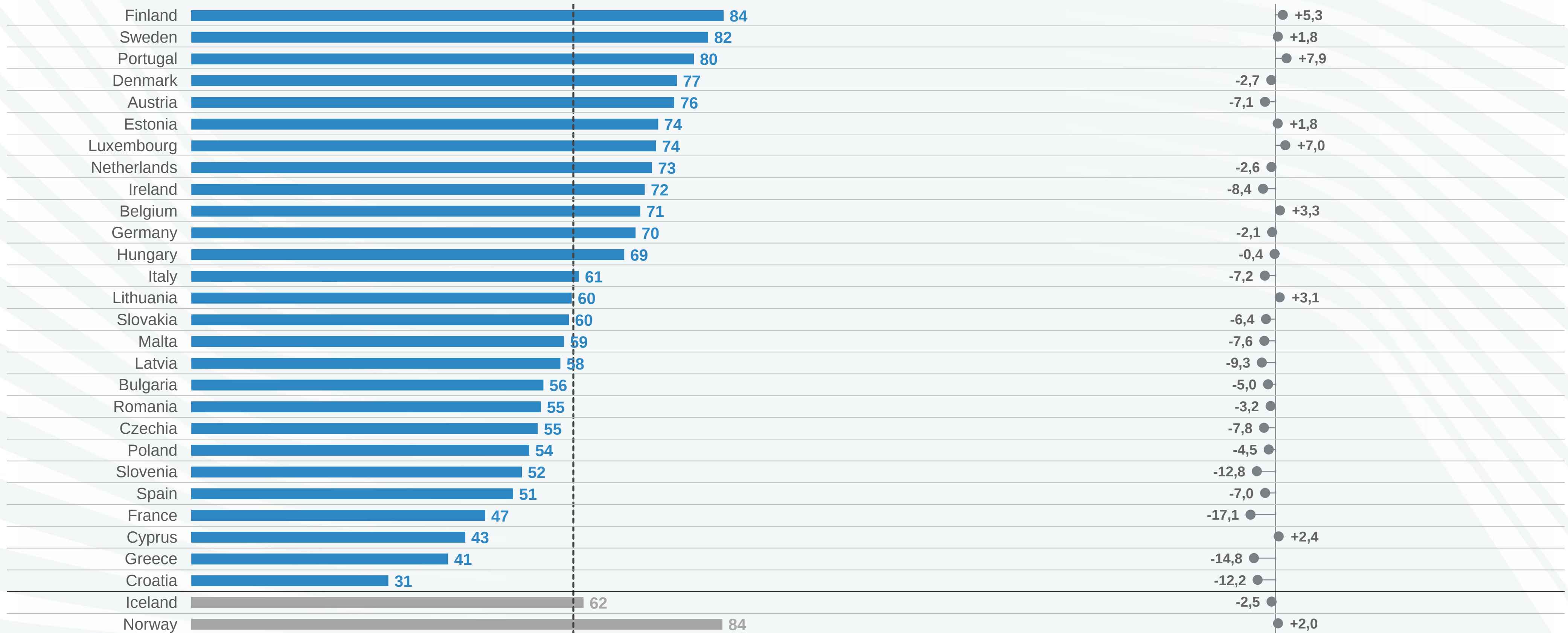
EU27 AVERAGE

2024

61

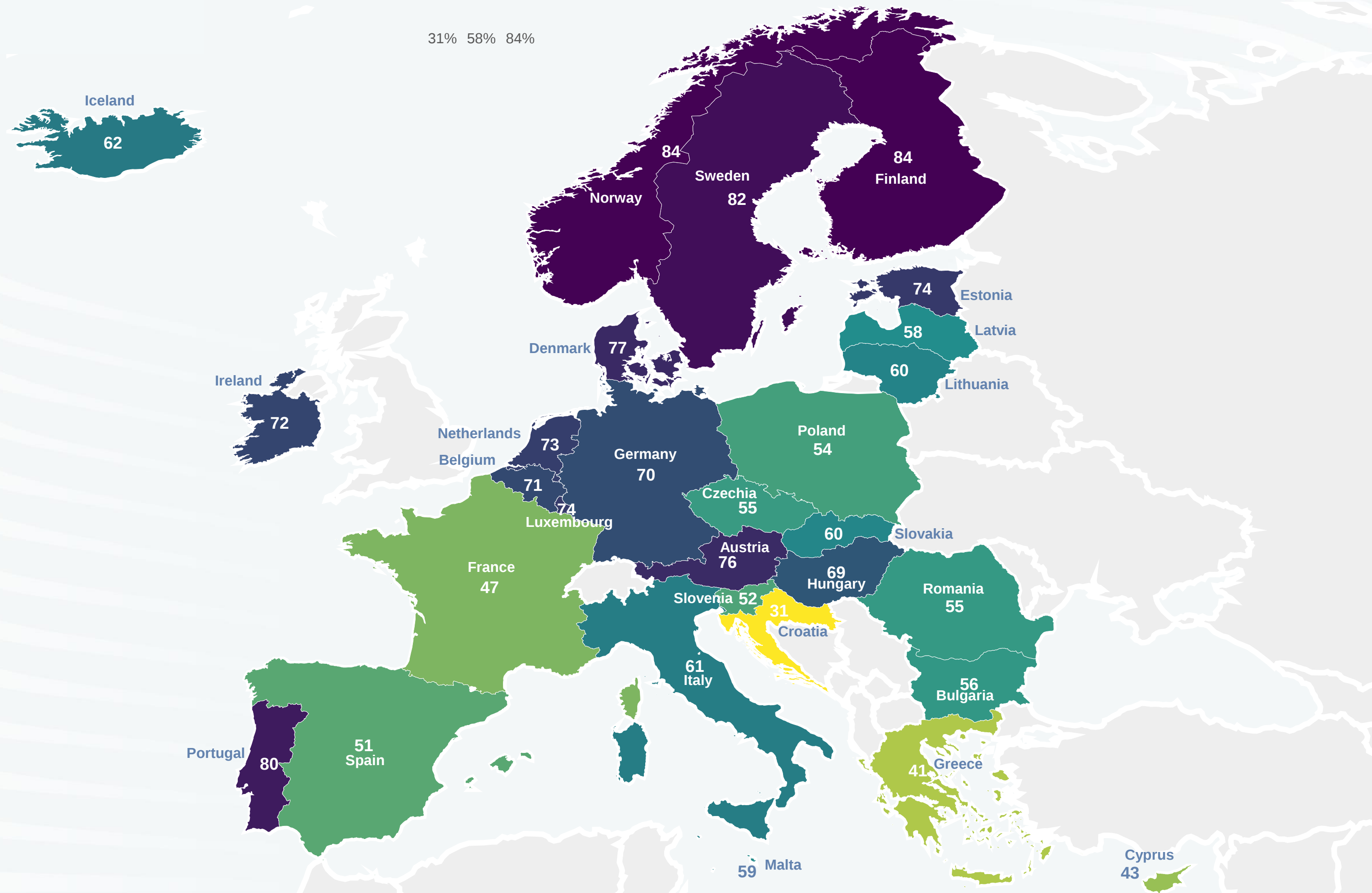
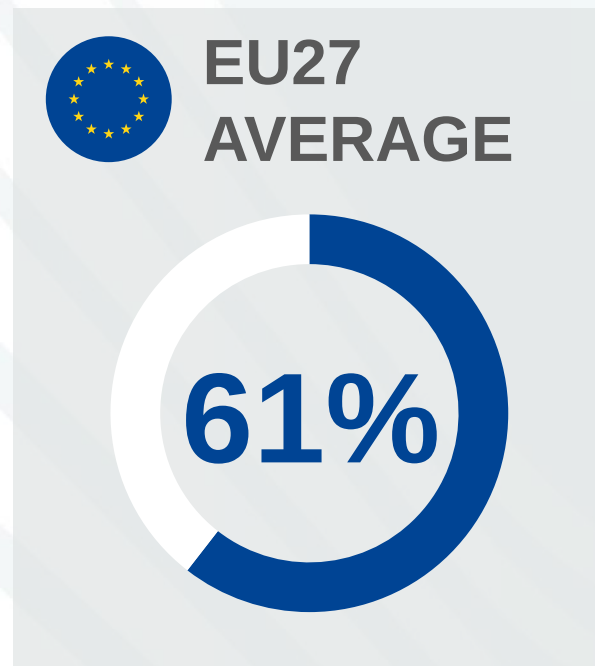
Change since 2022 (in pp)

-5,9





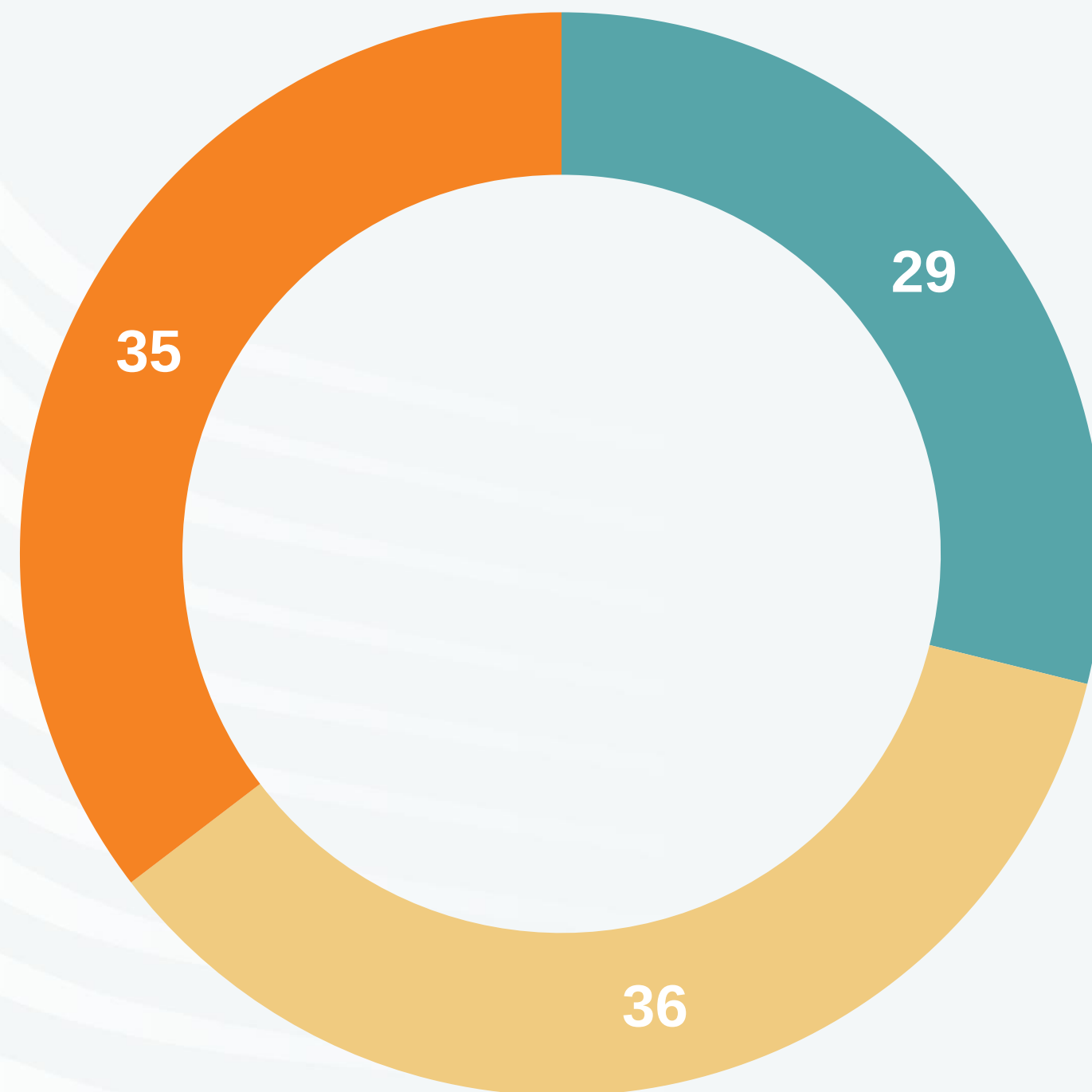
How strongly do you agree or disagree ...
You trust public authorities to protect your rights as a consumer
% Agree (strongly agree + agree)





Knowledge of consumer rights

% (level calculated based on number of correct answers to four separate knowledge-testing questions)



Based on aggregated results from four separate knowledge-testing questions concerning:

- the right to return goods bought at distance **within a cooling-off period**
- the right to a free repair or replacement should a new product **breakdown within a certain period from delivery**
- there is **no obligation to pay for or return unsolicited products**
- a contract cannot include a clause to raise the price significantly without offering the **possibility to cancel**

-  **High**
(4 or 3 questions correctly answered)
-  **Medium**
(2 questions correctly answered)
-  **Low**
(1 or no question correctly answered)



Knowledge of consumer rights

% Low

EU27 AVERAGE

35

GENDER

Male

32



Female

39



AGE

18-34 y.o.

40



35-54 y.o.

33



55-64 y.o.

33



65+ y.o.

36



EDUCATION

Less than high school

36



High school

38



Some college

33



HOUSEHOLD COMPOSITION



Single-person household

35



Married/cohabiting couple,
no children (living at home)

35



Single parent, children
living at home

41



Married/cohabiting couple,
with children living at home

33



OCCUPATION

Self-employed

34



Manager

33



Other white collar

32



Blue collar

39



Seeking a job

36



House-person and
other not in employment

36



Student

46



Retired

36



EASE OF MANAGING FINANCIALLY

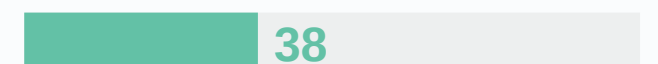
Very difficult

42



Fairly difficult

38



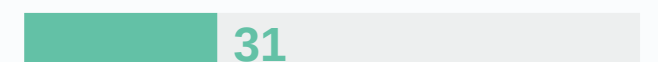
Fairly easy

35



Very easy

31



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

34



No

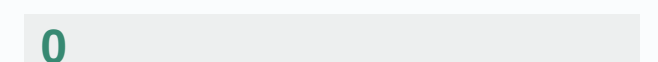
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KNOWLEDGE OF CONSUMER RIGHTS

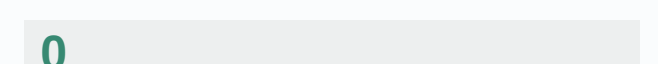
High

0



Medium

0



Low

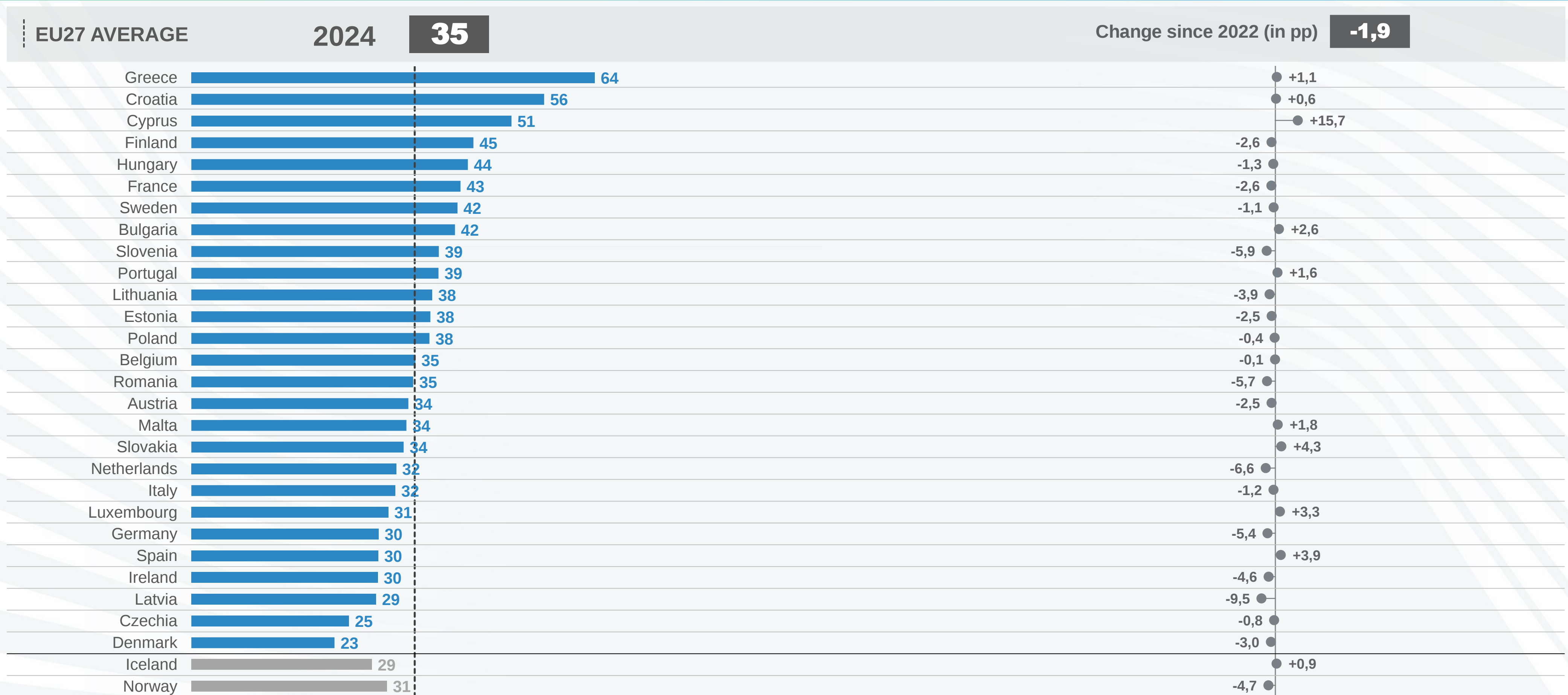
100





Knowledge of consumer rights

% Low





Knowledge of consumer rights % Medium

EU27 AVERAGE

36

GENDER



Male



Female



AGE



18-34 y.o.



35-54 y.o.



55-64 y.o.



65+ y.o.



EDUCATION



Less than high school



High school



Some college



HOUSEHOLD COMPOSITION



Single-person household



Married/cohabiting couple,
no children (living at home)



Single parent, children
living at home



Married/cohabiting couple,
with children living at home



OCCUPATION



Self-employed



Manager



Other white collar



Blue collar



Seeking a job



House-person and
other not in employment



Student



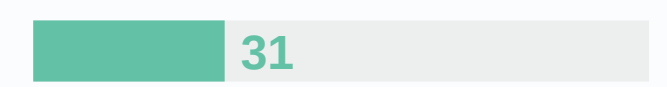
Retired



EASE OF MANAGING FINANCIALLY



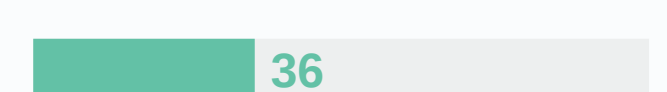
Very difficult



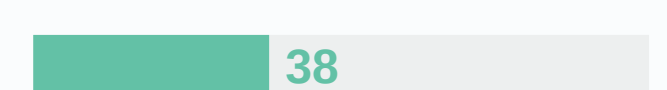
Fairly difficult



Fairly easy



Very easy



PURCHASED ONLINE IN PAST 12 MONTHS



Yes



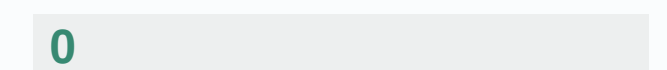
No



KNOWLEDGE OF CONSUMER RIGHTS



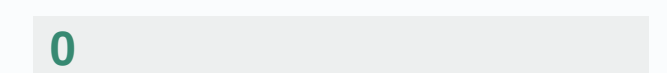
High



Medium

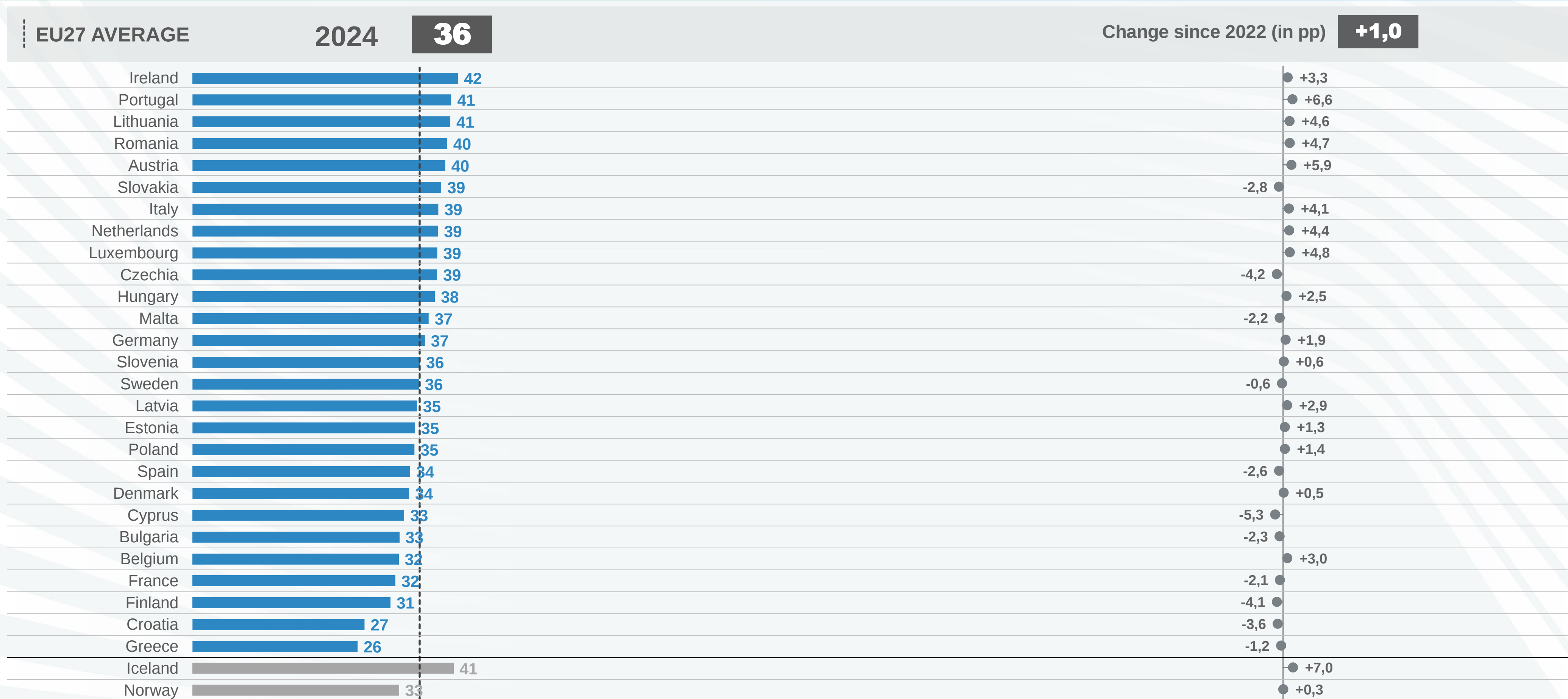


Low





Knowledge of consumer rights % Medium





Knowledge of consumer rights % High

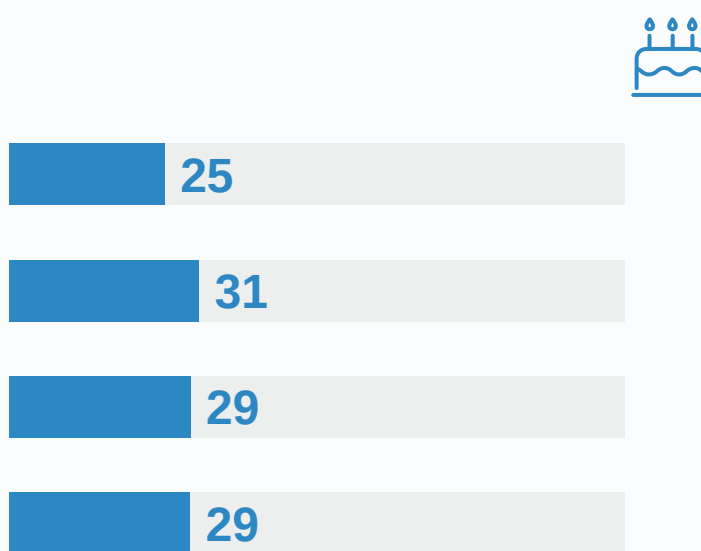
EU27 AVERAGE

29

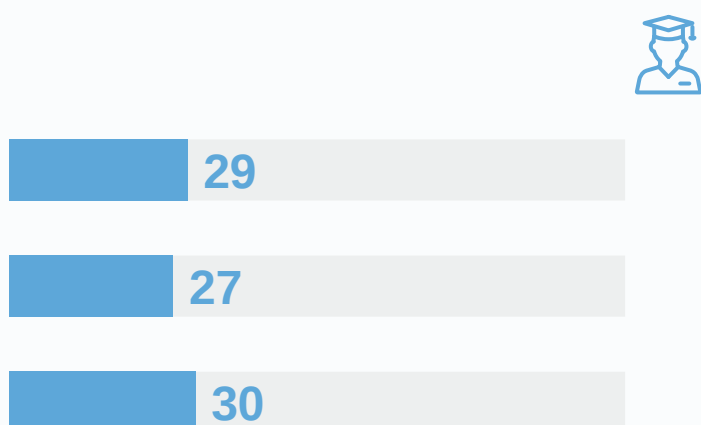
GENDER



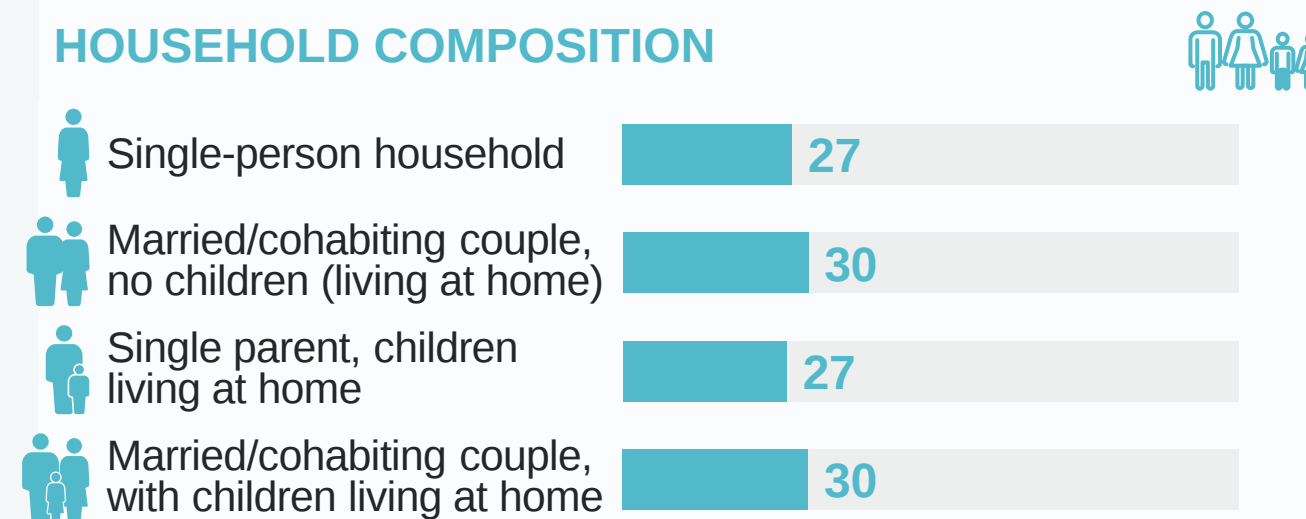
AGE



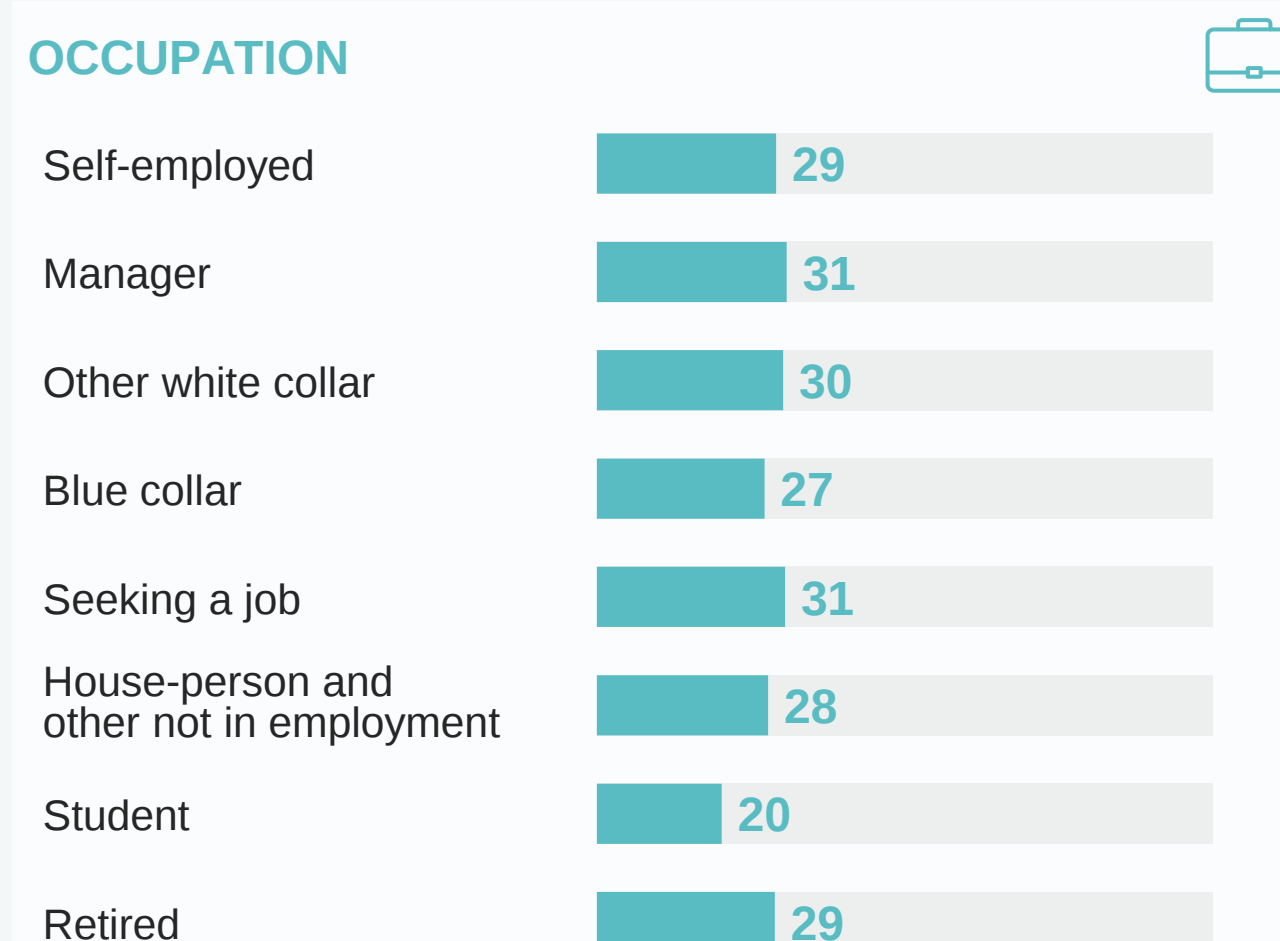
EDUCATION



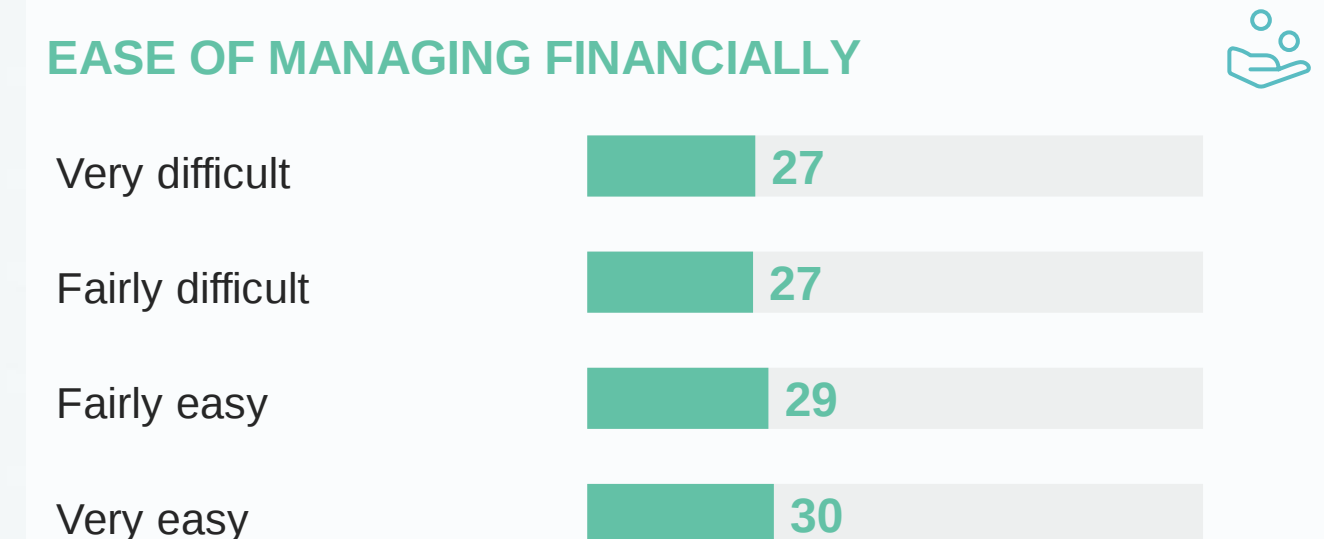
HOUSEHOLD COMPOSITION



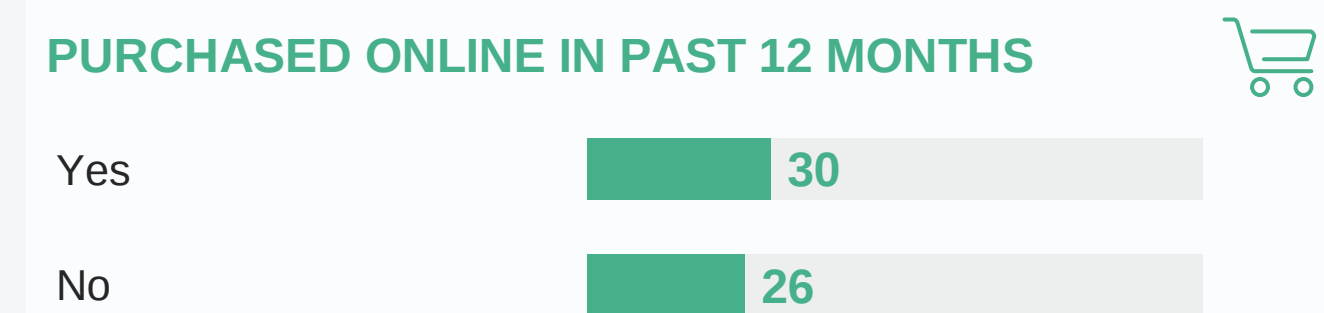
OCCUPATION



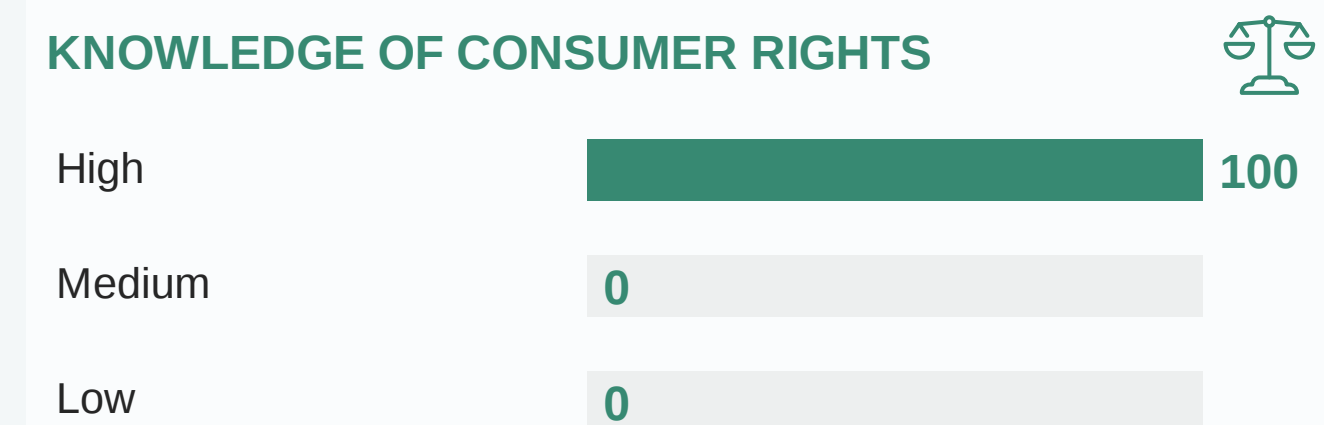
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS



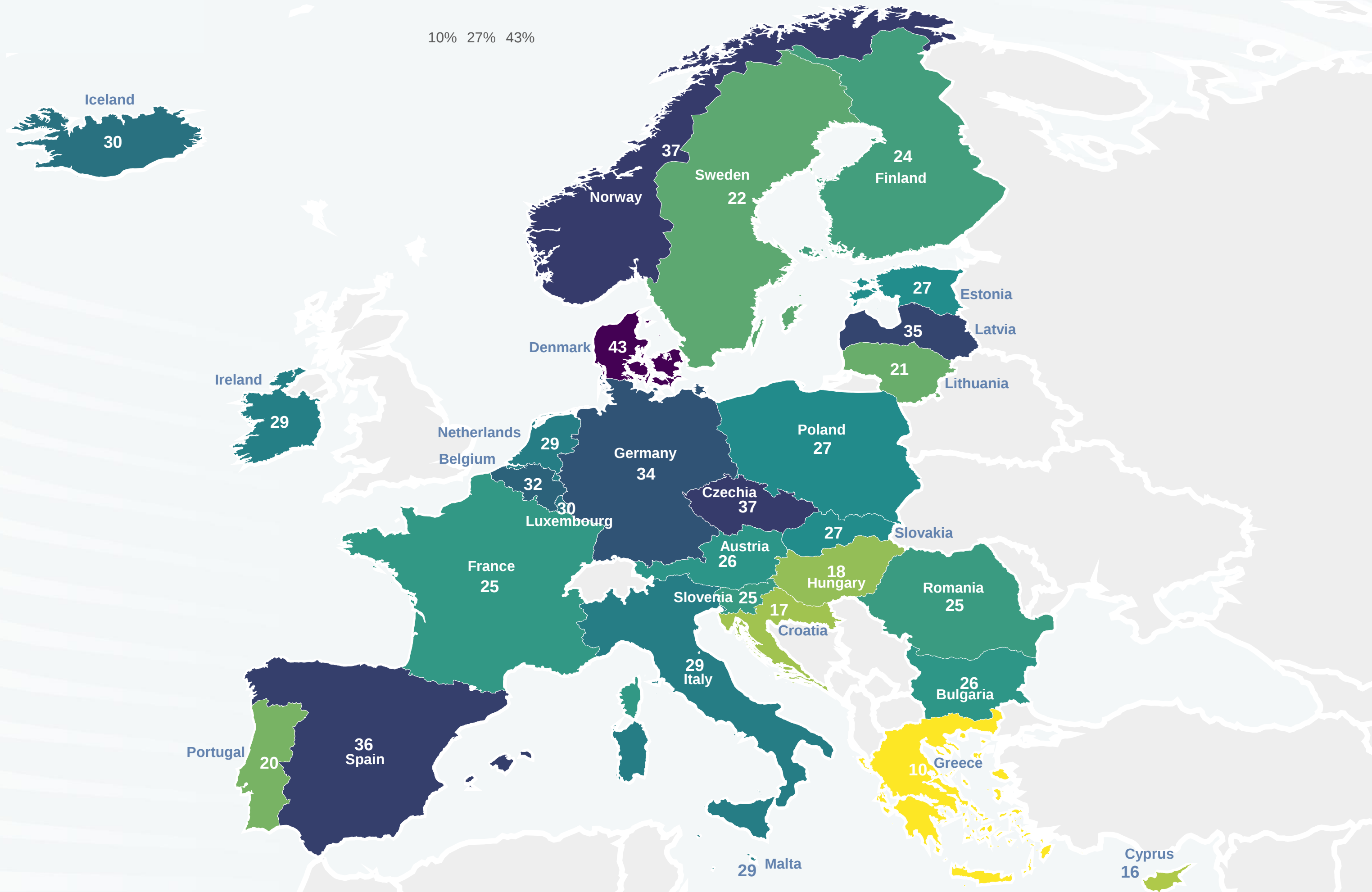
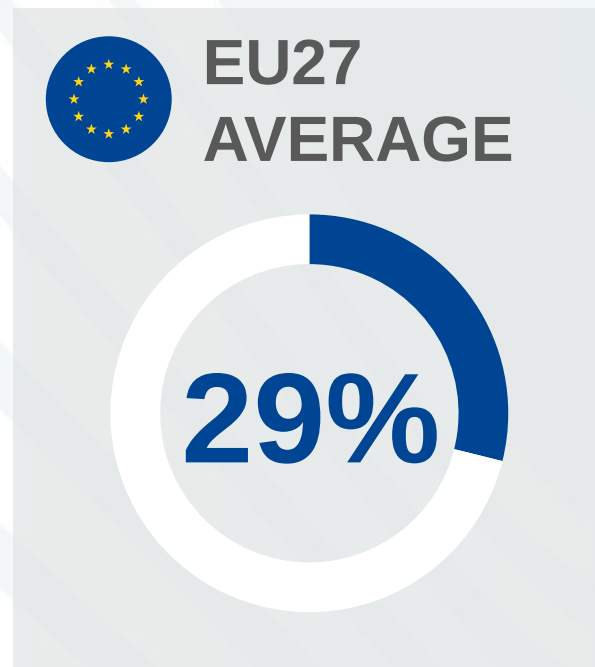


Knowledge of consumer rights % High



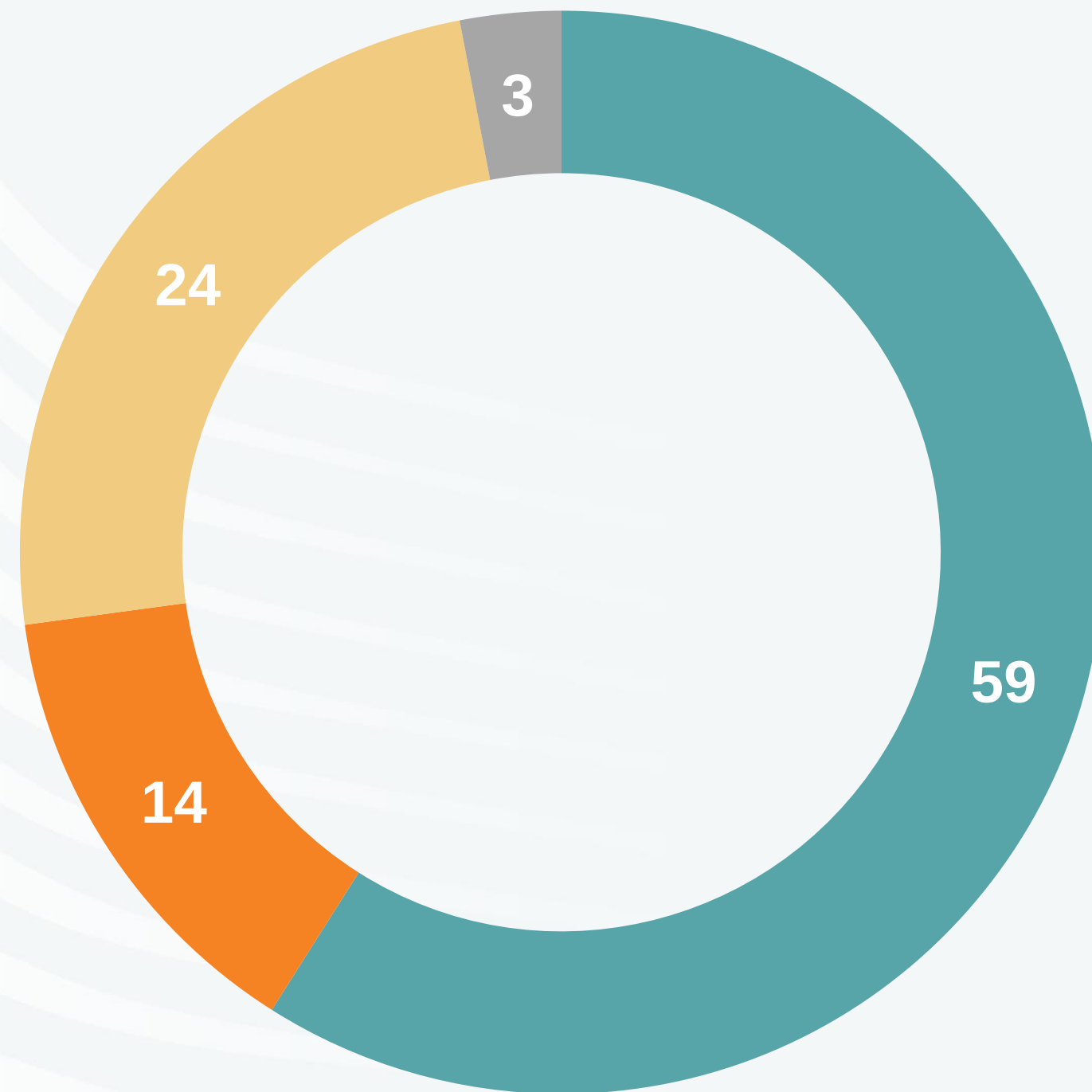


Knowledge of consumer rights % High





Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?



- Yes = correct answer
- No
- It depends on the product
- Don't know / Not applicable



Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?

% Giving the correct answer (Yes)

EU27 AVERAGE

59

GENDER

Male

61



Female

57



AGE

18-34 y.o.

56

35-54 y.o.

63

55-64 y.o.

60

65+ y.o.

56



EDUCATION

Less than high school

52

High school

56

Some college

63



HOUSEHOLD COMPOSITION



Single-person household

57



Married/cohabiting couple, no children (living at home)

59



Single parent, children living at home

54



Married/cohabiting couple, with children living at home

63



OCCUPATION

Self-employed

58

Manager

67

Other white collar

63

Blue collar

62

Seeking a job

61

House-person and other not in employment

54

Student

49

Retired

55



EASE OF MANAGING FINANCIALLY

Very difficult

54

Fairly difficult

56

Fairly easy

60

Very easy

62



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

62

No

49



KNOWLEDGE OF CONSUMER RIGHTS

High

91

Medium

65

Low

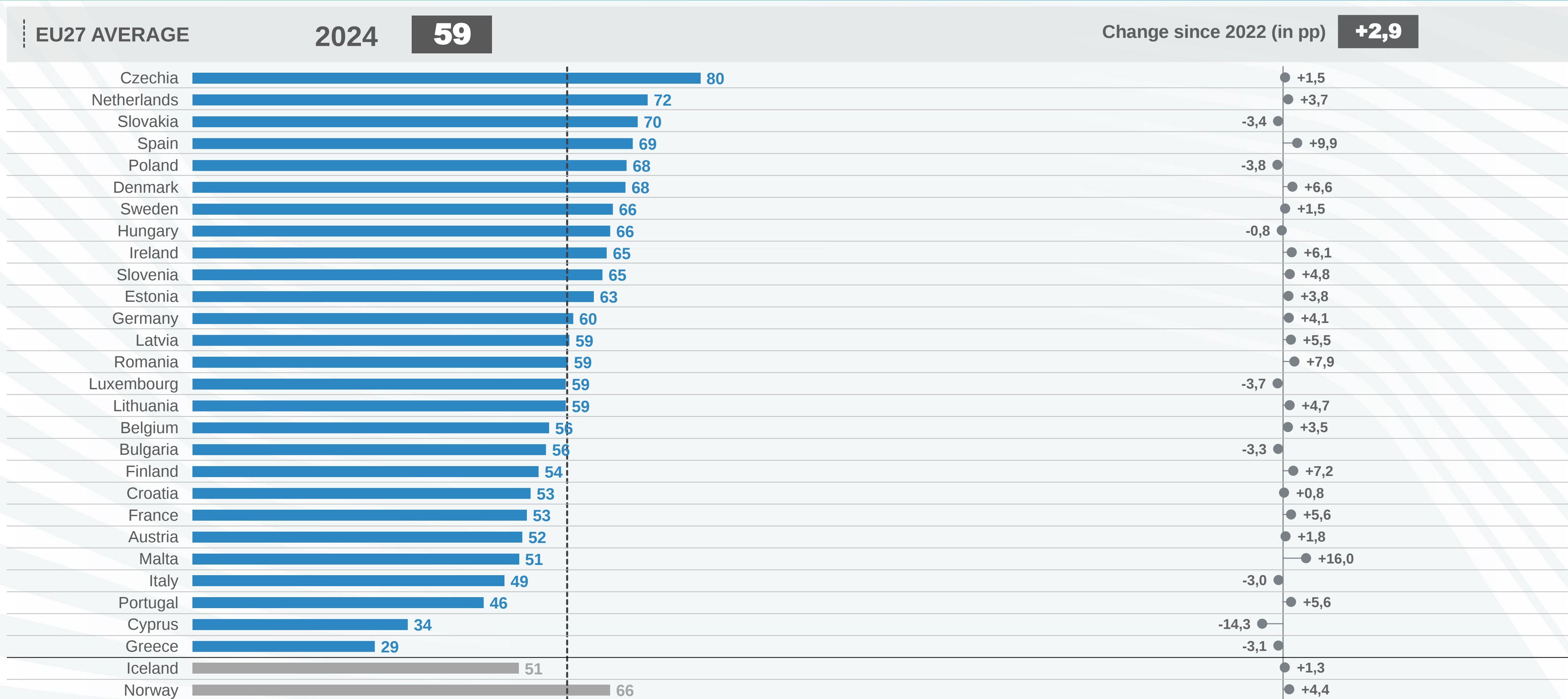
27





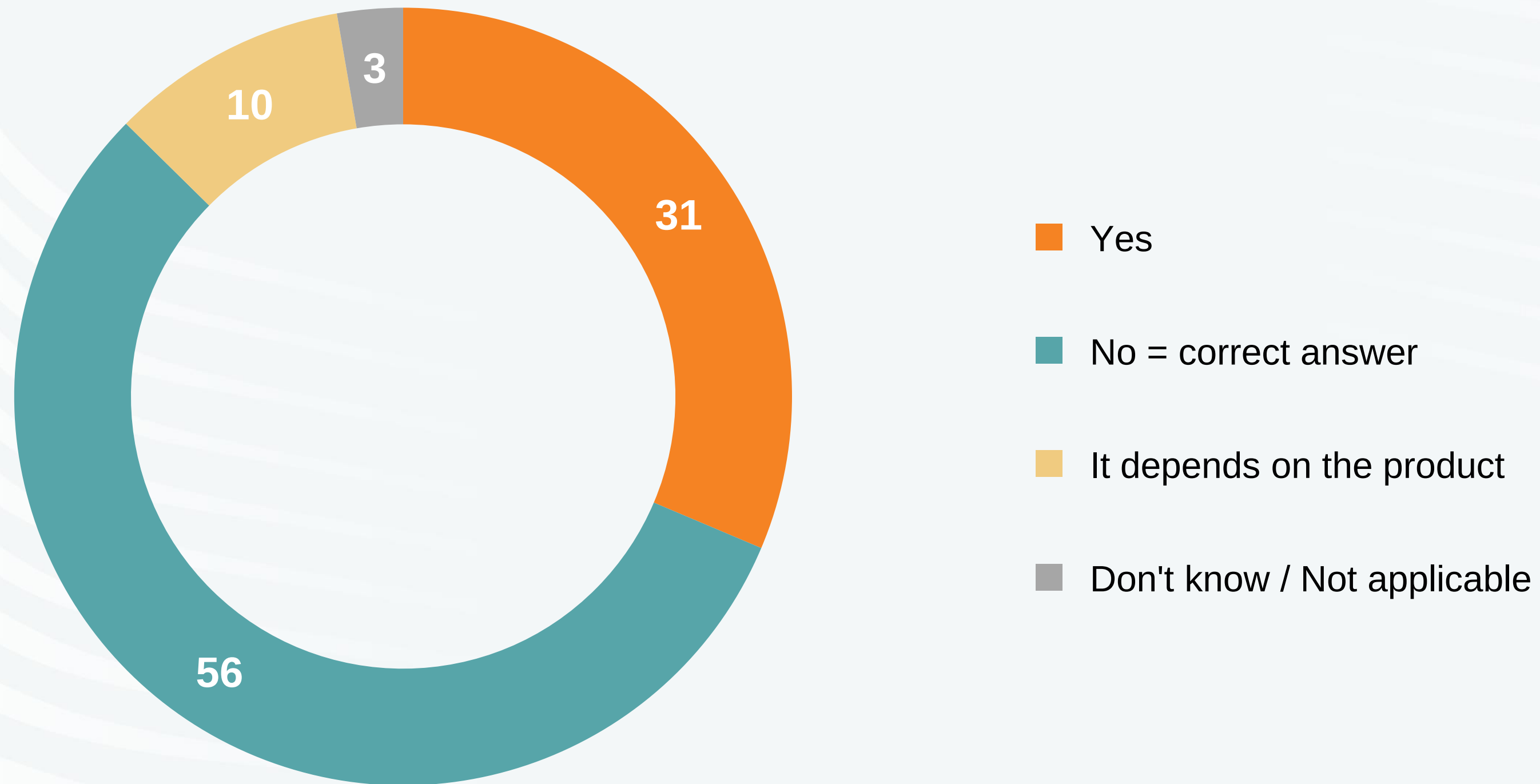
Suppose you ordered a new electronic product by post, phone or the Internet, do you think you have the right to return the product 4 days after its delivery and get your money back, without giving any reason?

% Giving the correct answer (Yes)





Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?





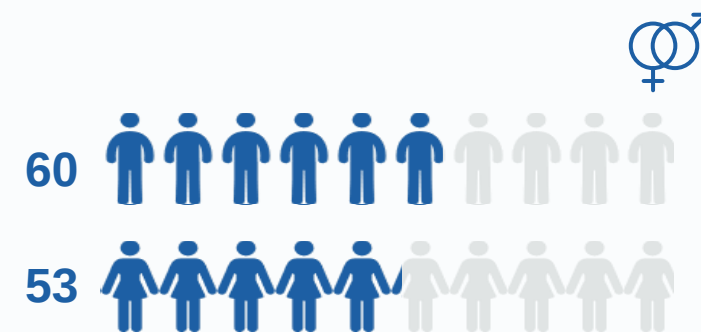
Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?

% Giving the correct answer (No)

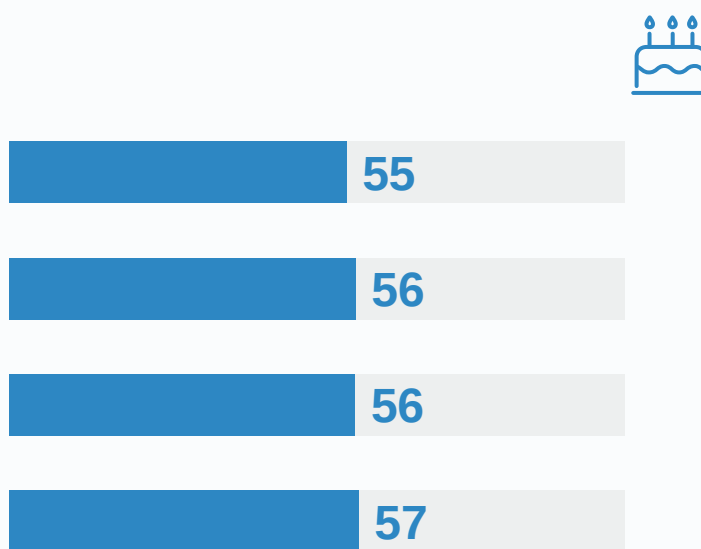
EU27 AVERAGE

56

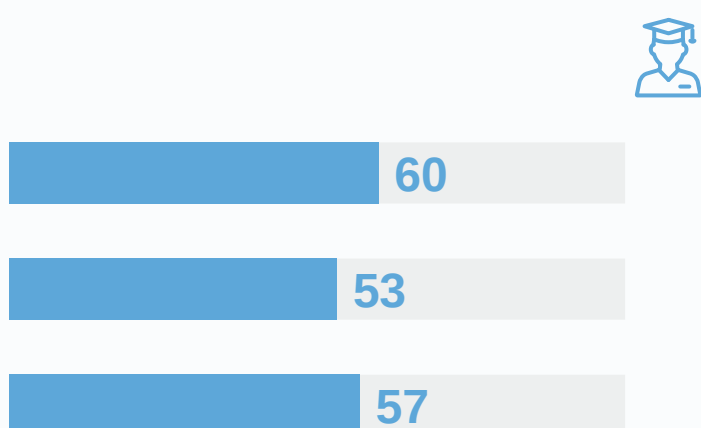
GENDER



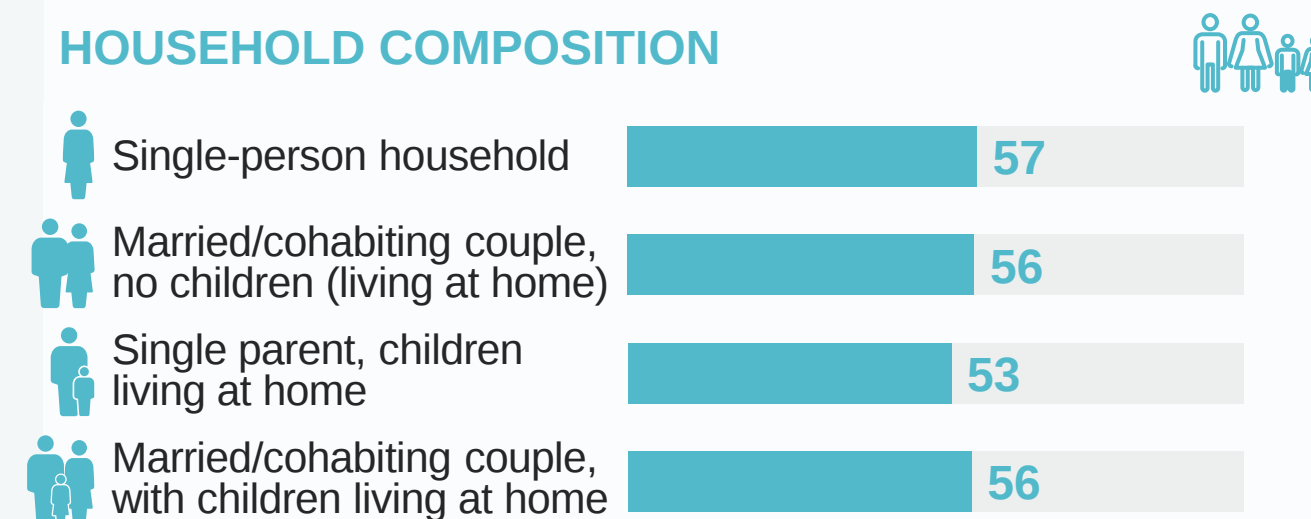
AGE



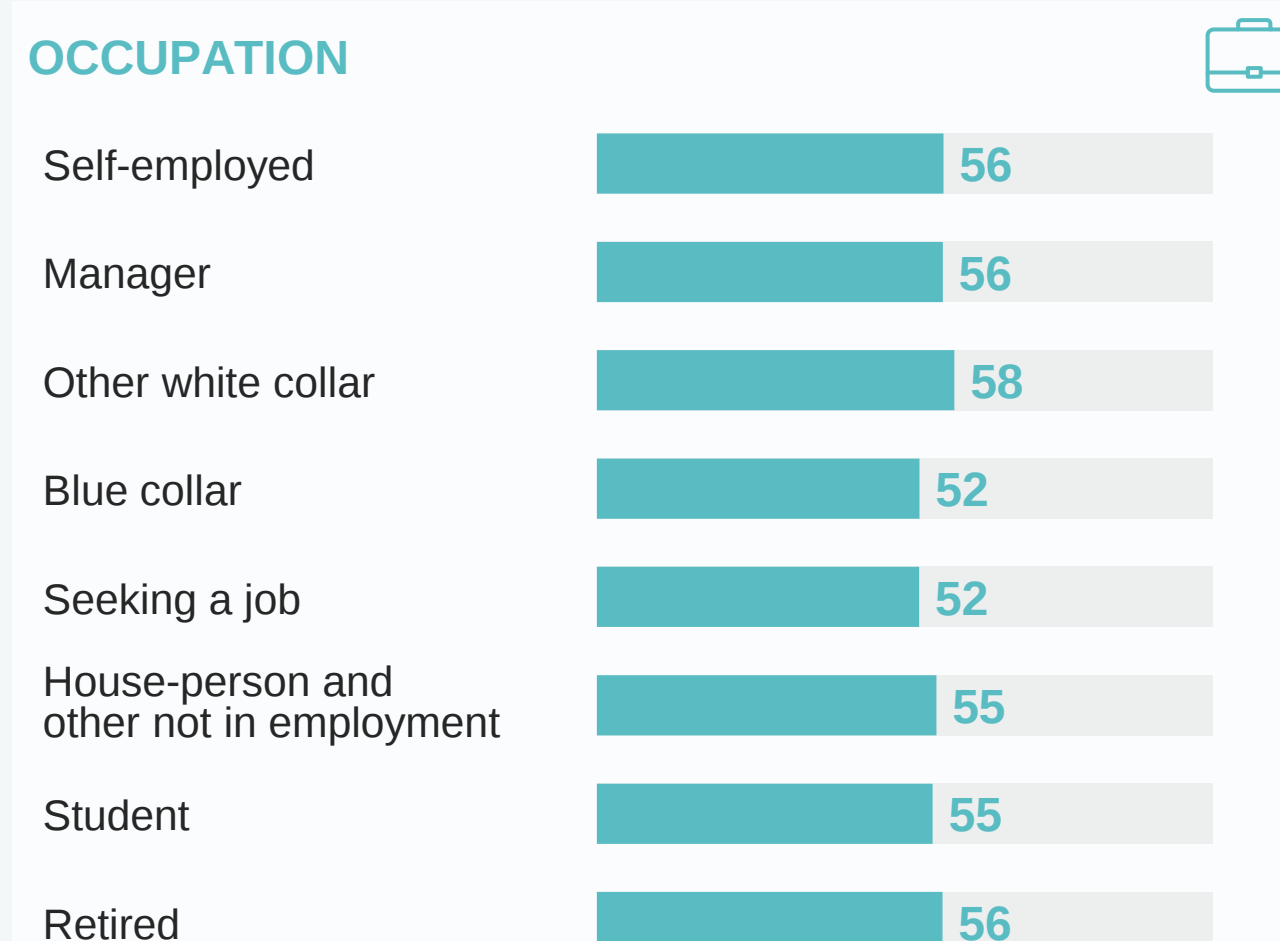
EDUCATION



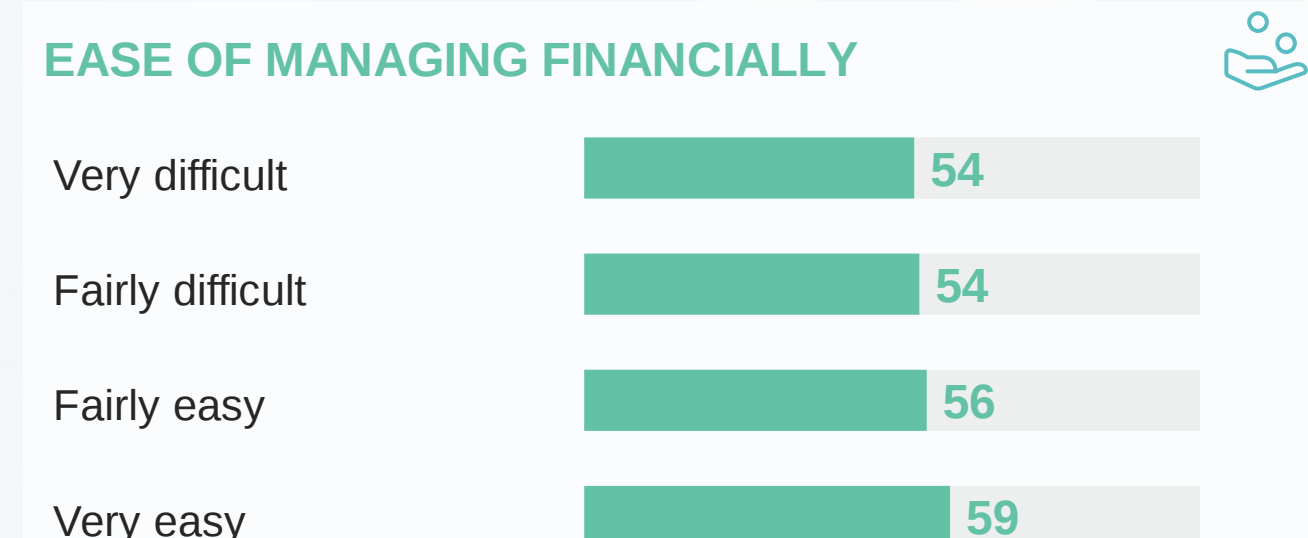
HOUSEHOLD COMPOSITION



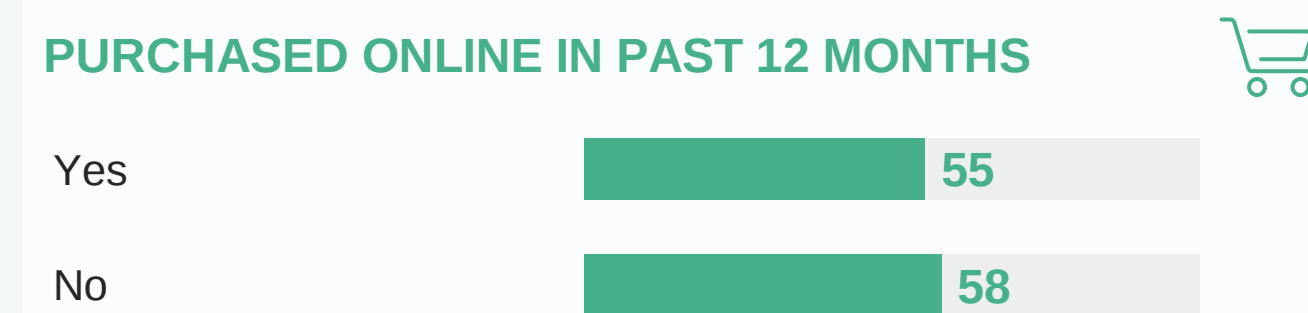
OCCUPATION



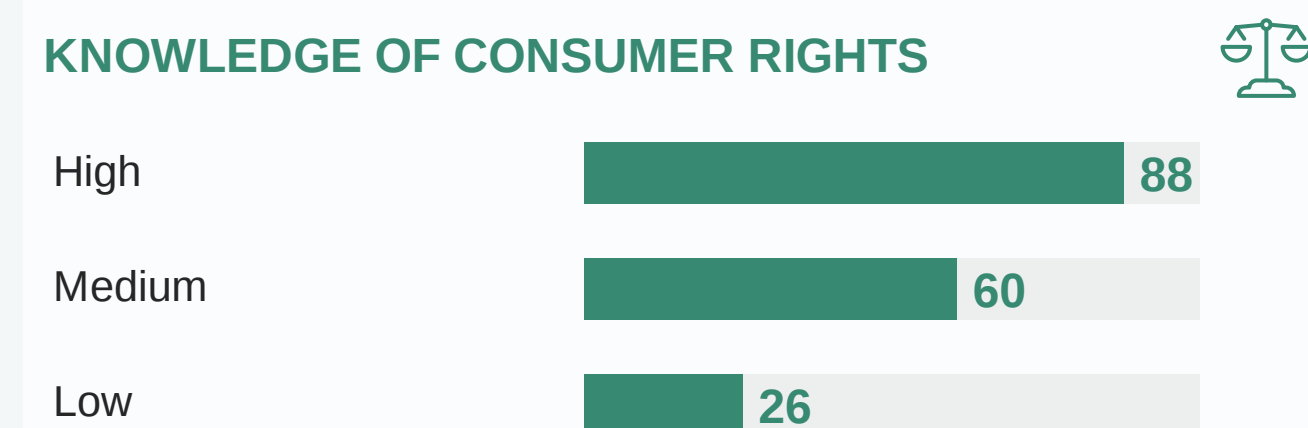
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



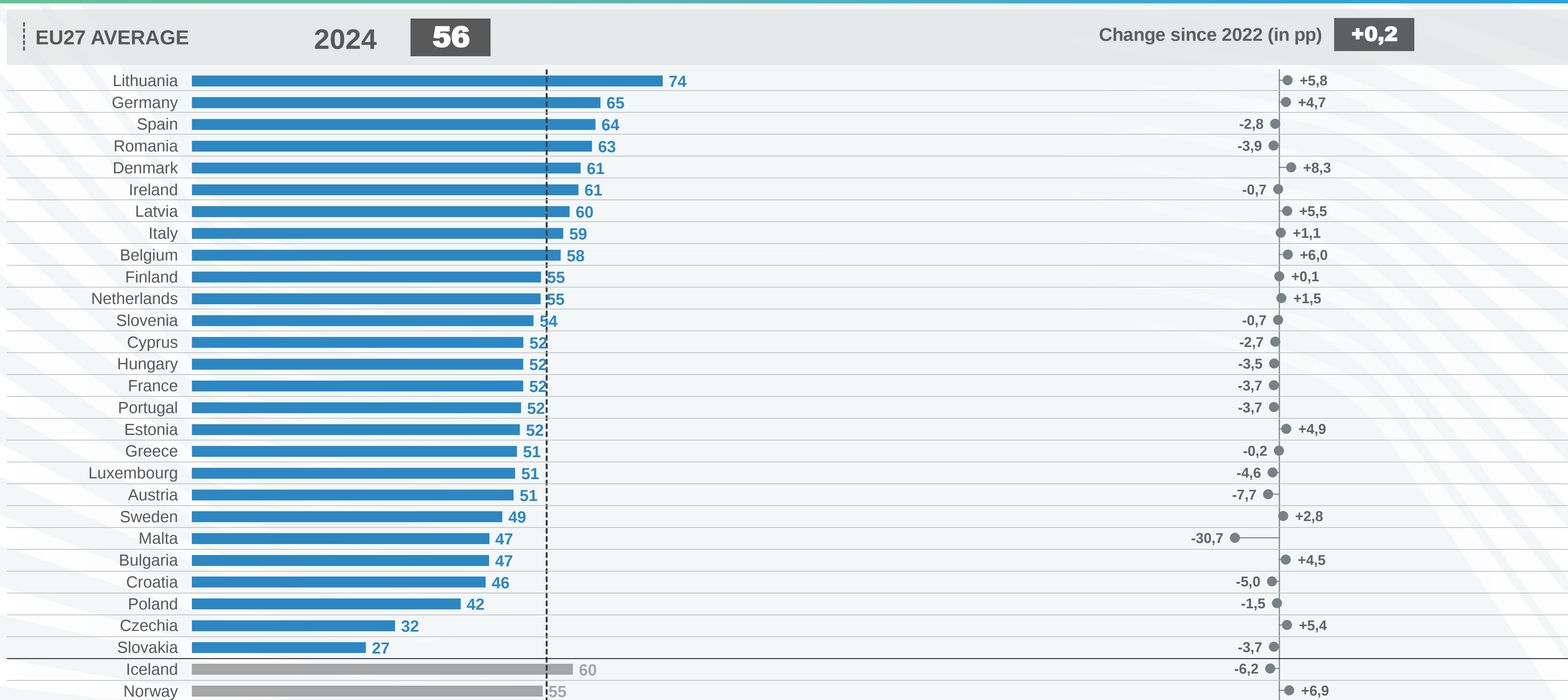
KNOWLEDGE OF CONSUMER RIGHTS





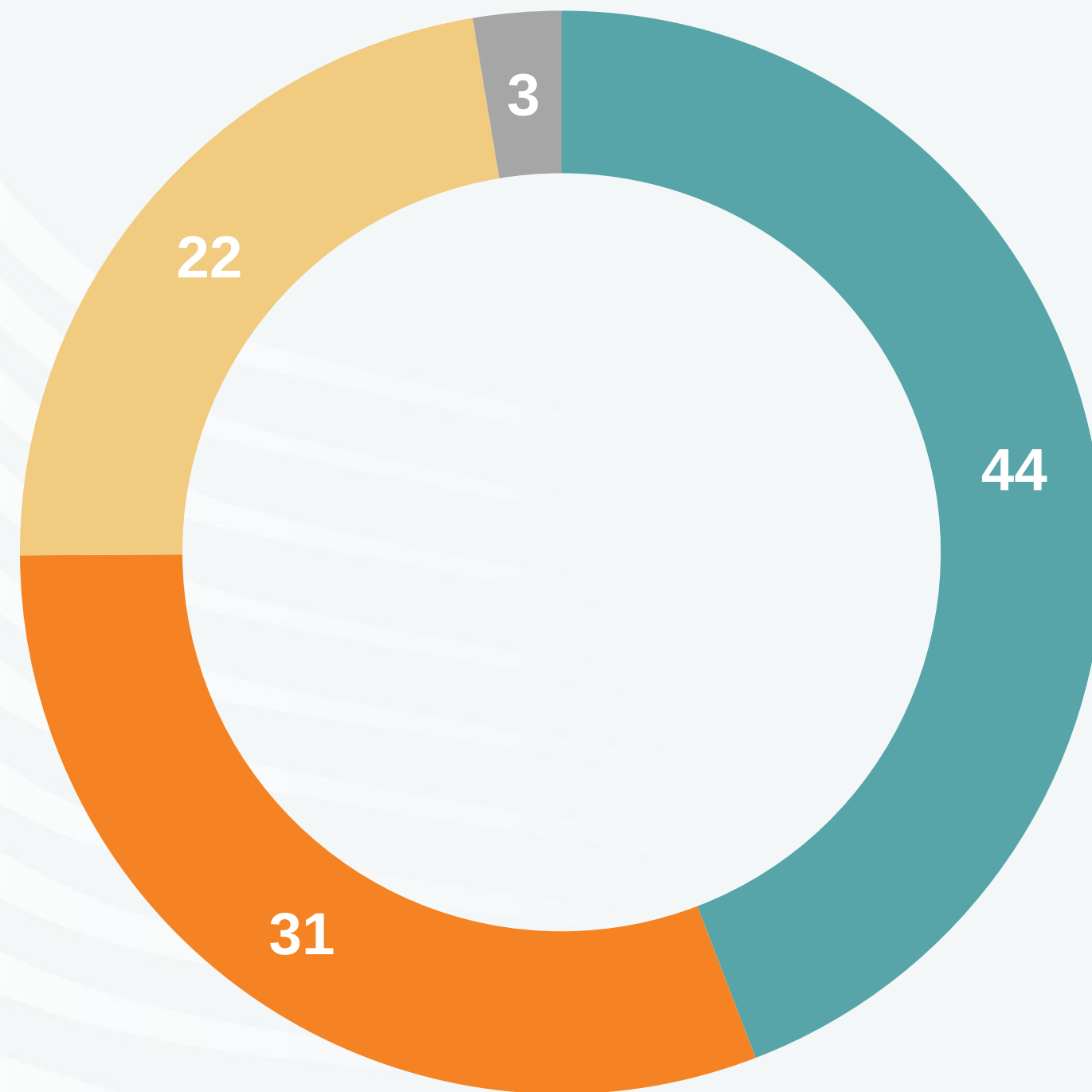
Imagine you subscribed for a regular publication or gym membership and the company's terms and conditions contained a clause that allowed it to raise the price significantly without first allowing you to cancel the contract. Do you think such a clause would be valid?

% Giving the correct answer (No)





Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part. You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?



- Yes = correct answer
- No
- It depends on the product
- Don't know / Not applicable



Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part.
You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?
% Giving the correct answer (Yes)

EU27 AVERAGE

44

GENDER

Male

46



Female

43



AGE

18-34 y.o.

41



35-54 y.o.

47



55-64 y.o.

45



65+ y.o.

43



EDUCATION

Less than high school

45



High school

47



Some college

42



HOUSEHOLD COMPOSITION



Single-person household

42



Married/cohabiting couple,
no children (living at home)

44



Single parent, children
living at home

44



Married/cohabiting couple,
with children living at home

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OCCUPATION

Self-employed

46



Manager

40



Other white collar

44



Blue collar

45



Seeking a job

56



House-person and
other not in employment

50



Student

34



Retired

43



EASE OF MANAGING FINANCIALLY

Very difficult

48



Fairly difficult

45



Fairly easy

44



Very easy

42



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

45



No

42



KNOWLEDGE OF CONSUMER RIGHTS

High

80



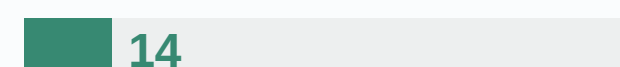
Medium

45



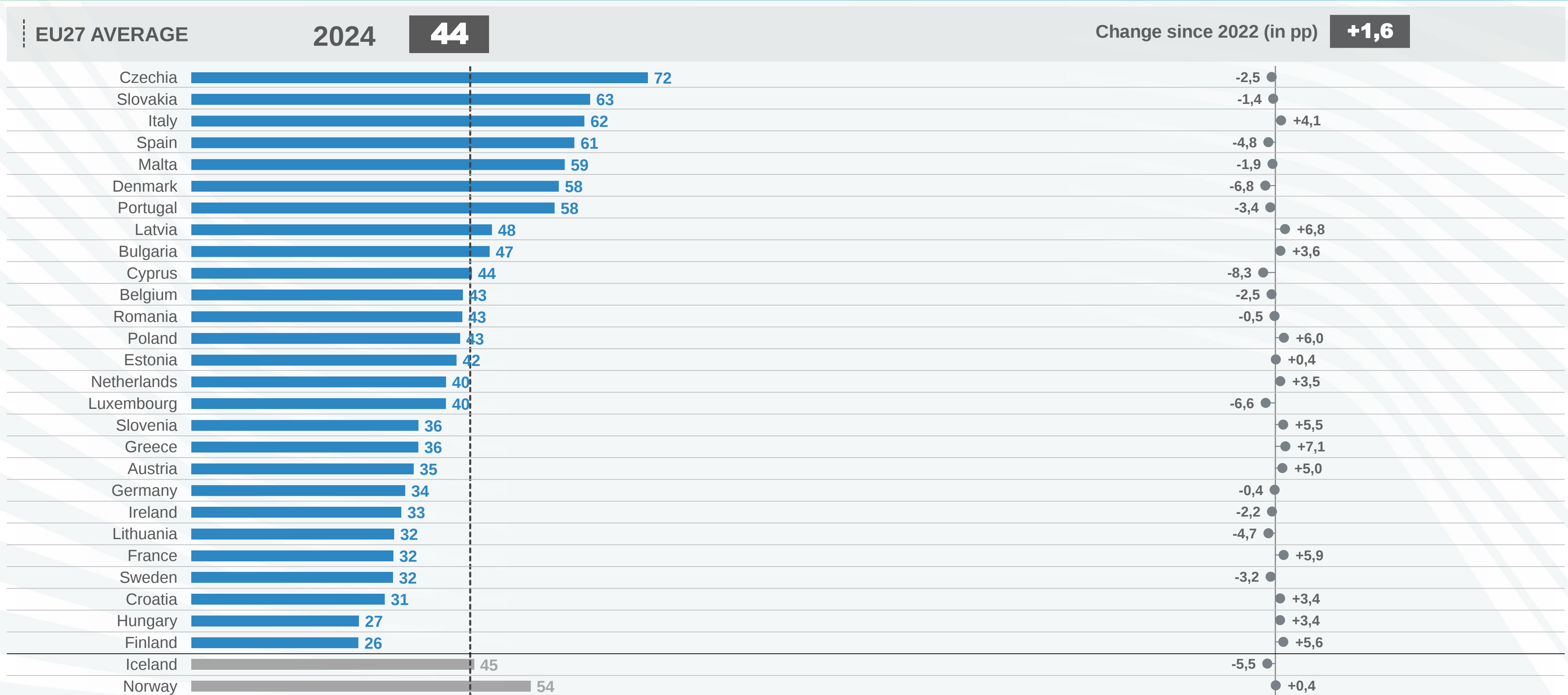
Low

14



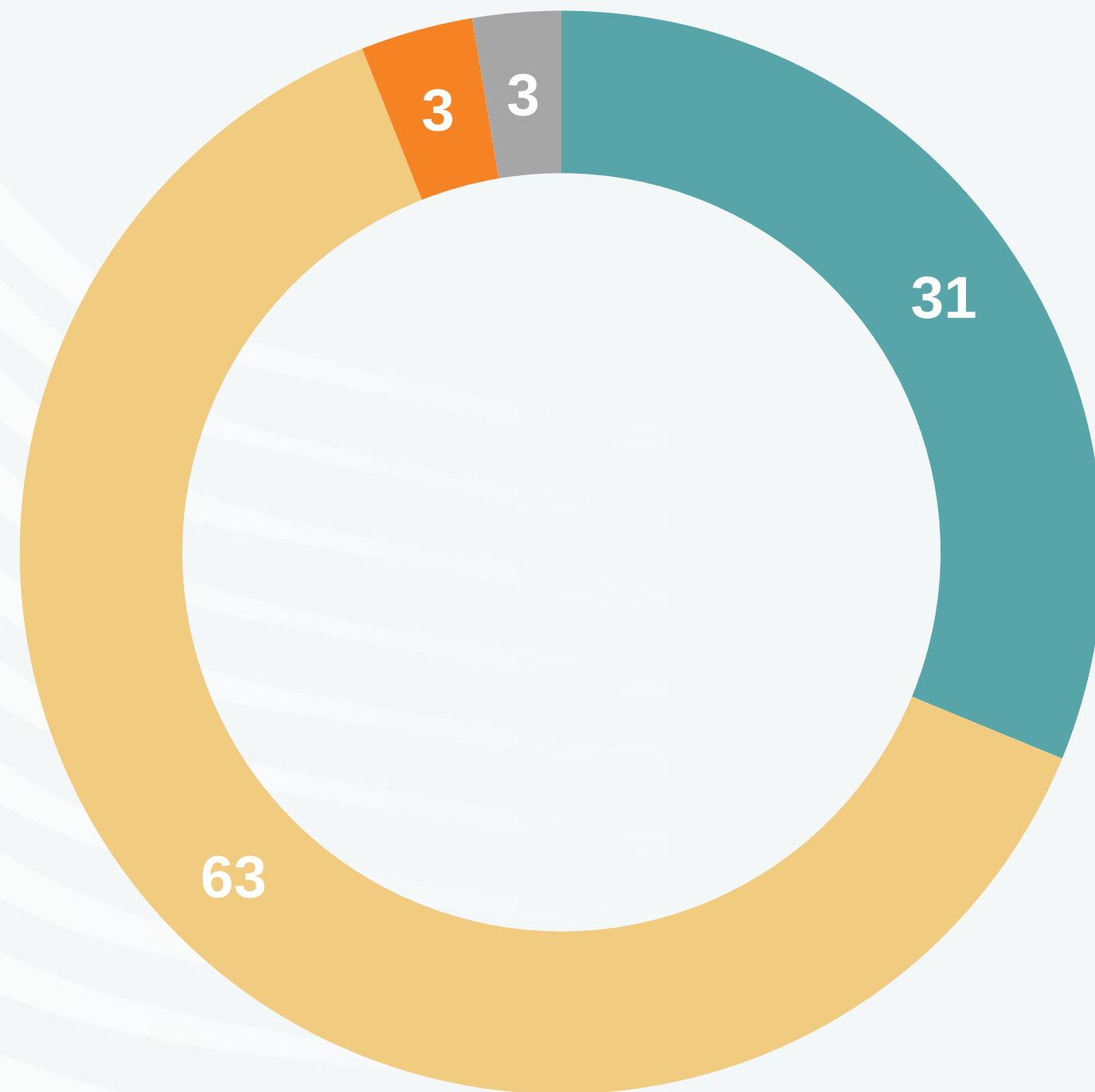


Imagine that an electronic product you bought new 18 months ago breaks down without any fault on your part.
You didn't buy or benefit from any extended commercial guarantee. Do you have the right to have it repaired or replaced for free?
% Giving the correct answer (Yes)





Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?



- No, and you are not obliged to return books = correct answer
- No, provided that you return the books
- Yes, you are obliged to pay
- Don't know / Not applicable



Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?

% Giving the correct answer (No, and you are not obliged to return the books)

EU27 AVERAGE

31

GENDER

Male

33



Female

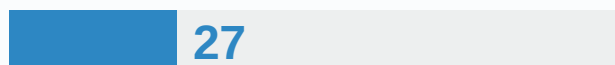
29



AGE

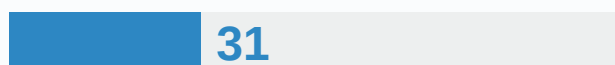
18-34 y.o.

27



35-54 y.o.

31



55-64 y.o.

33



65+ y.o.

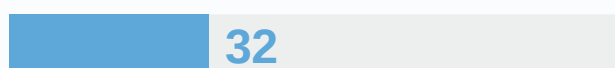
34



EDUCATION

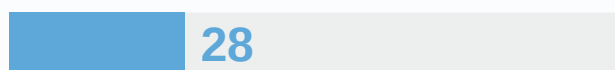
Less than high school

32



High school

28



Some college

32



HOUSEHOLD COMPOSITION



Single-person household

33



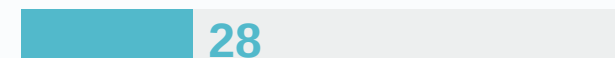
Married/cohabiting couple, no children (living at home)

33



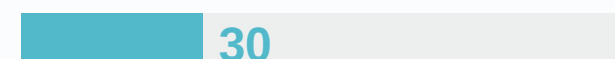
Single parent, children living at home

28



Married/cohabiting couple, with children living at home

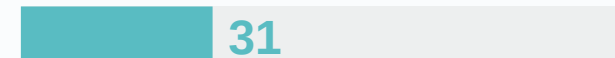
30



OCCUPATION

Self-employed

31



Manager

34



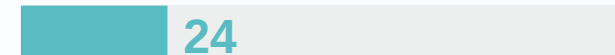
Other white collar

32



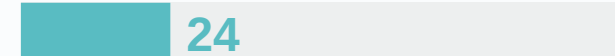
Blue collar

24



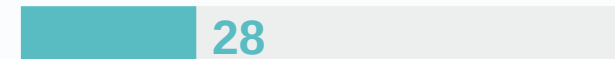
Seeking a job

24



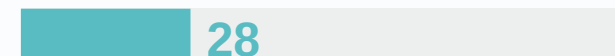
House-person and other not in employment

28



Student

28



Retired

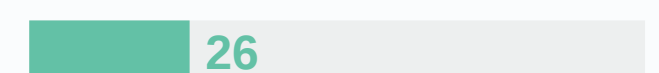
34



EASE OF MANAGING FINANCIALLY

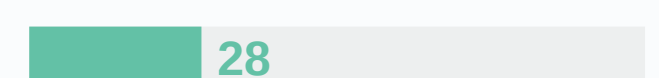
Very difficult

26



Fairly difficult

28



Fairly easy

32



Very easy

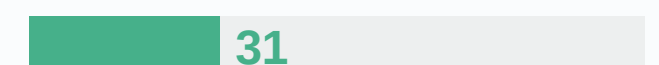
35



PURCHASED ONLINE IN PAST 12 MONTHS

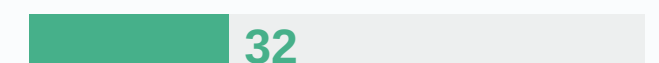
Yes

31



No

32



KNOWLEDGE OF CONSUMER RIGHTS

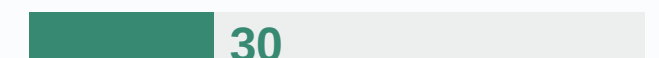
High

60



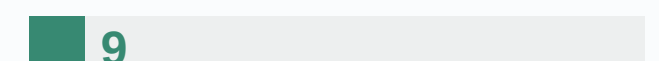
Medium

30



Low

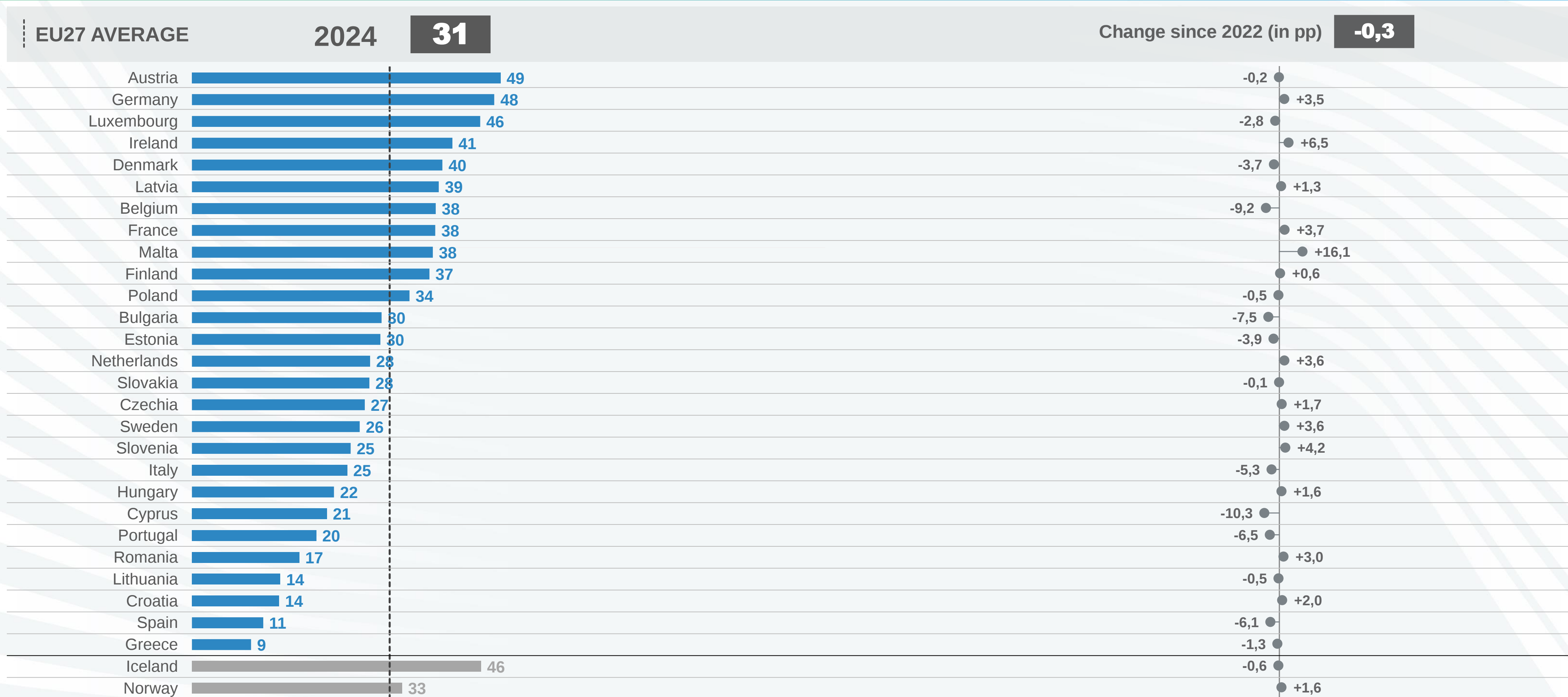
9



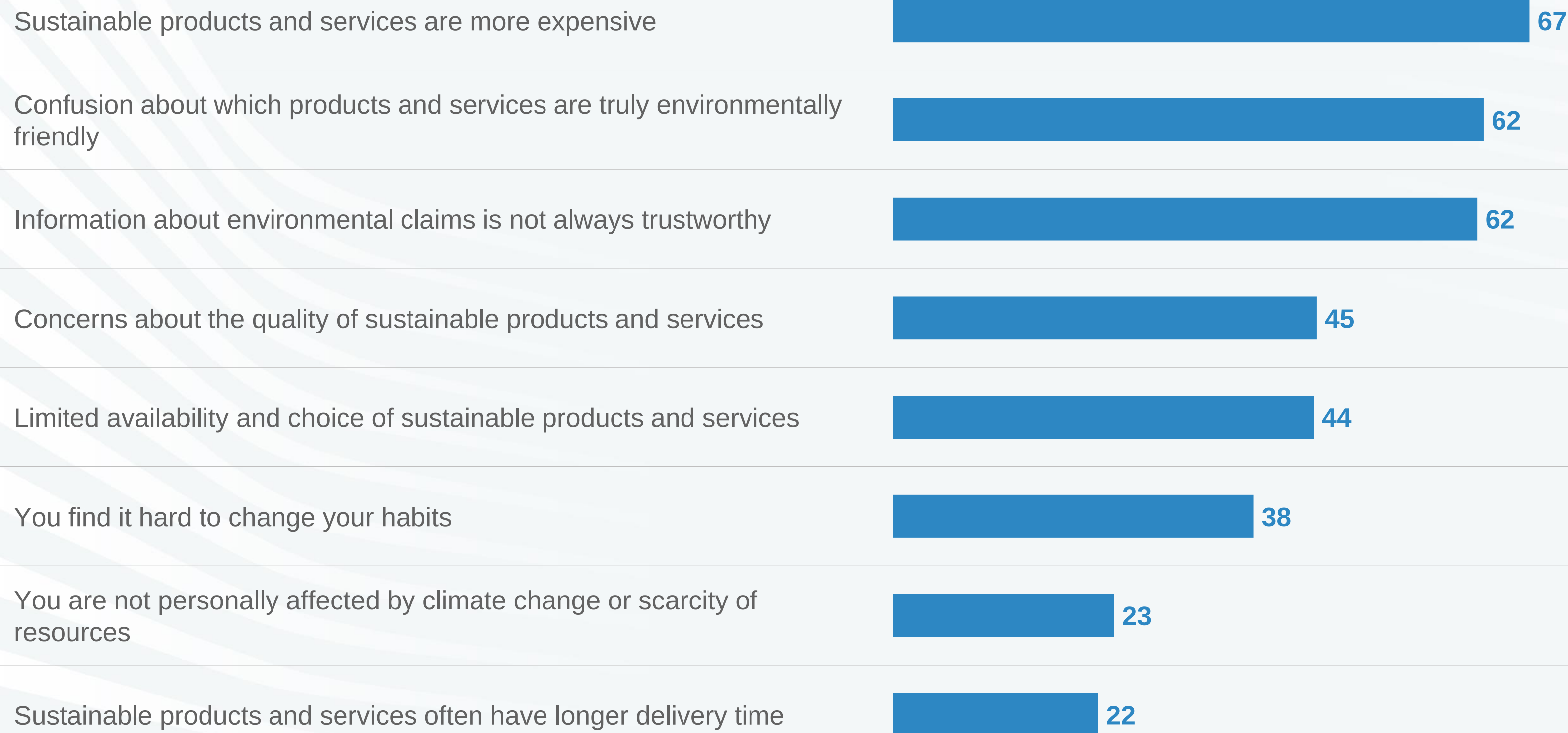


Imagine that you received two books by post that you had not ordered, together with a 20 euro invoice for the goods. Are you obliged to pay the invoice?

% Giving the correct answer (No, and you are not obliged to return the books)



Which, if any, of the following stop you from buying sustainable products and services more frequently?





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Sustainable products and services are more expensive

EU27 AVERAGE 67

GENDER



Male



Female



AGE



18-34 y.o.



35-54 y.o.



55-64 y.o.



65+ y.o.



EDUCATION



Less than high school



High school



Some college



HOUSEHOLD COMPOSITION



Single-person household



Married/cohabiting couple, no children (living at home)



Single parent, children living at home



Married/cohabiting couple, with children living at home



OCCUPATION



Self-employed



Manager



Other white collar



Blue collar



Seeking a job



House-person and other not in employment



Student



Retired



EASE OF MANAGING FINANCIALLY



Very difficult



Fairly difficult



Fairly easy



Very easy



PURCHASED ONLINE IN PAST 12 MONTHS



Yes



No



KNOWLEDGE OF CONSUMER RIGHTS



High



Medium



Low





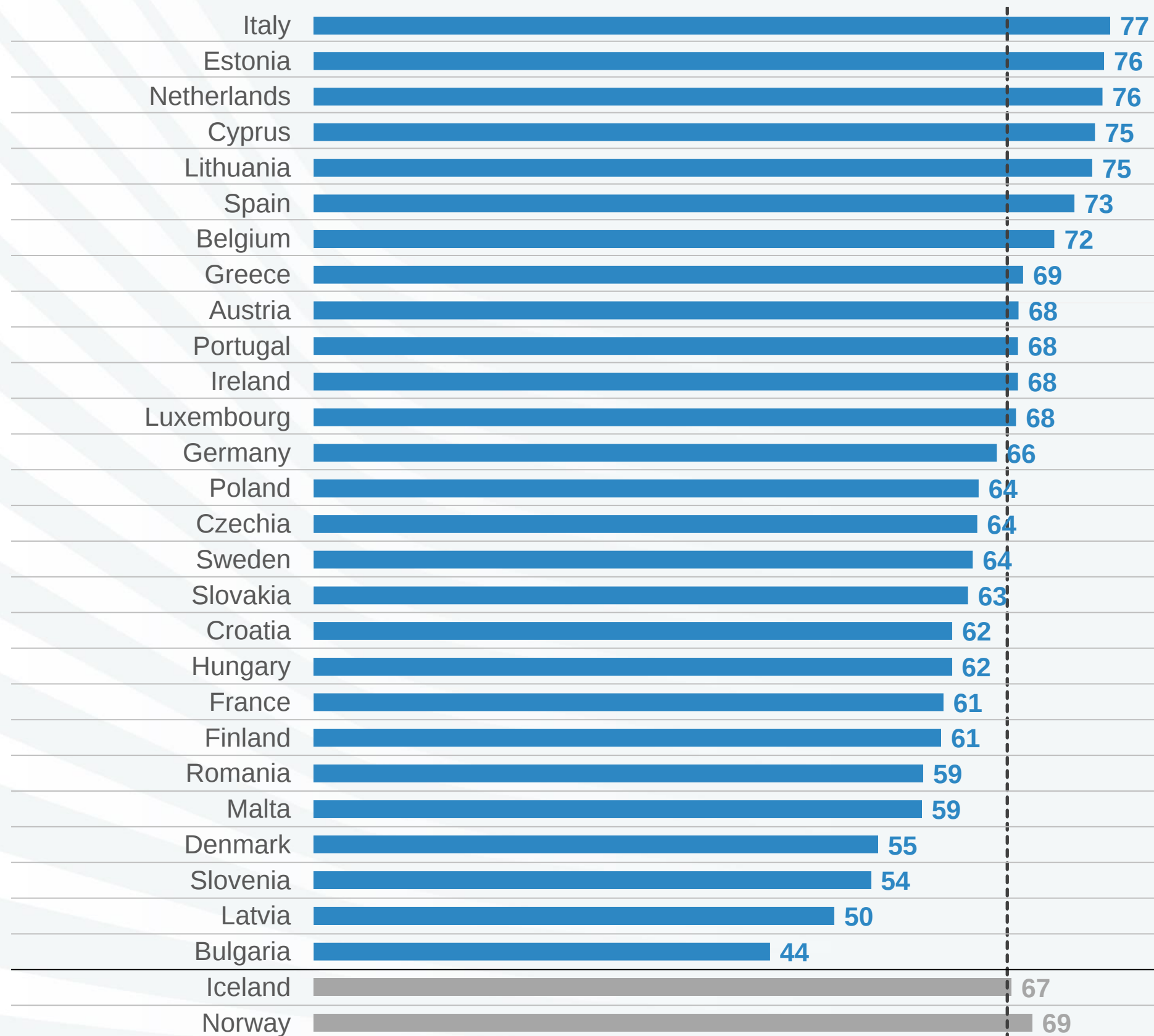
Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Sustainable products and services are more expensive

EU27 AVERAGE

2024

67





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Confusion about which products and services are truly environmentally friendly

EU27 AVERAGE

62

GENDER

Male

61



Female

63



AGE

18-34 y.o.

63



35-54 y.o.

64



55-64 y.o.

62



65+ y.o.

59



EDUCATION

Less than high school

54



High school

61



Some college

66



HOUSEHOLD COMPOSITION



Single-person household

60



Married/cohabiting couple, no children (living at home)

62



Single parent, children living at home

61



Married/cohabiting couple, with children living at home

66



OCCUPATION

Self-employed

64



Manager

70



Other white collar

63



Blue collar

62



Seeking a job

65



House-person and other not in employment

60



Student

65



Retired

59



EASE OF MANAGING FINANCIALLY

Very difficult

58



Fairly difficult

64



Fairly easy

64



Very easy

59



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

65



No

53



KNOWLEDGE OF CONSUMER RIGHTS

High

61



Medium

63



Low

62





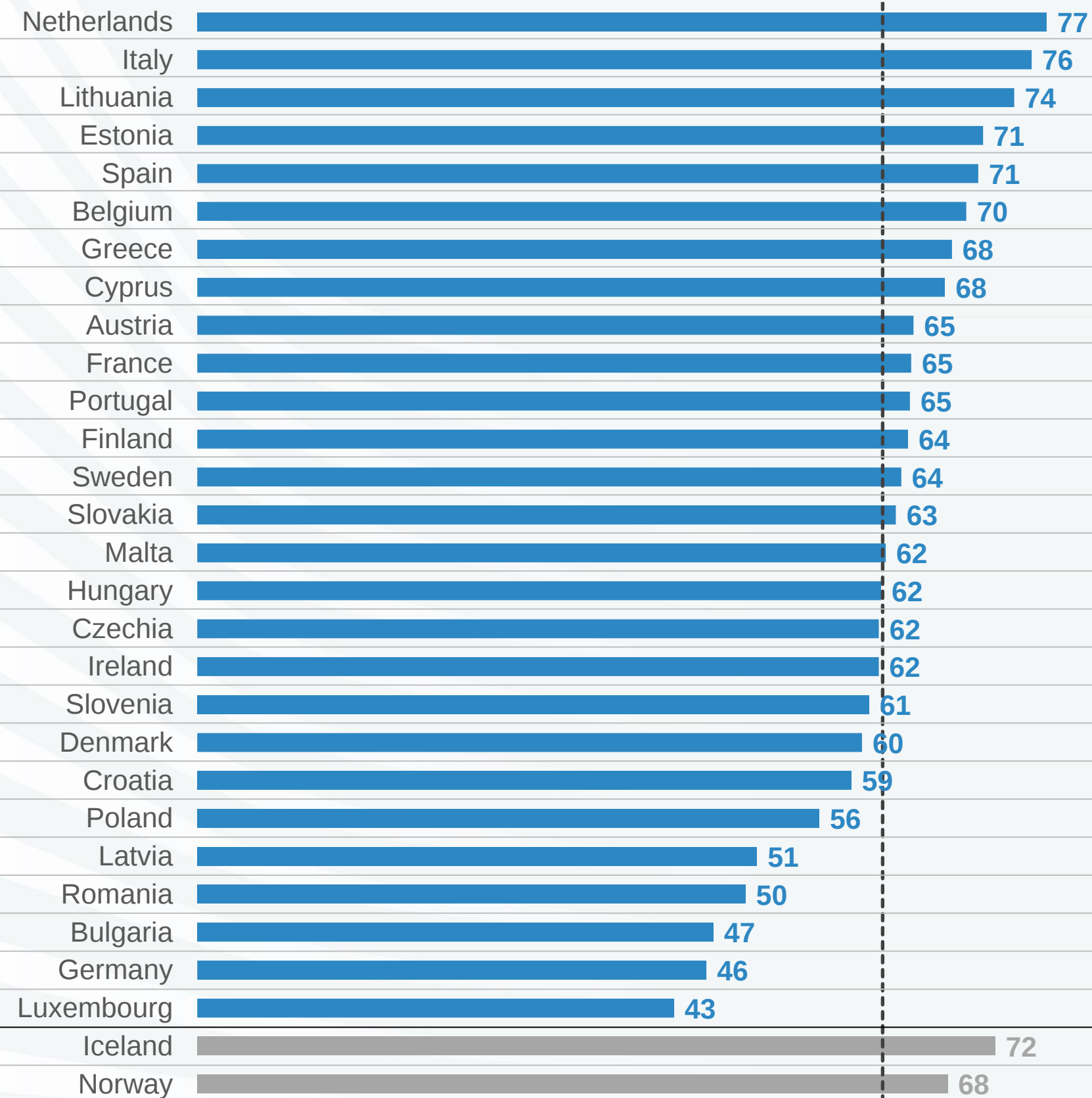
Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Confusion about which products and services are truly environmentally friendly

EU27 AVERAGE

2024

62





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Information about environmental claims is not always trustworthy

EU27 AVERAGE

62

GENDER

Male

62



Female

61



AGE

18-34 y.o.

60



35-54 y.o.

62



55-64 y.o.

65



65+ y.o.

60



EDUCATION

Less than high school

57



High school

62



Some college

63



HOUSEHOLD COMPOSITION



Single-person household

59



Married/cohabiting couple, no children (living at home)

63



Single parent, children living at home

60



Married/cohabiting couple, with children living at home

63



OCCUPATION

Self-employed

63



Manager

63



Other white collar

64



Blue collar

63



Seeking a job

65



House-person and other not in employment

60



Student

55



Retired

60



EASE OF MANAGING FINANCIALLY

Very difficult

61



Fairly difficult

62



Fairly easy

62



Very easy

62



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

64



No

54



KNOWLEDGE OF CONSUMER RIGHTS

High

63



Medium

62



Low

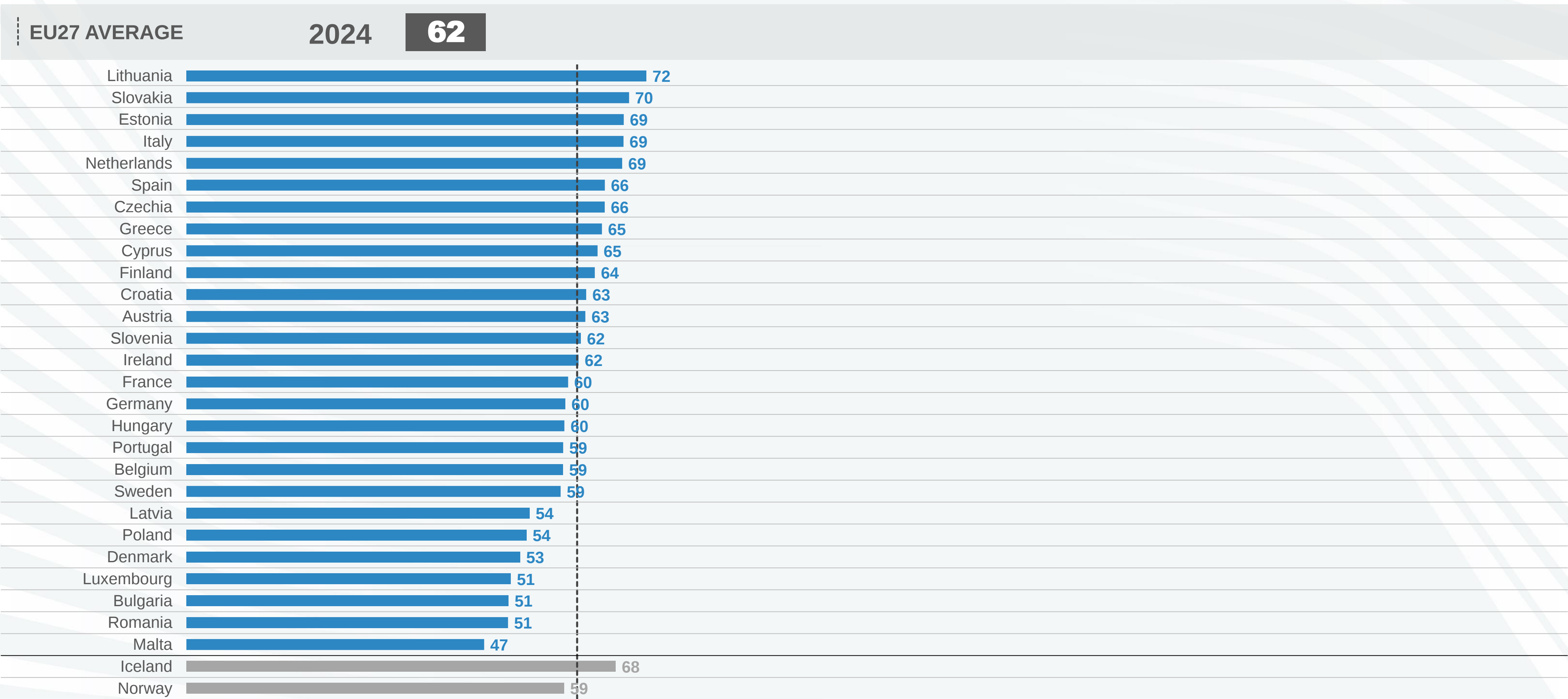
60





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Information about environmental claims is not always trustworthy



Base: Adults (aged 18+)



Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Concerns about the quality of sustainable products and services

EU27 AVERAGE

45

GENDER

Male

44



Female

45



AGE

18-34 y.o.

43

35-54 y.o.

44

55-64 y.o.

44

65+ y.o.

48



EDUCATION

Less than high school

45

High school

47

Some college

44



HOUSEHOLD COMPOSITION



Single-person household

44



Married/cohabiting couple, no children (living at home)

45



Single parent, children living at home

50



Married/cohabiting couple, with children living at home

44



OCCUPATION

Self-employed

45

Manager

40

Other white collar

43

Blue collar

45

Seeking a job

48

House-person and other not in employment

47

Student

44

Retired

47



EASE OF MANAGING FINANCIALLY

Very difficult

48

Fairly difficult

50

Fairly easy

44

Very easy

38



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

45

No

45



KNOWLEDGE OF CONSUMER RIGHTS

High

43

Medium

45

Low

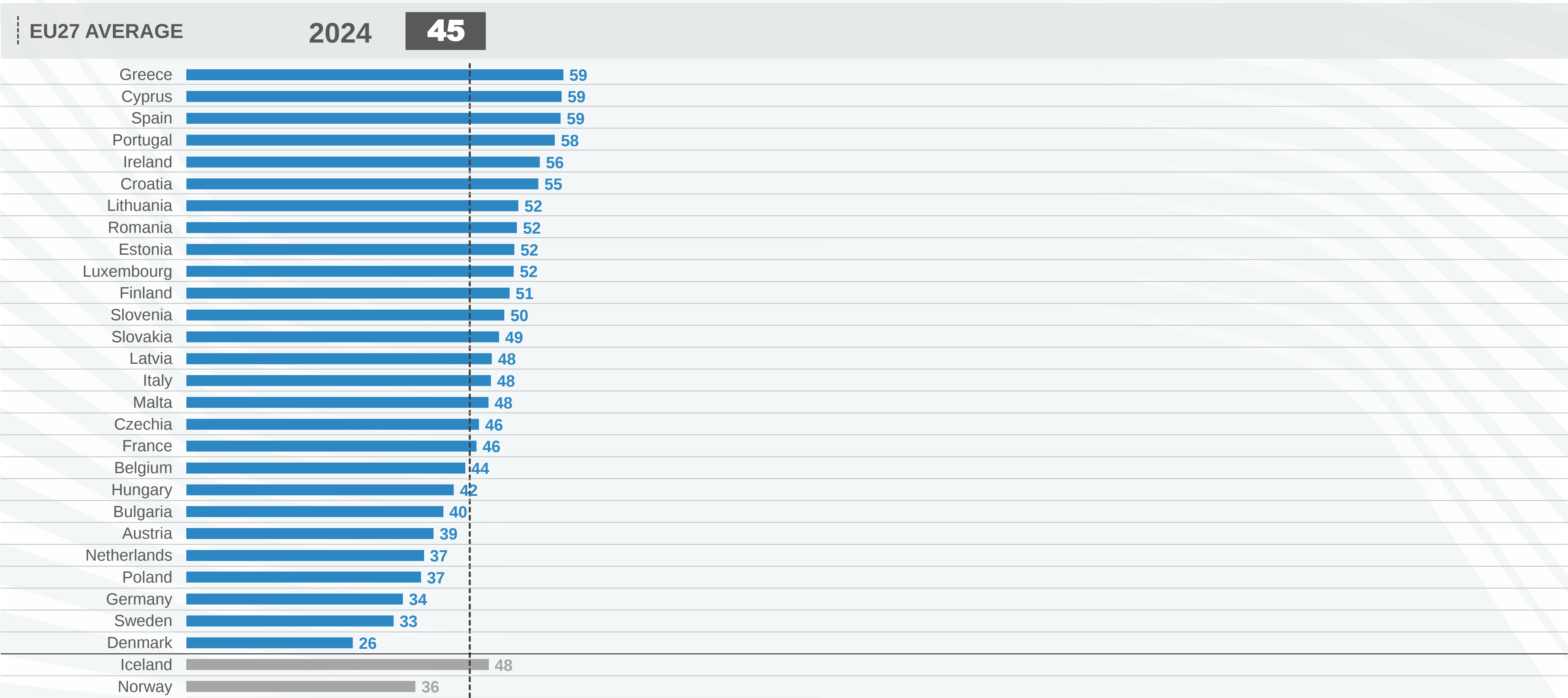
46





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Concerns about the quality of sustainable products and services



Base: Adults (aged 18+)



Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Limited availability and choice of sustainable products and services

EU27 AVERAGE

44

GENDER

Male

44



Female

45



AGE

18-34 y.o.

47



35-54 y.o.

46



55-64 y.o.

44



65+ y.o.

40



EDUCATION

Less than high school

43



High school

44



Some college

45



HOUSEHOLD COMPOSITION



Single-person household

42



Married/cohabiting couple, no children (living at home)

43



Single parent, children living at home

47



Married/cohabiting couple, with children living at home

47



OCCUPATION

Self-employed

45



Manager

47



Other white collar

47



Blue collar

45



Seeking a job

50



House-person and other not in employment

45



Student

45



Retired

40



EASE OF MANAGING FINANCIALLY

Very difficult

44



Fairly difficult

47



Fairly easy

45



Very easy

40



PURCHASED ONLINE IN PAST 12 MONTHS

Yes

47



No

37



KNOWLEDGE OF CONSUMER RIGHTS

High

45



Medium

45



Low

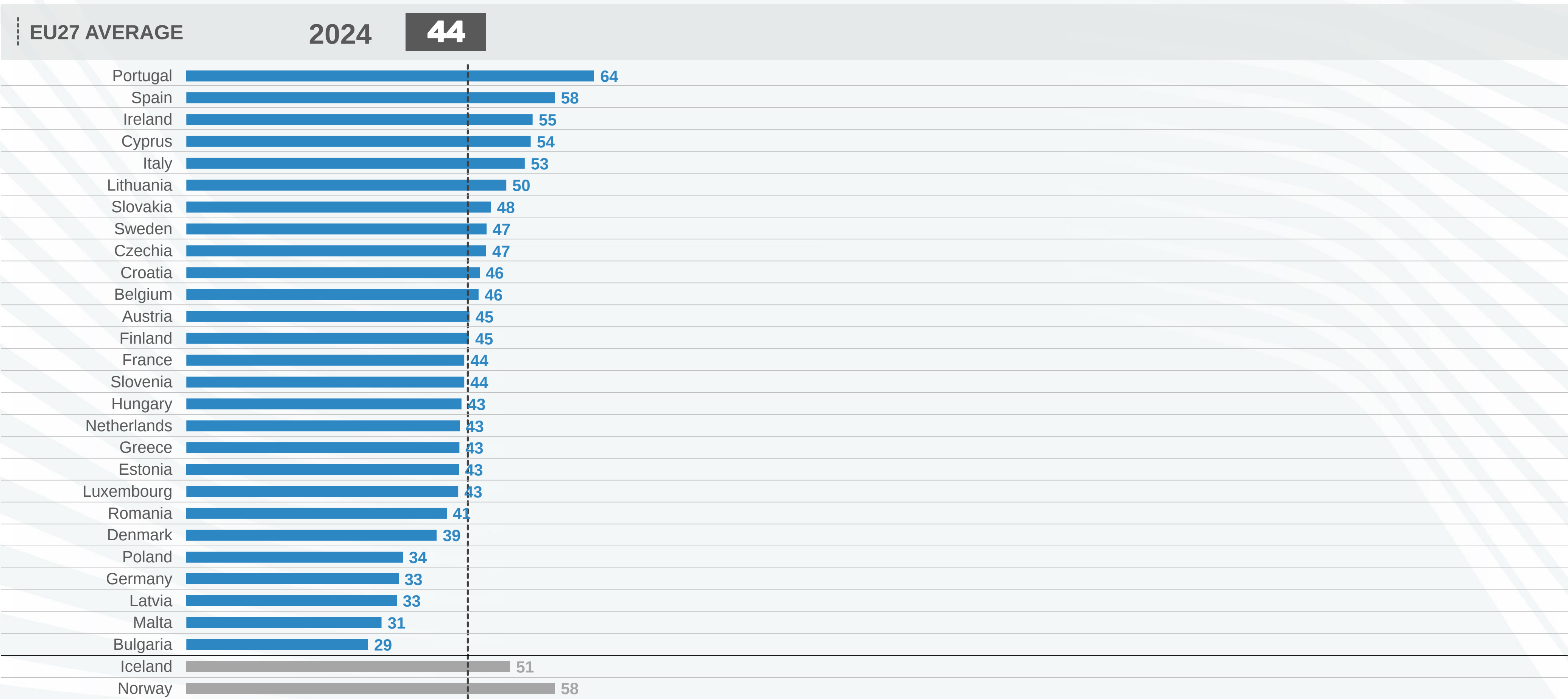
43





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Limited availability and choice of sustainable products and services





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% You find it hard to change your habits

EU27 AVERAGE 38

GENDER



Male



Female



AGE



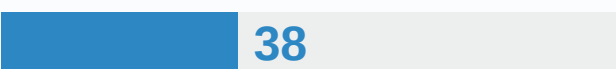
18-34 y.o.



35-54 y.o.



55-64 y.o.



65+ y.o.



EDUCATION



Less than high school



High school



Some college



HOUSEHOLD COMPOSITION



Single-person household



Married/cohabiting couple, no children (living at home)



Single parent, children living at home



Married/cohabiting couple, with children living at home



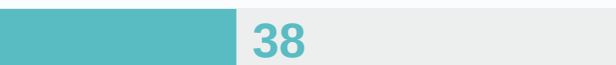
OCCUPATION



Self-employed



Manager



Other white collar



Blue collar



Seeking a job



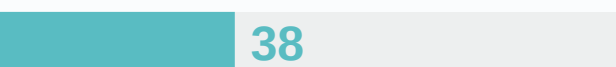
House-person and other not in employment



Student



Retired



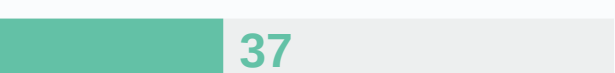
EASE OF MANAGING FINANCIALLY



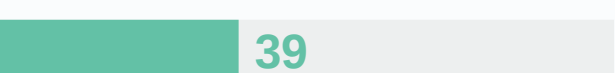
Very difficult



Fairly difficult



Fairly easy



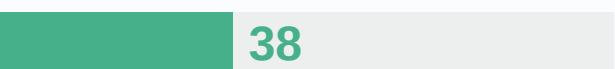
Very easy



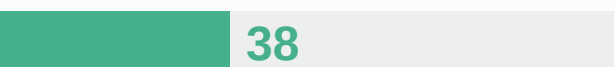
PURCHASED ONLINE IN PAST 12 MONTHS



Yes



No



KNOWLEDGE OF CONSUMER RIGHTS



High



Medium



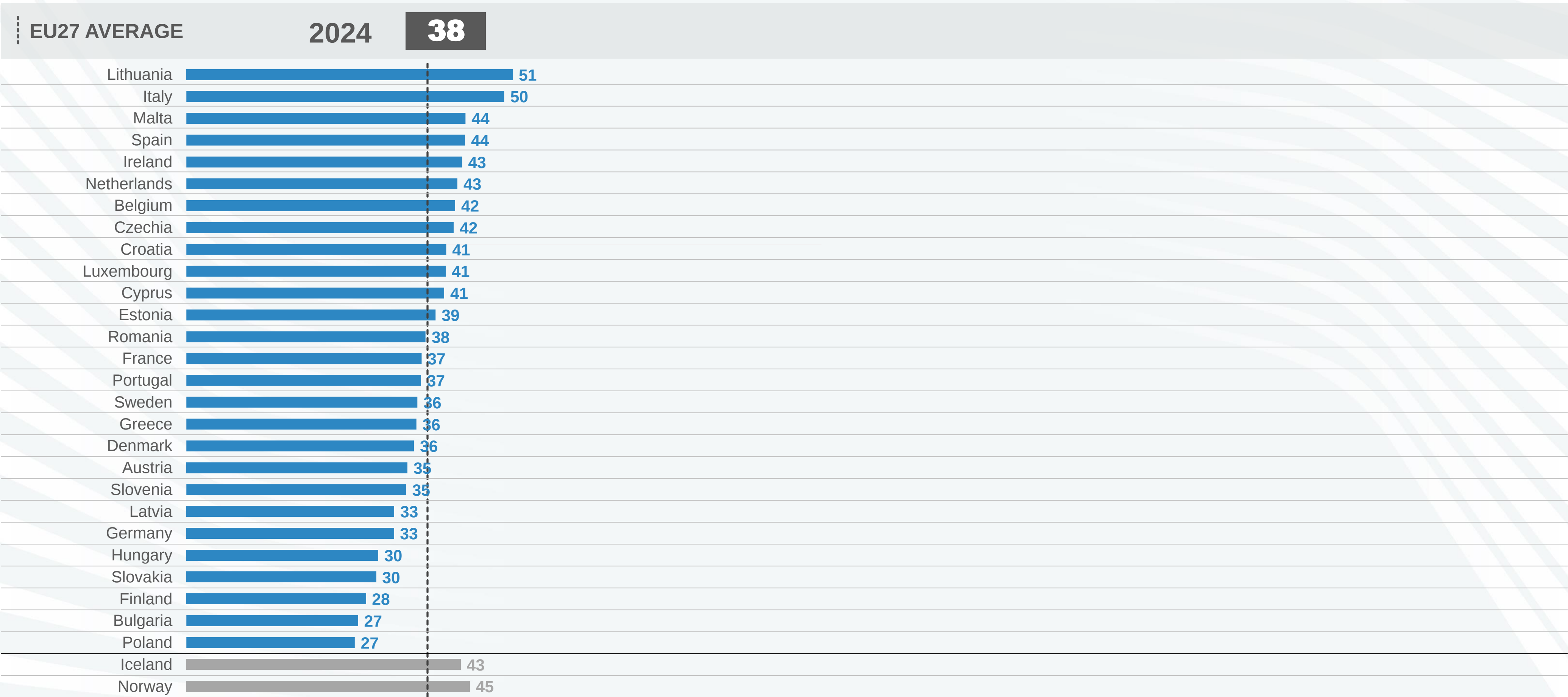
Low





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% You find it hard to change your habits



Base: Adults (aged 18+)

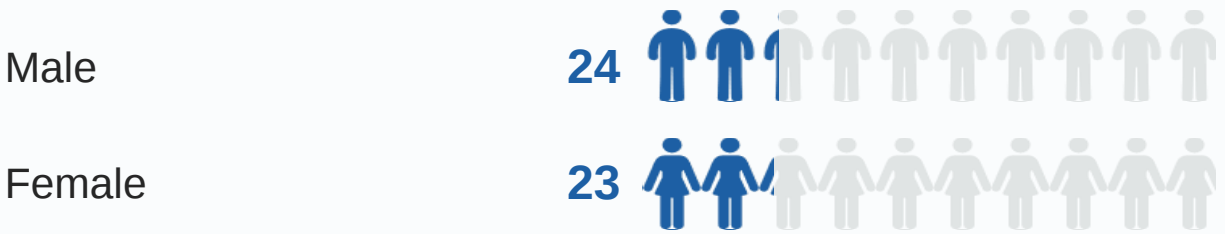


Which, if any, of the following stop you from buying sustainable products and services more frequently?

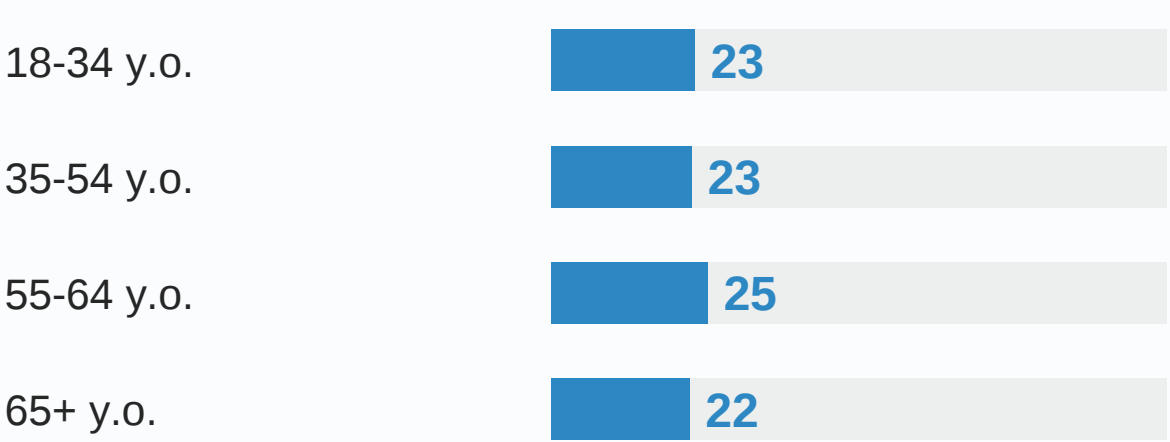
% You are not personally affected by climate change or scarcity of resources

EU27 AVERAGE 23

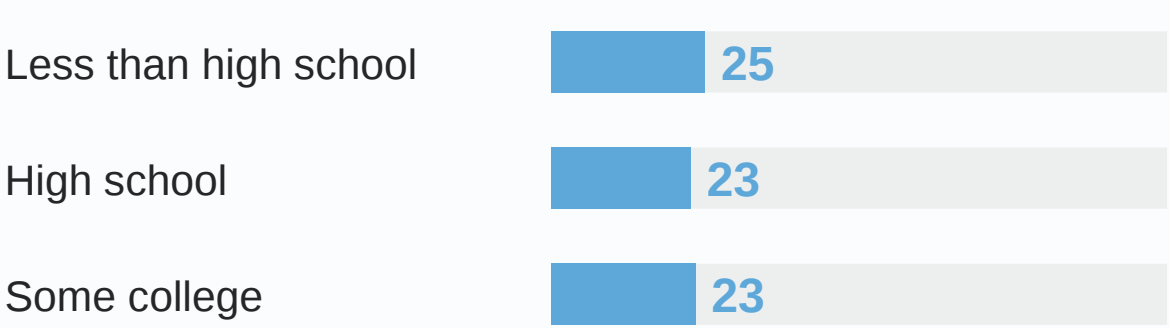
GENDER



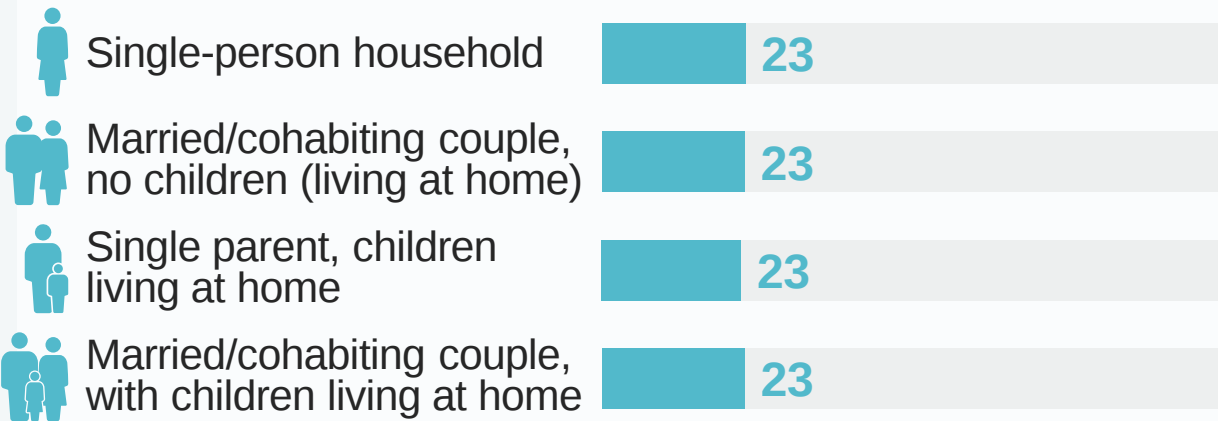
AGE



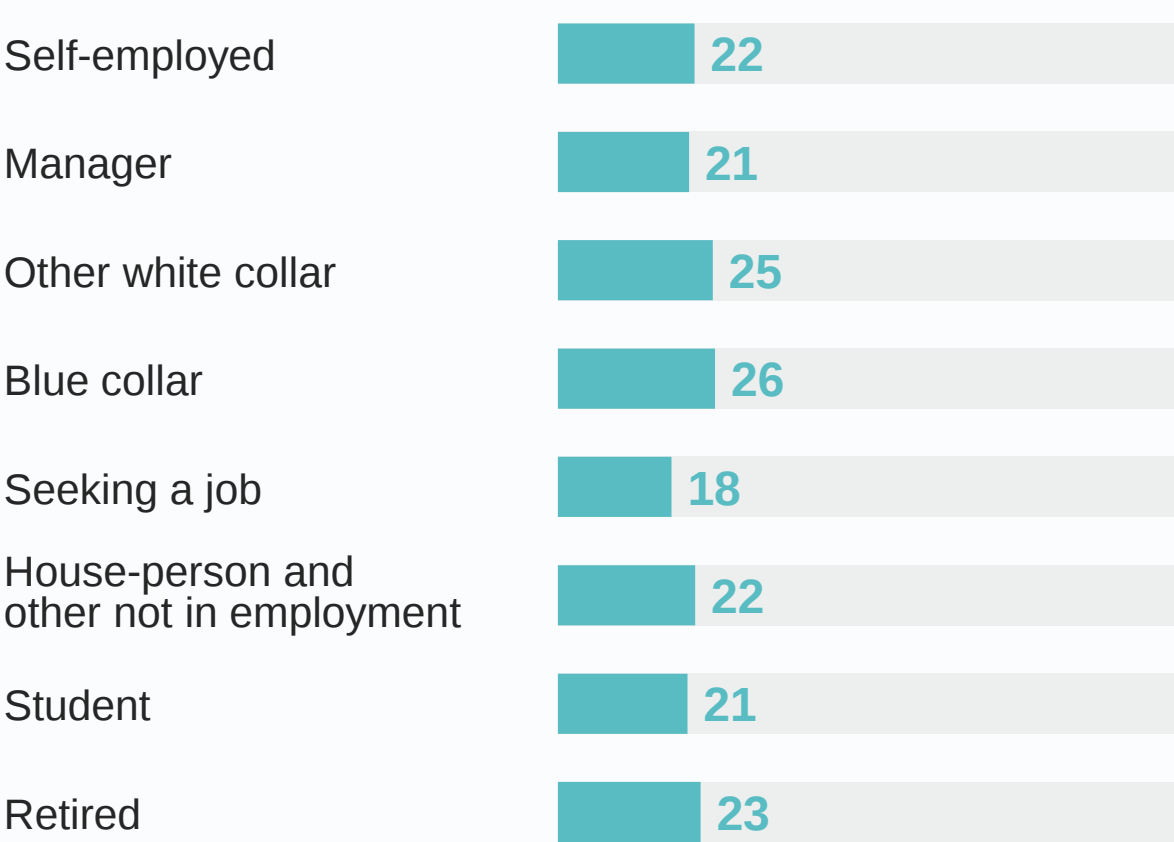
EDUCATION



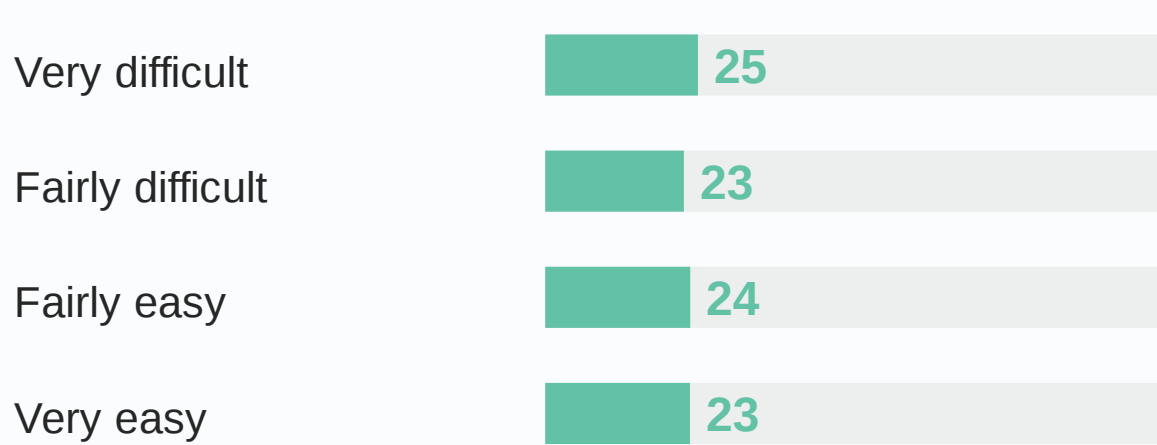
HOUSEHOLD COMPOSITION



OCCUPATION



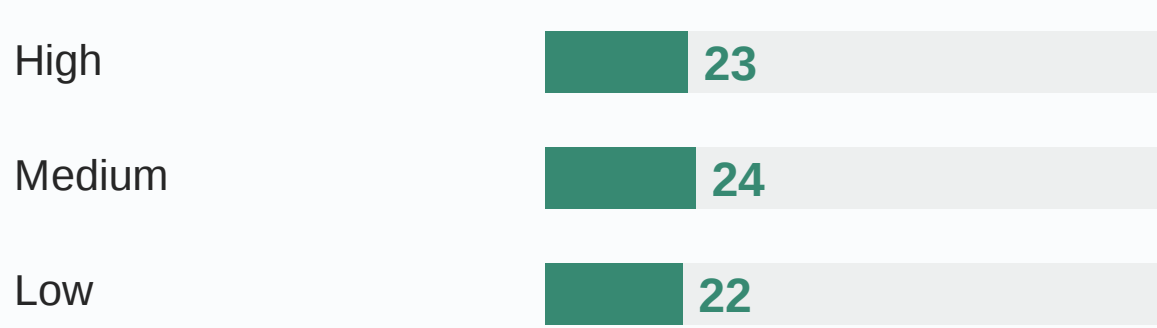
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Which, if any, of the following stop you from buying sustainable products and services more frequently?

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



Base: Adults (aged 18+)

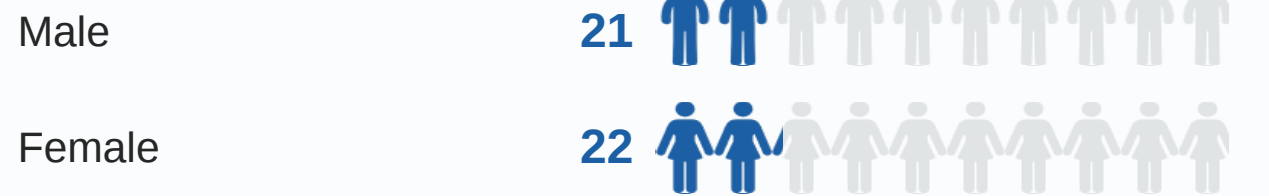
Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Sustainable products and services often have longer delivery time

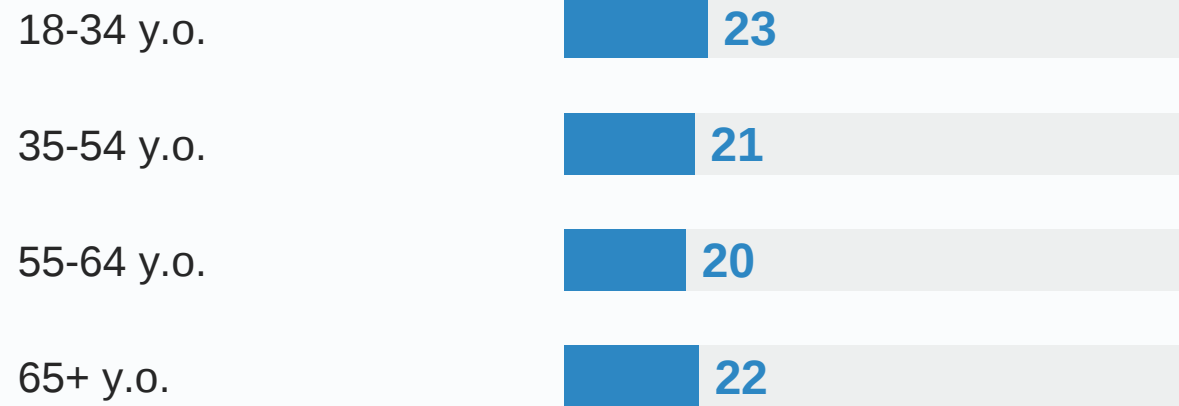
EU27 AVERAGE

22

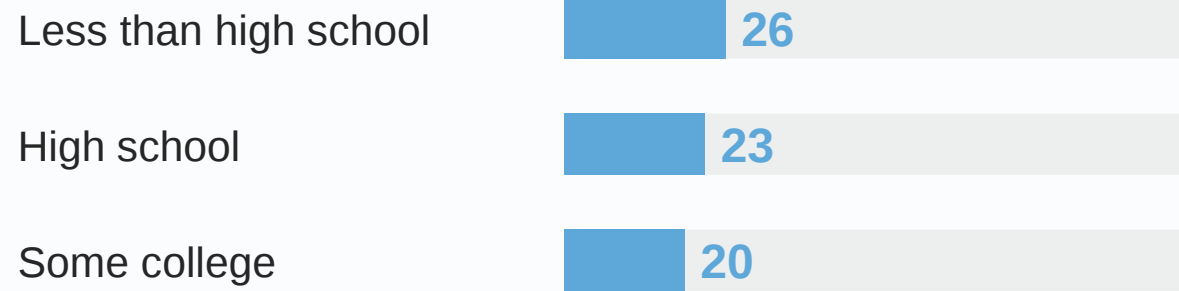
GENDER



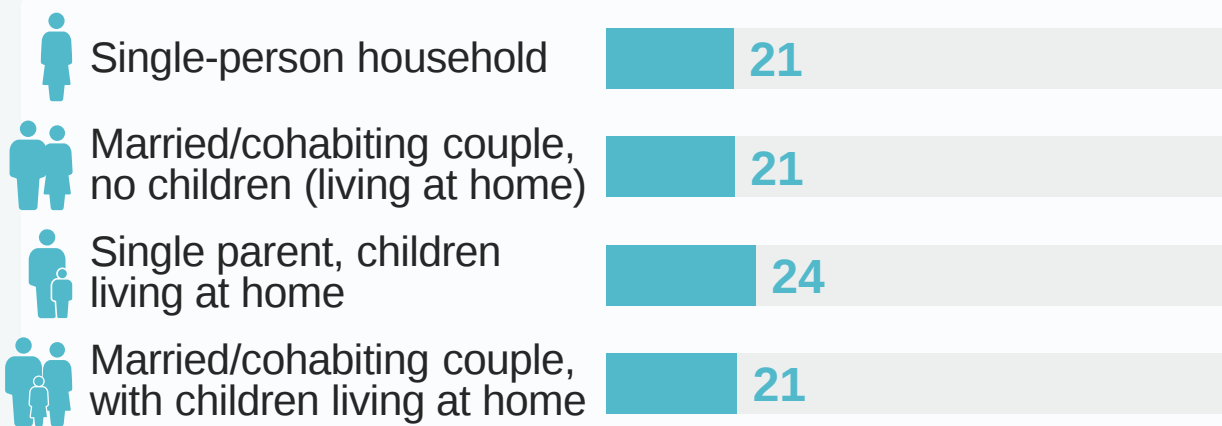
AGE



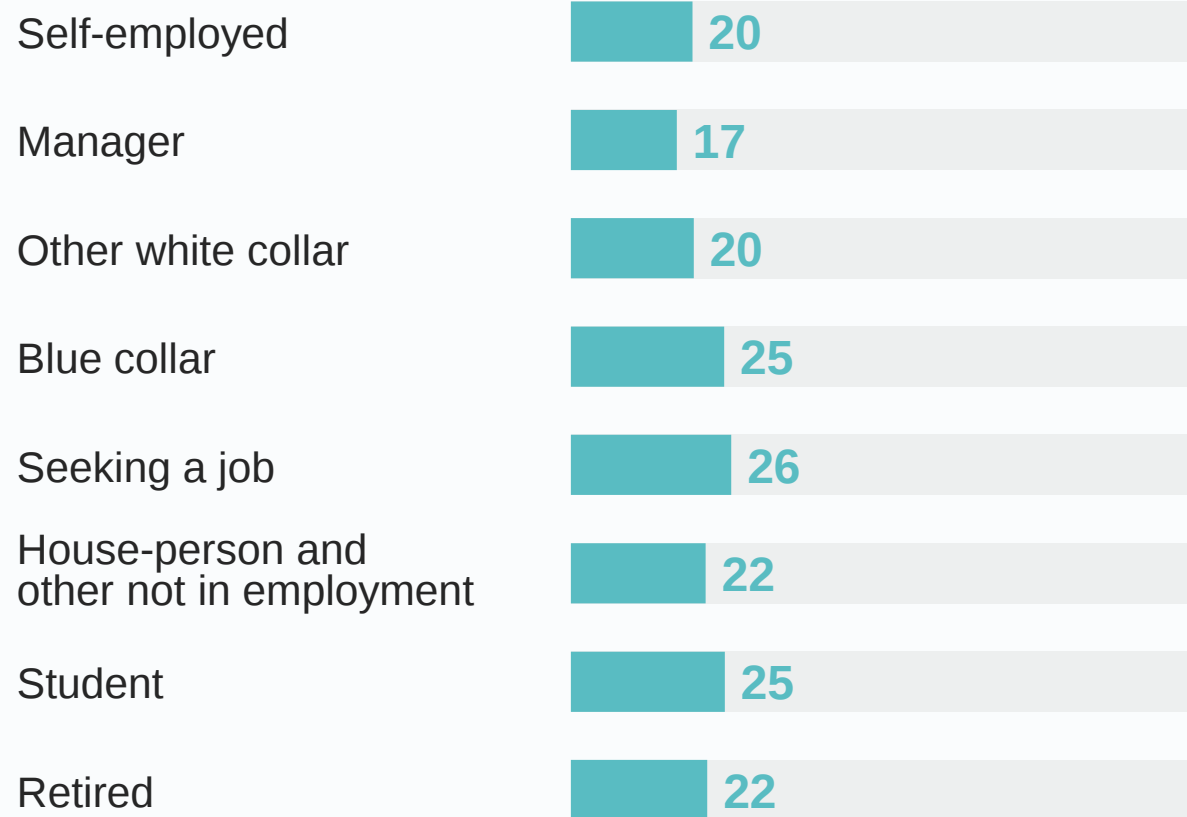
EDUCATION



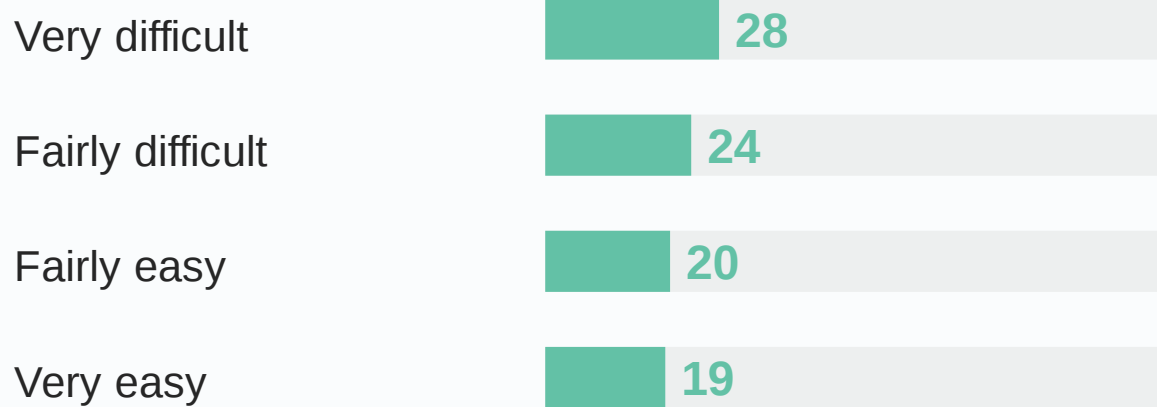
HOUSEHOLD COMPOSITION



OCCUPATION



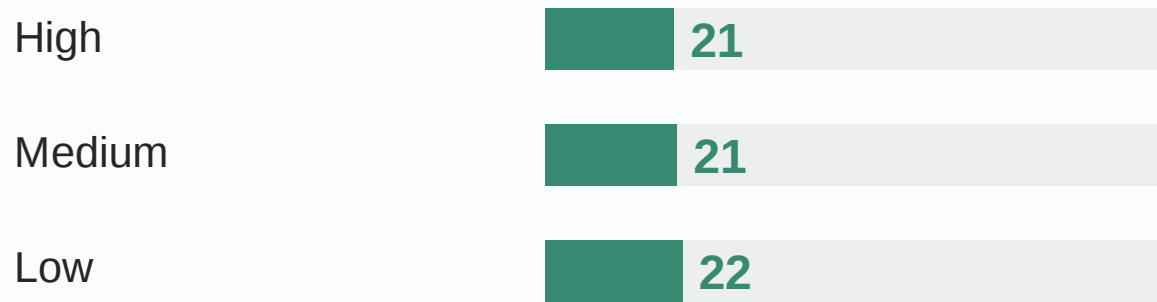
EASE OF MANAGING FINANCIALLY



PURCHASED ONLINE IN PAST 12 MONTHS



KNOWLEDGE OF CONSUMER RIGHTS





Which, if any, of the following stop you from buying sustainable products and services more frequently?

% Sustainable products and services often have longer delivery time

EU27 AVERAGE

2024

22

