European Commission

Consumer Conditions Scoreboard

Consumers at home in the Single Market

2019 EDITION

Justice and Consumers

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1. KEY FINDINGS

The consumer conditions scoreboard (‘the scoreboard’) is the main instrument for monitoring the consumer environment across Europe. It benchmarks consumer conditions in the EU Member States plus Iceland and Norway.

Consumer conditions cover factors that make it easier or harder for consumers to make choices that improve their welfare. Annex I outlines the scoreboard’s conceptual and methodological framework, Annex II contains the full data set and Annex III the country factsheets with key indicators.

The scoreboard is published every two years. It mainly builds on representative surveys of consumers and of retailers[1] complemented by data from other sources.

The main findings of the 2019 scoreboard are:

1. *After the significant improvements in consumer conditions in 2016, a fall is observed in 2018 driven mainly by a decline in consumer trust in some western European countries.*

2. *Consumer conditions in other regions continue to improve. Southern and eastern EU countries are narrowing the gap with the EU average, therefore making overall consumer conditions less unequal across the different regions of the EU. However, the difference between the highest scoring country (Sweden, with 71.4) and the lowest (Croatia, with 53.2) remains significant.*

3. *More than 70% of consumers trust retailers to respect their consumer rights and over 60% have had positive experiences with traders when making a complaint.*

4. *Retailers positively assess compliance with consumer legislation in their sector, and this is linked to an appreciation for enforcement activities.*

5. *Pressure selling is the most frequently encountered unfair commercial practice by consumers and this is corroborated by retailers’ observation on their competitors.*

6. *More than half of consumers are influenced by green claims when making purchases.*

7. *More and more consumers take up e-commerce, but they have lower confidence in buying online from other EU countries than from domestic traders.*

[1] The two surveys informing the 2019 scoreboard edition were conducted in spring 2018.

2. CONSUMER CONDITIONS ACROSS EUROPE

This section looks into consumer conditions across Europe as captured by the Consumer Conditions Index (CCI)[2] and some of its indicators.

The CCI tracks consumer conditions using three key components:

- **Knowledge and trust**: knowledge of consumer rights and trust in institutions and market conditions are central for the development of efficient markets and the effective protection of consumer interests.

- **Compliance and enforcement**: effective enforcement of consumer rights and of product safety legislation contributes both to building consumer trust, as well as to improving the business environment by preventing distortions and ensuring a level playing field for companies across the EU single market.

- **Complaints and dispute resolution**: getting redress can reduce or even offset consumer detriment, which can in turn strengthen consumers' confidence in the shopping environment. It is therefore important that consumers use the remedies available to them when they encounter problems and that their complaints are handled effectively.

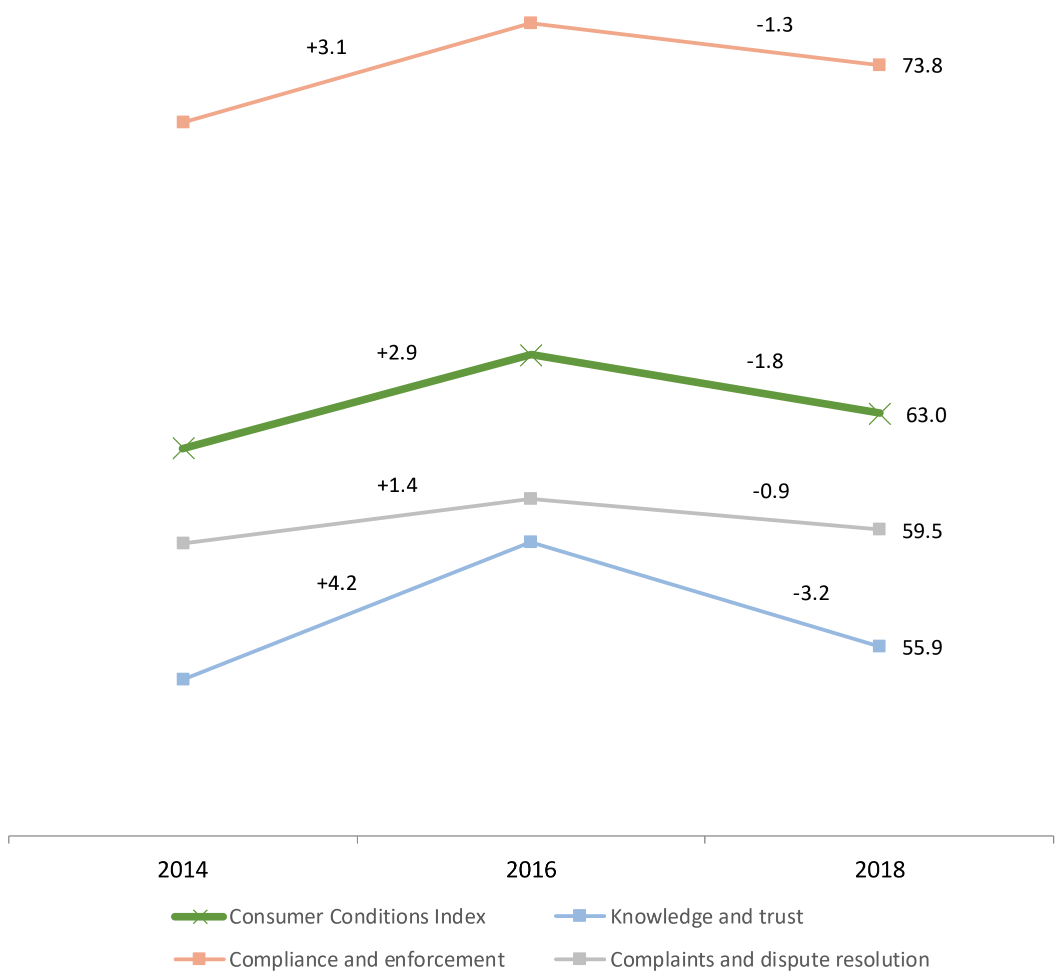
After the significant improvements reported in the previous edition, consumer conditions in the EU fell in 2018

In 2018, consumer conditions in the EU fell compared to 2016. That said, they remained overall at a high level with a score of 63.0 points over 100, only partly offsetting the significant increase measured in the previous edition.

The scores for all three components of the CCI – 'knowledge and trust', 'compliance and enforcement' and 'complaints and dispute resolution' – fell compared to 2016, but they remain on the rise since 2014 (+ 1.0, + 1.8 and +0.5 points respectively).

[2] The Consumer Conditions Index is a composite index (see Annex I on its composition). The CCI is expressed in a scale from 0 to 100 points.

Figure I: Consumer Conditions Index and its main components in the EU, 2014-2018



Source: Surveys on consumer and on retailer attitudes towards cross-border trade and consumer protection

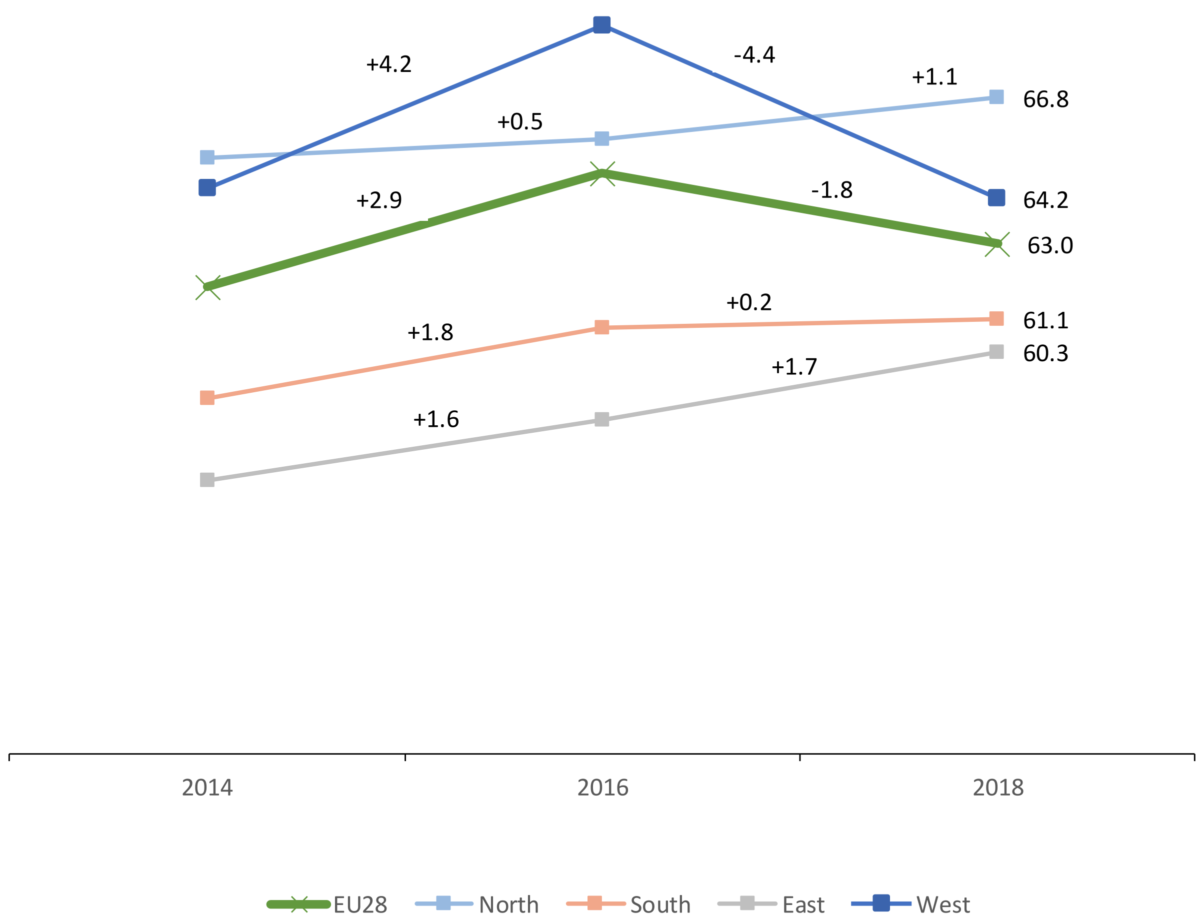
Western EU countries report poorer consumer conditions in 2018 compared to 2016[3], while the other regions[4] continue on a positive trend, with eastern and southern countries closing in on the EU average

The geographical breakdown of the CCI shows that the evaluation of consumer conditions in western Europe dropped, while it continued to progress in other parts of the EU. The gap in consumer conditions between southern and eastern EU on the one hand, and western EU on the other hand sharply declines, while northern EU becomes the best performing region.

3 The 2016 surveys were conducted prior to the Brexit referendum.

4 See Annex I for the definition of the clusters of countries (EU regions).

Figure II: Change in the Consumer Conditions Index across different regions of the EU, 2014-2018

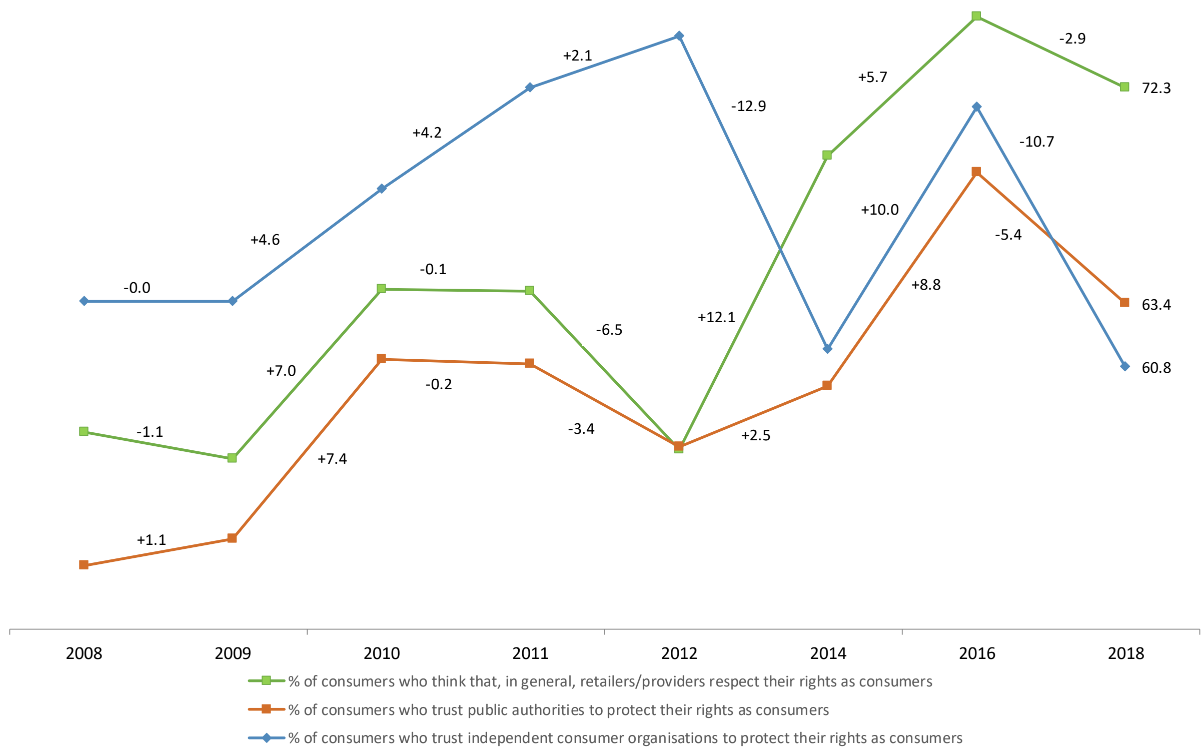


Source: Surveys on consumer and on retailer attitudes towards cross-border trade and consumer protection

Consumers' trust in traders is surpassing trust in consumer protection authorities and in consumer organisations

Consumers' trust in retailers and service providers respecting consumer rights is high (72.3%), gaining nearly 15 percentage points in 10 years. However, trust in consumer organisations is on a downward trend since 2012. Trust in public authorities' ability to protect consumer rights, which had been on a positive trend, also showed a downturn between 2016 and 2018.

Figure III: EU consumers' trust in organisations, 2008-2018



Source: Survey on consumer attitudes towards cross-border trade and consumer protection

The best known right among consumers is the cooling-off period for distance purchases

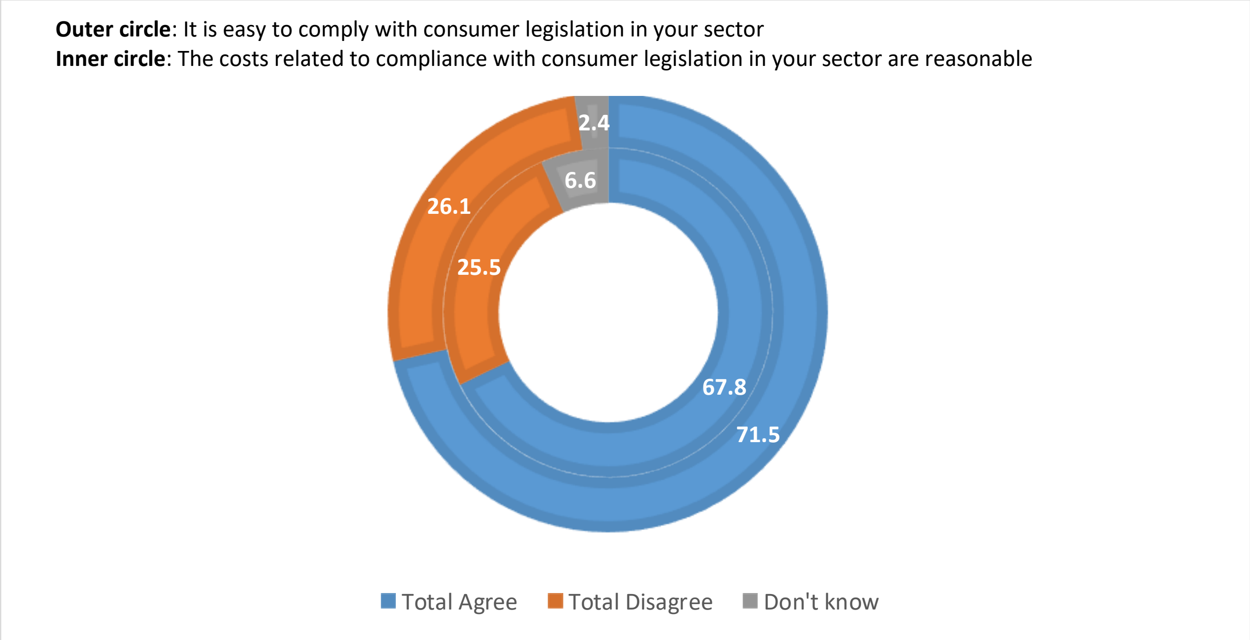
In 2018, 60.1% of consumers were aware of their right to return goods bought at distance within a cooling-off period, 38.8% knew that they are entitled to a free repair or replacement should a new product break down within a certain period from delivery, and 35.5% of consumers knew they do not have to pay or return unsolicited products.

Retailers' knowledge of consumer legislation, although better than consumers', is still low with only 53.6% on average correctly answering the questions. Retailers selling goods are slightly more aware of consumer rules than those providing services.

Retailers' are on the whole positive on the ease and costs of compliance with consumer laws

A clear majority of retailers in the EU find it easy to comply with consumer legislation, with percentages ranging from 51.5% in Czechia to 83.8% in Italy. At EU level, 7 out of 10 retailers agree that it is easy to comply with consumer legislation in their sector. Of these, 20.9% even strongly agree. Moreover, two thirds of retailers consider the related costs reasonable and that their competitors in the domestic market comply with consumer law as well.

Figure IV: EU retailers' perceptions about compliance with consumer legislation domestically, 2018



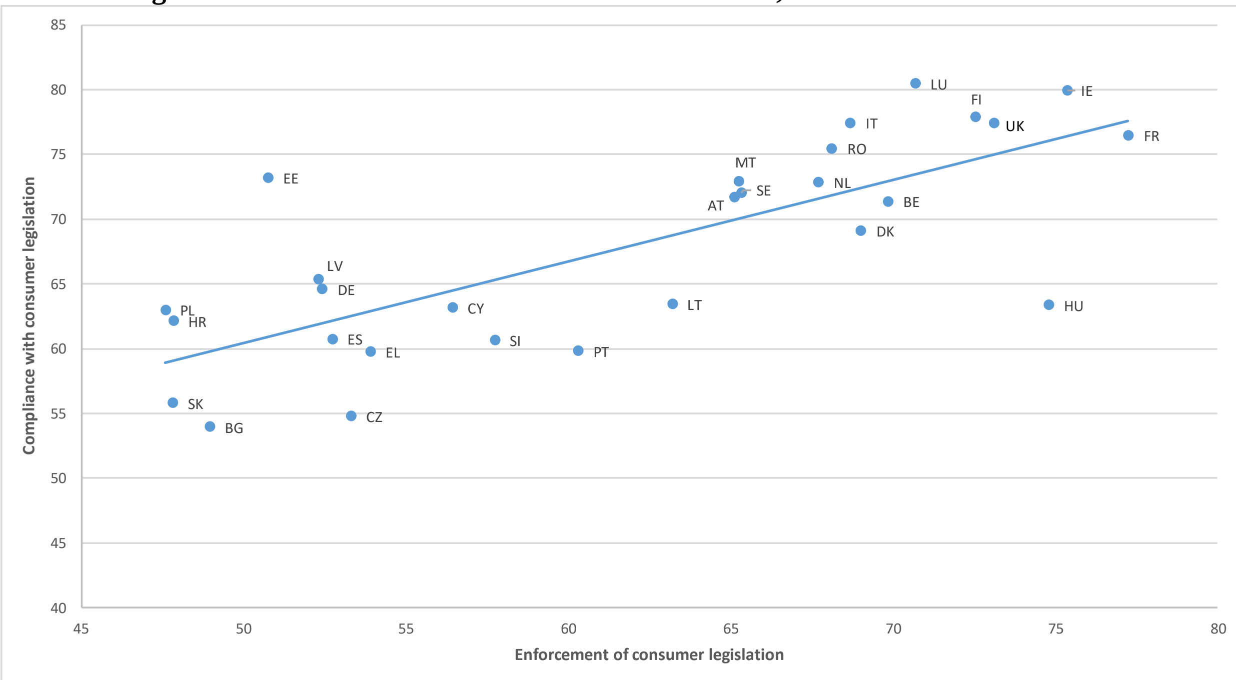
Source: Survey on retailer attitudes towards cross-border trade and consumer protection, 2018

Retailers' assessment of the work done by national enforcement authorities and consumer NGOs is positive, particularly in the area of product safety

In 2018, on average, 6 out of 10 EU retailers assess the enforcement of consumer and product safety legislation in their sector positively. The highest marks are given to enforcing product safety legislation. A strong correlation[5] between retailers' assessments of compliance and their views on enforcement (0.76) suggests that proactive enforcement is making a difference.

[5] Based on in-house data analysis. Other correlations supporting the same conclusion are the negative correlations between both enforcement of and compliance with consumer legislation on the one hand, and the exposure to unfair commercial practices on the other hand (-0.55 and -0.64 respectively). Similarly, consumer trust in national organisations (both public authorities and consumer NGOs) to protect their rights is positively correlated with retailers' assessment of the role of public authorities and NGOs in monitoring compliance with consumer legislation (0.66 and 0.60 respectively).

Figure V: Correlation between the share of retailers' assessing positively compliance with consumer legislation in their sector and enforcement activities, 2018



Source: Survey on retailer attitudes towards cross-border trade and consumer protection, 2018

Overall, three out of four EU retailers (74.4%) agree that non-food products are generally safe in their countries and a similar proportion (74.8%) agree that public authorities actively monitor and ensure compliance with product safety legislation in their sector. Both indicators remain at levels comparable to 2016.

Aggressive selling is the most frequently reported unfair commercial practice by both consumers and retailers

In 2018, almost 3 out of 10 retailers on average reported coming across various unfair commercial practices from their domestic competitors. The most frequently reported practice (by 40.9% of retailers) was pressuring consumers with persistent commercial calls or messages.

Consumers' assessment of unfair commercial practices is convergent on this point with that of retailers, as 35.7% of EU consumers report having felt pressured by persistent calls or messaging from domestic traders, the highest proportion exposed to a particular unfair practice among those monitored.

More than one in five consumers experienced a problem over the last year, and their complaints were mainly addressed to traders

In 2018, 22% of consumers reported that they had encountered a problem over the previous 12 months when buying goods or services from a trader in their own country, for which they felt there was a legitimate reason to complain. Of those encountering problems, 22.5% did not complain (despite feeling it would have been legitimate to do so). The main reasons for not taking any action were that:

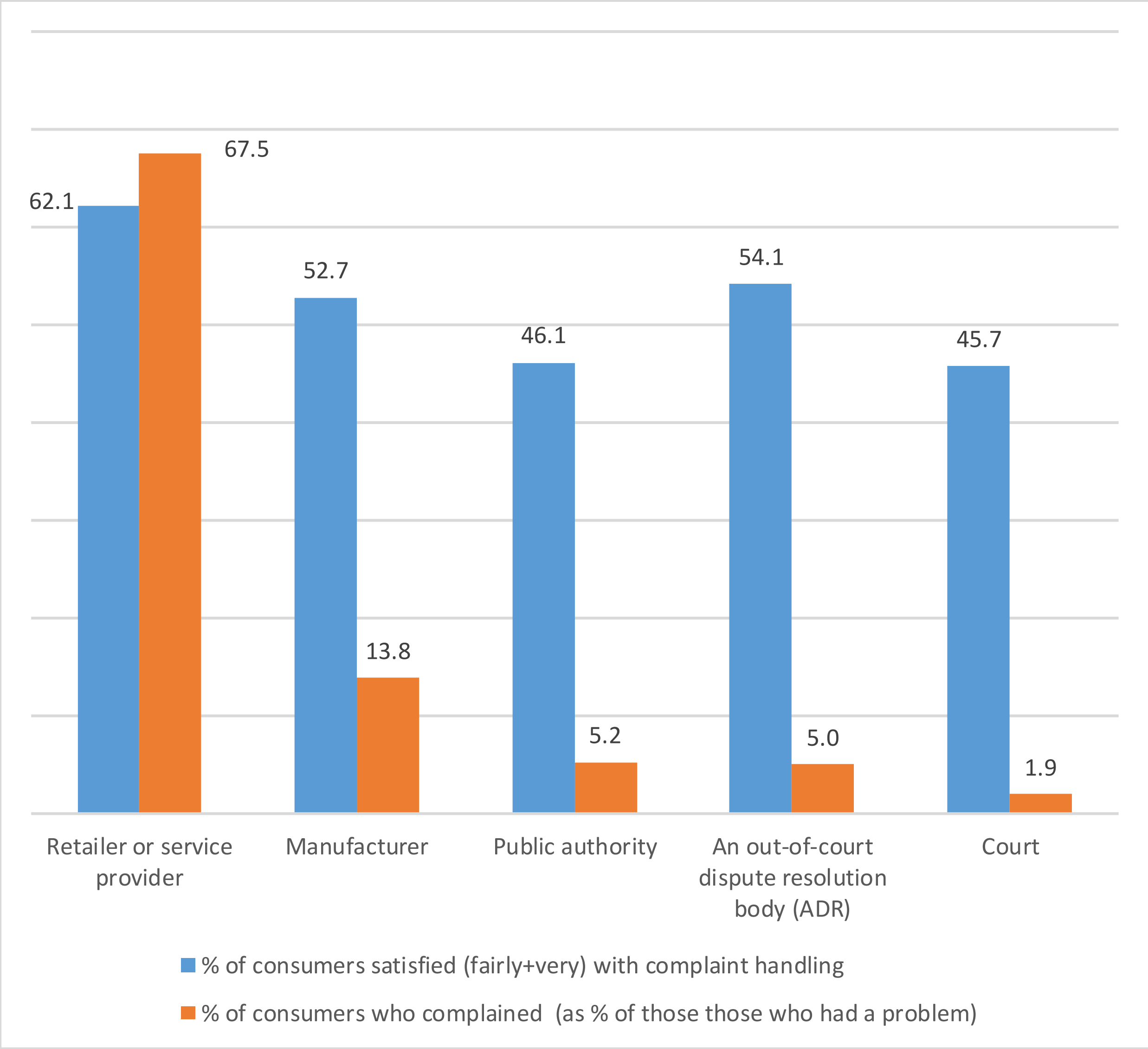
- it would take too long (42.8%);
- the sums involved were too small (39.7%); and
- the belief that a complaint would not have produced a satisfactory solution (36.6%).

A significant proportion of consumers indicated being unsure about their rights (21.1%) or not knowing where or how to address their complaint (20.1%).

Those who encountered problems complained primarily to the retailer or service provider (67.5%). Few took the matter to a public authority (5.2%) or to an alternative dispute resolution body (5%) and even fewer decided to take the case to court (1.9%).

On average, about 6 out of 10 EU consumers (59.1%) who filed a complaint through the various channels were satisfied with how their complaint was handled.

Figure VI: **EU consumers' complaints and satisfaction with complaint handling by recipient (% of consumers), 2018**



Source: Survey on consumer attitudes towards cross-border trade and consumer protection, 2018

While half of retailers (51.4%) indicate being aware of out-of-court dispute resolution mechanisms, only 30.4% participate in such schemes.

Consumer vulnerability is mainly linked to difficult financial situation

Since 2014, the scoreboard examines the links between several drivers of vulnerability[6] and consumer conditions through a multivariate analysis that estimates the effect of each individual driver with other characteristics held constant. Below are the main results for 2018[7]:

- **People in a difficult financial situation tend to show less trust** and lower confidence in online shopping. They are also more likely to report unfair commercial practices. The personal financial situation is the characteristic that most influences consumer conditions.

- **Younger people tend to show higher levels of trust** for most indicators, including confidence in online shopping, and the youngest age group (18-34) appear to be **less knowledgeable of consumer rights.**

- **People with a low level of education show higher trust** in organisations.

More than half of consumers are receptive to environmental claims

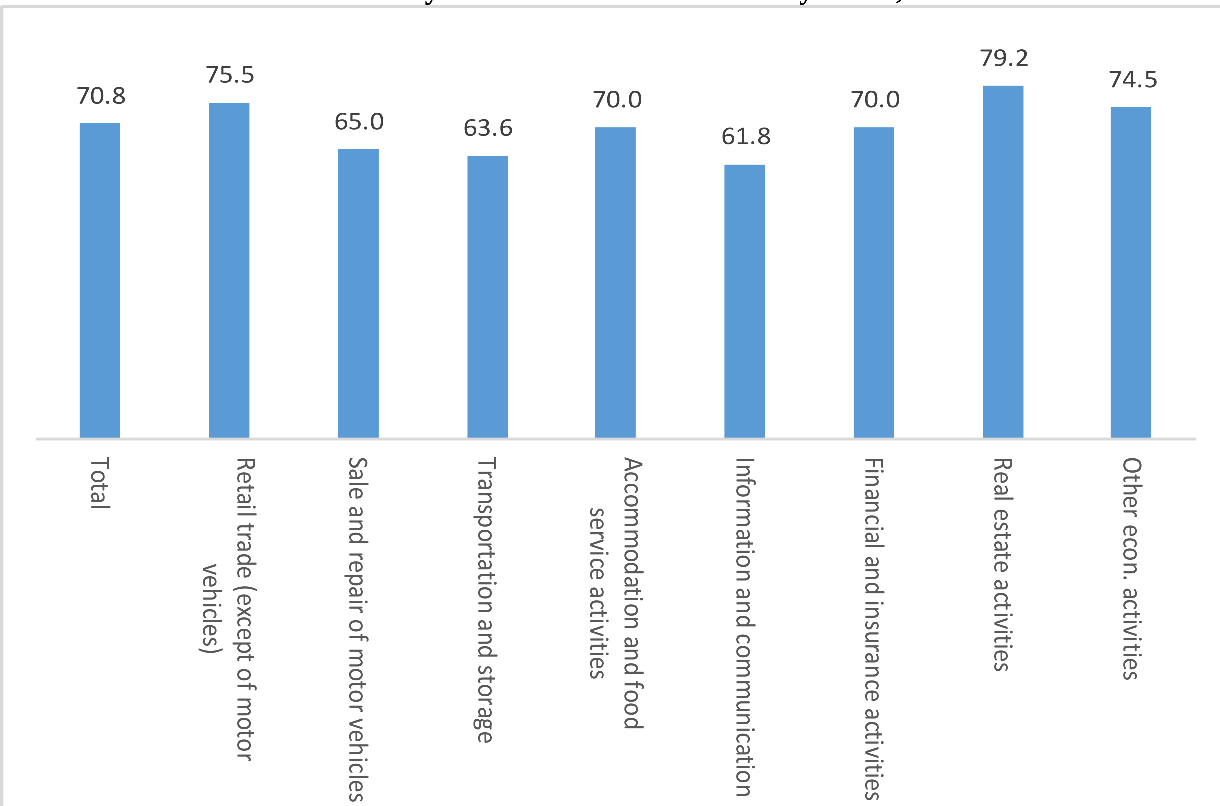
More than half of consumers (56.8%) in the EU indicate that their decision to purchase is influenced by environmental claims for at least one or two purchased goods or services (up to all of their purchases). A similar proportion (55.3%) trust environmental claims. The more environmentally conscious EU consumers are those in southern (59.3%) and eastern European countries (57.3%).

Close to 7 out of 10 retailers (70.8%) think that environmental claims made for products or services in their sector are reliable. Small companies (70.2%) and those in the information and communication sector (61.8%) are the least likely to trust environmental claims.

[6] For detailed information on consumer vulnerability and its drivers, see the 2016 study on consumer vulnerability across key markets in the EU: https://publications.europa.eu/en/publication-detail/-/publication/d1af2b47-9a83-11e6-9bca-01aa75ed71a1/language-en

[7] The full results from the multivariate analysis are summarised in Table 4 in Annex 2.

Figure VII: Percentage of enterprises agreeing that most environmental claims about goods or services in their sector and country are reliable — breakdown by sector, 2018



Source: Survey on retailer attitudes towards cross-border trade and consumer protection, 2018

Consumers are open to engaging in circular economy, but rarely do so

In 2018, the European Commission published a behavioural study on consumers' engagement in the circular economy[8]. The study focussed on five products: (i) vacuum cleaners, (ii) television, (iii) dishwashers, (iv) smartphones and (v) clothes. It combined different methodological tools, including a literature review, interviews with stakeholders and focus groups, an online consumer survey, as well as two behavioural experiments.

The main findings of the study showed that consumers, although willing to engage in the circular economy, rarely do so. While most consumers repair products (64%), a substantial share have not repaired products in the past (36%) and/or have no experience renting/leasing or buying second hand products (90%). The behavioural experiments tested possible explanations for this apparent contradiction, such as whether consumers lacked information regarding product durability and reparability and whether markets were sufficiently developed to offer circular economy alternatives (for example second hand markets or sharing services). The experiments confirmed that the provision of information was highly effective in shifting purchasing decisions towards products with greater durability and reparability.

8 https://ec.europa.eu/info/live-work-travel-eu/consumers/sustainable-consumption_en

3. E-COMMERCE

The number of consumers buying online keeps increasing but strong disparities across the EU persist

Between 2017 and 2018, the take-up of e-commerce by consumers continued the upward trend observed over the last decade. About 60% of consumers in the EU made purchases online compared to 30% in 2007. However, the proportion of consumers engaged in buying online is very different across the EU, with values ranging from 75% or more in Denmark, the United Kingdom, the Netherlands, Sweden and Germany to around 20% in Bulgaria and Romania.

Consumer confidence in buying online goes together with the spreading of e-commerce and this is reflected in the strong correlation between the two indicators at country level[9]. In 2018, 71.7% of EU consumers declare to be confident in buying online domestically.

However, trust in buying cross-border from other EU countries is significantly lower (48.3%). This is at least partly due to the problems faced by e-shoppers. In addition to delivery problems, which many consumers are encountering both with domestic (51.5%) and with cross-border online purchases (35.9%)[10], when trying to buy online from other EU countries consumers also face geo-blocking in different forms, such as the trader's refusal to deliver to their country (12.4%), automatic redirection (12.1%), or refusal of their payment means (reported by 4.9% of respondents engaged in cross-border e-commerce).

Only 20% of all companies sell online

In 2017, 19.5% of all companies (with at least 10 employees) were selling online[11] and e-commerce accounted for 17.4% of the total turnover of companies. These figures have been fairly stable for several years.

However, marked differences persist across EU countries: while in Ireland, Sweden and Denmark more than 3 out of 10 companies sell online, in Romania and Bulgaria less than 1 out of 10 do.

The breakdown of the same indicators by sectors shows that accommodation is at the top both in terms of the share of companies selling online and share of online turnover (68.1% and 31.6% respectively), followed by retail trade (28.0% and 10.7%), while construction is the industry least relying on e-commerce (4.3% of enterprises and 1.8% online turnover).

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9 The correlation index (measured on 28 Member States of the EU) between the percentage of consumers buying online and the percentage of consumers being confident to buy online is equal to 0.80 (2018).

10 The higher proportion of consumers reporting delivery problems with domestic online purchases over the past 12 months (compared to cross-border) should be seen together with the fact that domestic purchases are more frequent than cross-border ones.

11 E-sales data refer to both business-to-business and to business-to-consumer transactions (source: Eurostat, online data code: isoc_ec_eseln2).

Among brick and mortar retailers, the share of those planning to start selling online stagnates at less than 20%

Most EU retailers already selling online plan to continue doing so over the next 12 months (91% in 2018). Less than a fifth (18.4%) of those that only sell in shops show an interest in trading online in the coming 12 months - a proportion that has been declining in recent years - indicating that online trade may have reached a certain level of maturity in most EU countries.

Transparency in online platforms

Prompted by increasing concerns about market segmentation through online personalisation of prices and offers, a recent Commission study[12] found that over three fifths (61%) of the e-commerce websites assessed via a mystery shopping exercise were personalising the order of search results ('personalised ranking of offers'). This was based either on the shoppers' access route to the website (e.g. via a price comparison website) or on the shoppers' past online behaviour (e.g. history of visits/clicks).

That said, the study found no evidence of consistent and systematic personalised pricing and only very small price differences[13]. The study shows that consumers remain concerned about the misuse of their personal data in case of personalisation and call for higher transparency[14].

Another Commission behavioural study on advertising and marketing in social media[15] identified certain marketing practices that could be problematic for consumers. For example, with regard to disguised advertising, experiments revealed that the current 'disclosure labels' (to identify e.g. sponsored content) used in social media platforms are not effective. Consequently, native ads[16] cannot be identified as ads in 36% of the cases by online users, even though they include standard labels indicating their commercial intent.

12 https://ec.europa.eu/info/publications/consumer-market-study-online-market-segmentation-through-personalised-pricing-offers-european-union_en

13 In the 6% of product matches where price differences were observed, these were small (the median difference being less than 1.6%).

14 Respondents to the survey were most concerned about their personal data being used for purposes other than the ones for which it was gathered and/or not knowing with whom it might be shared (between 36% and 49% for the personalisation practices assessed). In addition, consumers would be more positive about personalisation if they received more information and had more control over these practices.

15 https://ec.europa.eu/info/publications/behavioural-study-advertising-and-marketing-practices-social-media-0_en

16 A type of advertising which closely resembles and blends in with social media user-generated content.

ANNEX I: MEASURING CONSUMER CONDITIONS

1. CONCEPTUAL FRAMEWORK

The conceptual framework used in the scoreboard to measure consumer conditions builds on the following three pillars:

- consumers' and businesses' **knowledge of consumer rights**, **their trust** in institutional actors, product safety and environmental claims and their confidence to trade online;
- issues related **to compliance with consumer laws and enforcement** by different institutional and market actors; and
- aspects related to **consumer complaints and the resolution of disputes** between consumers and traders.

The scoreboard mainly draws from two surveys of consumers and retailers[17]. It combines, where relevant, the two perspectives since they are likely to cross-validate and complement one another. This helps to increase the reliability of the measurements. In some instances, it also uses data from other sources, such as the results from online checks of websites coordinated by the Commission or complaints received by the European Consumer Centres.

The methodology underpinning the consumer conditions scoreboard was extensively revised in 2015 with the support of the Commission's Joint Research Centre and in consultation with stakeholders[18]. The revision in particular refined the Consumer Conditions Index, a composite indicator, following a thorough statistical audit[19].

[17] The survey on 'Consumer attitudes towards cross-border trade and consumer protection 2018' was conducted by GfK Social and Strategic Research using telephone interviews (a mix of fixed-line and mobile phone) in March-May 2018, among respondents aged 18 and above in 28 EU Member States, plus Iceland and Norway. The sample size was around 1 000 respondents per country (except for Cyprus, Iceland, Luxembourg and Malta, where around 500 interviews were conducted).
The survey on 'Retailers' attitudes towards cross-border trade and consumer protection 2018' was conducted by the Kantar Public Brussels network using telephone interviews, in May-June 2018, among companies (retail companies selling goods or services directly to end consumers) employing 10 or more persons, operating in 28 EU Member States, plus Iceland and Norway. The sample size was around 400 retailers per country (150 in Cyprus, Iceland and Malta, 130 in Luxembourg). Eligible respondents were individuals with decision-making responsibilities in the company.
For both surveys, the sampling and the weighting procedures were designed to ensure sample representativeness. More details can be found in the contractors' final reports that accompany the publication of this scoreboard.

[18] See SWD(2015) 181 final dated 21.9.2015 for more details.

[19] See chapter 2.5 of Van Roy, V., Rossetti, F., Piculescu, V. (2015). Consumer conditions in the EU: revised framework and empirical investigation, JRC science and policy report, JRC93404, http://publications.jrc.ec.europa.eu/repository/bitstream/JRC93404/2015-10-12_consumer_conditions_final_report.pdf

2. THE CONSUMER CONDITIONS INDEX

The Consumer Conditions Index (CCI) is a composite indicator, calculated at country level, to benchmark national consumer environments.

It is based on a set of key indicators (relating to domestic transactions), stemming from the EU-wide consumers' and retailers' surveys. The indicators are grouped under three main pillars, each having an equal weight (33.3%) in the total score:

- Knowledge and trust (with two separate sub-pillars, having each an equal weight of 16.7%);
- Compliance and enforcement; and
- Complaints and dispute resolution.

A score for each (sub-) pillar is calculated as a simple arithmetic average of the indicators contained in it. The index has a theoretical range from 0 to 100 since the basic indicators feeding into it are expressed in percentages. Below is a detailed overview of the indicators that feed into the CCI.

Table 1: The Consumer Conditions Index (CCI) and its components

Consumers' survey	Retailers' survey
PILLAR 1: KNOWLEDGE & TRUST – 33.3%	
Knowledge sub-pillar – 16.7%	
Knowledge of consumer rights: average percentage of consumers' correct answers to 3 questions (distance purchases cooling-off period, product guarantees, and unsolicited products).	**Knowledge of consumer rights**: average percentage of retailers' correct answers to 5 questions (product guarantees, seeking payment in marketing material, insufficient quantity of discounted products, promoting products for children, and premium rate phone number).
Trust sub-pillar – 16.7%	
Trust in organisations: average percentage of consumers who agree that in their country public authorities protect their rights as a consumer; retailers and service providers respect their rights as a consumer; and non-governmental consumer organisations protect their rights as a consumer.	
Trust in redress mechanisms: average percentage of consumers who agree that in their country it is easy to settle disputes with retailers and service providers through an out-of-court body and that it is easy to settle disputes through the courts.	

Consumers’ survey	Retailers’ survey
Trust in product safety: percentage of consumers who think that essentially all non-food products on the market in their country are safe or that a small number of products are unsafe.	**Trust in product safety**: percentage of retailers who think that essentially all non-food products on the market in their country are safe or that a small number of products are unsafe.
Trust in environmental claims: percentage of consumers who agree that most environmental claims about goods or services in their country are reliable.	**Trust in environmental claims**: percentage of retailers who think that most environmental claims about goods or services in their sector in their country are reliable.
Confidence in online shopping: percentage of consumers who feel confident purchasing goods or services on the internet from retailers or service providers in their country.	**Confidence in online selling**: percentage of retailers who are confident selling online only to consumers in their own country or who are confident when selling both in their own country and in other EU countries.
PILLAR 2: COMPLIANCE & ENFORCEMENT – 33.3%	
Unfair commercial practices: average percentage of consumers who report having experienced unfair commercial practices by retailers or service providers in their country in the past 12 months (persistent sales calls or messages, fake limited-time offers, fake free-of charge offers, asking to pay money to collect a fake prize, or other unfair commercial practices).	**Unfair commercial practices**: average percentage of retailers who report coming across unfair commercial practices by their domestic competitors in the past 12 months (persistent commercial calls or messages, fake limited-time offers, fake free-of charge offers, asking to pay for unsolicited products, fake reviews, or other unfair commercial practices).
Other illicit practices: average percentage of consumers who report having experienced unfair contract terms and unanticipated charges by retailers or service providers in their country in the past 12 months.	
	Compliance with consumer legislation: average percentage of retailers who agree that in their country: their competitors comply with consumer legislation; it is easy to comply with consumer legislation in their sector; and the costs of compliance with consumer legislation in their sector are reasonable.
	Enforcement of consumer and product safety legislation: average percentage of retailers who agree that in their sector and in their country: public authorities actively monitor and ensure compliance with consumer legislation; consumer NGOs actively monitor compliance with consumer legislation; self-regulatory bodies actively monitor compliance with relevant codes; media regularly report on businesses that do not respect consumer legislation; and public authorities actively monitor and ensure compliance with product safety legislation.

Consumers’ survey	Retailers’ survey
PILLAR 3: COMPLAINTS & DISPUTE RESOLUTION – 33.3%	
Problems and complaints: composite indicator based on questions on the occurrence of problems in the past 12 months when buying or using any goods or services domestically, on complaints to different bodies (retailer/service provider, manufacturer, public authority, ADR body, court), reasons for not complaining and satisfaction with the handling of the complaint.	
	Participation in ADR mechanisms: percentage of retailers who are willing or required by law to use ADR mechanisms for consumer complaints.

3. Presentation of the results

The results in this scoreboard are presented by countries or aggregated at EU-28 level. Some results are presented in different country groupings (‘regional clusters’) as described in Table 2 below.

Table 2: Overview of the regional clusters

Northern EU countries/North	Denmark, Estonia, Latvia, Lithuania, Finland, Sweden
Southern EU countries/South	Cyprus, Greece, Spain, Italy, Malta, Portugal
Western EU countries/West	Austria, Belgium, Germany, France, Ireland, Luxembourg, the Netherlands, United Kingdom
Eastern EU countries/East	Bulgaria, Czechia, Hungary, Croatia, Poland, Romania, Slovenia, Slovakia

The scoreboard also presents the results from Iceland and Norway separately below the EU countries’ results.

An asterisk (*) identifies statistically significant changes in the relevant tables. Statistical significance is calculated at the 95% confidence level, meaning that the null hypothesis of no difference has been rejected at 5% probability level.

Most of the data underpinning the scoreboard is accessible via an online dissemination platform[20].

[20] https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/consumer-scoreboards_en

ANNEX II: DETAILED FINDINGS

Annex II presents the results from the two EU-wide surveys that informed the scoreboard. Results are presented for the overall Consumer Conditions Index (CCI), for the three scoreboard pillars and for a set of key indicators.

1. THE CONSUMER CONDITIONS INDEX ACROSS EUROPE

Table 3 shows the overall index at EU level, together with scores for each of the individual components and sub-components, as well as the scores of the best and worst performing countries together with their difference.

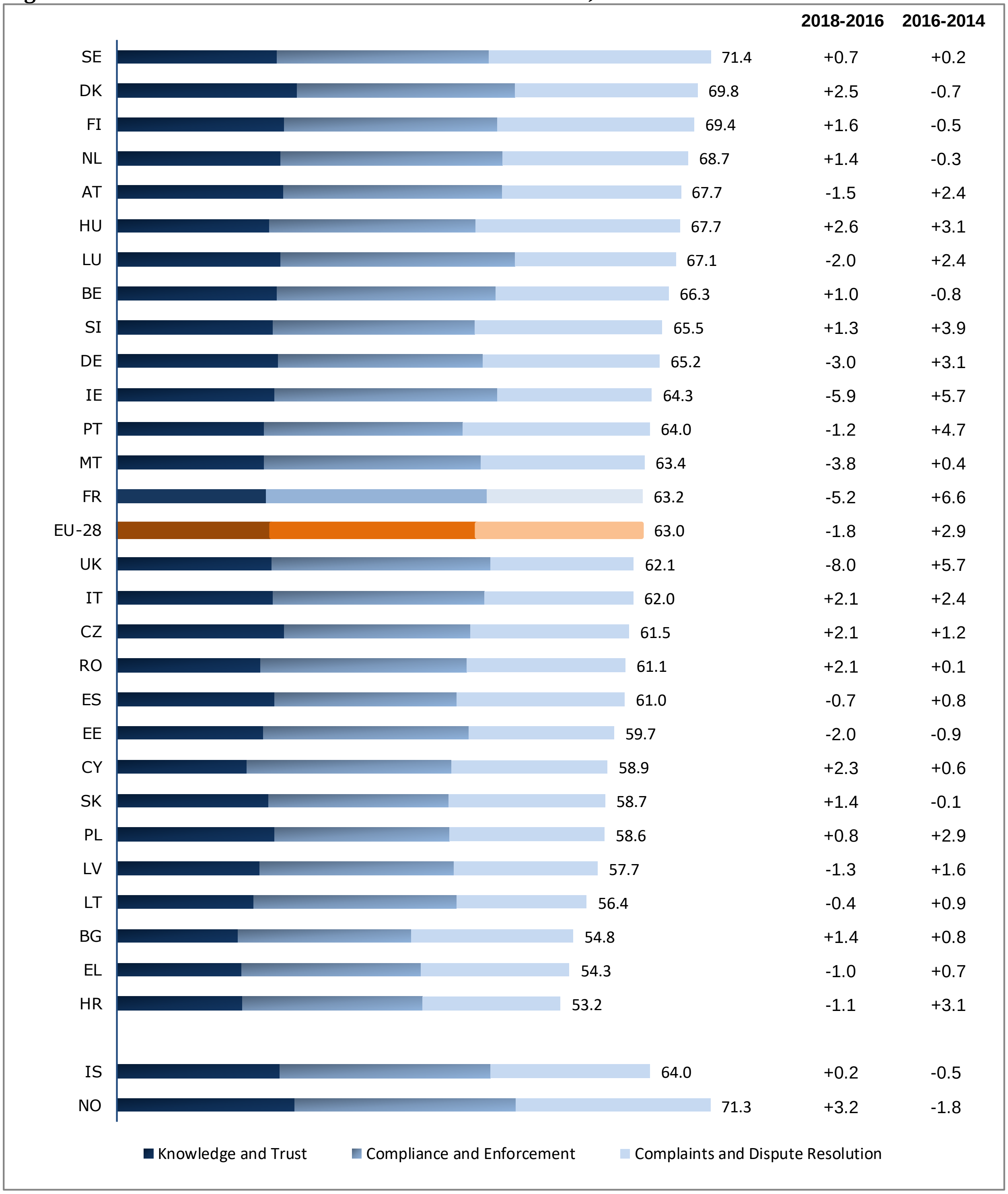
Table 3: Consumer Conditions Index (CCI), EU-28 (2018): overall and breakdown by pillar and indicator

CONSUMER CONDITIONS INDEX	EU-28	MIN	MAX	RANGE
	63.0	**53.2**	**71.4**	**18.1**
PILLAR 1: KNOWLEDGE & TRUST – 33.3 %	**55.9**	**43.5**	**65.1**	**21.6**
Knowledge sub-pillar – 16.7 %	**49.2**	**34.1**	**56.8**	**22.7**
Consumers' knowledge of consumer rights	44.8	25.2	59.5	34.3
Retailers' knowledge of consumer rights	53.6	37.8	61.5	23.7
Trust sub-pillar – 16.7 %	**62.5**	**47.0**	**74.4**	**27.4**
Consumers' trust in organisations	65.5	50.7	83.8	33.1
Consumers' trust in redress mechanisms	37.9	25.1	52.3	27.2
Consumers' trust in product safety	69.7	49.7	84.5	34.9
Retailers' trust in product safety	74.4	51.3	90.1	38.8
Consumers' trust in environmental claims	55.3	40.1	80.7	40.6
Retailers' trust in environmental claims	70.8	49.5	85.3	35.8
Confidence in online shopping	71.7	43.4	85.0	41.6
Confidence in online selling	54.9	24.4	79.0	54.6
PILLAR 2: COMPLIANCE & ENFORCEMENT – 33.3 %	**73.8**	**62.5**	**84.3**	**21.8**
No unfair commercial practices reported by consumers	77.6	64.1	93.2	29.1
No unfair commercial practices reported by retailers	71.7	47.2	82.9	35.7
No other illicit practices	88.8	78.9	95.6	16.7
Compliance with consumer legislation reported by retailers	69.0	53.9	80.5	26.6
Enforcement of consumer and product safety legislation reported by retailers	61.9	47.6	77.2	29.6
PILLAR 3: COMPLAINTS AND DISPUTE RESOLUTION - 33.3%	**59.5**	**46.9**	**80.0**	**33.1**
Problems and complaints composite indicator	88.5	82.6	93.6	11.1
Retailers' participation in ADR mechanisms	30.4	7.4	68.5	61.1

Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection.

The figure that follows ranks the countries surveyed according to the average CCI score and shows the differences in overall assessments between the three latest waves.

Figure 1: Consumer Conditions Index — overall indicator, 2018



Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection, Consumer Conditions Index.

1.1. Knowledge and trust

The knowledge and trust pillar of the CCI assesses the extent to which:

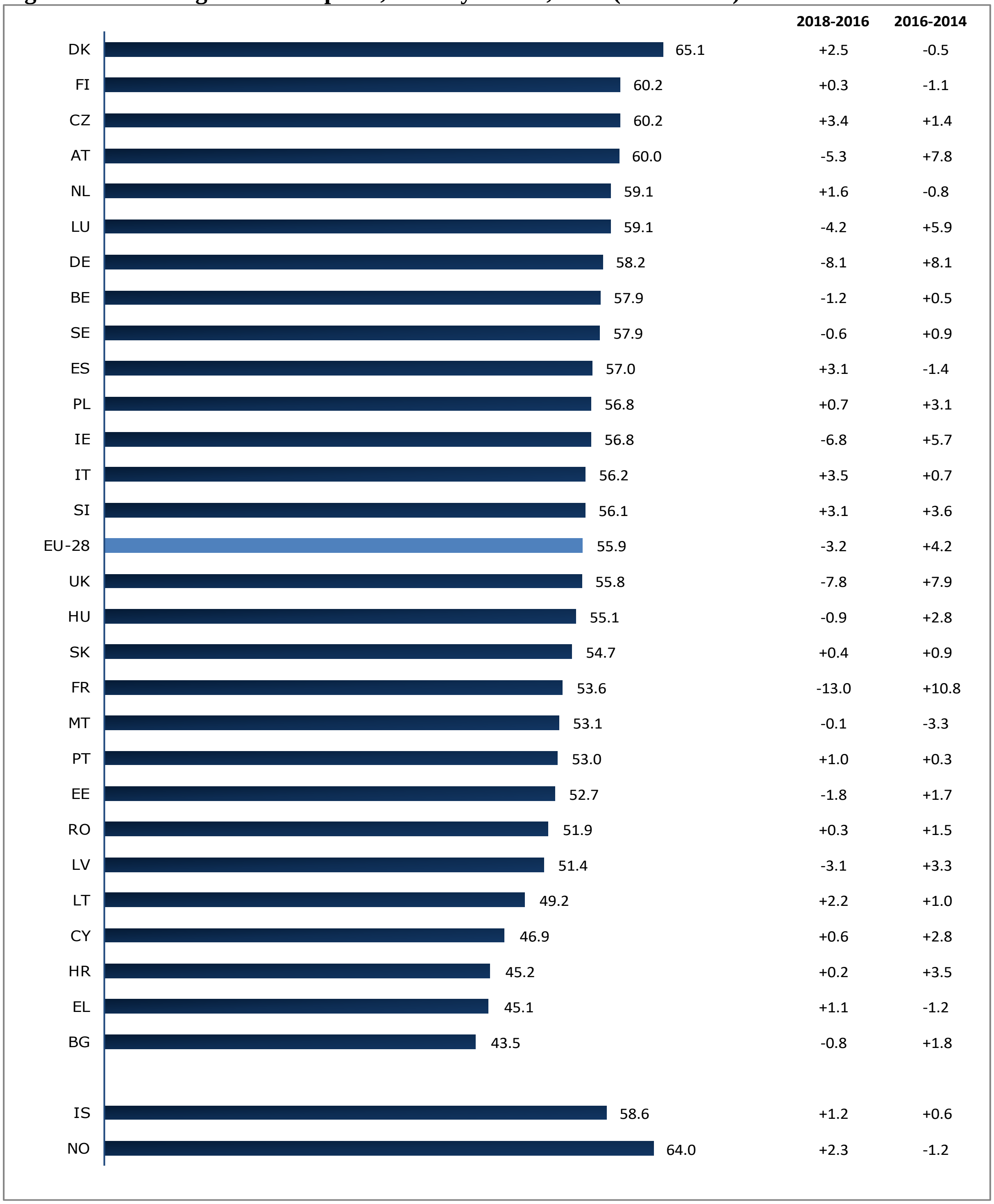
a) consumers and retailers are aware of key consumer rights;

b) consumers trust organisations to ensure their rights are respected and/or enforced, including trust in the effectiveness of redress mechanisms; and

c) consumers trust the safety and the environmental claims of products circulating on the market in their countries.

Figure 2 shows the scores per EU country for the knowledge and trust pillar, along with differences in the scores between the three latest waves.

Figure 2: Knowledge and trust pillar, country results, 2018 (scale 0-100)



Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection.

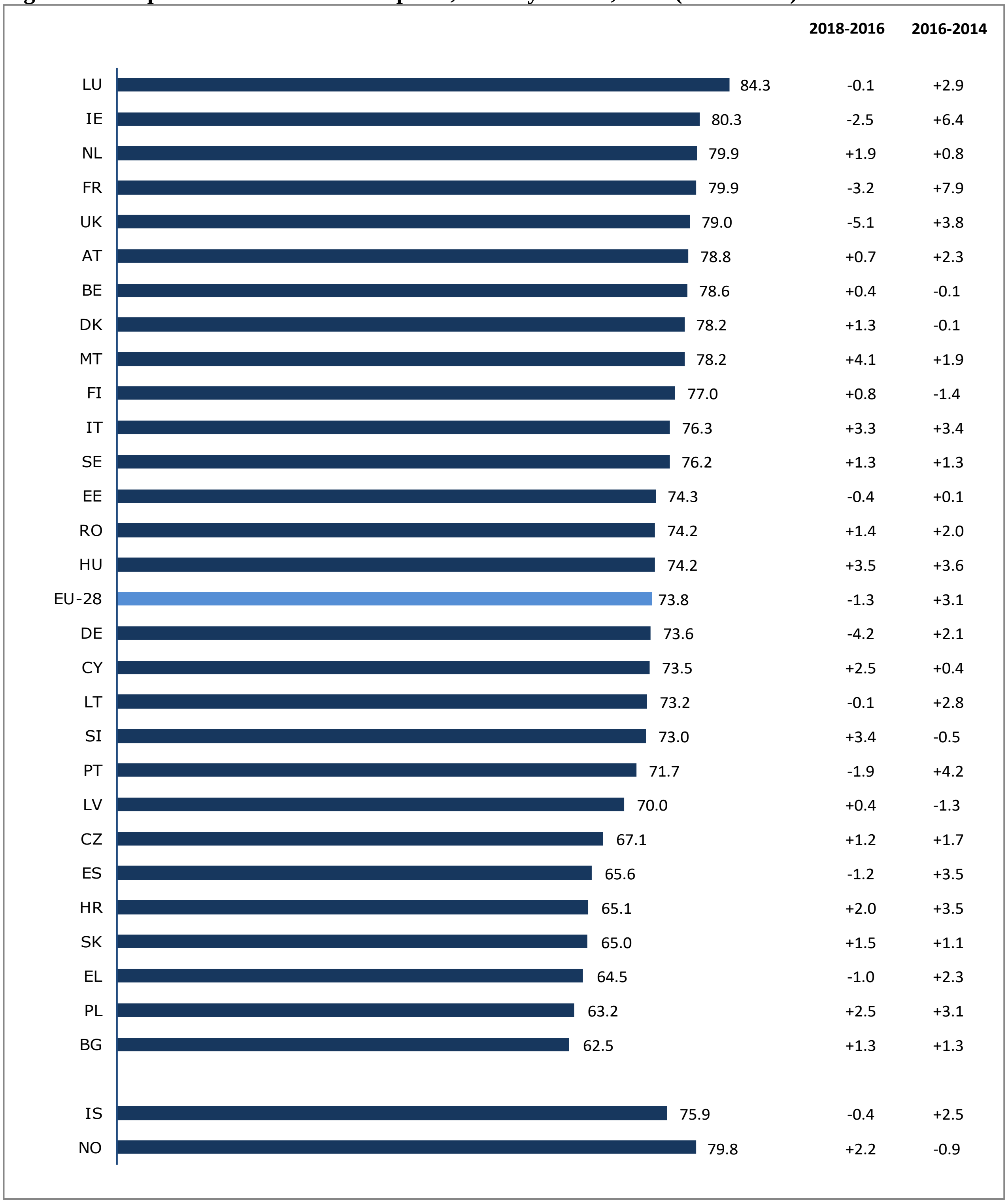
1.2. Compliance and enforcement

The second pillar of the CCI looks into compliance and enforcement as assessed by both consumers and retailers.

It examines the extent to which consumers and retailers experience or come across unfair practices by (other) retailers in their national markets and the degree to which it is easy or costly for retailers to comply with consumer legislation. It also looks into whether consumer and non-food product safety rules are satisfactorily enforced, based on retailers' assessments of various organisations in their sector in relation to their monitoring work.

Figure 3 shows the scores, at country level, for the compliance and enforcement pillar, along with differences in the scores between the three latest waves.

Figure 3: Compliance and enforcement pillar, country results, 2018 (scale 0-100)



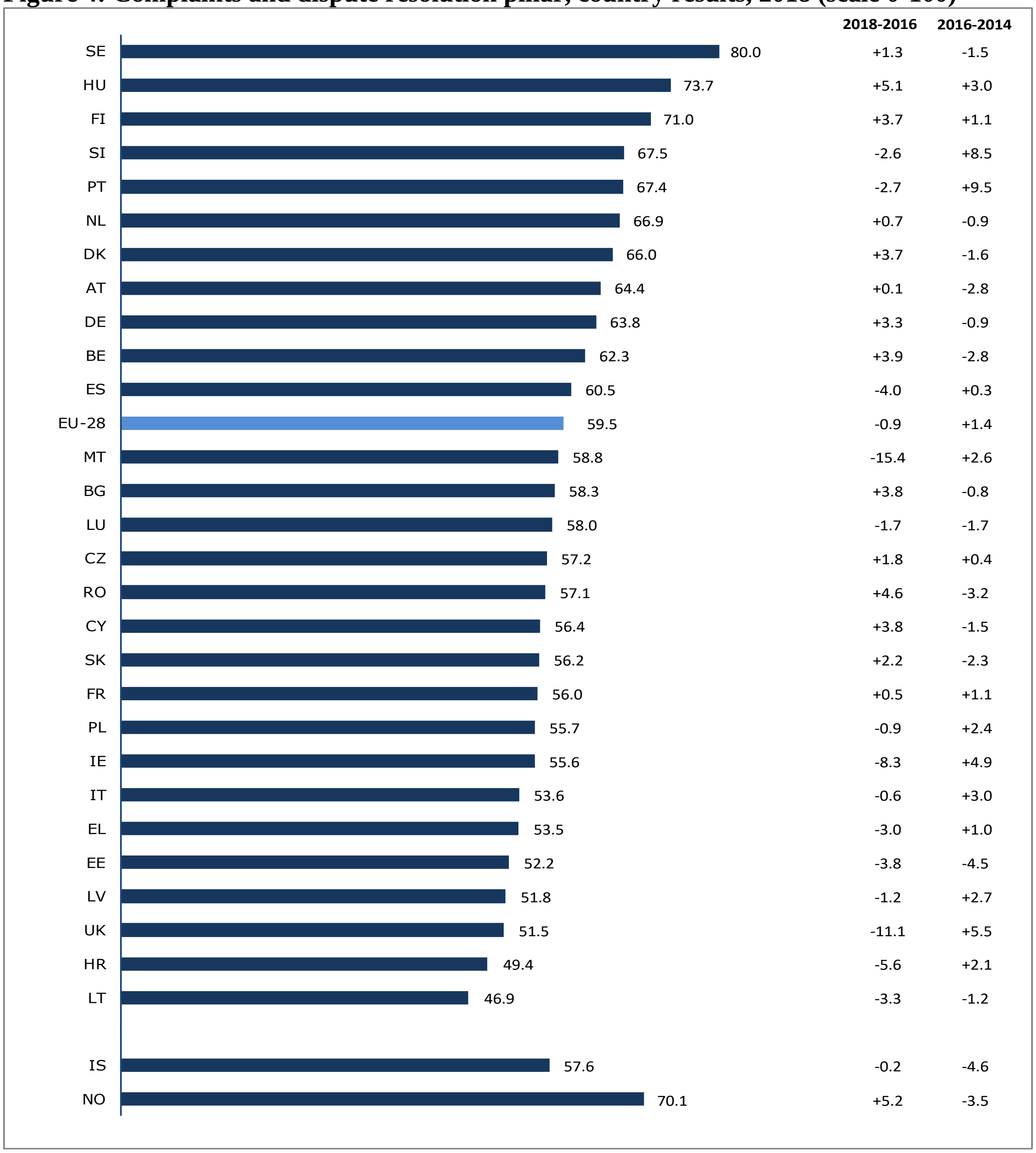
Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection.

1.3. Complaints and dispute resolution

The third pillar of the CCI, examines whether consumers tend to complain after experiencing a problem when buying or using goods and services and how satisfied they are with the way these complaints are handled. It also looks at retailer awareness and uptake of out-of-court dispute resolution mechanisms throughout the EU.

Figure 4 shows the scores per EU country for the complaints and dispute resolution pillar of the CCI, along with differences in the scores between the three latest waves.

Figure 4: Complaints and dispute resolution pillar, country results, 2018 (scale 0-100)



Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection.

2. RESULTS BY CONSUMER CONDITIONS INDEX COMPONENT

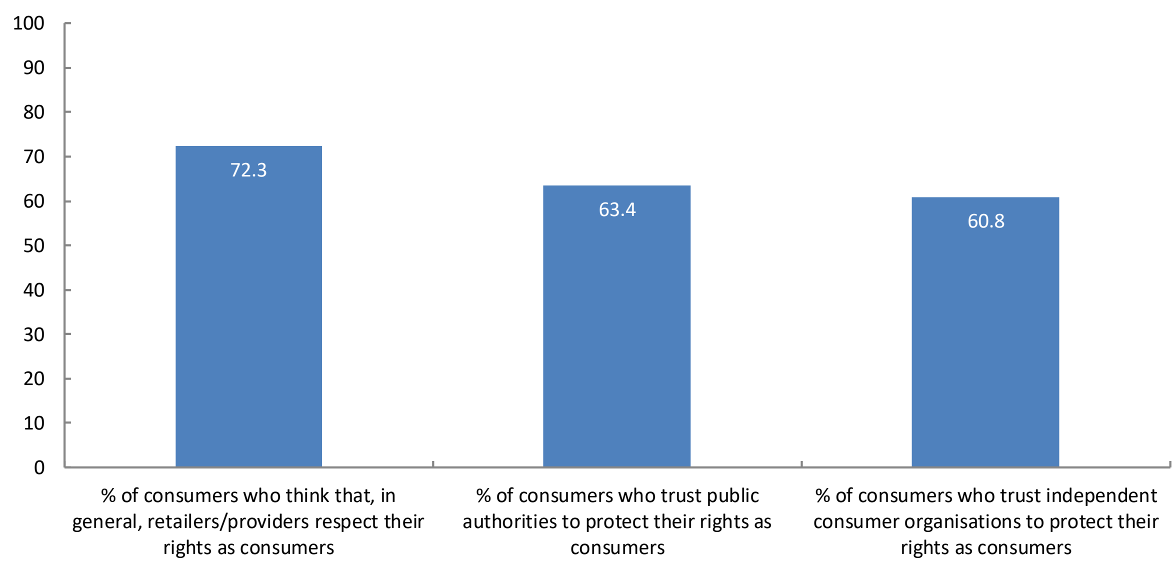
2.1. Consumer trust

Trust is an important driver for consumers to engage actively in consumer markets. This section presents the results from the surveys for different trust indicators of the scoreboard.

2.1.1. *Trust in organisations*

Figure 5 shows how trustful consumers are that public authorities and independent consumer organisations protect their rights as consumers and whether they feel retailers/providers also respect these rights.

Figure 5: Consumer trust in organisations, EU-28, 2018 (% of consumers who 'strongly agree' or 'agree')



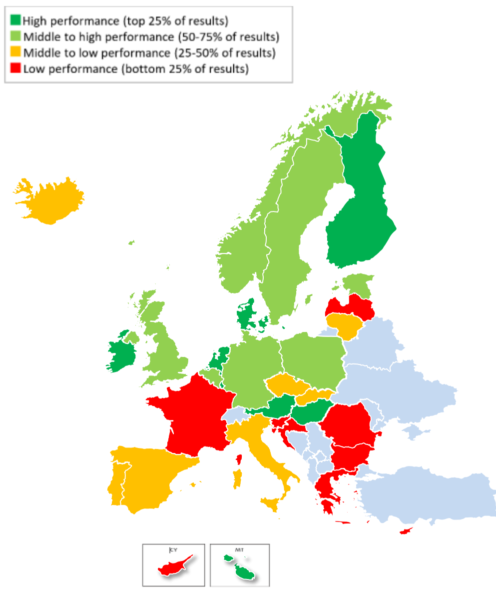
2018-2016	-2.9*	-5.4*	-10.7*
2016-2014	+5.7*	+8.8*	+10.0*
2014-2012	+12.1*	+2.5*	-12.9*
2012-2011	-6.5*	-3.4*	+2.1*
2011-2010	- 0.1	- 0.2	+4.2*
2010-2009	+7.0*	+7.4*	+4.6*
2009-2008	-1.1*	+1.1*	0.0

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements. In (OUR COUNTRY)… Base: EU-28[21] respondents (N=26 532).

[21] Croatia is included in the EU-28 from 2012 onward (the first year in which it was surveyed). The same applies to all data in this scoreboard.

Figure 6 shows the level of consumer trust in individual organisations and the average trust, per country.

Figure 6: Consumer trust in organisations, country results, 2018 (% of consumers who 'strongly agree' or 'agree')



	In general, retailers and service providers respect your rights as a consumer	You trust public authorities to protect your rights as a consumer	You trust non-governmental consumer organisations to protect your rights as a consumer	Consumers' average trust in organisations	Diff 2018-2016
EU-28	**72**	**63**	**61**	**65**	**-6 ***
BE	74	61	66	67	-7 *
BG	67	52	35	51	+3
CZ	77	58	51	62	+6 *
DK	82	82	68	77	0
DE	75	68	56	66	-16 *
EE	82	73	58	71	+3
IE	83	74	61	73	-11 *
EL	60	53	39	51	+5 *
ES	70	59	68	65	+5 *
FR	64	52	59	59	-24 *
HR	64	33	56	51	0
IT	64	59	64	62	+3 *
CY	48	57	50	52	+4
LV	73	55	44	57	-1
LT	75	56	58	63	+12 *
LU	81	78	65	75	-10 *
HU	84	86	81	84	+1
MT	74	83	71	76	+11 *
NL	82	78	68	76	+3
AT	81	82	60	74	-9 *
PL	76	59	69	68	+1
PT	62	62	65	63	+1
RO	72	53	52	59	-2
SI	73	48	55	59	+1
SK	80	55	49	61	+4 *
FI	82	83	75	80	+2
SE	74	75	48	66	0
UK	80	74	62	72	-14 *
IS	64	51	66	60	+1
NO	76	81	58	72	-1

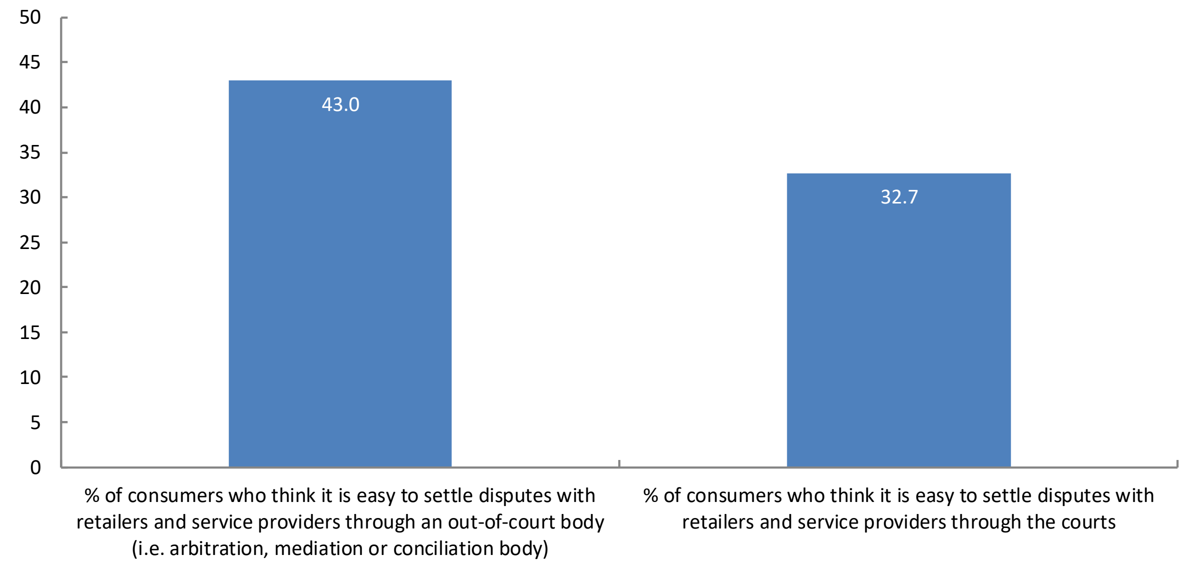
Source: Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements. In (OUR COUNTRY)… Base: all respondents (N=28 037).

2.1.2. *Trust in redress mechanisms*

While consumers engage in transactions with retailers and service providers, it is important that they feel they have access to dispute resolution mechanisms in order to resolve their individual disputes with businesses and obtain redress.

Figure 7 shows the proportion of consumers who agree that it is easy to settle such disputes with retailers and service providers either through out-of-court bodies or through courts.

Figure 7: Consumer trust in effectiveness of redress mechanisms, EU-28, 2018 (% of consumers who 'strongly agree' or 'agree')

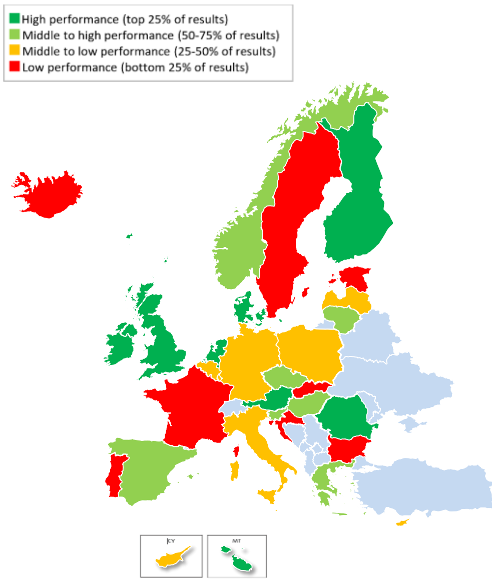


2018-2016	-8.4*	-8.5*
2016-2014	+6.7*	+6.2*
2014-2012	+2.1*	-0.0
2012-2011	-7.8*	-1.9*
2011-2010	+3.7*	+4.9*
2010-2009	+10.4*	+10.3*
2009-2008	-1.1*	-7.5*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements. In (OUR COUNTRY)… Base: EU-28 respondents (N=26 532).

The levels of consumer trust in the effectiveness of redress mechanisms are shown at country level in Figure 8.

Figure 8: Consumer trust in effectiveness of redress mechanisms, country results, 2018 (% of consumers who 'strongly agree' or 'agree')



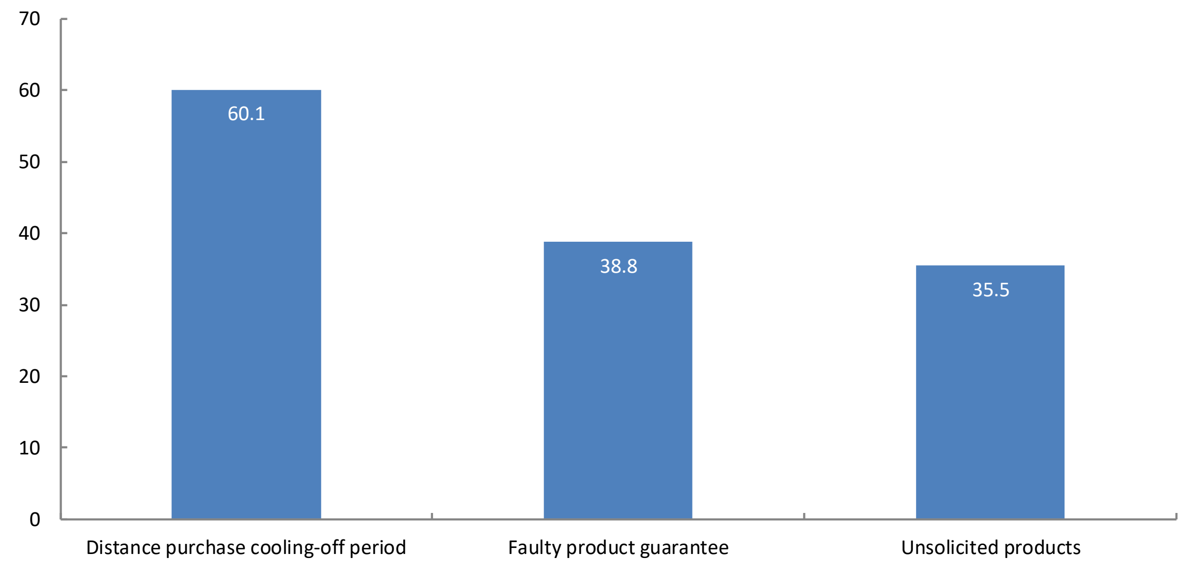
	It is easy to settle disputes with retailers and service providers through an out-ofcourt body (i.e. arbitration, mediation or conciliation body)	It is easy to settle disputes with retailers and service providers through the courts	Consumers average trust in redress mechanisms	Diff 2018-2016
EU-28	**43**	**33**	**38**	**-8 ***
BE	36	26	31	-2
BG	30	26	28	0
CZ	49	34	42	+7 *
DK	54	50	52	+7 *
DE	40	36	38	-21 *
EE	33	18	25	-3 *
IE	54	43	49	-10 *
EL	48	39	43	+5 *
ES	46	33	39	+3
FR	37	24	31	-31 *
HR	37	24	30	0
IT	43	32	37	+7 *
CY	37	30	34	+3
LV	36	26	31	+5 *
LT	48	34	41	+16 *
LU	38	37	37	-18 *
HU	45	31	38	+13 *
MT	62	28	45	+6 *
NL	51	43	47	+8 *
AT	52	44	48	-9 *
PL	40	24	32	-2
PT	34	22	28	-6 *
RO	49	43	46	-10 *
SI	29	54	42	-1
SK	33	17	25	-2
FI	59	32	46	+1
SE	38	18	28	0
UK	49	40	45	-17 *
IS	26	31	29	-5
NO	47	39	43	0

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements. In (OUR COUNTRY)… Base: all respondents (N=28 037)

2.2. Knowledge of consumer rights

The scoreboard also examines the extent to which consumers and retailers are aware of a set of (key) consumer rights.

Figure 9: Consumer knowledge of relevant legislation, EU-28, 2018 (% of consumers who gave a correct answer)[22, 23]



2018-2016	-7.0*	-6.7*	+1.0*
2016-2014	+11.0*	+5.5*	+0.9*
2014-2012	-	-	+2.1*
2012-2011	-	-	-4.6*

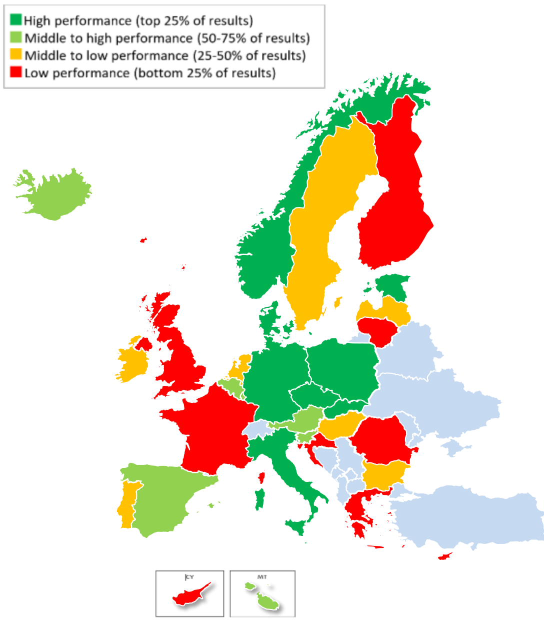
Source: Survey on consumer attitudes towards cross-border trade and consumer protection. Base: EU-28 respondents (N=26 532).

22 The survey questions on the faulty product guarantee ('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?') and cooling-off period applying to purchases made at distance ('Suppose you order 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?') were phrased differently from 2014 onwards. It is not possible to compare these with results in earlier Scoreboards. The question on unsolicited products ('Imagine you receive two educational DVDs by post that you have not ordered, together with a 20 Euro invoice for the goods. Are you obliged to pay the invoice?') remained unchanged.

23 Statistically significant differences are indicated by asterisks. Statistical significance is calculated at the 95% confidence level, meaning that the null hypothesis of no difference has been rejected at 5% probability level.

Figure 10 shows the proportion of consumers answering correctly each of the three knowledge questions, per country.

Figure 10: Consumer knowledge of relevant legislation, country results, 2018 (% of consumers who gave a correct answer)

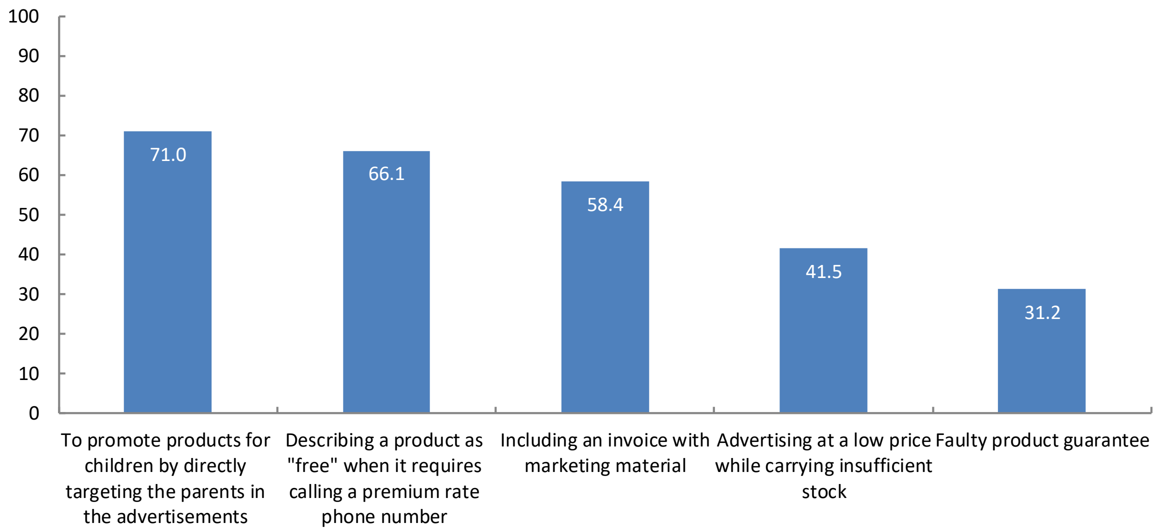


	Distance purchase cooling-off period	Faulty product guarantee	Unsolicited products	Average % correct answers to 3 knowledge questions	Diff 2018-2016
EU-28	**60**	**39**	**36**	**45**	**-4 ***
BE	47	44	41	44	-2
BG	48	39	37	41	-3 *
CZ	76	72	31	60	+1
DK	58	59	47	55	0
DE	74	35	41	50	-6 *
EE	50	46	50	49	+2
IE	44	31	46	40	-11 *
EL	22	36	18	25	-2
ES	60	57	18	45	+1
FR	50	22	37	36	-17 *
HR	55	27	22	35	-1
IT	66	60	36	54	+9 *
CY	36	50	26	37	-1
LV	46	41	45	44	-4 *
LT	45	23	26	31	-5 *
LU	70	26	42	46	-8 *
HU	74	20	35	43	-2
MT	49	55	41	48	+1
NL	68	29	30	42	0
AT	69	32	41	47	-7 *
PL	70	33	45	49	+1
PT	38	66	25	43	+1
RO	50	48	15	37	+2
SI	62	33	47	47	+5 *
SK	68	65	41	58	-2
FI	38	18	51	36	-3 *
SE	59	37	28	41	0
UK	54	24	42	40	-15 *
IS	36	45	60	47	-1
NO	61	51	46	53	+1

Source: Survey on consumer attitudes towards cross-border trade and consumer protection. Base: all respondents (N=28 037).

Figure 11 shows EU retailers' knowledge of specific consumer rules.

Figure 11: Retailer knowledge of consumer legislation, EU-28, 2018 (% of retailers who gave a correct answer)

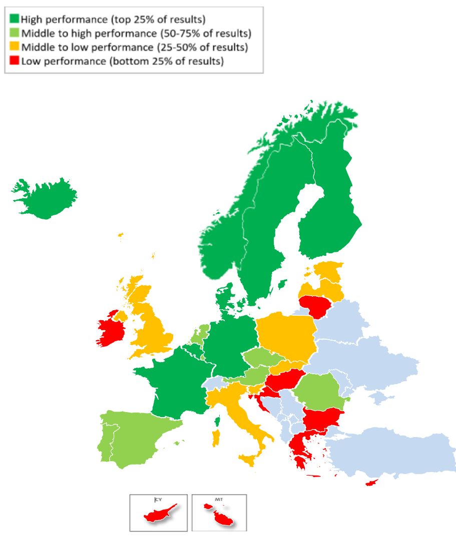


2018-2016	-4.0*	+1.6*	+2.4*	+2.6*	-2.1*
2016-2014	- 0.1	- 1.0	+1.6*	-3.1*	-1.7
2014-2012	-	-1.9*	+2.1*	-	-
2012-2011	-	+5.0*	+1.6*	-	-
2011-2010	-	+0.5	-1.1	-	-
2010-2009	-	+ 0.8	+3.9*	-	-

Source: Survey on retailer attitudes towards cross-border trade and consumer protection. Base: EU-28 respondents (N=10 196), except for the question on faulty product guarantee that only includes those retailers who sell non-food products (N=4 222).

Figure 12 shows the proportion of retailers answering correctly each of the five questions on knowledge of consumer legislation, per country.

Figure 12: Retailers' knowledge of consumer legislation, country results, 2018 (% of retailers who gave a correct answer)



	To promote products for children by directly targeting the parents in the advertisements	Describing a product as "free" when it requires calling a premium rate phone number	Including an invoice with marketing material	Advertising at a low price while carrying insufficient stock	Faulty product guarantee	Average % correct answers to 5 knowledge questions	Diff 2018-2016
EU-28	**71**	**66**	**58**	**41**	**31**	**54**	**+0**
BE	78	70	67	52	40	61	+2
BG	63	48	27	21	35	39	-2
CZ	75	55	46	36	59	54	+6
DK	58	78	71	26	55	58	+1
DE	73	75	72	54	31	61	-1
EE	69	58	35	36	38	47	-8
IE	51	53	50	36	21	42	-3
EL	44	47	43	46	35	43	+3
ES	77	66	50	43	41	55	+5
FR	79	77	65	41	23	57	-1
HR	48	47	23	43	28	38	+2
IT	82	56	47	33	50	54	+1
CY	35	37	36	45	46	40	-7
LV	67	56	32	27	39	44	-8
LT	51	49	34	34	25	38	-1
LU	63	74	62	47	29	55	+4
HU	41	56	55	46	21	44	-6
MT	64	47	34	29	32	41	-5
NL	85	75	65	27	30	56	+1
AT	68	73	62	44	31	56	-2
PL	72	67	54	28	25	49	0
PT	53	76	64	44	41	55	+1
RO	71	63	67	36	41	56	+1
SI	64	64	45	45	13	46	-1
SK	61	55	37	37	46	47	+2
FI	88	69	73	38	15	57	+1
SE	81	77	63	36	29	57	-4
UK	64	56	49	33	19	44	0
IS	71	83	62	43	61	64	+6
NO	70	79	59	33	48	58	+4

Source: Survey on retailer attitudes towards cross-border trade and consumer protection. Base: all respondents (N=10 747). Question on faulty product guarantee (Q5) includes only retailers who sell non-food products (N=4 542).

2.3. Compliance and enforcement

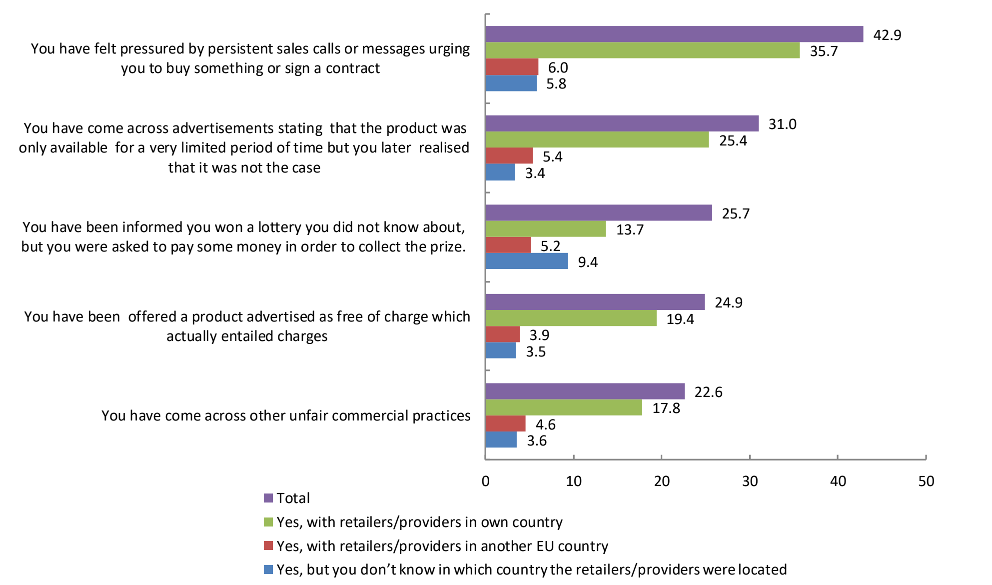
The scoreboard examines compliance and enforcement from the perspective of consumers and retailers. It assesses compliance with consumer laws and regulations and their enforcement through consumers' and retailers' experiences with unfair commercial practices and other illicit practices, as well as the perceived cost and ease of compliance with consumer regulations and the role of the different organisations in the enforcement of these regulations.

2.3.1. *Unfair commercial practices*

To assess the prevalence of unfair commercial practices, consumers and retailers are asked whether they experienced a series of practices banned under the Unfair Commercial Practices Directive over the last 12 months.

Figure 13 shows consumers' exposure to such practices from retailers/providers located in their own country or from retailers/providers located in another EU country.

Figure 13: Consumer experiences of unfair commercial practices domestically and cross border, EU-28, 2018 (%)

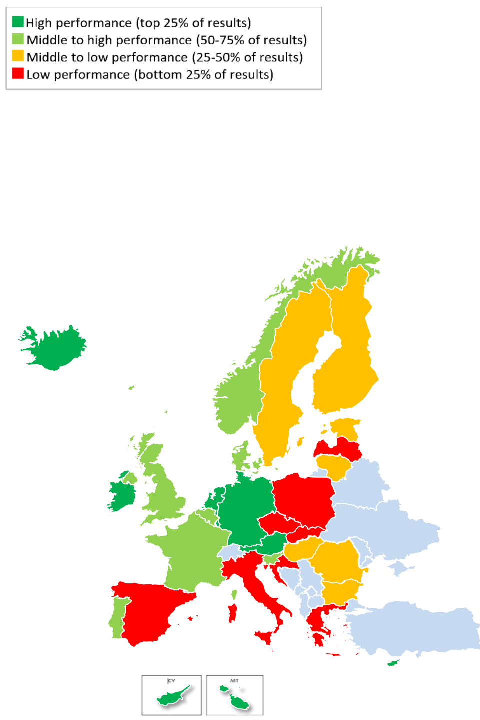


2018-2016	2016-2014
+10.9*	-9.6*
+7.3*	-8.3*
+3.3*	-1.5*
+3.3*	-1.2*
+11.1*	-9.0*
+8.6*	-9.1*
+3.1*	-1.0*
+1.4*	+0.0
+10.2*	-7.0*
+4.3*	-3.6*
+2.8*	-2.8*
+4.8*	-1.7*
+7.1*	-7.3*
+4.7*	-6.9*
+2.0*	-1.0*
+1.6*	-0.2
+7.9*	-8.0*
+5.6*	-6.8*
+2.8*	-2.1*
+1.9*	-0.5*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months …? Base: EU-28 respondents (N=26 532).

Figure 14 shows the proportion of consumers who reported having experienced any of the five unfair commercial practices by domestic retailers, as well as the average level of exposure per country.

Figure 14: Consumer experiences of unfair commercial practices domestically, country results, 2018 (%)

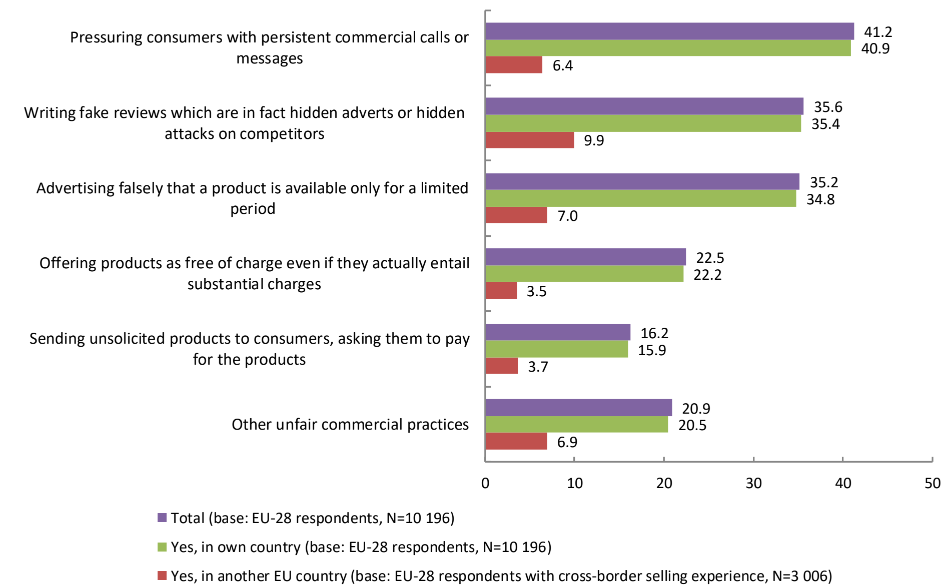


	You have felt pressured by persistent sales calls or messages urging you to buy something or sign a contract	You have come across advertisements stating that the product was only available for a very limited period of time but you later realised that it was not the case	You have been offered a product advertised as free of charge which actually entailed charges	You have been informed you won a lottery you did not know about, but you were asked to pay some money in order to collect the prize	You have come across other unfair commercial practices	Average % of consumers reporting unfair commercial practices	Diff 2018-2016
EU-28	**36**	**25**	**19**	**14**	**18**	**22**	**+6 ***
BE	31	18	16	8	14	17	-1
BG	35	38	24	9	15	24	-2 *
CZ	40	24	28	16	20	26	+2
DK	32	22	17	14	16	20	0
DE	19	21	10	15	12	16	+11 *
EE	53	26	17	6	20	24	-1
IE	18	23	13	9	18	16	+13 *
EL	58	43	30	29	19	36	+3 *
ES	56	33	35	12	22	31	-2
FR	28	19	17	13	17	19	+14 *
HR	49	48	42	14	26	36	-5 *
IT	63	15	21	14	18	26	+4 *
CY	24	29	12	4	8	15	-2
LV	48	39	19	9	18	27	-2
LT	36	28	15	9	17	21	0
LU	6	12	8	4	4	7	+3 *
HU	30	41	26	6	24	26	+4 *
MT	23	20	16	8	8	15	-5 *
NL	22	14	12	14	9	14	-2
AT	13	21	7	8	10	12	+8 *
PL	47	36	23	26	24	31	-1
PT	47	19	16	4	18	21	0
RO	24	36	19	11	19	22	+1
SI	30	32	11	12	14	20	-4 *
SK	44	36	34	20	16	30	0
FI	32	28	34	12	22	26	-4 *
SE	35	28	26	12	19	24	-2
UK	24	30	16	10	21	20	+16 *
IS	14	19	11	1	11	11	-1
NO	23	24	25	11	16	20	-1

Source: Surveys on consumer attitudes towards cross-border trade and consumer protection: I will read you some statements about unfair commercial practices. After each one, please tell me whether you have experienced it during the last 12 months… Base: all respondents (N=28 037).

Figure 15 shows retailers' experience with certain unfair commercial practices from their competitors, either in their national markets or in other EU countries.

Figure 15: Retailer experiences of unfair commercial practices domestically and cross-border, EU-28, 2018 (%)

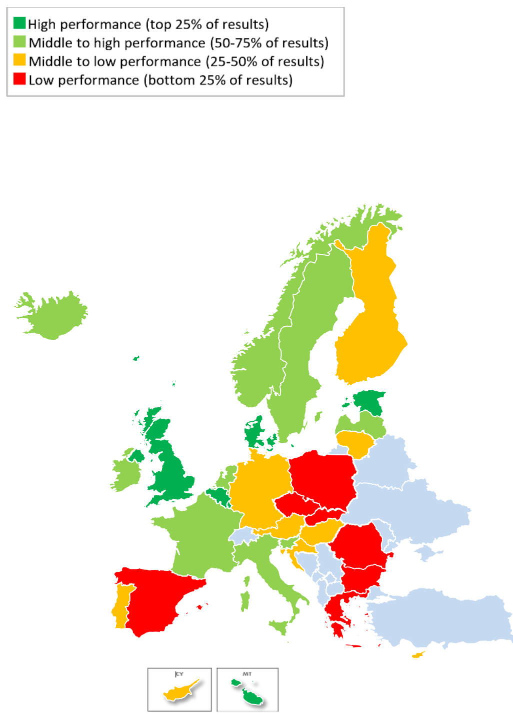


2018-2016	2016-2014
-2.5* -2.4* +0.4	-6.1* -6.1* -2.0*
+0.7 +0.8 +3.4*	-1.0 -0.9 -2.0*
+1.1 +1.1 +0.3	-5.1* -5.2* +0.4
-5.1* -5.0* -1.4*	-3.4* -3.3* -1.9*
-2.3* -2.2* +0.8*	-0.4 -0.5 -1.0*
-3.5* -3.6* +1.1	-5.9* -5.9* -1.0

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Please tell me if you have come across any of the following unfair commercial practices by your competitors in the last 12 months…? Base: as indicated in the graph.

Figure 16 shows the proportion of retailers reporting such unfair commercial practices by domestic competitors, as well as the average level of exposure per country.

Figure 16: Retailer experiences of unfair commercial practices domestically, country results, 2018 (%)



	Pressuring consumers with persistent commercial calls or messages	Writing fake reviews which are in fact hidden adverts or hidden attacks on competitors	Advertising falsely that a product is available only for a limited period	Offering products as free of charge even if they actually entail substantial charges	Sending unsolicited products to consumers, asking them to pay for the products	Other unfair commercial practices	Average % of retailers reporting unfair commercial practices	Diff 2018-2016
EU-28	**41**	**35**	**35**	**22**	**16**	**20**	**28**	**-2 ***
BE	34	27	25	12	13	16	21	-2
BG	59	63	55	38	27	40	47	-2
CZ	54	53	42	23	33	29	39	-1
DK	23	23	28	10	10	18	19	+5 *
DE	39	32	33	22	16	20	27	-1
EE	22	23	17	11	7	22	17	-3
IE	29	30	34	15	10	14	22	-5
EL	43	44	43	32	19	26	35	-6
ES	61	47	53	37	26	29	42	+10 *
FR	40	41	34	16	10	15	26	-3
HR	43	35	33	23	11	21	28	-3
IT	45	29	27	19	9	11	23	-5
CY	39	29	47	19	17	26	29	-7
LV	37	32	34	16	10	27	26	+1
LT	45	38	36	21	13	22	29	-2
LU	21	21	29	9	9	16	17	-2
HU	39	31	32	22	24	29	29	-5
MT	31	22	27	15	9	18	20	-10 *
NL	29	34	23	21	8	16	22	-5
AT	31	36	33	22	21	18	27	-3
PL	68	67	63	36	43	41	53	-4
PT	42	33	37	26	19	27	31	+4
RO	44	46	45	38	18	28	36	-1
SI	41	29	32	18	11	23	26	-6
SK	51	44	47	30	28	31	38	-9 *
FI	43	36	36	29	18	32	32	+0
SE	32	29	33	16	10	21	23	-3
UK	31	26	25	14	9	13	20	-3
IS	26	34	29	12	9	20	22	-2
NO	29	19	31	18	14	20	22	-3

Source: survey on retailer attitudes towards cross-border trade and consumer protection: Please tell me if you have come across any of the following unfair commercial practices by your competitors in the last 12 months…? Base: all respondents selling non-food products (N=4 542).

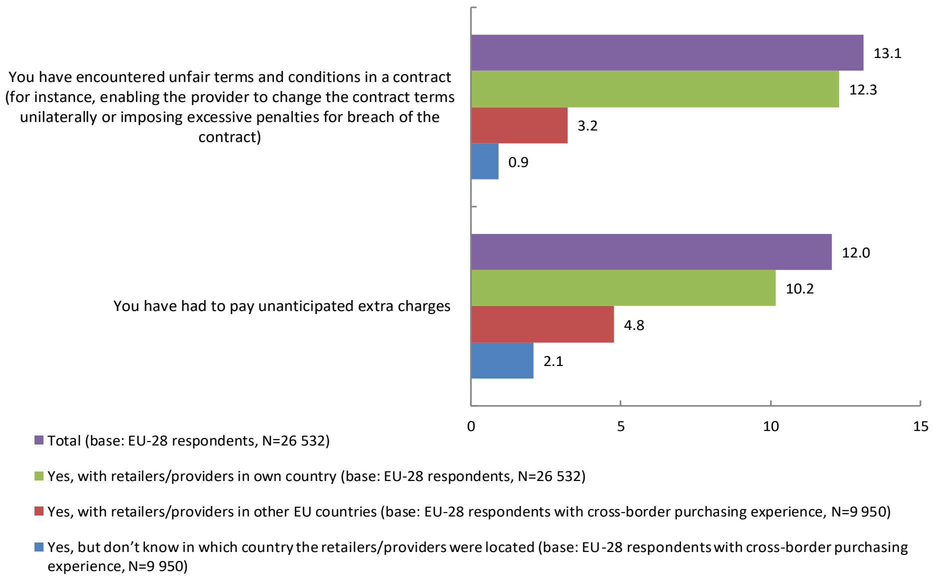
2.3.2. *Other illicit commercial practices*

Consumers were also asked whether they encountered other illicit commercial practices, such as unfair terms and conditions in a contract[24] or unanticipated additional charges.

The two figures below show respectively the incidence of such illicit practices (from domestic or cross-border retailers) and the proportion of consumers having experienced such a practice by domestic retailers, as well as the average level of exposure per country.

[24] E.g. that result in a unilateral change in contractual terms with no valid reason specified in the contract or that impose excessive penalties in case the contract is breached.

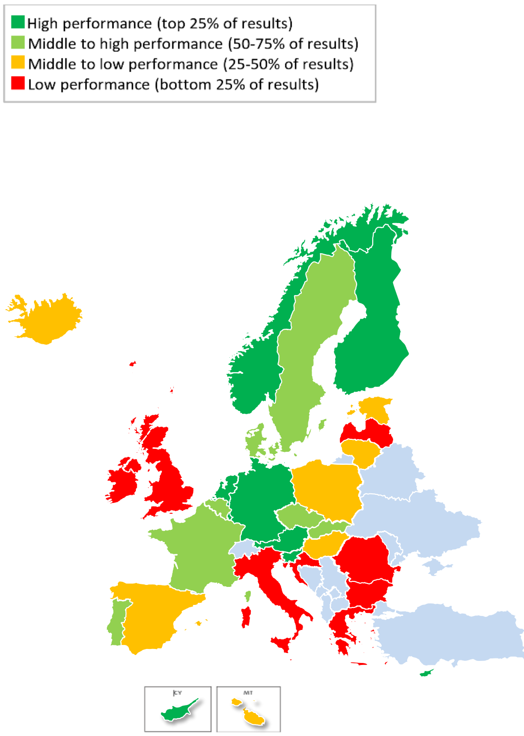
Figure 17: Consumer experiences of unfair contractual terms and unanticipated charges domestically and cross-border, EU-28, 2018 (%)



2018-2016	2016-2014
+3.5*	-4.9*
+3.5*	-5.4*
+0.3	+0.4
+0.0	+0.4*
+3.2*	-3.8*
+2.6*	-4.1*
+0.6*	-1.2*
+0.7*	+0.6*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: I will read you some statements about problems consumers may have more generally when shopping. Please tell me whether you have experienced any of them during the last 12 months…? Base: as indicated in the graph.

Figure 18: Consumer experiences of unfair contractual terms and unanticipated charges domestically in different countries, country results 2018 (%)



	You have encountered unfair terms and conditions in a contract (for instance, enabling the provider to change the contract terms unilaterally or imposing excessive penalties for breach of the contract) in (OUR COUNTRY)	You have had to pay unanticipated extra charges in (OUR COUNTRY)	Average % of consumers reporting unfair contract terms and extra charges	Diff 2018-2016
EU-28	**12**	**10**	**11**	**+3 ***
BE	9	10	10	-1
BG	21	18	19	-3
CZ	10	6	8	-0
DK	5	10	8	-0
DE	7	6	6	+3 *
EE	12	10	11	+1
IE	14	16	15	+12 *
EL	21	21	21	+9 *
ES	17	7	12	-3 *
FR	9	11	10	+7 *
HR	23	20	21	-3
IT	20	11	15	+4 *
CY	6	8	7	+1
LV	15	15	15	-1
LT	11	10	10	+1
LU	5	6	5	+3 *
HU	17	7	12	-2 *
MT	11	13	12	-6 *
NL	5	5	5	-2 *
AT	4	4	4	+2 *
PL	9	12	11	-2
PT	12	8	10	+1
RO	16	13	14	-1
SI	8	7	8	-2
SK	13	7	10	-4 *
FI	9	6	7	-1
SE	8	10	9	-2 *
UK	15	16	16	+13 *
IS	7	13	10	-3 *
NO	5	8	7	-2 *

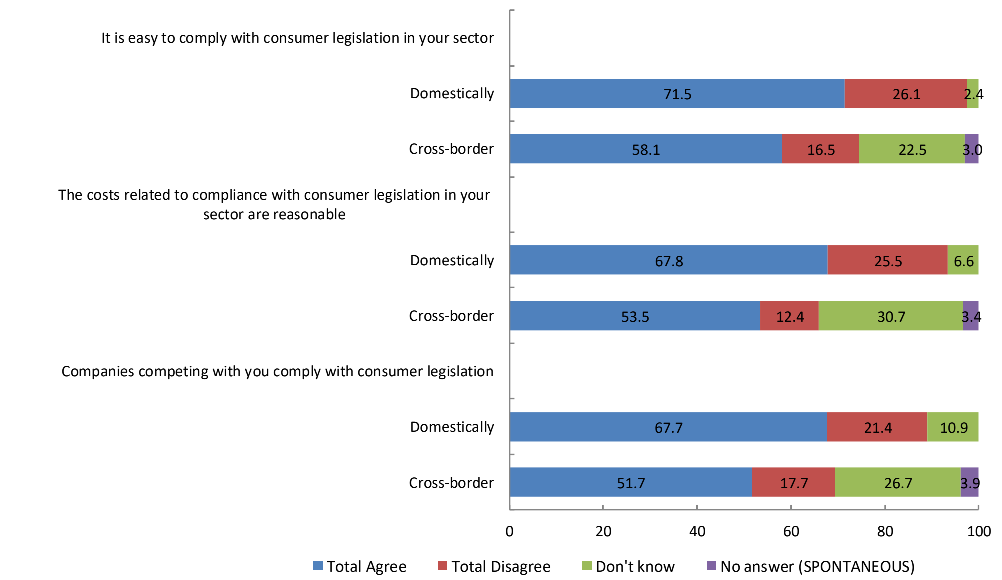
Source: Survey on consumer attitudes towards cross-border trade and consumer protection: I will read you some statements about problems consumers may have more generally when shopping. Please tell me whether you have experienced any of them during the last 12 months…? Base: all respondents (N=28 037).

2.3.3. *Compliance with consumer legislation*

Compliance with consumer legislation is assessed by asking retailers to agree or not with a series of statements in relation to how easy it is to comply with such legislation in their sector and whether compliance costs are reasonable. They are also asked whether competitors comply with consumer legislation.

Figure 19 shows their perception of compliance in their own country and cross-border in the EU. Figure 20 displays the country results.

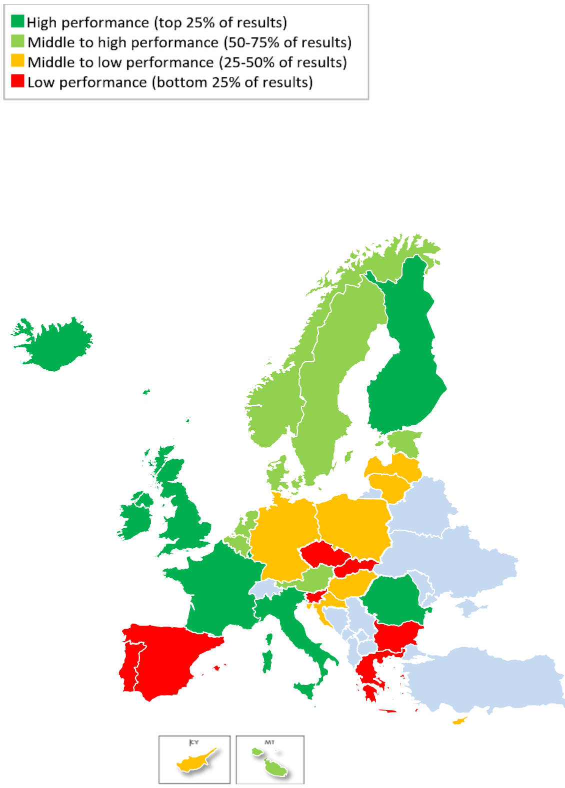
Figure 19: Retailer perceptions of compliance with consumer legislation domestically and cross-border, EU-28, 2018 (% of retailers who 'strongly agree' or 'agree')



Total Agree	
2018-2016	2016-2014
+0.3	-1.6*
+3.1*	-2.0
+1.7*	-1.1
+5.8*	-4.0*
+0.6	+2.4*
+2.4	-2.2

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: I will read you three statements about compliance with consumer legislation in (your country/other EU countries). Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of them… 1) Base (domestically): EU-28 respondents (N=10 196); 2) Base (cross-border): EU-28 respondents who sell in another EU country (N=3 006).

Figure 20: Retailer perceptions of compliance with consumer legislation domestically, country results, 2018 (% of retailers who 'strongly agree' or 'agree')



	It is easy to comply with consumer legislation in your sector	The costs related to compliance with consumer legislation in your sector are reasonable	Companies competing with you comply with consumer legislation	Average % of retailers who agree with the 3 statements on compliance	Diff 2018-2016
EU-28	**71**	**68**	**68**	**69**	**+1**
BE	67	74	74	71	+1
BG	61	58	43	54	-4
CZ	51	54	59	55	+2
DK	73	70	65	69	+2
DE	66	60	68	65	-4
EE	82	77	61	73	-4
IE	80	76	83	80	+7 *
EL	67	62	51	60	-3
ES	68	58	56	61	-2
FR	73	77	79	76	+3
HR	67	65	54	62	-3
IT	84	77	71	77	+14 *
CY	67	64	59	63	+1
LV	75	66	56	65	-1
LT	66	71	53	63	-4
LU	83	82	76	80	+4
HU	65	65	60	63	+6
MT	82	88	48	73	+6
NL	70	72	77	73	-1
AT	72	70	73	72	+4
PL	75	65	49	63	+1
PT	62	62	55	60	-0
RO	82	83	62	75	+4
SI	57	66	59	61	+2
SK	54	60	53	56	-2
FI	81	78	75	78	+2
SE	72	73	71	72	+0
UK	80	75	78	77	+1
IS	82	76	64	74	+0
NO	80	69	69	72	+0

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: I will read you three statements about compliance with consumer legislation in (your country/other EU countries). Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of them… Base: all respondents (N=10 747).

2.4. Retailers' views on the enforcement of consumer and product safety legislation

The scoreboard monitors the enforcement of consumer and product safety legislation based on retailers' assessments.

Figure 21 shows retailers' assessments of the monitoring work carried out by various national organisations that have a role in enforcing consumer and product safety legislation.

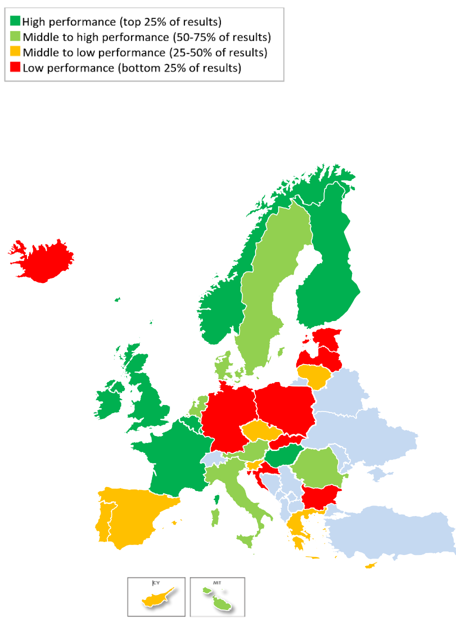
Figure 21: Enforcement of consumer and product safety legislation, EU-28, 2018 (% of retailers who 'agree' or 'strongly agree')

2018-2016	+0.1	+0.8	+1.3	-1.1	-1.4*
2016-2014	+1.1	+1.3*	-2.4*	+1.2	-0.4
2014-2012	-7.5*	-9.8*	-1.5*	-4.6*	-1.1
2012-2011	-	+4.1*	+7.9*	+5.9*	-4.5*
2011-2010	-	+1.2	+2.7*	+3.4*	-1.3
2010-2009	-	-4.1*	-11.2*	-9.3*	-6.6*

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements.... Base: EU-28 respondents (N=10 196), except for the statement 'The public authorities actively monitor and ensure compliance with product safety legislation in your sector' that is based on EU-28 retailers selling non-food products (N=4 222).

Figure 22 shows retailers' views on enforcement - at country level - for each of the five statements they were asked to assess, together with the average rate of agreement over all five statements.

Figure 22: Enforcement of consumer and product safety legislation, country results, 2018 (% of retailers who 'agree' or 'strongly agree')

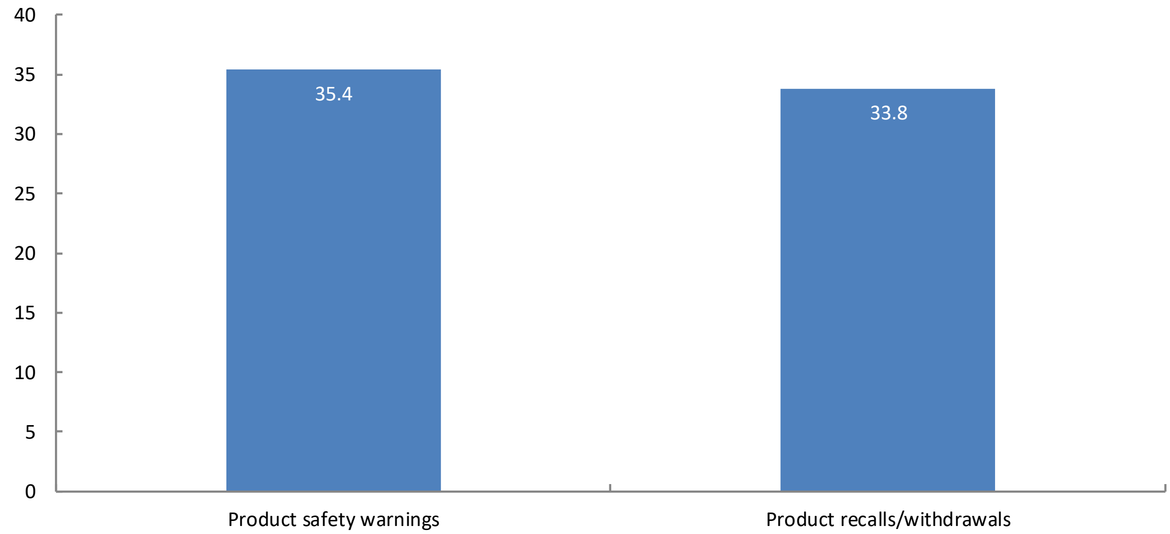


	Public authorities actively monitor and ensure compliance with product safety legislation in your sector	Public authorities actively monitor and ensure compliance with consumer legislation in your sector	Consumer NGOs actively monitor compliance with consumer legislation in your sector	Self-regulatory bodies actively monitor respect of codes of conduct or codes of practice in your sector	Media regularly report on businesses which do not respect consumer legislation in your sector	Average % of retailers who agree with the 5 statements on enforcement, 2018	Diff 2018-2016
EU-28	**75**	**68**	**60**	**59**	**49**	**62**	**0**
BE	82	77	69	67	55	70	-3
BG	61	55	43	45	41	49	+4
CZ	79	65	45	40	39	53	+5
DK	82	77	61	64	61	69	+10
DE	68	57	53	41	43	52	-4
EE	67	76	36	40	34	51	-2
IE	87	81	72	77	59	75	0
EL	61	57	42	55	54	54	+5
ES	68	59	49	54	33	53	0
FR	89	82	79	75	61	77	-1
HR	63	50	42	53	31	48	+1
IT	70	73	68	74	59	69	+6
CY	67	63	54	55	43	56	+3
LV	71	67	46	43	35	52	+1
LT	75	71	71	57	43	63	+2
LU	81	85	76	79	33	71	-1
HU	89	82	72	69	63	75	+8
MT	86	85	56	59	41	65	-6
NL	80	73	64	68	54	68	+1
AT	83	74	59	61	48	65	+7
PL	59	48	50	48	33	48	+4
PT	69	67	59	64	43	60	-4
RO	82	76	51	71	61	68	+2
SI	78	66	58	55	33	58	+3
SK	61	55	46	41	36	48	-4
FI	87	81	77	76	43	73	-2
SE	82	71	54	66	54	65	-1
UK	82	80	70	77	57	73	0
IS	66	48	48	40	43	49	-8
NO	86	83	57	79	68	74	+5

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements... Base: all respondents (N=10 747), except for the statement 'Public authorities actively monitor and ensure compliance with product safety legislation in your sector' that is based on all retailers selling non-food products (N=4 542).

Figure 23 shows retailers' (selling non-food products) responses on whether national consumer protection authorities issued product recalls/withdrawals or other related product safety warnings in their country in the last 24 months.

Figure 23: Product safety warnings and product recalls/withdrawals, EU-28, 2018 (%)

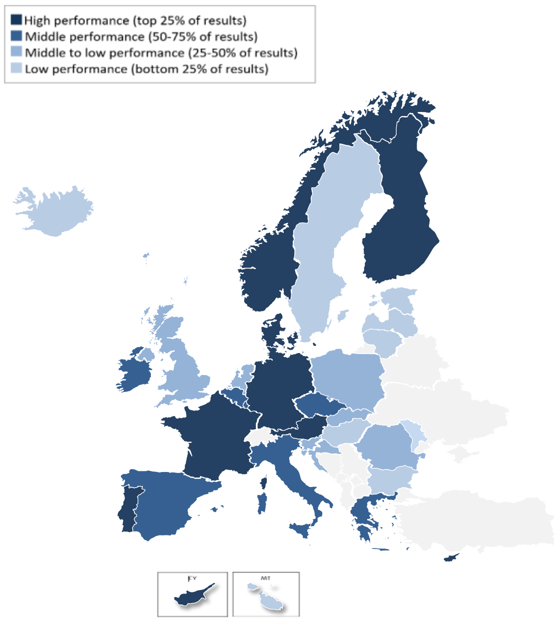


2018-2016	+1.2	-2.3*
2016-2014	+1.0	+1.9

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: With regard to product safety, please tell me whether any of the following has taken place in your sector in the last 24 months… Base: EU-28 respondents who sell non-food products (N=4 222).

At country level, Figure 24 shows the average incidence of product recalls/withdrawals and safety warnings issued by public authorities. It also shows the individual assessments for these two indicators, as reported by retailers who sell non-food products.

Figure 24: Product safety warnings and product recalls/withdrawals, country results, 2018 (%)



	Product warnings on product safety by public authority have taken place	Product withdrawals by public authorities have taken place	Average incidence of product recalls / withdrawals and safety warnings	Diff 2018-2016
EU-28	**35**	**34**	**35**	**-1**
BE	36	33	35	+5
BG	22	27	25	+5
CZ	32	32	32	-1
DK	37	42	39	+2
DE	41	37	39	-2
EE	14	15	14	+4
IE	36	34	35	-11
EL	29	33	31	+8
ES	38	25	32	+1
FR	40	44	42	-2
HR	25	26	25	+5
IT	32	30	31	-6
CY	53	38	45	+5
LV	22	21	22	-1
LT	19	12	15	+1
LU	34	30	32	+6
HU	22	21	21	-1
MT	18	16	17	-2
NL	30	30	30	+5
AT	46	45	46	+4
PL	25	30	28	+1
PT	39	32	36	-3
RO	28	32	30	+2
SI	27	32	30	-2
SK	27	27	27	+4
FI	49	50	49	+9 *
SE	25	24	24	-2
UK	28	28	28	-6
IS	16	24	20	-5
NO	32	42	37	+6 *

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: With regard to product safety, please tell me whether any of the following has taken place in your sector in the last 24 months… Base: all respondents who sell non-food products (N=4 542).

2.5. Complaints and dispute resolution

Consumer conditions are also influenced by the means available to consumers to complain and seek redress if they experience problems with a purchase. Accessibility and satisfaction with complaint handling play a role, as does getting full or partial redress to offset the detriment suffered. This can help reinforce consumer confidence. This section presents different indicators on complaints and dispute resolution.

2.5.1. *Problems and complaints indicator*

To address issues relating to small sample sizes at country level for certain indicators, a composite indicator ‘Problems and complaints’ was developed.

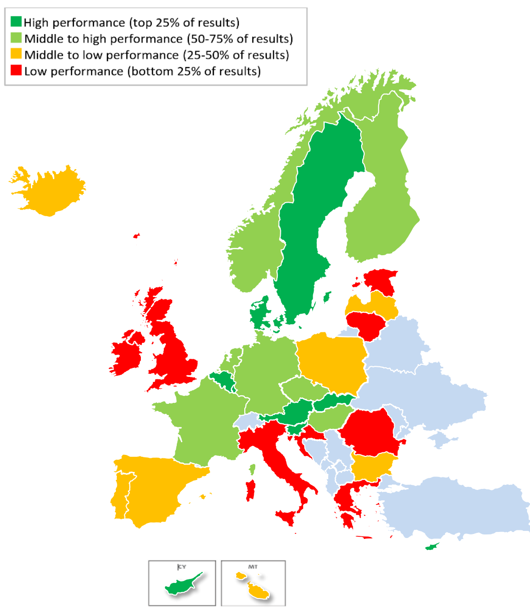
This indicator focuses on consumer purchases from domestic retailers. It combines responses to answers in relation to the:

- occurrence of a problem;
- type of action taken to address it;
- level of satisfaction with complaint handling; and
- reason for not taking any action, if this was the case.

The methodology underpinning the development of this indicator is presented elsewhere[25]. That said, a higher score is indicative of better performance for consumers.

Figure 25 shows the scores, per country, of the problems and complaints composite indicator, together with individual scores for the percentage of consumers who: (a) experienced a problem with a product during or after their transaction with domestic traders, and (b) took no action to resolve a non-negligible problem.

Figure 25: Problems and complaints by consumers, country results, 2018 (%)



	Percentage having experienced a problem	Percentage having experineced a problem but did not complaint	Problems & complaints Composite indicator 2018	Diff 2018-2016
EU-28	**22**	**14**	**89**	**-1**
BE	16	14	91	-1
BG	15	39	88	0
CZ	20	8	90	0
DK	17	12	91	-1
DE	17	11	91	+1
EE	24	18	87	0
IE	27	15	87	-2
EL	19	42	86	-5
ES	22	14	87	-2
FR	13	31	91	0
HR	30	18	83	-3
IT	29	12	86	-1
CY	10	32	92	+4
LV	19	27	88	-2
LT	21	24	86	-2
LU	15	10	93	+3
HU	24	7	90	+3
MT	17	18	89	+3
NL	22	8	90	0
AT	11	13	94	+3
PL	24	11	88	+1
PT	17	12	89	+2
RO	27	28	83	-1
SI	16	14	92	-1
SK	20	10	91	+3
FI	27	5	90	0
SE	17	11	92	+1
UK	34	5	86	-4
IS	22	17	88	-1
NO	22	13	90	0

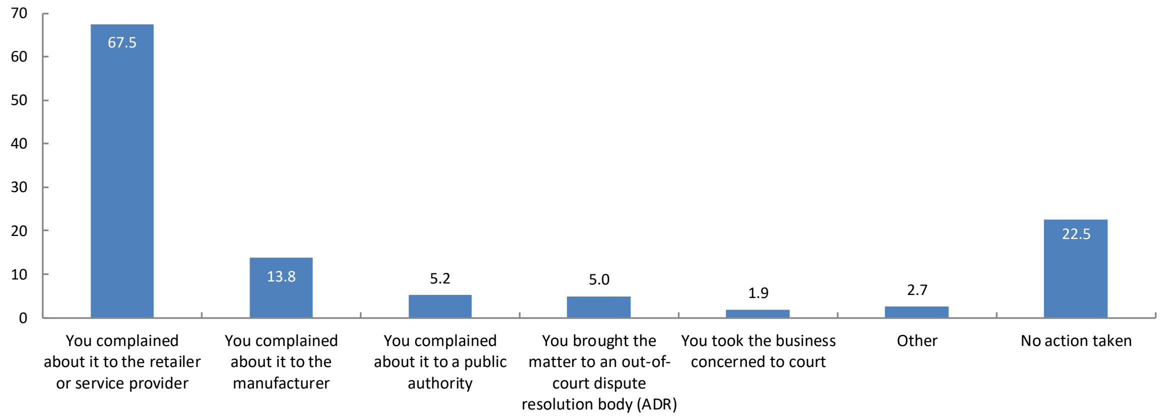
Source: Survey on consumer attitudes towards cross-border trade and consumer protection. Base: 1) 'Percentage having experienced a problem'- all respondents (N=28 037); 2) 'Percentage having experienced a problem but did not complain' - all respondents who experienced a non-negligible problem (i.e. NOT stating that the sums involved were too small) (N=5 798).

[25] For detailed information on the composition of the composite indicator see chapter 2.2.1 of Van Roy, V., Rossetti, F., Piculescu, V. (2015). Consumer conditions in the EU: revised framework and empirical investigation, JRC science and policy report, JRC93404, http://publications.jrc.ec.europa.eu/repository/bitstream/JRC93404/2015-10-12_consumer_conditions_final_report.pdf. See also Consumer Conditions Scoreboard 2017, Section 3.3.3 (in total, 11 different scenarios were developed with their corresponding scores).

2.5.2. *Complaining in the event of problems*

Figure 26 shows whether consumers took action for problems experienced when buying or using goods or services from a domestic retailer/service provider in the past 12 months. It also shows where they addressed their complaint.

Figure 26: Actions taken when encountering a problem with goods/services from a domestic trader, EU-28, 2018 (%)[26]



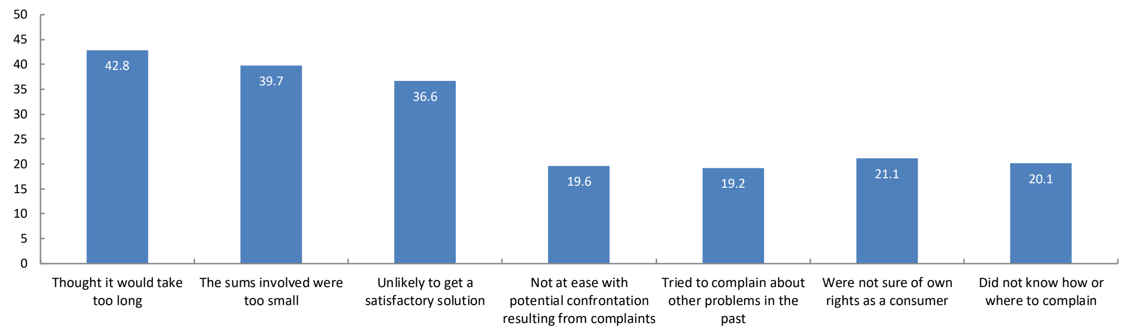
2018-2016	+16.9*	-2.7*	-1.1*	+1.5*	+0.8*	+0.9*	-8.0*
2016-2014	-12.5*	+2.8*	+0.3	-1.7*	-1.0*	-1.3*	+6.1*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: And what did you do? (multiple answers possible); Base: EU-28 respondents who encountered a problem (N=5 486).

[26] Possible actions (with the exception of 'no action') are not mutually exclusive so percentages do not necessarily add up to 100%.

Figure 27 shows the reasons why consumers did not take action to address a problem experienced with domestic traders despite thinking they had a legitimate reason to do so. It also shows the evolution in their responses between the last three waves.

Figure 27: Consumers' reasons for not taking action when encountering a problem, EU-28, 2018 (%)



2018-2016	+9.6*	+5.7*	+16.7*	+7.7*	+2.9*	+5.7*	+5.0*
2016-2014	-5.7*	-0.8	-21.3*	-5.9*	-6.5*	-6.8*	-9.1*

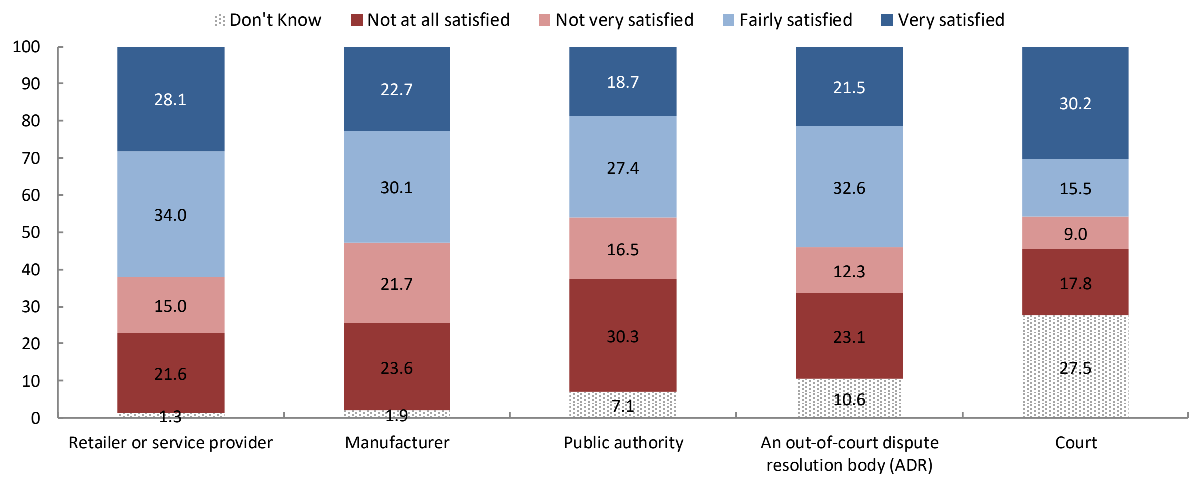
Source: Survey on consumer attitudes towards cross-border trade and consumer protection: What were the main reasons why you did not take any action? (multiple answers possible); Base: EU-28 respondents who experienced problems but did not take any action (N=1 369).

2.5.3. *Satisfaction with handling of complaints*

Obtaining a satisfactory solution to a complaint could encourage consumers to re-engage in transactions with retailers or service providers.

Figure 28 shows the extent to which consumers were satisfied or not with the handling of the complaints submitted to a number of different bodies.

Figure 28: Consumer satisfaction with complaint handling, EU-28, 2018 (%)



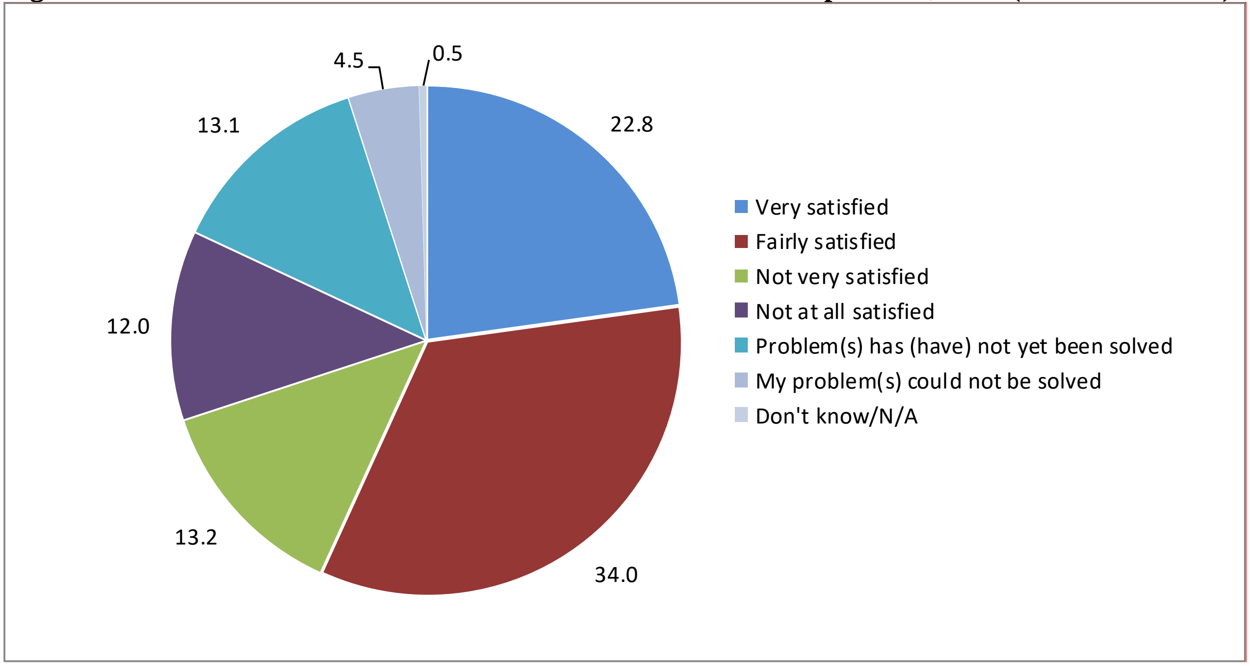
Fairly / Very satisfied

2018-2016	+ 0.1	-15.6*	-13.5*	-12.8*	+ 10.3
2016-2014	+3.0*	+8.7*	- 2.2	+ 0.1	- 10.3
2014-2012	-4.9*	- 0.6	+11.5*	+10.6*	- 5.7

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: In general, how satisfied or dissatisfied were you with the way your complaint(s) was (were) dealt with by the…, Base: EU-28 respondents who encountered a problem and did take action (retailer or service provider N=3 548, manufacturer N=570, public authority N=295, out-of-court dispute resolution body N=189 court N=73).

The pie chart in Figure 29 shows the average satisfaction of EU consumers with the time taken by retailers or service providers to solve their problems.

Figure 29: Consumer satisfaction with the time taken to solve the problem, 2018 (% of consumers)

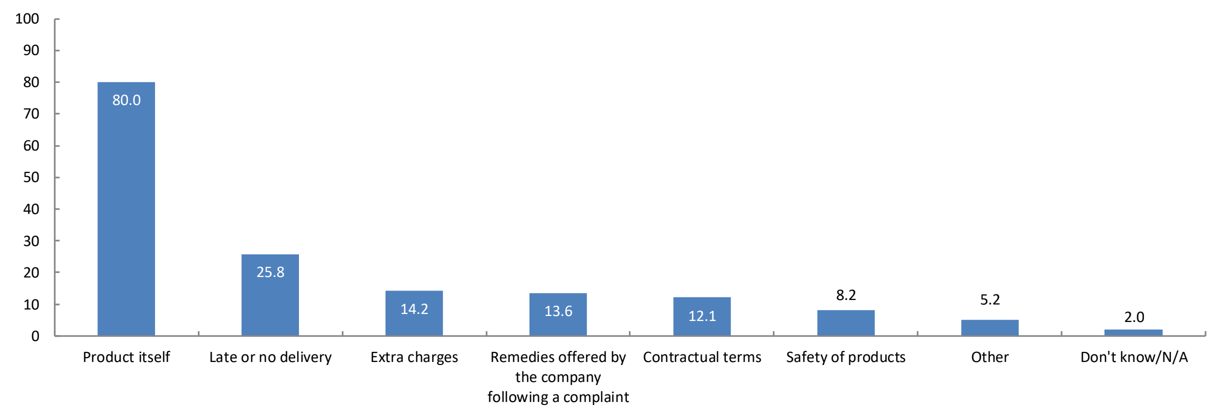


Source: Survey on consumer attitudes towards cross-border trade and consumer protection: In general, how satisfied were you with the time needed to have your problem(s) solved by the retailer or services provider? Base: EU respondents who complained to the retailer or service provider (N=3 357) – figure does not include UK data.

2.5.4. *Types of complaints*

Figures 30 and 31 show the types of complaints retailers received in the last 12 months, either from consumers in their own country or from those residing in another EU country.

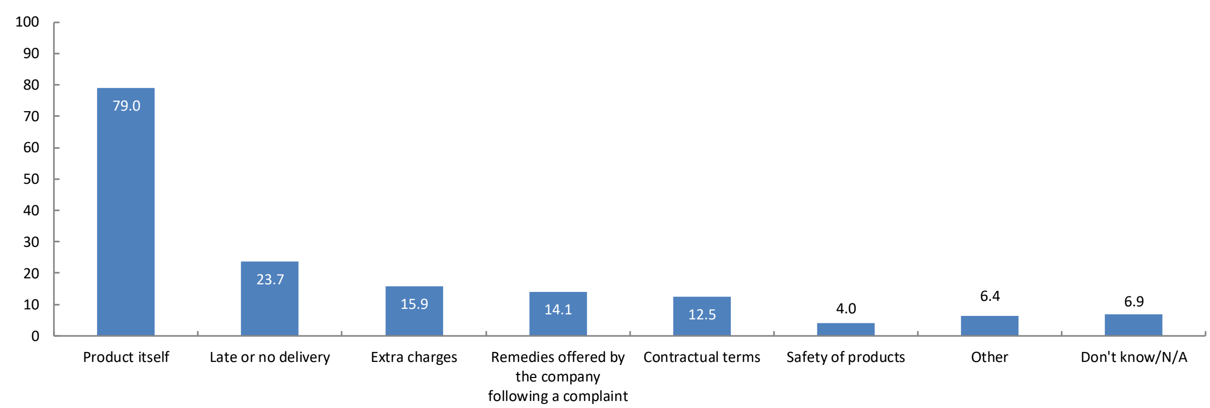
Figure 30: Type of consumer complaints received from consumers in retailer's own country, EU-28, 2018 (%)



	Product itself	Late or no delivery	Extra charges	Remedies offered by the company following a complaint	Contractual terms	Safety of products	Other	Don't know/N/A
2018-2016	+10.1*	+2.4*	-2.0*	-0.1	+0.6	-0.8	-4.9*	+0.2
2016-2014	+1.8	-3.4*	+1.2	-1.4	-3.0*	+0.6	-1.6*	+0.4

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: What type of complaints has your company received from consumers located in (your country) during the past 12 months? Were they complaints about… (multiple answers possible). Base: EU-28 respondents who have received complaints from consumers in their own country (N=3 768).

Figure 31: Type of complaints received from consumers in other EU countries, EU-28, 2018 (%)



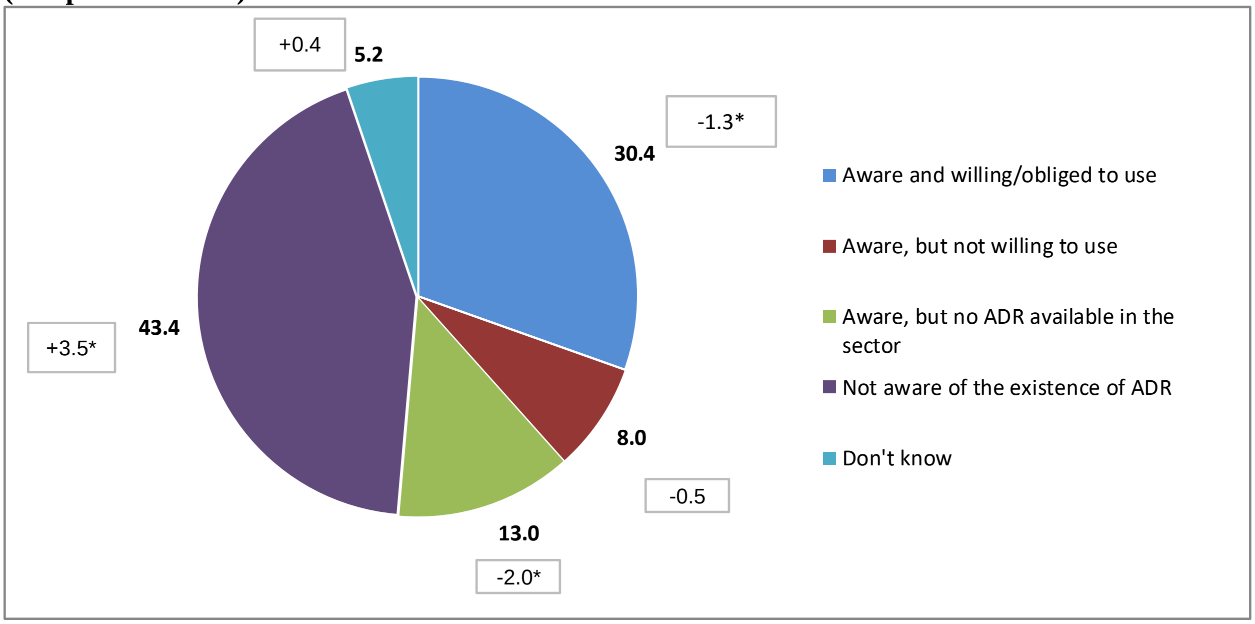
	Product itself	Late or no delivery	Extra charges	Remedies offered by the company following a complaint	Contractual terms	Safety of products	Other	Don't know/N/A
2018-2016	+16.7*	-3.5	-5.6*	-1.9	-4.4*	-8.0*	-3.9*	+4.0*
2016-2014	+3.4	-0.1	+2.4	+3.6	-2.9	+5.4*	+1.5	-2.5*

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: What type of complaints has your company received from consumers located in other EU countries during the past 12 months? Were they complaints about… (multiple answers possible); Base: EU-28 respondents who have received complaints from consumers in other EU countries (N=507).

2.5.5. *Awareness, use and promotion of alternative dispute resolution (ADR) mechanisms*

Figure 32 shows whether retailers are aware of out-of-court dispute resolution bodies as a means to resolve disputes with consumers in their own country and whether they are willing to engage in such a process.

Figure 32: Retailer awareness of and willingness to use out-of-court resolution mechanisms, EU-28 (compared to 2016) [27]

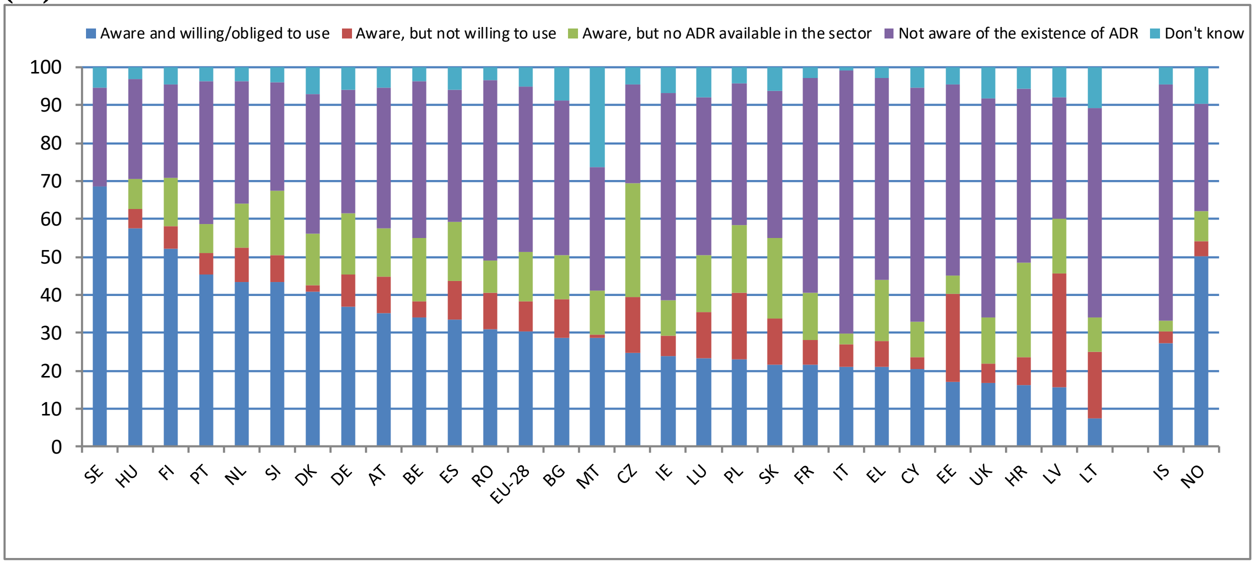


Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Do you know any Alternative Dispute Resolution bodies for settling disputes with consumers in (OUR COUNTRY)? Base: EU-28 respondents (N=10 196). Numbers in the squares indicate the difference to previous survey wave.

[27] The differences with respect to 2016 are shown in the boxes.

Figure 33 shows the results by country with countries ranked according to their retailers' awareness of ADR mechanisms and willingness to use them.

Figure 33: Retailer awareness of and willingness to use ADR mechanisms, country results, 2018 (%)



Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Do you know any Alternative Dispute Resolution bodies for settling disputes with consumers in (OUR COUNTRY)? Base: all respondents (N=10 747).

2.6. Consumer conditions and consumer vulnerability

Since 2013, the scoreboard has been examining the links between the surveys' indicators and a set of socio-demographic factors.

Table 4 presents the results of a multivariate analysis[28] that estimates the effect of each individual socio-demographic characteristic with other characteristics held constant. It shows the estimated averages of the model for each dependent variable according to the different values of the independent variable. These averages should be considered statistically different, except when the pair of categories shares one letter (see the column adjacent to the right). When a category is associated with a blank it means that it is statistically different from all the other categories.

The letters in Table 4 have no meaning as they are only used for comparing categories. For example, an estimated average for knowledge of consumer rights is equal to 0.47 for males and to 0.43 for females and this difference is statistically significant (both categories are associated with a blank). Conversely, an estimated average on trust in product safety is equal to 0.68 for low educated persons and to 0.71 for highly educated persons (but the difference is not statistically significant as both categories share the letter 'A'). Similarly, estimated averages on trust in environmental claims are equal to 0.57 for daily internet users and to 0.61 for monthly internet users (but the difference is not statistically significant as both categories share the letter 'B'). Estimated averages are all standardised (with a range from 0 to 1) and can be compared across both rows and columns.

[28] The analysis has been performed on the micro-data from the 2018 Survey on 'Consumers' attitudes towards cross-border trade and consumer protection'. It covers the 28 EU Member States. The Poisson regression model was used for the following dependent variables: knowledge of consumer rights, trust in organisations, confidence in online shopping, trust in redress mechanisms, (no) exposure to UCPs, (no) experience of other illicit commercial practices, and numerical skills. The Logit regression model was used for the remaining dependent variables: trust in product safety, trust in environmental claims. The composite indicator on problems and complaints was instead modelled through linear regression (assuming that the variable is numerical). In all models, a control variable on the region of residence of the person interviewed (Northern EU, Southern EU, Eastern EU and Western EU) has been included.

Table 4: Estimated predicted probabilities/scores related to consumer conditions broken down by different socio-demographic groups (2018)

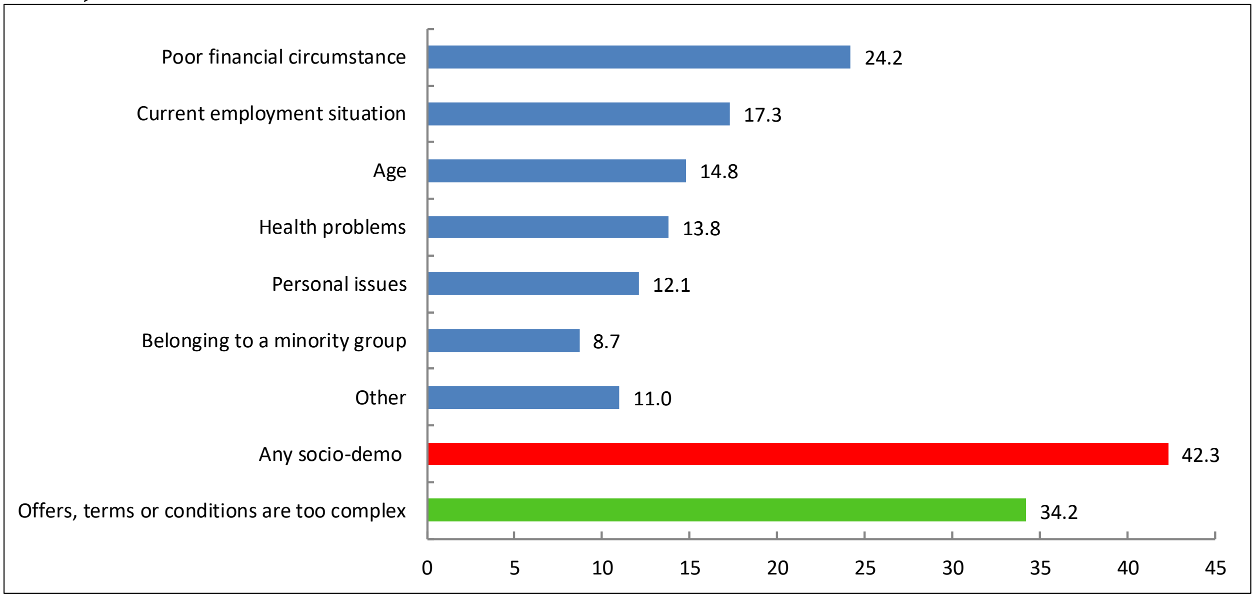
	Knowledge of consumer rights	Trust in organisations	Confidence in online shopping	Trust in redress mechanism	No Exposure to UCPs	No experience with other illicit practices	Numerical skills	Trust in product safety	Trust in enviromental claims	Problems and complaints indicator
Age										
18-34	0.40	0.68 C	0.68	0.42	0.70 A	0.84	0.38 AB	0.69 A	0.59	0.87
35-54	0.46 A	0.67 BC	0.63	0.39	0.71 A	0.87 A	0.38 B	0.71 A	0.56 B	0.89 A
55-64	0.48 A	0.63 A	0.56	0.35 A	0.69 A	0.89 A	0.37 A	0.70 A	0.52 A	0.90 A
65+	0.47 A	0.64 AB	0.48	0.33 A	0.71 A	0.91	0.34	0.70 A	0.53 AB	0.91 A
Gender										
Female	0.43	0.66 A	0.58	0.36	0.71	0.89	0.37 A	0.68	0.55 A	0.90
Male	0.47	0.65 A	0.63	0.40	0.70	0.86	0.38 A	0.72	0.56 A	0.88
Education										
Low (ISCED 0-2)	0.44 A	0.69	0.54	0.41 A	0.74	0.90	0.34	0.68 A	0.58 A	0.91 A
Medium (ISCED 3-4)	0.46 A	0.65 A	0.59	0.39 A	0.71	0.88	0.37	0.69 A	0.56 A	0.89 A
High (ISCED 5-8)	0.45 A	0.65 A	0.64	0.35	0.69	0.86	0.38	0.71 A	0.54 A	0.88
Employment status										
Self-employed	0.44 A	0.64 A	0.61 BC	0.37 AB	0.67 A	0.85 A	0.38 B	0.71 A	0.56 AB	0.86 A
Manager	0.44 A	0.66 ABC	0.63 CD	0.36 A	0.66 A	0.86 AB	0.39 C	0.72 A	0.55 A	0.87 AB
Other white collar	0.48 B	0.67 BC	0.62 C	0.37 AB	0.71 B	0.88 BC	0.38 BC	0.71 A	0.55 A	0.90 CD
Blue Collar	0.43 A	0.65 AB	0.59 AB	0.38 AB	0.71 B	0.88 BC	0.36 A	0.69 A	0.54 A	0.90 CD
Student	0.42 A	0.69 C	0.65 D	0.40 AB	0.74 B	0.89 BC	0.38 BC	0.72 A	0.61 B	0.91 D
Unemployed	0.43 A	0.65 ABC	0.60 ABC	0.41 B	0.71 B	0.87 ABC	0.36 AB	0.70 A	0.58 AB	0.87 ABC
Seeking a job	0.44 AB	0.67 ABC	0.62 BCD	0.38 AB	0.73 B	0.87 ABC	0.35 A	0.66 A	0.52 A	0.92 D
Retired	0.45 A	0.64 AB	0.55 A	0.39 AB	0.71 B	0.89 C	0.37 AB	0.69 A	0.56 AB	0.89 BCD
Internet use										
Daily	0.46 B	0.67 C	0.65	0.39 B	0.69 A	0.87 A	0.38	0.71 B	0.57 B	0.88 A
Weekly	0.42 A	0.63 B	0.51 B	0.37 AB	0.74 B	0.88 AB	0.37 B	0.71 B	0.49 A	0.91 B
Monthly	0.42 AB	0.65 ABC	0.45 AB	0.33 AB	0.73 AB	0.84 A	0.35 AB	0.70 AB	0.61 B	0.91 AB
Hardly ever	0.46 AB	0.56 A	0.39 A	0.31 A	0.75 BC	0.90 B	0.33 A	0.61 A	0.51 AB	0.91 AB
Never	0.41 A	0.60 AB	0.24	0.35 A	0.78 C	0.90 B	0.32 A	0.62 A	0.50 A	0.93 B
Urbanisation										
Rural area	0.44	0.67 B	0.61 A	0.37 A	0.70 A	0.88 A	0.37 AB	0.70 A	0.56 A	0.90 A
Small town	0.46 A	0.65 AB	0.61 A	0.38 A	0.70 A	0.88 A	0.37 A	0.69 A	0.55 A	0.88 A
Large town	0.45 A	0.65 A	0.60 A	0.38 A	0.71 A	0.86	0.38 B	0.71 A	0.55 A	0.89 A
Language										
One	0.43	0.66 B	0.59	0.39 A	0.72	0.88 A	0.36	0.71 A	0.59	0.89 A
Two	0.46 A	0.66 B	0.61 A	0.38 A	0.70 B	0.88 A	0.38 A	0.69 A	0.53 B	0.90 A
Three	0.46 AB	0.65 AB	0.62 A	0.37 A	0.68 A	0.86 A	0.38 AB	0.69 A	0.53 AB	0.88 A
Four or more	0.49 B	0.63 A	0.62 A	0.36 A	0.68 AB	0.86 A	0.39 B	0.70 A	0.49 A	0.90 A
Financial_difficulty										
very difficult	0.46 AB	0.56 A	0.52 A	0.33	0.65	0.84 A	0.36 AB	0.65 A	0.48 A	0.86 A
fairly difficult	0.44 A	0.62 B	0.58	0.37 A	0.69	0.86 AB	0.37 B	0.67 A	0.53 BC	0.88 A
fairly easy	0.45 A	0.68 C	0.62 B	0.39 A	0.71 A	0.88 C	0.38 B	0.72 B	0.58 D	0.90 B
easy	0.47 B	0.69 C	0.64 B	0.40 A	0.73 B	0.88 BC	0.37 B	0.73 B	0.56 CD	0.90 B
Numerical skills										
low	0.45 AB	0.63 A	0.56 A	0.38 AB	0.70 A	0.88 A		0.66 A	0.55 A	0.90 A
medium	0.44 A	0.66 AB	0.59 A	0.39 B	0.71 A	0.88 A		0.69 A	0.56 A	0.89 A
high	0.46 B	0.66 B	0.62	0.37 A	0.70 A	0.87 A		0.71	0.55 A	0.89 A
Vulner sociodemo										
very vulnerable	0.44 A	0.61 A	0.57 A	0.39 A	0.67 A	0.83 A	0.36	0.65 A	0.54 A	0.88 A
somewhat vulnerable	0.44 A	0.65 B	0.59 A	0.38 A	0.67 A	0.87 B	0.37 A	0.70 B	0.54 A	0.88 A
not vulnerable	0.46 A	0.67 C	0.62 B	0.38 A	0.73	0.89 C	0.38 A	0.71 B	0.56 A	0.90 A
Vulner complexity										
very vulnerable	0.46 A	0.62 AB	0.55	0.36 AB	0.66 A	0.84 A	0.37 A	0.67 AB	0.50 A	0.85
somewhat vulnerable	0.45 A	0.65 B	0.60 A	0.36 B	0.67 A	0.86 A	0.37 A	0.70 BC	0.55 B	0.88 A
not vulnerable	0.45 A	0.67	0.62 A	0.39	0.72 B	0.89 B	0.37 A	0.71 C	0.57 B	0.90 B
Mother Tongue										
No	0.42	0.66 A	0.59 A	0.40 A	0.70 A	0.83	0.35	0.68 A	0.62	0.87 A
Yes	0.45	0.66 A	0.61 A	0.38 A	0.70 A	0.88	0.37	0.70 A	0.55	0.89 A

Source: Survey on consumer attitudes towards cross-border trade and consumer protection (2018).

Note: Values in the table represent estimated predicted probabilities/scores of the multivariate models. Letters enable comparison of predicted probabilities/scores within the same socio-demographic characteristic. Values sharing a letter are not significantly different at the 5% level.

Figure 34 shows the breakdown per type of socio-demographic characteristic (or other additional factors) as reasons linked to consumers' feeling vulnerable.

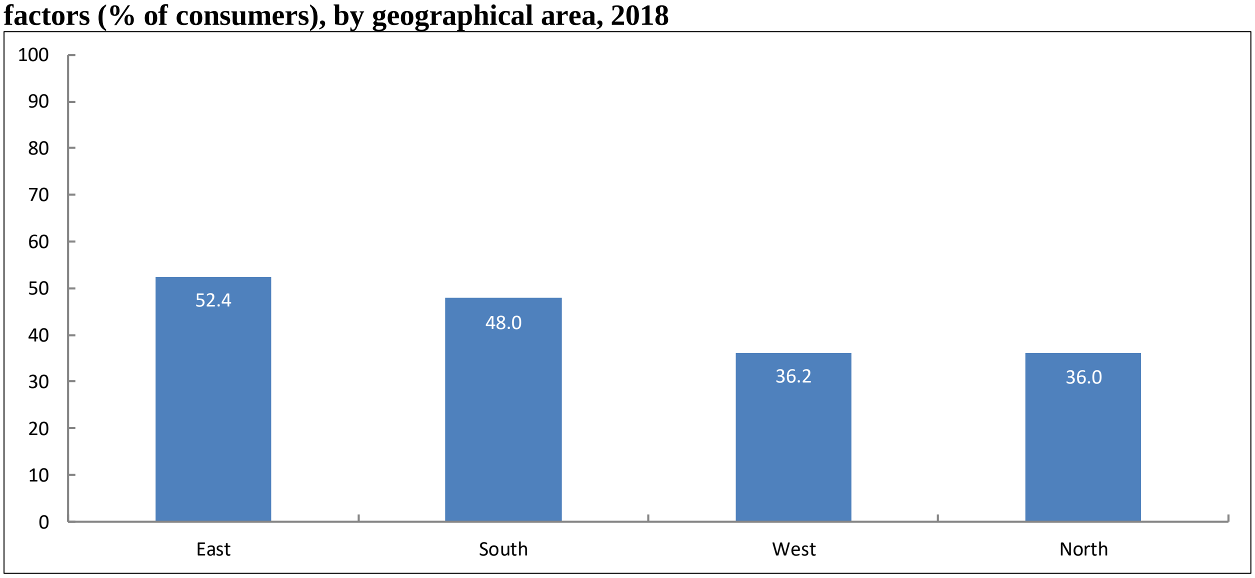
Figure 34: Respondents who feel vulnerable as consumers for various reasons (% of consumers), EU-28, 2018



Source: Survey on consumer attitudes towards cross-border trade and consumer protection (2018).

Figure 35 shows the proportion of consumers who perceive themselves as very and somewhat vulnerable, due to (a) certain socio-demographic characteristic(s), across the four geographical regions of the EU.

Figure 35: Respondents who feel vulnerable as consumers for one or more socio-demographic factors (% of consumers), by geographical area, 2018

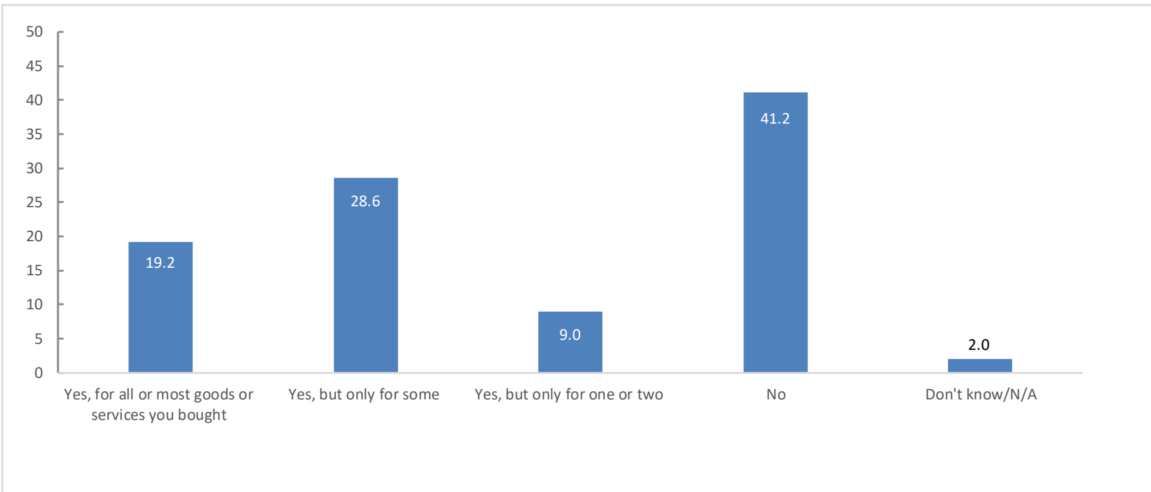


Source: Survey on consumer attitudes towards cross-border trade and consumer protection (2018).

2.7. Sustainable consumption

This section looks into whether consumers' purchasing decisions are influenced by products with positive environmental messages. Figure 36 shows whether this was the case for a few or almost all of the goods or services purchased during the last two weeks.

Figure 36: Influence of environmental impact when choosing goods/services, EU-28, 2018 (% of consumers)

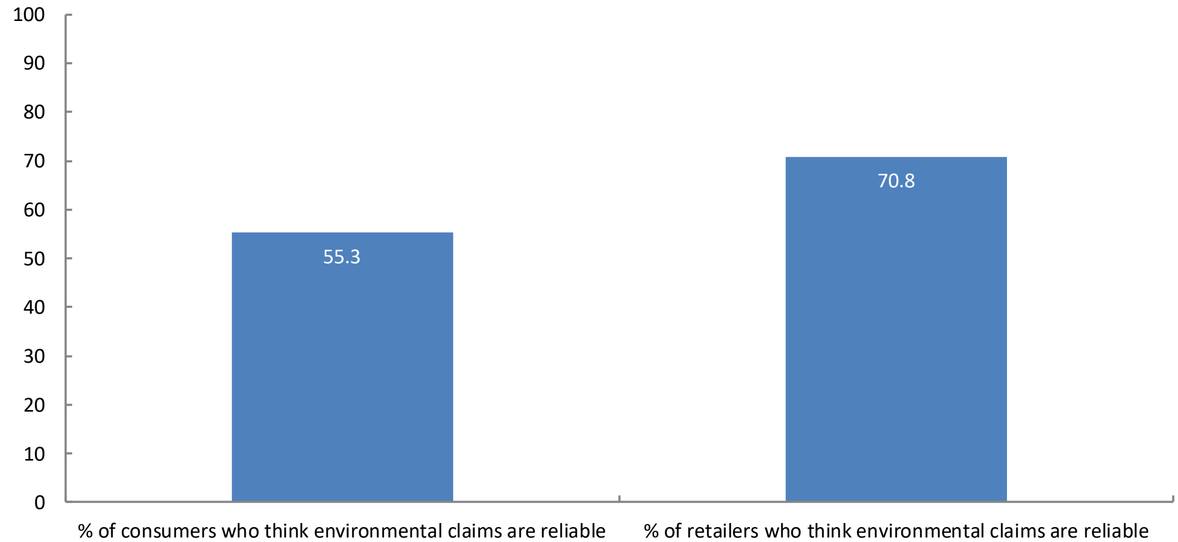


2018-2016	+4.3*	+6.9*	-4.0*	-8.0*	+0.7*
2016-2014	-2.0*	-7.7*	+3.6*	+7.5*	-1.5*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: Considering everything you have bought during the last two weeks, did the environmental impact of any goods or services also influence your choice? Base: EU-28 respondents in 2018 (N=26 532).

Figure 37 shows whether consumers and retailers trust the environmental information displayed on ‘green’ products. It also shows how this trust has changed over the last four years.

Figure 37: Consumer and retailer trust in environmental claims, EU-28, 2018 (% of consumers and % retailers who ‘strongly agree’ or ‘agree’)

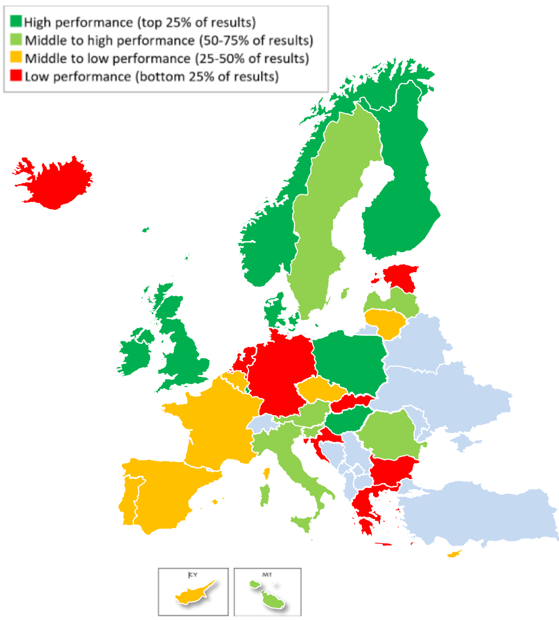


2018-2016	-10.2*	+1.9*
2016-2014	+12.2*	-1.6*

Source: 1) Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements? In (OUR COUNTRY) most environmental claims about goods or services are reliable. Base: EU-28 consumer respondents (N=26 532); 2) Survey on retailer attitudes towards cross-border trade and consumer protection: Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: Most environmental claims about goods or services in your sector in (OUR COUNTRY) are reliable, Base: EU-28 retailer respondents (N=10 196).

Figure 38 shows the level of trust in environmental claims for both consumers and retailers at country level. It also shows the average score and how this has evolved since the previous wave.

Figure 38: Consumer and retailer trust in environmental claims, country results, 2018 (% of consumers and retailers who 'strongly agree' or 'agree')



	Consumers' trust in environmental claims	Retailers' trust in environmental claims	Average trust in environmental claims	Diff 2018-2016
EU-28	**55**	**71**	**63**	**-4**
BE	49	71	60	-4
BG	53	53	53	+3
CZ	55	68	61	+6
DK	81	79	80	+8
DE	45	63	54	-17
EE	62	50	56	-8
IE	66	83	74	-6
EL	53	61	57	+3
ES	56	70	63	+1
FR	47	79	63	-13
HR	40	62	51	-1
IT	54	74	64	+9
CY	50	71	61	+7
LV	60	68	64	-8
LT	65	55	60	+8
LU	64	82	73	-3
HU	78	76	77	0
MT	62	80	71	+12
NL	55	64	60	+5
AT	65	70	68	-9
PL	68	81	75	+5
PT	57	63	60	-2
RO	55	79	67	-1
SI	49	79	64	+4
SK	52	58	55	-3
FI	64	85	75	+3
SE	54	80	67	+1
UK	63	80	71	-7
IS	45	60	52	-7
NO	60	85	73	+1

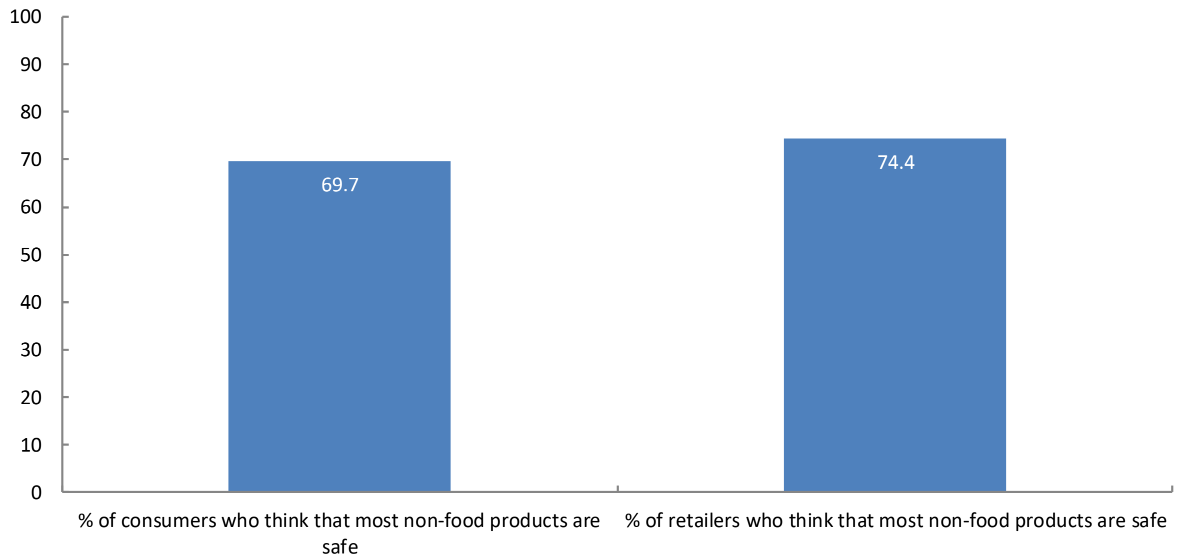
Source: 1) Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements? In (OUR COUNTRY) most environmental claims about goods or services are reliable. Base: all consumer respondents (N=28 037); and 2) survey on retailer attitudes towards cross-border trade and consumer protection: Please tell me whether you strongly agree, agree, disagree, or strongly disagree with the following statement: Most environmental claims about goods or services in your sector in (OUR COUNTRY) are reliable. Base: all retailer respondents (N=10 747).

2.8. Product safety

In a single market designed to allow goods and services to move freely between countries, consumers need to trust that the products they use meet a common set of strict safety standards.

Figure 39 shows the proportion of EU consumers and retailers selling non-food products who agree that non-food products available on their national markets are safe.

Figure 39: Consumer and retailer perceptions about non-food product safety, EU-28, 2018 (% of consumers and % of retailers selling non-food products who 'strongly agree' or 'agree')



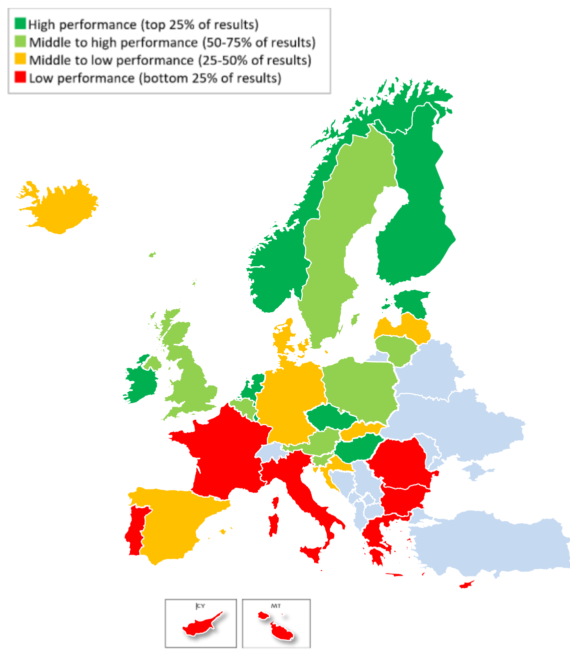
2018-2016	-7.9*	-2.0*
2016-2014	+9.4*	+1.8*
2014-2012	+1.2*	-2.0*
2012-2011	-0.6	-
2011-2010	-1.4*	-
2010-2009	+6.8*	-
2009-2008	-2.8*	-

-

Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection: Thinking about all non-food products currently available on the market in (OUR COUNTRY), do you think that…? Base: EU-28 consumer respondents and retailer respondents that sell non-food products (N=26 532 and 4 222, respectively).

Figure 40 shows the levels of trust in product safety by country.

Figure 40: Consumer and retailer trust in non-food product safety, country results, 2018 (% of consumers and % of retailers selling non-food products who 'strongly agree' or 'agree')



	Consumers who think that most non-food products are safe	Retailers who think that most non-food products are safe	Average percentage who think non-food products are safe	Diff 2018-2016
EU-28	**70**	**74**	**72**	**-5**
BE	67	86	76	+1
BG	55	52	53	-2
CZ	81	85	83	0
DK	76	71	74	-1
DE	74	76	75	-10
EE	72	84	78	+3
IE	83	80	82	-6
EL	57	61	59	-1
ES	70	71	70	+6
FR	57	71	64	-20
HR	67	76	72	+4
IT	62	70	66	+1
CY	50	71	60	+4
LV	70	74	72	+2
LT	76	79	77	+4
LU	81	80	81	0
HU	79	85	82	+1
MT	65	51	58	-18
NL	82	83	82	0
AT	73	79	76	-9
PL	76	79	78	+1
PT	62	74	68	+4
RO	51	58	55	+1
SI	69	85	77	+10
SK	72	79	75	+4
FI	85	90	87	+1
SE	71	83	77	-1
UK	82	72	77	-12
IS	74	75	75	+5
NO	84	94	89	+5

Source: Surveys on consumer and retailer attitudes towards cross-border trade and consumer protection: Thinking about all non-food products currently available on the market in (OUR COUNTRY), do you think that…? Base: all consumer respondents and retailer respondents that sell non-food products (N=28 037 and 4 542, respectively)

3. CONSUMERS IN THE DIGITAL SINGLE MARKET

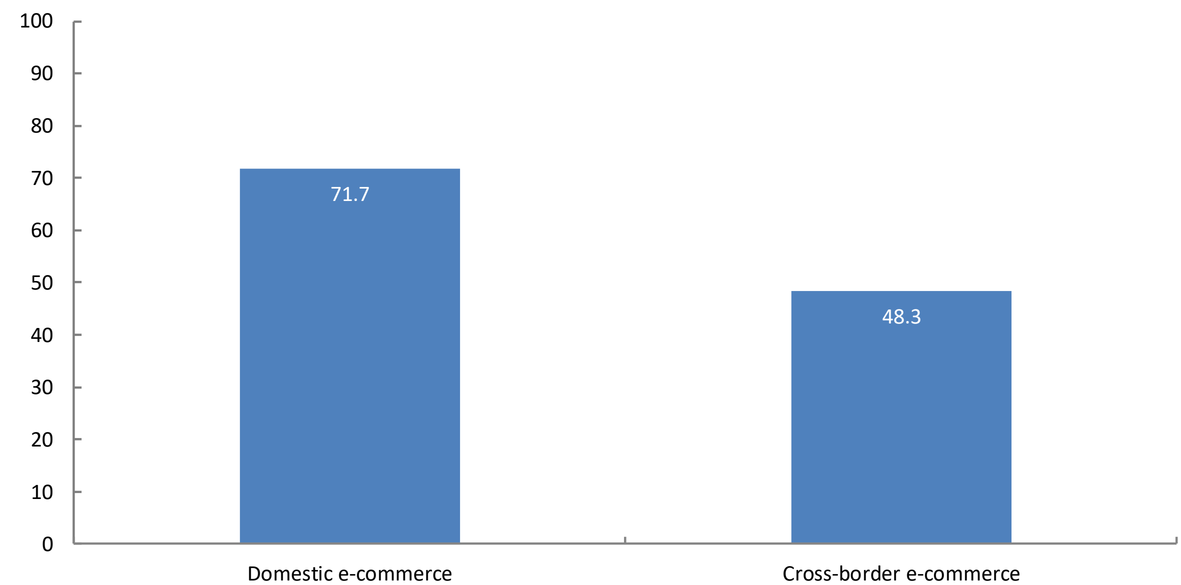
This section presents the findings on experiences, perceptions and behaviour of consumers and businesses in the EU digital single market.

3.1. E-commerce from a consumer perspective

3.1.1. *Confidence in buying online domestically and cross-border*

Consumer confidence in e-commerce is a key driver for the development of the digital single market. Figure 41 shows how confidence in domestic and cross-border online shopping in the EU has evolved.

Figure 41: Consumers' confidence in online purchases: % of persons being confident buying online (from their own country and from other EU countries), EU-28, 2018

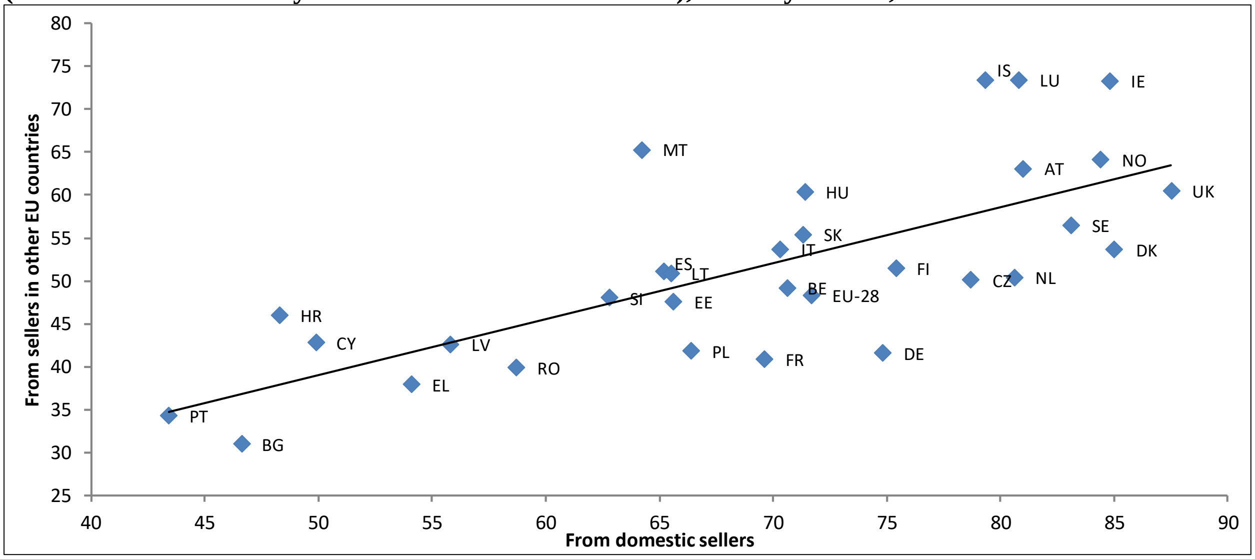


2018-2016	+0.2	-8.9*
2016-2014	+12.4*	+21.1*
2014-2012	+2.0*	+2.8*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements? You feel confident purchasing goods or services via the internet from retailers or services (in your country/in another EU country). Base: EU-28 respondents (N=26 532).

Figure 42 shows the relative positioning of each country, including the EU-28 aggregate, according to the level of consumer confidence in domestic or cross-border online shopping.

Figure 42: Consumer confidence in online purchases: % of persons being confident buying online (from their own country and from other EU countries), country results, 2018

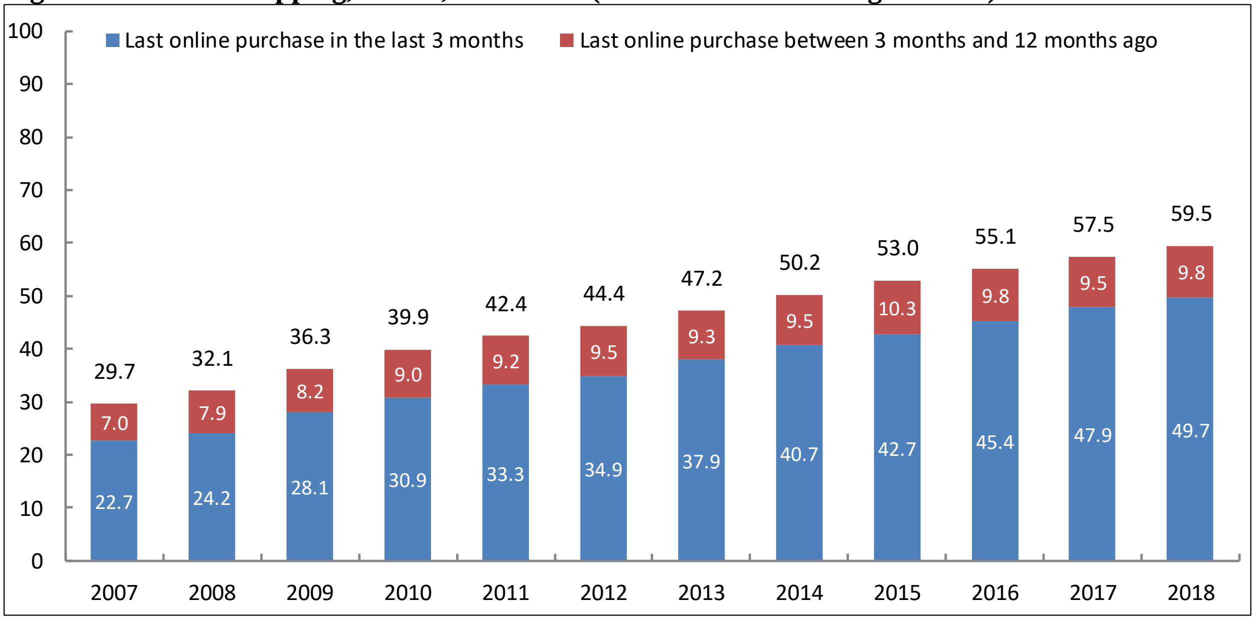


Source: Survey on consumer attitudes towards cross-border trade and consumer protection: How strongly do you agree or disagree with each of the following statements? You feel confident purchasing goods or services via the internet from retailers or services (in your country/in another EU country). Base: all respondents (N=28 037).

3.1.2. *Consumer online purchases*[29]

Figure 43 shows the development in the overall proportion of consumers who shop online in the EU, including a breakdown of when their last online purchase took place.

Figure 43: Online shopping, EU-28, 2007-2018 (% of all individuals aged 16-74)

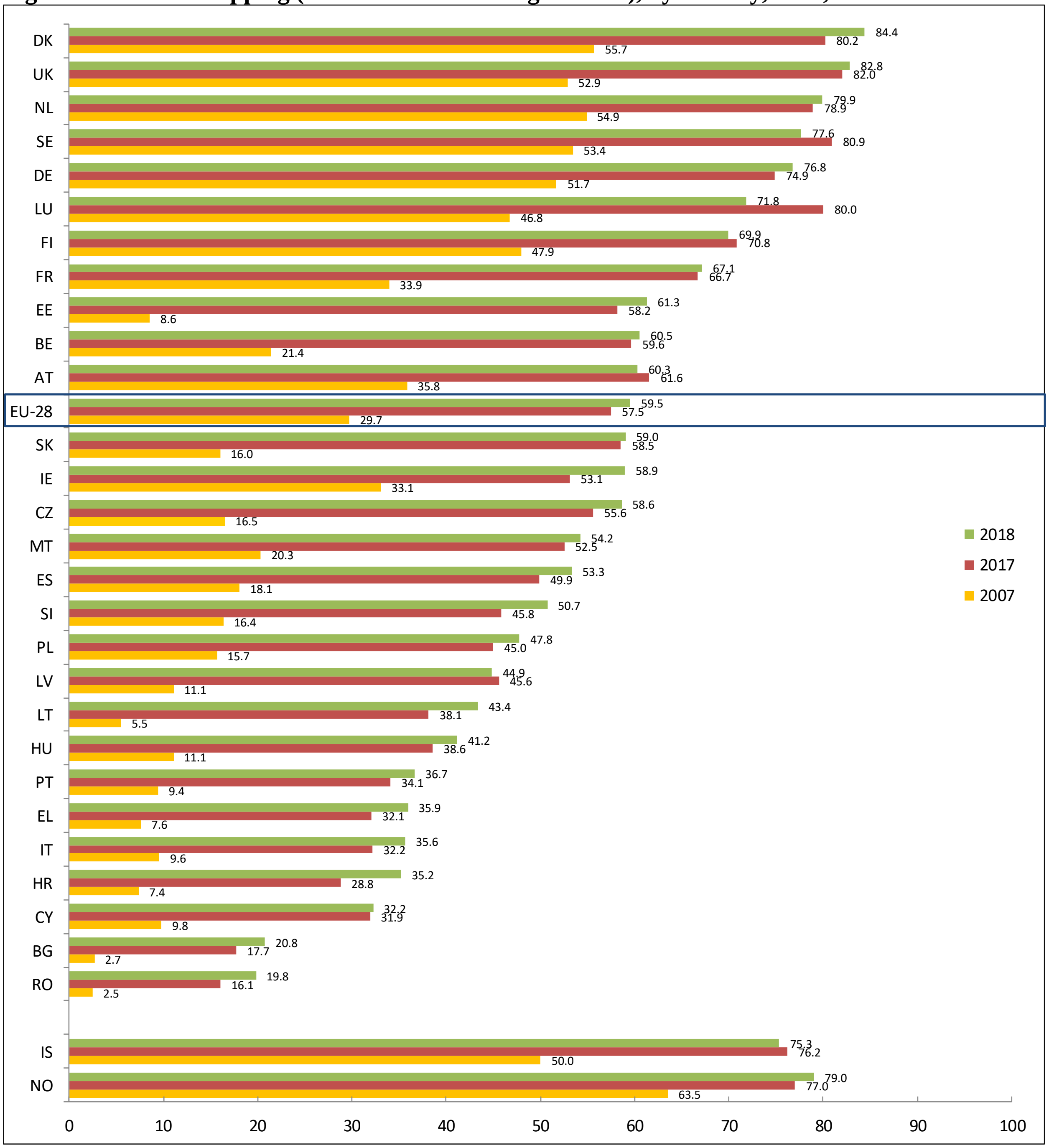


Source: Eurostat Community survey on ICT usage in households and by individuals (isoc_ec_ibuy): When did you last buy or order goods or services for private use over the internet?

29 The Community survey on ICT usage in households and by individuals covers the individuals between 16 and 74 years old and the data refer to EU-28. The data coming from Eurostat presented with decimals come from the Working (Comprehensive) Database https://ec.europa.eu/eurostat/web/digital-economy-and-society/data/comprehensive-database, while the names of the source tables under each graph or table are referring to Eurobase tables, where the figures are rounded.

Figure 44 shows a ranking, by country, based on the proportion of consumers who shopped online in 2018. It also shows the proportion of online shoppers across all surveyed countries in 2017, together with a comparison of how the situation has evolved since 2007.

Figure 44: Online shopping (% of all individuals aged 16-74), by country, 2007, 2017 and 2018



Source: Eurostat Community survey on ICT usage in households and by individuals ([isoc_ec_ibuy]): When did you last buy or order goods or services for private use over the internet?

Note: break in time series: EE 2014, RO 2014, LV 2016, SE 2016, LU 2018

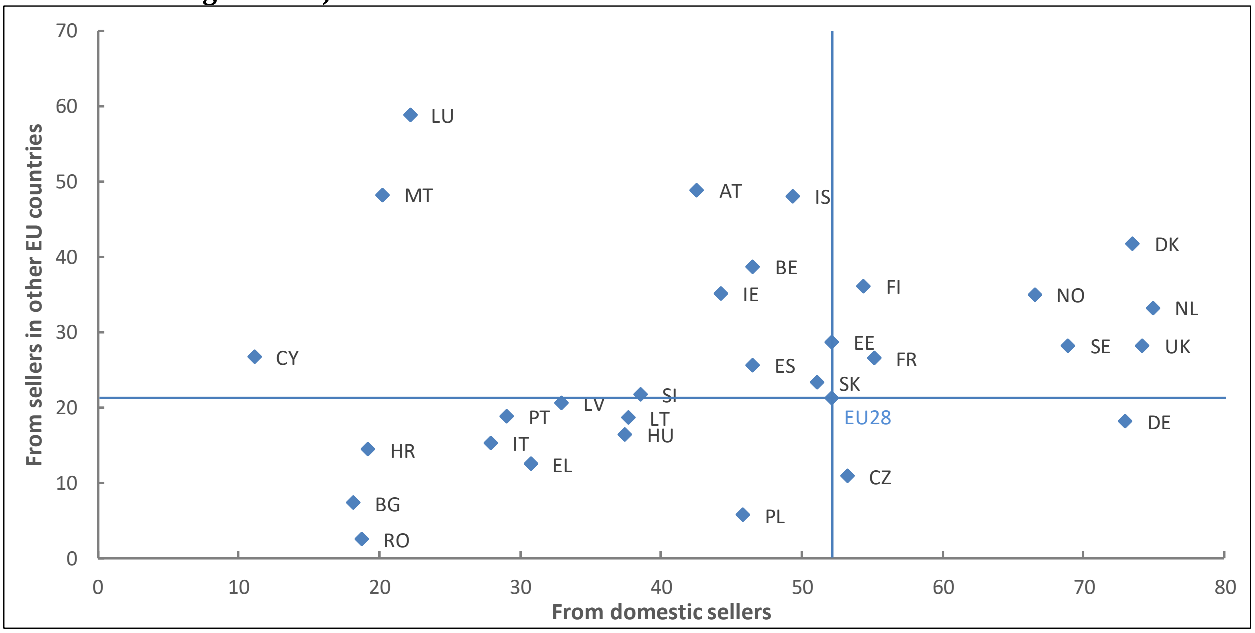
Figure 45 shows that the gap between the proportion of individuals buying online domestically and cross-border within the EU remains wide, whereas purchases from non-EU countries lag behind, as was the case in previous years.

Figure 45: Online shopping, by location of the retailer, EU-28, 2008-2018 (% of all individuals aged 16-74)

Source: Eurostat Community survey on ICT usage in households and by individuals ([isoc_ec_ibuy]): From whom did you buy or order goods or services for private use over the internet in the last 12 months?

Figure 46 shows each surveyed country, together with the EU-28 aggregate, according to the percentage of consumers buying online goods or services within their domestic market and cross-border within the EU.

Figure 46: Online shopping, by location of the retailer and by country of the consumer, 2018 (% of all individuals aged 16-74)

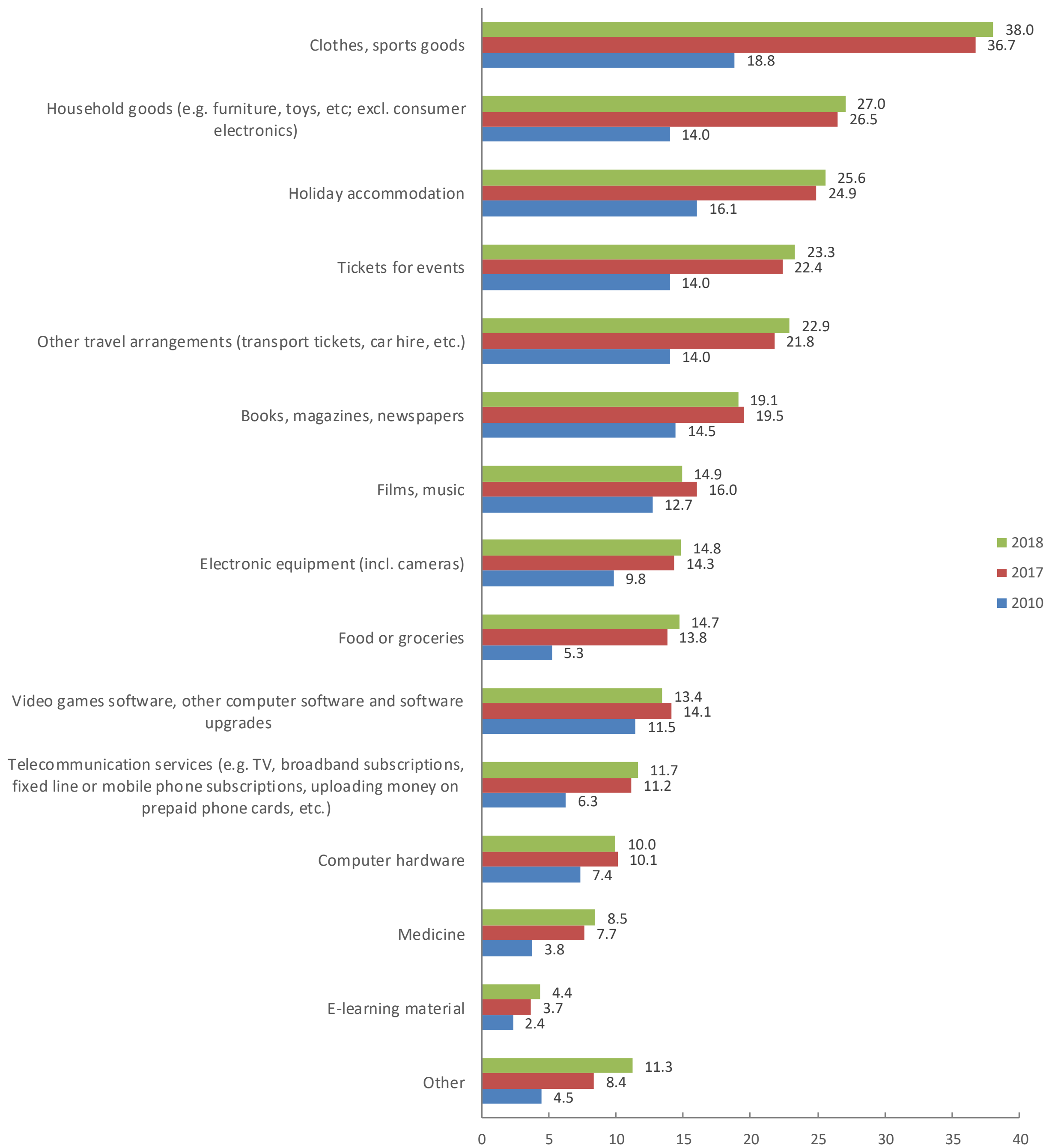


Source: Eurostat Community survey on ICT usage in households and by individuals (isoc_ec_ibuy): From whom did you buy or order goods or services for private use over the internet in the last 12 months?[30]

[30] Data for Latvia refer to 2017.

Figure 47 shows that the take-up of e-commerce in the EU varies considerably according to the type of good/service purchased.

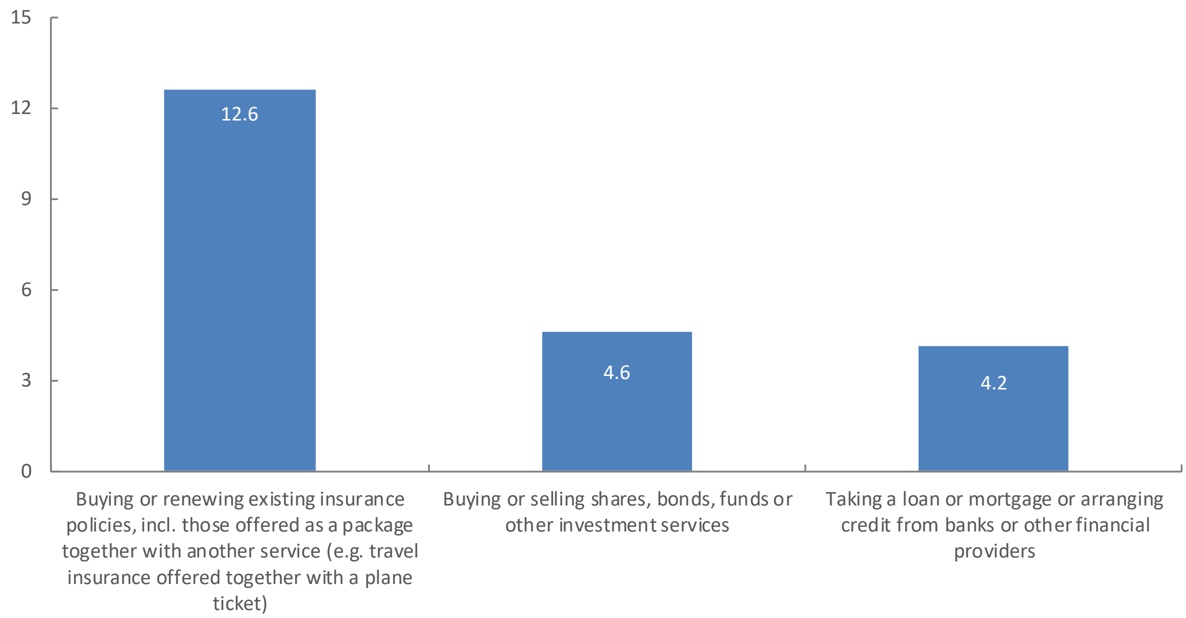
Figure 47: Online shopping, by type of good/service, EU-28, 2010, 2017 and 2018 (% of all individuals aged 16-74)



Source: Eurostat Community survey on ICT usage in households and by individuals (isoc_ec_ibuy): What types of goods or services did you buy or order over the internet for private use in the last 12 months?

Figure 48 shows the percentage of EU consumers who use the internet to perform financial activities.

Figure 48: Use of the internet for financial activities, EU-28, 2018 (% of all individuals aged 16-74)



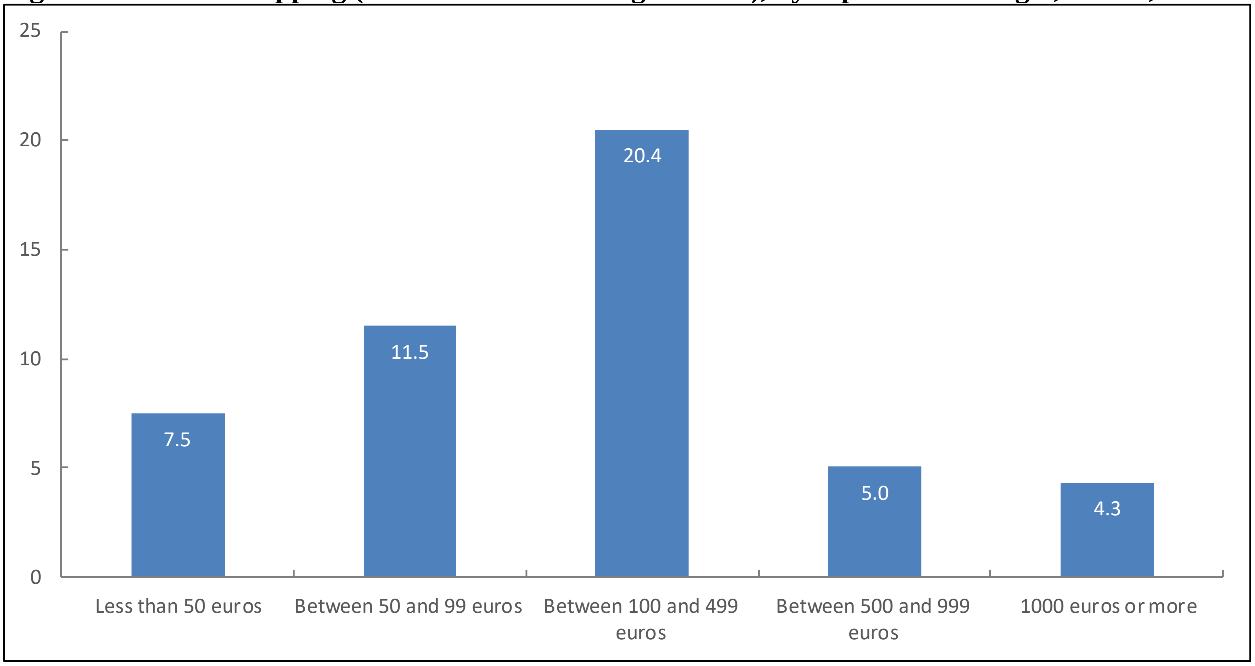
2017	11.8	3.9	3.0
2016	10.5	3.6	2.3

Source: Eurostat Community survey on ICT usage in households and by individuals (isoc_ec_ifi): Did you carry out any of the following financial activities over the internet (excluding e-mail) for private purposes in the last 12 months[31]?

31 Data for Denmark are not available.

When looking at e-commerce take-up by consumers, it is equally interesting to examine how much money consumers spent on their online purchases over the last three months (see Figure 49).

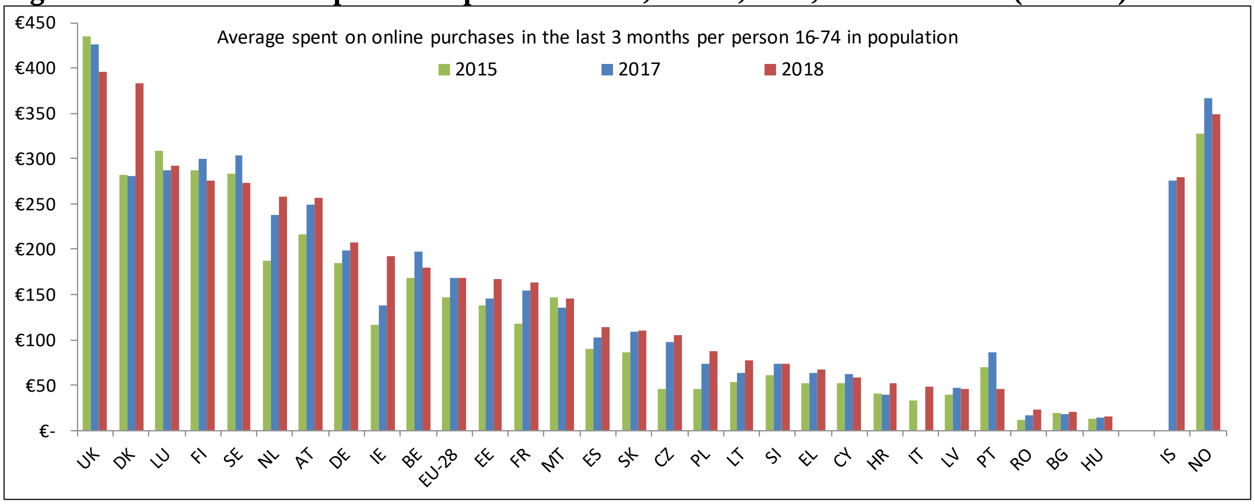
Figure 49: Online shopping (% of all individuals aged 16-74), by expenditure ranges, EU-28, 2018



Source: Eurostat Community survey on ICT usage in households and by individuals (isoc_ec_ibuy): How much, as an estimate, did you spend buying or ordering goods or services over the internet (excluding shares or other financial services) for private use in the last 3 months?

By combining data on the incidence of individuals buying online and on the amount of online spending over a three-month period, it is possible to estimate the per capita spending on online purchases across the overall adult population (see Figure 50).

Figure 50: E-commerce expenditure per inhabitant, EU-28, 2015, 2017 and 2018 (in Euro)



Source: Own estimations based on the Community survey on ICT usage in households and by individuals and on population statistics (Eurostat)[32].

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32 The indicator is estimated as follows: $Exp_j = ad_j * \sum_{i=1}^{5} c_{ij} * p_{ij}$

where:

$Expj$ = average expenditure per capita (population between 16 and 74 years old) in country j

c_{ij} = estimated expenditure value related to the *i-th* expenditure range

p_{ij} = share of persons (base: whole sample) whose per capita expenditure falls in the *i-th* expenditure range

ad_j = adjustment factor for country j to take into account the incidence of non-response in the question on the volume of expenditure.

As for the estimated expenditure within the available ranges, it is assumed that the actual expenditure volume per respondent indicating a range is equal to the central value of the range (ex: EUR 25 for the range between EUR 0 and 50); for the highest range (EUR 1 000 or more) a value of EUR 1 300 is assumed.

3.1.3. *Delivery problems experienced by e-shoppers*

Experiencing delivery problems can undermine consumers' confidence in online shopping. At the same time, the incidence of online shoppers having reported problems with deliveries (see Table 5) is linked to the take-up of e-commerce. While a strict causality cannot be established, it is reasonable to assume that the higher the volume of e-commerce purchases, the greater the likelihood that consumers experience problems.

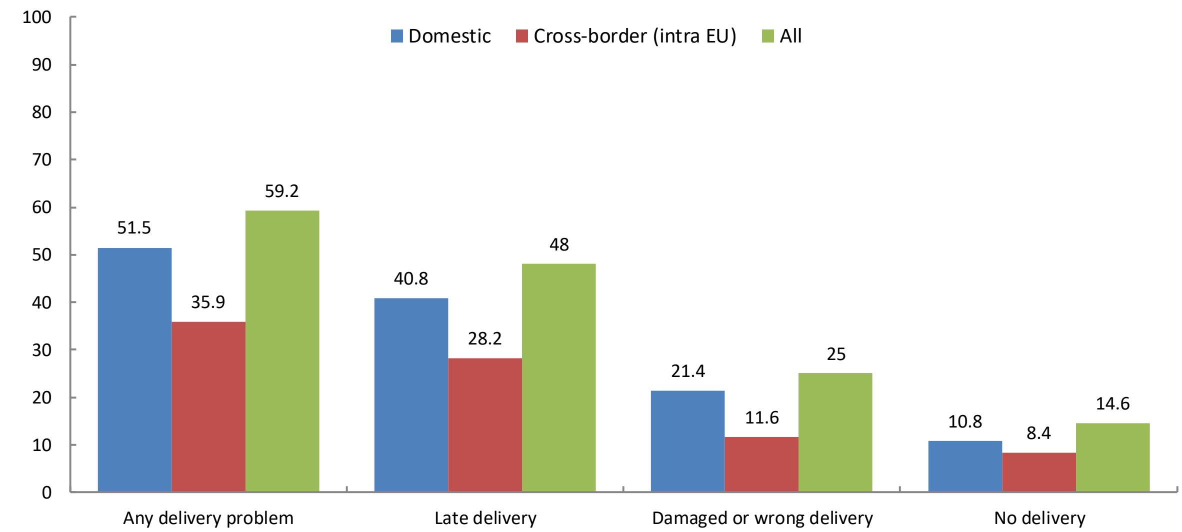
Table 5: Problems experienced by consumers with the delivery of online purchases, by country, 2018 (% of consumers with e-commerce experience)

Country	With a domestic retailer		With a retailer from another EU country		Overall	
	2018	2018-2016	2018	2018-2016	2018	2018-2016
EU-28	51.5	+19.8 *	35.9	+13.8 *	59.2	+24.5 *
BE	40.6	+0.9	48.3	+9.0 *	62.2	+6.5 *
BG	43.7	+8.8 *	20.3	-8.7	46.5	+6.3
CZ	50.0	+6.6 *	17.9	+3.4	54.2	+8.2 *
DK	35.2	+1.6	30.3	+7.4	44.3	+3.0
DE	54.8	+28.6 *	33.0	+20.4 *	60.9	+34.8 *
EE	31.7	-3.4	25.6	-3.6	48.6	-5.0
IE	33.7	+11.6 *	52.5	+33.7 *	61.3	+36.6 *
EL	37.7	-0.4	38.8	+11.3	47.1	+3.5
ES	48.6	+7.3	39.1	+3.7	57.0	+6.4 *
FR	57.0	+35.5 *	34.3	+25.4 *	67.0	+45.8 *
HR	33.7	-0.4	42.0	+2.9	54.5	+2.5
IT	50.9	+9.4 *	47.5	+15.9 *	61.8	+9.9 *
CY	18.8	-8.2	48.2	+10.1	49.5	+0.6
LV	31.3	-7.4	27.8	-16.6 *	49.1	-12.1 *
LT	28.6	-6.9	32.9	-4.3	40.8	-6.3
LU	32.7	+14.4 *	46.9	+24.0 *	53.3	+29.8 *
HU	26.2	-6.5	13.2	-8.9	30.6	-6.1
MT	18.1	-18.0	75.0	+7.4 *	76.8	+1.6
NL	52.9	+7.2 *	20.7	-0.7	56.3	+6.9 *
AT	30.8	+10.1 *	50.4	+34.8 *	57.1	+34.3 *
PL	52.2	+2.7	23.2	+7.3	54.0	+4.5
PT	27.3	-3.2	41.2	-0.5	46.7	+2.8
RO	54.1	+5.7	39.1	+19.2	56.2	+8.0 *
SI	32.8	+6.6	31.2	+1.9	43.7	+3.1
SK	40.7	-5.2	29.7	+3.7	50.5	+0.6
FI	25.5	-1.5	26.0	+4.8	38.9	+2.0
SE	43.8	+2.9	27.4	+11.9	51.2	+6.8 *
UK	62.7	+38.8 *	34.8	+23.3 *	67.5	+43.0 *
IS	19.2	+2.2	35.5	+12.5	46.6	+16.1 *
NO	33.9	+2.0	24.8	+1.1	47.8	+4.5

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: I will read you some statements about problems consumers may have when shopping online. Please tell me whether you have experienced any of them during the last 12 months? Base: all respondents with e-commerce experience domestically (N=14 037), cross-border between EU Member States (N=7 722) and overall (N=15 463).

Figure 51 shows the proportion of EU online shoppers who report problems with deliveries domestically, cross-border in the EU and overall, broken down by type of problem.

Figure 51: Problems experienced by consumers with the delivery of online purchases, by type of problem, EU-28, 2018 (% of consumers with e-commerce experience)



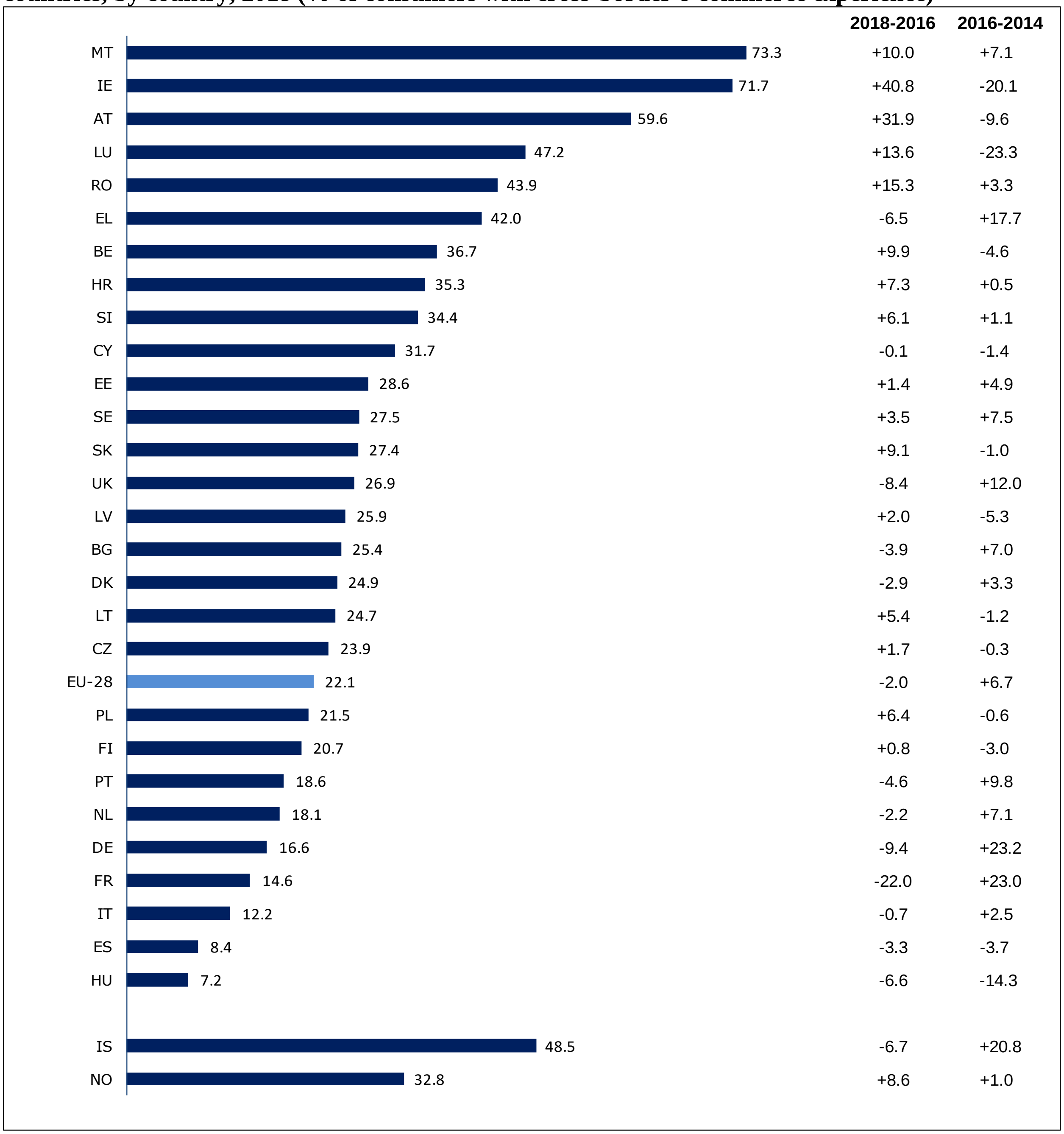
	Any delivery problem		Late delivery		Damaged or wrong delivery		No delivery	
	2018-2016	**2016-2014**	**2018-2016**	**2016-2014**	**2018-2016**	**2016-2014**	**2018-2016**	**2016-2014**
Domestic	+19.8*	-15.6*	+17.0*	-11.9*	+10.7*	-9.5*	+5.1*	-4.1*
Cross-border (intra EU)	+13.8*	-5.8*	+12.5*	-6.4*	+3.6*	+0.3	+4.2*	-1.2*
All	+24.5*	-15.6*	+22.0*	-12.5*	+12.7*	-8.9*	+7.9*	-4.0*

Source: Survey on consumer attitudes towards cross-border trade and consumer protection: I will read you some statements about problems consumers may have when shopping online. Please tell me whether you have experienced any of them during the last 12 months? Base: EU-28 respondents with e-commerce experience domestically (N=13 235), cross-border between EU Member States (N=7 171) and overall (N=14 559).

3.1.4. *Obstacles to cross-borders purchases*

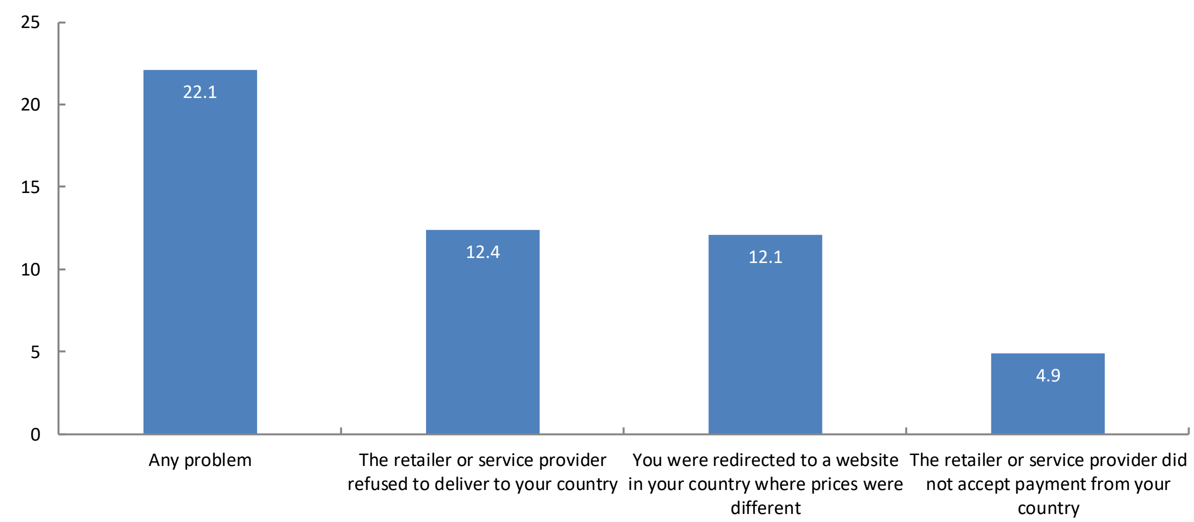
Figures 52 and 53 show the proportion of online consumers who experience problems that prevented them from completing their online purchase from another EU country, per country (Figure 52) and per type of problem (Figure 53).

Figure 52: Consumers experiencing problems when trying to buy online from retailers in other EU countries, by country, 2018 (% of consumers with cross-border e-commerce experience)



Source: Survey on consumer attitudes towards cross-border trade and consumer protection: During the past 12 months, have you come across any of the following problems when buying goods and services from another EU country? Base: all respondents with cross-border e-commerce experience (N=8 175).

Figure 53: Problems experienced by consumers when trying to buy online from retailers in other EU countries, by type of problem, EU-28, 2018 (% of consumers with cross-border e-commerce experience)



	Any problem	The retailer or service provider refused to deliver to your country	You were redirected to a website in your country where prices were different	The retailer or service provider did not accept payment from your country
2018-2016	-2.0*	+2.3*	+5.9*	-8.0*
2016-2014	+6.7*	+0.6	-2.0*	+7.9*

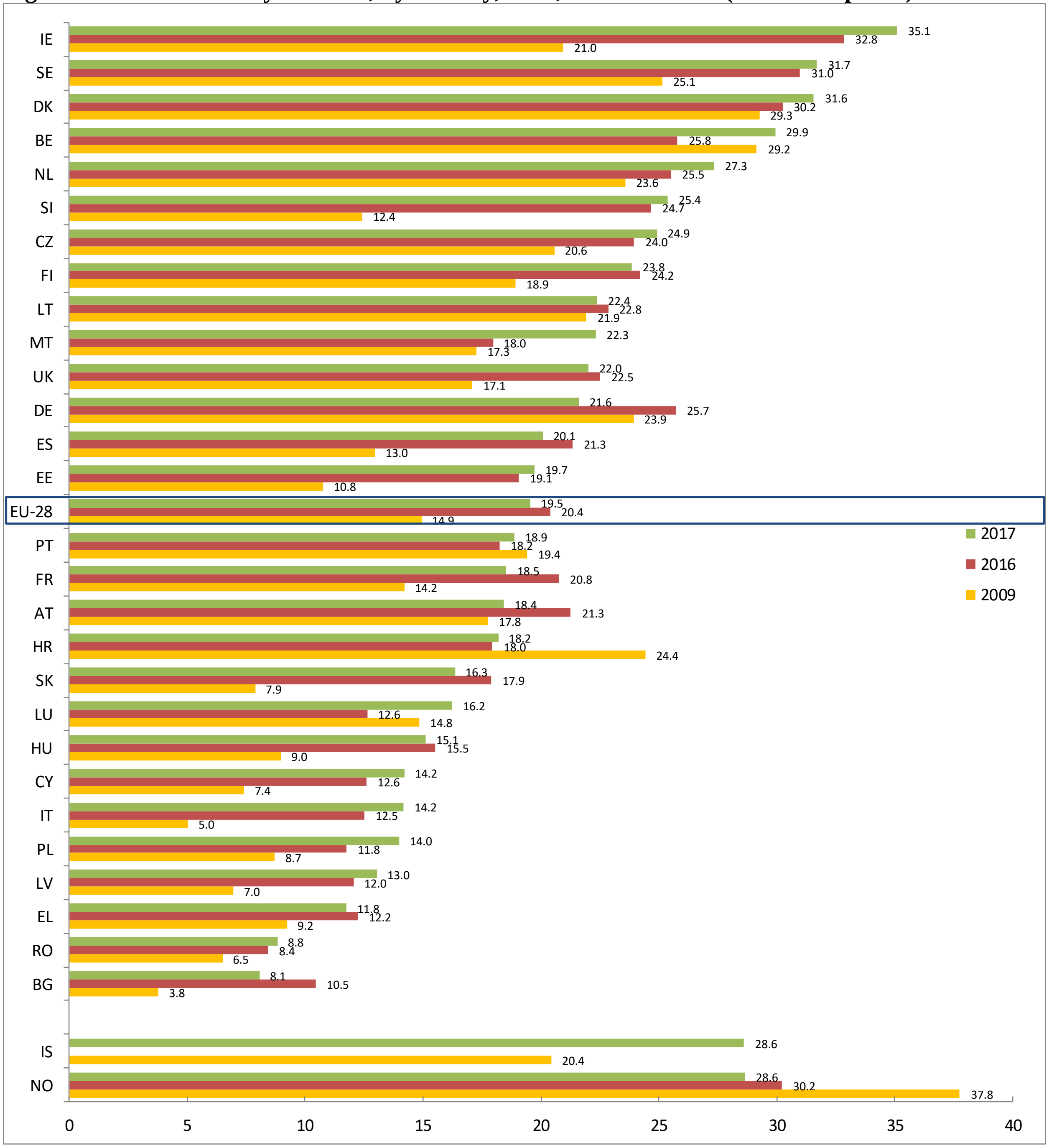
Source: Survey on consumer attitudes towards cross-border trade and consumer protection: During the past 12 months, have you come across any of the following problems when buying goods and services from another EU country? Base: EU-28 respondents with cross-border e-commerce experience (N=7 578).

3.2. E-commerce from the supply-side

3.2.1. *Online sales*

To be able to draw a full picture of the potential of e-commerce for the EU economy, it is equally important to look at the supply side. Figure 54 shows the percentage of businesses selling online broken down by country.

Figure 54: Online sales by business, by country, 2009, 2016 and 2017 (% of enterprises)

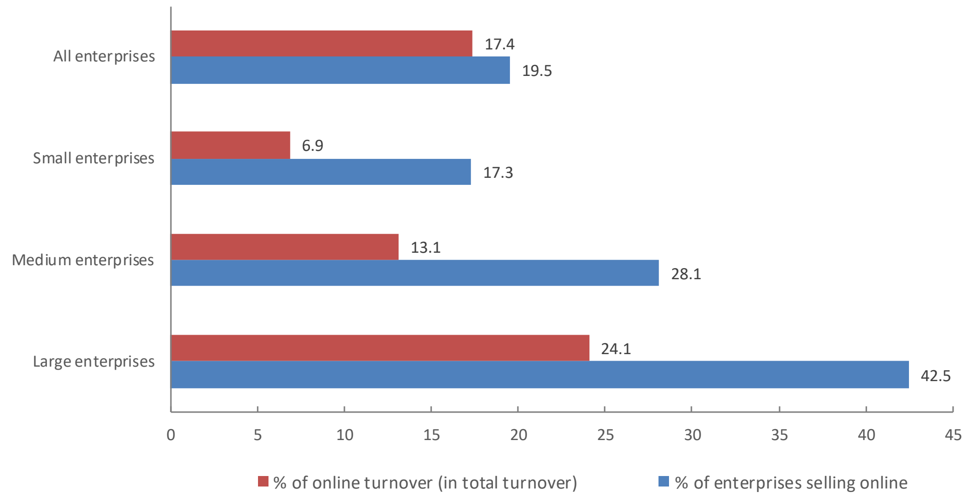


Source: Eurostat Community survey on the use of ICT usage and e-commerce in enterprises (isoc_ec_eseln2): 1) During 2017, did your enterprise receive orders for goods or services placed via a website or 'apps'?; 2) During 2017, did your enterprise receive orders for goods or services placed via EDI-type messages[33]?

[33] The survey addresses all the enterprises with at least 10 persons employed whose principal activity is in NACE rev.2 sections C, D, E, F, G, H, I, J, L, N, division 69-74 and group 95.1. For the definition of online sales (e-sales): 1) both business-to-business and business-to-consumer transactions are included, and 2) both web sales and

Figure 55 shows the proportion of enterprises which sell online, together with the share of online turnover, broken down by size of the businesses surveyed.

Figure 55: Enterprises selling online and turnover from online sales, by size of enterprise, 2009, 2016, 2017



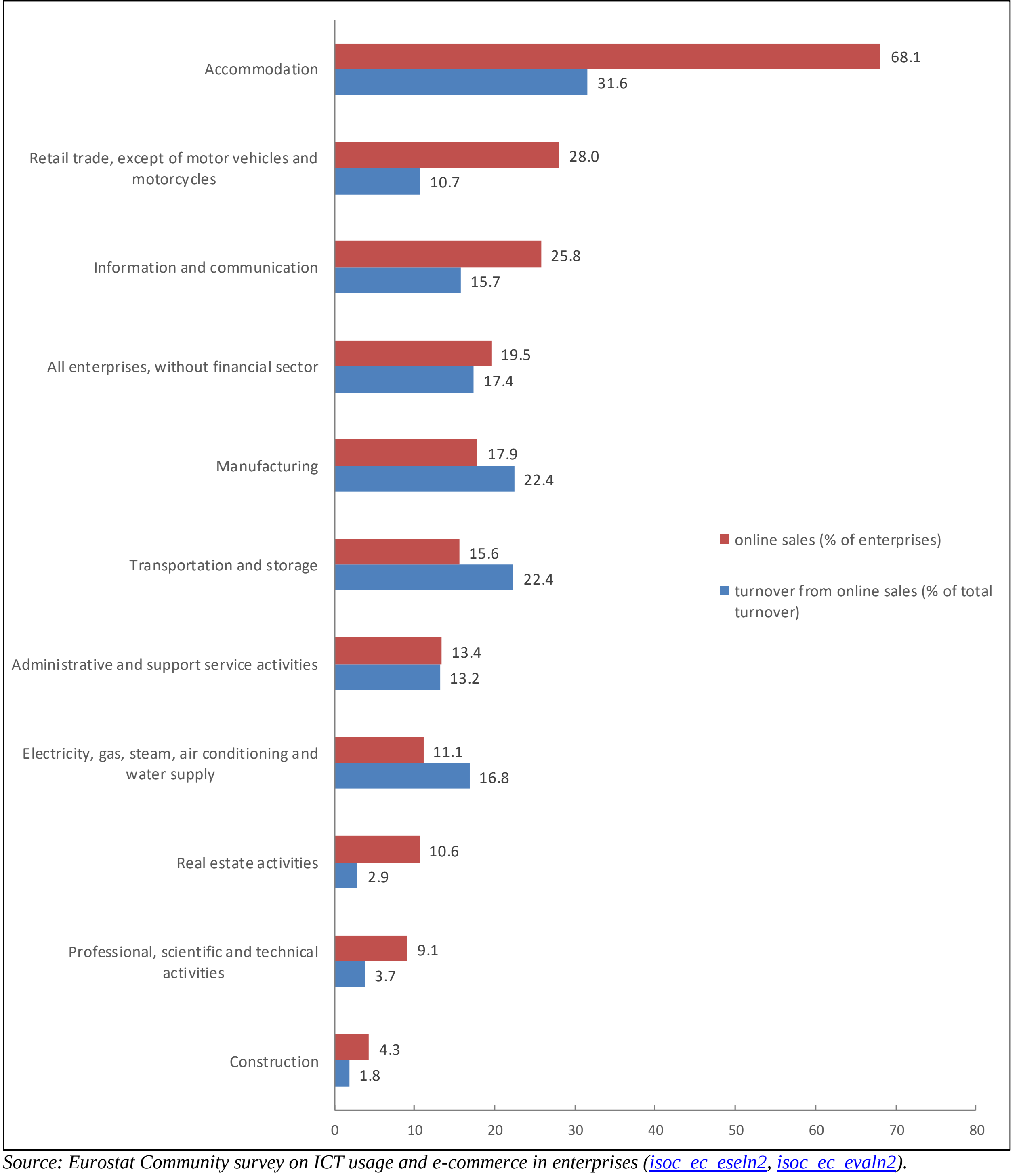
2016	2009
18.3 20.4	13.9 14.9
7.4 18.2	4.9 13.1
13.0 29.0	11.3 21.9
25.7 43.8	19.1 34.6

Source: Eurostat Community survey on ICT usage and e-commerce in enterprises (isoc_ec_eseln2, isoc_ec_evaln2): 1) During 2017, did your enterprise receive orders for goods or services placed via a website or 'apps'?; 2) During 2017, did your enterprise receive orders for goods or services placed via EDI-type messages?; 3) Please state the value of the turnover resulting from orders received that were placed via a website or 'apps' (in monetary terms, excluding VAT) in 2017; and 4) Please state the value of the turnover resulting from orders received that were placed via EDI-type messages (in monetary terms, excluding VAT) in 2017.

electronic data interchange (EDI)-type sales are included. E-Commerce sales data for the reference year 2017 (and reference years 2016, 2009) were collected through the 2018 (and 2017, 2010 respectively) wave of the survey.

Figure 56 shows that the take-up of e-commerce varies largely across the different economic sectors, as does the percentage of online turnover.

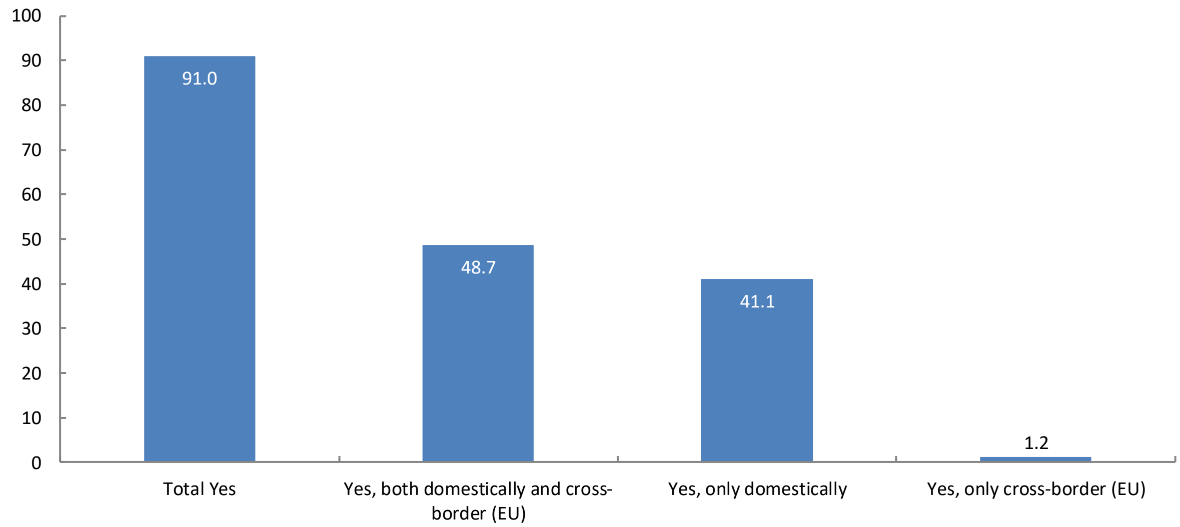
Figure 56: Enterprises selling online and turnover from online sales, by sector, EU-28, 2017



Source: Eurostat Community survey on ICT usage and e-commerce in enterprises (isoc_ec_eseln2, isoc_ec_evaln2).

Figures 57 and 58 show the percentage of retailers who plan to continue selling online and the percentage of those who would be interested in selling online over the next 12 months, despite not currently doing so.

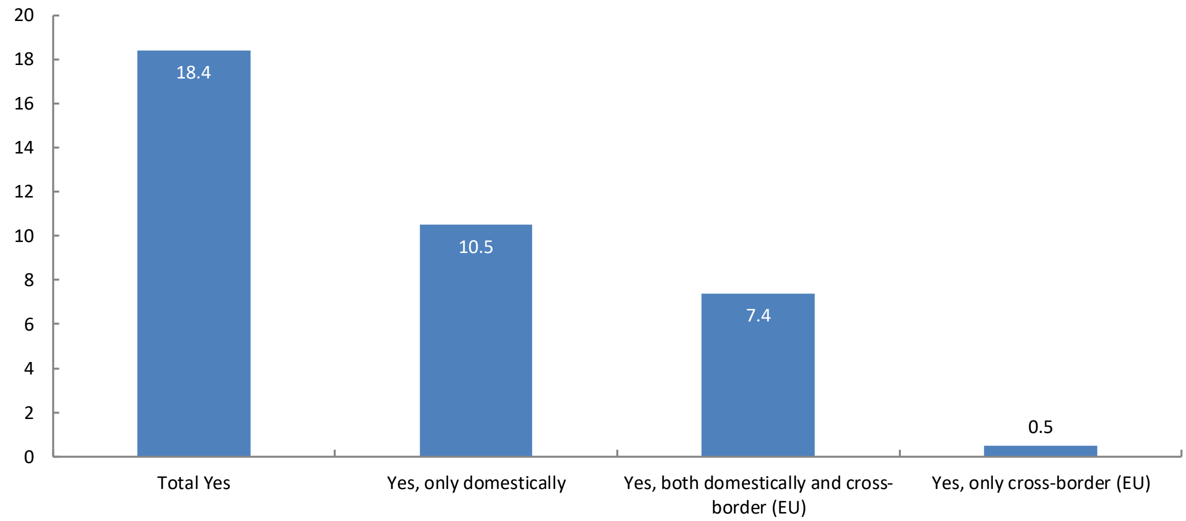
Figure 57: Retailers (10+ persons employed) planning to continue selling online in the next 12 months, EU-28, 2018 (% respondents selling online)



	Total Yes	Yes, both domestically and cross-border (EU)	Yes, only domestically	Yes, only cross-border (EU)
2018-2016	+0.5	+5.5*	-5.3*	+0.3
2016-2014	-0.7	-0.7	+0.4	-0.4

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Does your company plan to contribute to sell online over the next 12 months? Base: EU-28 respondents selling online (N=3 980).

Figure 58: Retailers (10+ persons employed) interested in selling online in the next 12 months, EU-28, 2018 (% of respondents not selling online)



2018-2016	-3.0*	-2.3*	-0.7	0.0
2016-2014	-4.1*	-2.6*	-1.6*	+0.1

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Would your company be interested in selling online over the next 12 months? Base: EU-28 respondents not selling online (N=6 216).

3.2.2. *Confidence in domestic and cross-border online sales*

Confidence in domestic and cross-border online sales is an important driver of the uptake of e-commerce by retailers.

Table 6 summarises the level of confidence in online sales among retailers in different countries. The Table also shows the levels of retailer confidence by country.

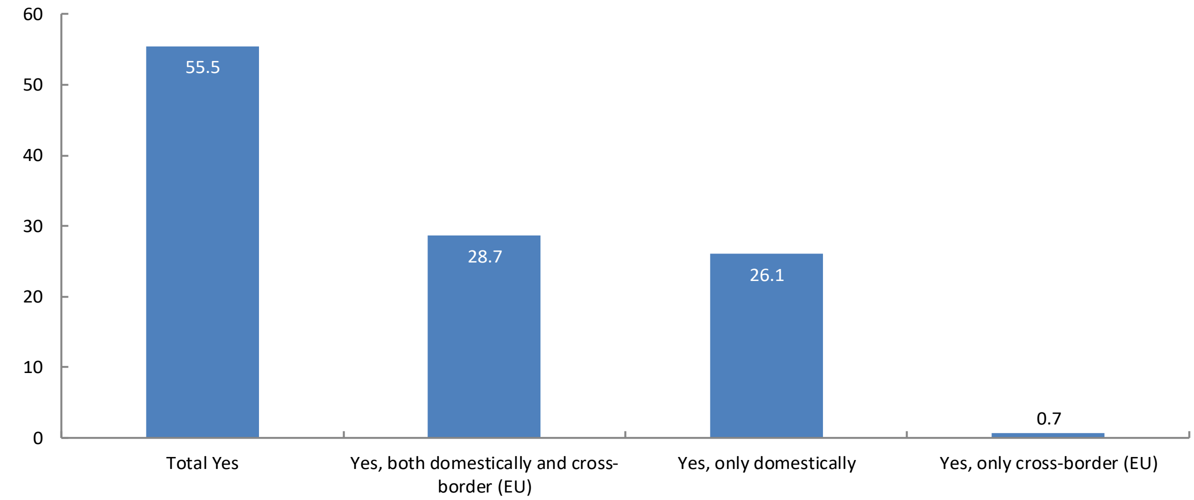
Table 6: Retailers (10+ persons employed) confident in selling online, country results, 2018 (% of retailers)

Country	Yes, both domestically and cross-border (EU)	Yes, only domestically	Yes, only cross-border (EU)	Total Yes	2018-2016
EU-28	28.7	26.1	0.7	55.5	-2.5 *
BE	37.3	25.7	0.8	63.7	-1.5
BG	16.4	20.5	2.5	39.3	-1.5
CZ	19.5	18.6	0.9	39.1	-1.5
DK	28.3	41.2	0.7	70.2	+12.6 *
DE	26.8	23.8	0.2	50.8	-2.7
EE	14.4	16.8	0.6	31.8	-2.7
IE	36.3	26.5	1.0	63.8	-3.8
EL	50.0	19.2	4.4	73.6	-6.6 *
ES	43.4	30.0	1.1	74.5	+1.4
FR	41.3	30.4	0.0	71.7	-2.1
HR	35.6	22.7	0.8	59.1	-8.5 *
IT	21.0	18.0	0.0	39.0	-23.1 *
CY	35.5	28.8	3.8	68.1	+7.4
LV	21.4	34.9	0.4	56.7	+0.6
LT	34.6	29.1	0.5	64.3	-8.5 *
LU	36.0	7.4	0.0	43.3	-17.8 *
HU	10.8	13.6	1.5	25.9	-6.3 *
MT	24.5	24.3	1.9	50.7	-12.6 *
NL	26.1	36.6	0.1	62.9	+1.6
AT	36.9	21.9	0.7	59.5	+4.1
PL	15.3	28.0	0.5	43.8	-4.1
PT	39.9	23.7	0.8	64.5	+6.0
RO	18.8	33.8	1.1	53.8	+5.4
SI	61.8	17.2	0.6	79.6	+6.2 *
SK	11.8	23.6	2.5	37.9	-6.0
FI	19.4	50.6	0.9	70.8	-2.7
SE	32.9	34.3	0.1	67.3	+5.2
UK	25.3	29.3	1.1	55.8	+3.5
IS	40.1	32.0	4.5	76.6	+7.0
NO	21.7	39.0	0.0	60.8	+9.7 *

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Would you say that your company is confident to sell online? Base: all respondents (N=10 747).

Figure 59 shows how retailer confidence in selling online has evolved over the years within the EU.

Figure 59: Retailers (10+ persons employed) confident in selling online, EU-28, 2018 (% of retailers)



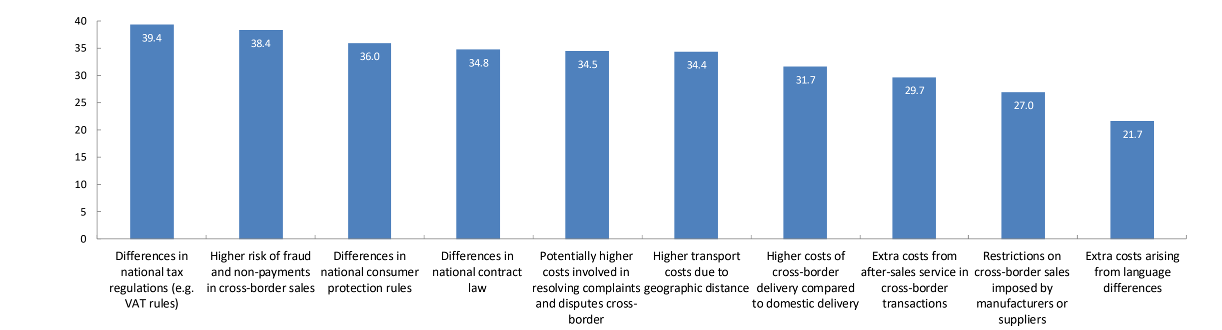
2018-2016	-2.5*	+1.5*	-3.9*	-0.1
2016-2014	-0.8	-1.7*	+0.7	+0.2

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: Would you say that your company is confident to sell online? Base: EU-28 respondents (N=10 196).

3.2.3. *Barriers for retailers to sell online cross-border*

Figure 60 shows the type of barriers to cross border e-commerce online that retailers identify as most important.

Figure 60: Importance of obstacles to cross-border e-commerce as stated by retailers (10+ persons employed), EU-28, 2018 (% of retailers selling online)



2018-2016	-0.2	-1.3	-1.4	-3.3*	-1.7	-2.8*	-2.9*	-1.5	-2.2*	-4.3*
2016-2014	-4.1*	-4.8*	-4.9*	-2.7*	-3.7*	-5.5*	-4.0*	-2.7*	-1.9	-2.0*

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: How important are the following obstacles to the development of online sales to other EU countries by your company? (multiple answers possible, graph shows total 'very important' and 'fairly important' replies). Base: EU-28 respondents selling online (N=3 980).

Table 7 shows the importance of obstacles to cross-border e-commerce, as experienced by retailers currently selling online cross-border and as perceived by those who only sell online domestically.

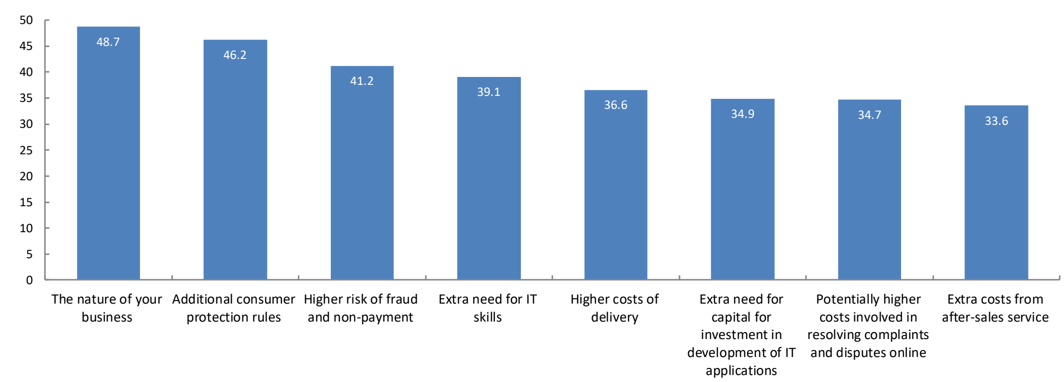
Table 7: Importance of obstacles to cross-border e-commerce as stated by retailers (10+ persons employed), EU-28, 2018 (% of retailers selling online)

Kind of obstacle	Selling cross-border (EU)		Not selling cross-border (EU)		
	%	Rank	%	Rank	Diff. PP
Higher risk of fraud and non-payments in cross-border sales	40.2	1	37.0	5	+3.2*
Differences in national tax regulations (e.g. VAT rules)	38.6	2	40.0	1	-1.4
Differences in national consumer protection rules	34.1	3	37.4	4	-3.3*
Differences in national contract law	32.9	4	36.3	6	-3.5*
Potentially higher costs involved in resolving complaints and disputes cross-border	29.4	5	38.5	3	-9.1*
Higher transport costs due to geographic distance	28.9	6	38.8	2	-9.9*
Higher costs of cross-border delivery compared to domestic delivery	26.2	7	36.0	7	-9.8*
Extra costs from after-sales service in cross-border transactions	25.4	8	33.1	8	-7.6*
Restrictions on cross-border sales imposed by manufacturers or suppliers	23.4	9	29.7	9	-6.3*
Extra costs arising from language differences	20.2	10	22.8	10	-2.6

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: How important are the following obstacles to the development of online sales to other EU countries by your company? (multiple answers possible, graph shows total 'very important' and 'fairly important' replies). Base: EU-28 respondents selling online (N=3 980).

Figure 61 shows the obstacles to engaging in e-commerce reported by retailers who are not selling online.

Figure 61: Importance of obstacles to online selling as stated by retailers (10+ persons employed), EU-28, 2018 (% of retailers not selling online)



	The nature of your business	Additional consumer protection rules	Higher risk of fraud and non-payment	Extra need for IT skills	Higher costs of delivery	Extra need for capital for investment in development of IT applications	Potentially higher costs involved in resolving complaints and disputes online	Extra costs from after-sales service
2018-2016	-2.9*	+1.3	-5.4*	-2.8*	-3.3*	-4.2*	-3.0*	-2.1*
2016-2014	+0.3	-0.1	-0.2	-0.6	+1.2	-1.2	-0.3	-2.2*

Source: Survey on retailer attitudes towards cross-border trade and consumer protection: How important are the following obstacles to the development of online sales by your company? (multiple answers possible, graph shows total 'very important' and 'fairly important' replies). Base: EU-28 respondents not selling online (N=6 216).

ANNEX III: CONSUMER STATISTICS BY COUNTRY

Belgium

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-1,3	-0,8	4,4	-1,6	44,2	-0,6
Trust in organisations	-14,9	8,5	8,1	-4,3	6,2	-1,4	-6,8	67,1	1,6
Trust in public authorities	-12,4	9,8	11,0	-3,6	7,4	-2,8	-9,0	61,3	-2,0
Trust in retailers and service providers	-12,5	4,0	5,4	-12,4	15,9	0,9	-4,6	74,2	1,9
Trust in NGOs	-19,9	11,9	7,8	3,1	-4,8	-2,4	-6,8	65,7	4,9
Trust in redress mechanisms	-21,4	10,6	13,8	-1,0	-1,6	-13,1	-1,6	31,0	-6,8
Trust in ADR	-21,6	11,6	13,0	-2,3	-1,5	-11,1	-1,0	36,1	-6,9
Trust in courts	-21,2	9,7	14,6	0,2	-1,8	-15,0	-2,1	25,9	-6,8
Trust in product safety	-18,8	4,7	4,3	2,0	6,9	-5,6	-8,1	66,6	-3,1
Trust in environmental claims						-8,8	-2,8	49,4	-5,9
Confidence in online shopping domestically					7,8	11,9	-2,5	70,6	-1,0
Compliance and enforcement									
Exposure to unfair commercial practices						1,9	-1,0	17,3	-5,1
Other illicit practices						-0,2	-0,8	9,6	-1,6
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-0,3	-1,1	90,7	2,2
Non-negligible problems, but no complaint						1,5	-1,9	13,6	0,0
No problems encountered					2,2	0,7	-1,6	84,4	6,5

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		1,0	7,1	1,8	-3,2	2,1	1,7	61,5	7,9
Trust in product safety					4,9	-2,7	9,5	85,5	11,1
Trust in environmental claims						0,6	-5,7	70,8	0,0
Confidence in online selling domestically						1,5	-1,7	62,9	8,0
Compliance and enforcement									
Prevalence of unfair commercial practices						-0,7	-2,1	21,1	-7,2
Compliance with consumer legislation						-1,7	0,6	71,4	2,4
Enforcement of consumer and product safety legislation					1,1	2,2	-2,5	69,8	7,9
Complaints and dispute resolution									
Participation in ADR mechanisms						-5,3	8,9	34,0	3,6

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Confidence in online shopping in Belgium has increased by one third since 2012, with the largest rise observed in the period 2014-2016
- Retailers in Belgium have the highest knowledge of consumer rights in the EU-28
- Retailer trust in product safety in Belgium is the second highest among the 28 EU Member States

** comparison with previous years based on comparable questions only*

Bulgaria

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-6,4	6,6	5,0	-3,2	41,4	-3,4
Trust in organisations	8,9	5,5	9,0	4,5	-5,2	4,8	2,6	51,4	-14,1
Trust in public authorities	11,4	4,4	11,3	3,1	-11,2	6,2	2,5	51,9	-11,4
Trust in retailers and service providers	5,9	7,6	7,2	0,0	12,2	8,9	6,6	67,4	-5,0
Trust in NGOs	9,3	4,5	8,5	10,4	-16,6	-0,9	-1,3	34,8	-26,0
Trust in redress mechanisms	3,5	5,4	8,7	6,0	-5,3	0,1	0,4	27,9	-10,0
Trust in ADR	4,5	6,6	6,5	6,8	-5,5	1,8	0,9	29,7	-13,3
Trust in courts	2,6	4,2	10,9	5,1	-5,2	-1,6	0,0	26,1	-6,7
Trust in product safety	-8,8	11,4	9,8	6,8	-16,9	1,8	1,5	54,5	-15,2
Trust in environmental claims						3,1	7,4	53,3	-2,0
Confidence in online shopping domestically					-10,6	14,8	3,0	46,6	-25,0
Compliance and enforcement									
Exposure to unfair commercial practices						0,1	-2,3	24,2	1,8
Other illicit practices						-3,4	-2,7	19,0	7,8
Complaints and dispute resolution									
Problems and complaints (composite indicator)						3,5	0,4	87,9	-0,6
Non-negligible problems, but no complaint						1,5	-4,0	39,4	25,8
No problems encountered					9,5	4,9	0,6	84,7	6,7

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		22,6	0,6	0,7	-2,2	-2,8	-1,6	38,7	-14,9
Trust in product safety					0,7	-5,2	-5,9	52,3	-22,1
Trust in environmental claims						-4,1	-0,9	52,8	-18,0
Confidence in online selling domestically						4,3	-1,8	36,9	-18,0
Compliance and enforcement									
Prevalence of unfair commercial practices						-2,6	-1,5	46,9	18,6
Compliance with consumer legislation						2,1	-3,7	53,9	-15,1
Enforcement of consumer and product safety legislation					-11,2	-1,6	3,7	49,0	-12,9
Complaints and dispute resolution									
Participation in ADR mechanisms						-5,1	7,2	28,7	-1,7

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Bulgaria has the EU's lowest score on the knowledge and trust composite indicator among the 28 EU Member States
- Consumer trust in organisations in Bulgaria is the second lowest among the 28 EU Member States, with the third lowest trust in public authorities and the lowest trust in NGOs in the EU-28
- There is a steady trend in the consumers' trust in retailers and service providers in Bulgaria which has increased by more than 3 times since 2008, with the largest rise observed in the period 2012-2014
- Bulgarian consumers have the second lowest trust in Alternative Dispute Resolution (ADR) mechanisms in the EU-28
- Consumer trust in product safety in Bulgaria is the third lowest among the 28 EU countries
- Consumer confidence in online shopping in Bulgaria is the second lowest among the 28 EU countries
- Retailers in Bulgaria have the third lowest knowledge of consumer rights in the EU-28
- Retailer levels of trust in product safety and environmental claims in Bulgaria are the second lowest among the 28 EU Member States
- Bulgaria has the EU's lowest score on the compliance and enforcement composite indicator among the 28 EU Member States
- Bulgaria has the third highest percentage of consumers in the EU-28 who are likely to be exposed to other illicit practices
- Bulgaria has the second highest percentage of retailers in the EU-28 who are likely to have come across unfair commercial practices by their domestic competitors
- Bulgaria has the lowest percentage of retailers in the EU-28 who are likely to think that their domestic competitors comply with product safety and consumer legislations
- The percentage of Bulgarian consumers who faced non-negligible problems but did not complain about them is the second highest among the 28 EU countries

** comparison with previous years based on comparable questions only*

Czech Republic

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				2,9	-5,5	2,5	0,6	59,5	14,7
Trust in organisations	-5,7	4,8	4,0	-4,8	6,1	1,8	5,9	61,9	-3,5
Trust in public authorities	0,1	6,1	-7,3	-2,8	7,4	5,1	7,9	57,9	-5,5
Trust in retailers and service providers	-6,3	8,7	2,0	-12,6	34,0	0,9	2,7	77,4	5,1
Trust in NGOs	-10,9	-0,5	17,3	1,0	-23,3	-0,7	7,2	50,5	-10,3
Trust in redress mechanisms	7,1	-5,2	7,8	0,5	0,6	1,9	7,4	41,8	3,9
Trust in ADR	7,4	-4,8	7,2	-0,7	4,0	1,8	9,7	49,1	6,0
Trust in courts	6,7	-5,6	8,4	1,8	-2,7	1,9	5,1	34,5	1,8
Trust in product safety	-13,7	13,1	1,1	-1,5	4,3	0,7	1,7	80,9	11,2
Trust in environmental claims						2,9	5,3	55,1	-0,2
Confidence in online shopping domestically					0,2	6,7	5,2	78,7	7,0
Compliance and enforcement									
Exposure to unfair commercial practices						-4,0	1,6	25,7	3,3
Other illicit practices						-1,9	-0,1	7,8	-3,4
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-0,3	0,3	89,7	1,3
Non-negligible problems, but no complaint						-1,1	-3,9	8,4	-5,2
No problems encountered					15,6	-2,7	1,5	80,1	2,1

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		9,7	-7,9	-5,0	3,3	-0,6	5,7	54,1	0,5
Trust in product safety					-9,9	9,6	-2,3	84,6	10,2
Trust in environmental claims						-6,5	7,7	67,5	-3,3
Confidence in online selling domestically						-2,4	-2,1	38,1	-16,8
Compliance and enforcement									
Prevalence of unfair commercial practices						-6,2	-0,8	38,9	10,6
Compliance with consumer legislation						-5,7	1,9	54,8	-14,2
Enforcement of consumer and product safety legislation					-5,7	2,3	4,7	53,3	-8,6
Complaints and dispute resolution									
Participation in ADR mechanisms						1,1	3,2	24,7	-5,7

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- The Czech Republic has the EU's third highest score on the knowledge and trust composite indicator among the 28 EU Member States
- Consumers in the Czech Republic have the highest knowledge of their rights in the EU-28
- Consumer trust in retailers and service providers in the Czech Republic has increased by more than half since 2008, with the largest rise observed in the period 2012-2014
- The Czech Republic has the second lowest percentage of retailers in the EU-28 who are likely to think that their domestic competitors comply with product safety and consumer legislations
- The percentage of Czech retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms is the third highest in the EU-28

** comparison with previous years based on comparable questions only*

Denmark

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-2,5	-5,1	1,4	-0,3	54,8	10,0
Trust in organisations	-3,1	8,4	1,3	-6,3	2,8	2,4	0,1	77,3	11,8
Trust in public authorities	-6,3	4,7	2,2	0,0	2,5	2,1	-0,1	81,5	18,2
Trust in retailers and service providers	-0,7	20,4	-1,6	-15,5	18,3	5,5	-1,0	82,1	9,8
Trust in NGOs	-2,4	0,1	3,1	-3,5	-12,3	-0,4	1,3	68,3	7,5
Trust in redress mechanisms	-21,3	8,0	12,9	-4,8	1,8	2,3	7,3	52,3	14,4
Trust in ADR	-15,2	5,3	14,0	-10,6	4,5	2,1	7,9	54,2	11,1
Trust in courts	-27,3	10,7	11,8	0,9	-0,8	2,5	6,7	50,3	17,6
Trust in product safety	-9,1	-1,5	12,1	-2,3	0,7	1,5	0,1	76,4	6,7
Trust in environmental claims						2,9	5,6	80,7	25,4
Confidence in online shopping domestically					0,1	5,6	1,7	85,0	13,4
Compliance and enforcement									
Exposure to unfair commercial practices						0,1	-0,1	20,4	-2,1
Other illicit practices						1,7	-0,2	7,8	-3,4
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-0,4	-1,2	91,1	2,7
Non-negligible problems, but no complaint						2,9	3,2	12,1	-1,4
No problems encountered					7,8	-0,3	-1,8	83,1	5,2

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-8,1	7,5	0,5	-4,6	-4,3	1,1	57,7	4,1
Trust in product safety					-10,2	-0,1	-2,1	71,3	-3,1
Trust in environmental claims						-6,7	11,2	79,4	8,6
Confidence in online selling domestically						-3,4	12,9	69,6	14,7
Compliance and enforcement									
Prevalence of unfair commercial practices						-4,8	5,2	18,7	-9,6
Compliance with consumer legislation						0,4	2,0	69,1	0,1
Enforcement of consumer and product safety legislation					-6,8	-4,1	9,6	69,0	7,1
Complaints and dispute resolution									
Participation in ADR mechanisms						-2,8	8,5	40,8	10,4

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Denmark has the EU's highest score on the knowledge and trust composite indicator among the 28 EU Member States
- Consumers in Denmark have the third highest knowledge of their rights in the EU-28
- Consumer trust in organisations in Denmark is the third highest among the 28 EU Member States, with the third highest trust in retailers and service providers in the EU-28
- Consumer trust in redress mechanisms in Denmark is the highest among the 28 EU Member States, with the third highest trust in Alternative Dispute Resolution (ADR) mechanisms and the second highest trust in courts in the EU-28
- Consumer trust in environmental claims in Denmark is the highest in the EU-28
- Consumer confidence in online shopping in Denmark is the second highest among the 28 EU Member States
- Retailers in Denmark have the third highest knowledge of consumer rights in the EU-28
- Denmark has the third lowest percentage of retailers in the EU-28 who are likely to have come across unfair commercial practices by their domestic competitors

** comparison with previous years based on comparable questions only*

Germany

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-3,3	2,4	4,0	-5,9	49,7	4,9
Trust in organisations	-5,4	7,8	2,6	-8,8	-0,8	18,9	-16,3	66,4	0,9
Trust in public authorities	-4,0	11,1	0,1	-6,8	7,8	16,7	-14,3	67,6	4,3
Trust in retailers and service providers	-6,2	5,9	1,9	-13,8	13,7	10,3	-8,9	75,1	2,8
Trust in NGOs	-6,0	6,4	5,7	-5,7	-23,8	29,8	-25,6	56,4	-4,4
Trust in redress mechanisms	-8,4	15,2	5,5	-9,9	-3,8	23,0	-21,5	38,1	0,2
Trust in ADR	-5,7	14,8	5,0	-11,2	-6,6	26,6	-24,8	40,2	-2,8
Trust in courts	-11,0	15,6	6,0	-8,6	-1,1	19,4	-18,1	36,0	3,3
Trust in product safety	3,2	9,4	-5,1	-2,5	8,9	19,4	-18,2	74,1	4,4
Trust in environmental claims						37,7	-33,4	45,4	-9,9
Confidence in online shopping domestically					-0,4	20,4	-8,0	74,8	3,1
Compliance and enforcement									
Exposure to unfair commercial practices						-8,9	11,3	15,6	-6,8
Other illicit practices						-3,3	3,0	6,3	-4,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-1,0	0,5	90,6	2,1
Non-negligible problems, but no complaint						16,9	-11,5	11,1	-2,5
No problems encountered					10,2	1,0	1,3	83,1	5,1

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		0,2	-5,7	8,0	-3,1	-1,0	-1,4	60,9	7,3
Trust in product safety					-2,2	0,2	-0,8	75,9	1,5
Trust in environmental claims						-2,7	-0,2	63,1	-7,7
Confidence in online selling domestically						1,2	-1,9	50,6	-4,3
Compliance and enforcement									
Prevalence of unfair commercial practices						-5,3	-1,3	26,9	-1,4
Compliance with consumer legislation						-5,0	-3,7	64,6	-4,4
Enforcement of consumer and product safety legislation					-4,7	-2,0	-4,4	52,4	-9,5
Complaints and dispute resolution									
Participation in ADR mechanisms						-0,9	6,1	37,0	6,6

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

■ Consumer trust in environmental claims in Germany is the second lowest among the 28 EU Member States
■ Retailers in Germany have the second highest knowledge of consumer rights in the EU-28

** comparison with previous years based on comparable questions only*

Estonia

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-3,8	1,9	1,6	2,1	48,5	3,7
Trust in organisations	-4,0	2,7	3,6	-1,0	6,7	0,9	2,6	70,8	5,3
Trust in public authorities	-3,2	4,1	3,4	-3,2	16,4	-3,7	4,3	73,3	10,0
Trust in retailers and service providers	-7,1	3,2	4,0	-0,6	8,7	3,6	2,9	81,5	9,2
Trust in NGOs	-1,7	1,0	3,5	0,9	-5,0	2,8	0,6	57,5	-3,2
Trust in redress mechanisms	-5,3	0,3	-1,8	-1,6	9,5	2,8	-3,1	25,4	-12,5
Trust in ADR	-2,3	-3,3	-0,2	-3,0	12,6	3,3	-4,9	32,7	-10,3
Trust in courts	-8,3	3,9	-3,5	-0,2	6,5	2,2	-1,4	18,1	-14,6
Trust in product safety	-6,8	-4,6	1,9	2,5	11,6	-5,8	0,9	71,6	1,9
Trust in environmental claims						2,5	-0,2	62,0	6,6
Confidence in online shopping domestically					16,0	5,1	8,0	65,6	-6,1
Compliance and enforcement									
Exposure to unfair commercial practices						5,4	-0,7	24,4	2,0
Other illicit practices						1,5	0,7	11,0	-0,2
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-1,9	-0,2	87,4	-1,1
Non-negligible problems, but no complaint						6,0	-3,0	18,1	4,5
No problems encountered					2,5	-1,9	-2,3	76,3	-1,6

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		3,9	-12,4	3,2	-0,2	5,7	-7,7	47,1	-6,5
Trust in product safety					-8,8	0,5	4,2	84,3	9,9
Trust in environmental claims						-3,3	-15,2	49,5	-21,3
Confidence in online selling domestically						-4,9	-2,9	31,2	-23,7
Compliance and enforcement									
Prevalence of unfair commercial practices						-5,2	-3,1	17,1	-11,2
Compliance with consumer legislation						4,6	-3,7	73,2	4,2
Enforcement of consumer and product safety legislation					3,7	-2,2	-1,6	50,7	-11,2
Complaints and dispute resolution									
Participation in ADR mechanisms						-7,2	-7,4	17,1	-13,3

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in redress mechanisms in Estonia is the second lowest among the 28 EU Member States, with the third lowest trust in Alternative Dispute Resolution (ADR) mechanisms and the second lowest trust in courts in the EU-28
- There is a steady trend in the confidence in online shopping in Estonia which has almost doubled since 2012, with the largest rise observed in the period 2012-2014
- Retailer trust in environmental claims in Estonia is the lowest among the 28 EU Member States
- Retailer confidence in online selling in Estonia is the second lowest among the 28 EU countries
- Estonia has the lowest percentage of retailers in the EU-28 who are likely to have come across unfair commercial practices by their domestic competitors

** comparison with previous years based on comparable questions only*

Ireland

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-3,5	-0,6	9,9	-11,4	40,3	-4,5
Trust in organisations	12,2	9,7	-7,3	2,8	-6,9	14,4	-10,8	72,6	7,1
Trust in public authorities	11,1	11,5	-10,7	1,2	-0,3	15,5	-8,2	74,1	10,7
Trust in retailers and service providers	15,3	9,4	-6,4	-1,1	2,9	5,4	-1,7	82,8	10,5
Trust in NGOs	10,1	8,2	-4,9	8,1	-23,2	22,4	-22,5	60,9	0,1
Trust in redress mechanisms	12,8	12,7	-4,8	-2,7	2,7	6,8	-10,5	48,7	10,9
Trust in ADR	16,3	16,2	-6,1	-7,0	2,1	6,7	-9,9	54,1	11,1
Trust in courts	9,3	9,2	-3,6	1,6	3,3	7,0	-11,0	43,4	10,6
Trust in product safety	11,9	3,9	0,4	-2,7	-2,8	12,7	-10,6	82,8	13,1
Trust in environmental claims						10,4	-13,2	65,5	10,2
Confidence in online shopping domestically					-0,5	11,3	0,4	84,8	13,1
Compliance and enforcement									
Exposure to unfair commercial practices						-12,3	12,8	16,4	-6,0
Other illicit practices						-13,8	11,8	15,1	3,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						2,4	-2,0	87,4	-1,1
Non-negligible problems, but no complaint						11,1	-17,4	14,8	1,2
No problems encountered					4,5	6,9	-10,2	72,6	-5,4

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-0,7	5,8	-5,1	0,9	-1,3	-3,3	42,0	-11,6
Trust in product safety					-2,6	-1,4	-2,1	80,2	5,8
Trust in environmental claims						-0,4	0,7	82,5	11,7
Confidence in online selling domestically						2,6	-4,5	62,8	7,9
Compliance and enforcement									
Prevalence of unfair commercial practices						-0,9	-5,1	22,1	-6,2
Compliance with consumer legislation						2,6	7,3	79,9	10,9
Enforcement of consumer and product safety legislation					-2,9	2,3	-0,4	75,4	13,5
Complaints and dispute resolution									
Participation in ADR mechanisms						7,3	-14,6	23,9	-6,5

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Ireland have the second highest trust in retailers and service providers in the EU-28
- Consumer trust in redress mechanisms in Ireland is the second highest among the 28 EU Member States
- Consumer trust in product safety in Ireland is the second highest among the 28 EU countries
- Consumer confidence in online shopping in Ireland is the third highest in the EU-28
- Retailer trust in environmental claims in Ireland is the second highest among the 28 EU Member States
- Ireland has the EU’s second highest score on the compliance and enforcement composite indicator among the 28 EU Member States
- Ireland has the second highest percentage of retailers in the EU-28 who are likely to think that their domestic competitors comply with product safety and consumer legislations
- Ireland has the second highest percentage of retailers in the EU-28 who are likely to think that consumer and product safety legislation is enforced

** comparison with previous years based on comparable questions only*

Greece

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-7,2	2,0	1,9	-1,9	25,2	-19,6
Trust in organisations	-1,4	2,6	-0,1	-3,3	2,4	0,9	4,5	50,7	-14,8
Trust in public authorities	-5,0	6,4	-2,7	-6,2	6,9	-1,2	7,6	53,3	-10,1
Trust in retailers and service providers	1,8	3,0	-0,5	-5,7	13,7	10,7	0,0	60,0	-12,3
Trust in NGOs	-0,9	-1,7	3,0	2,1	-13,4	-6,9	5,8	38,8	-22,0
Trust in redress mechanisms	-10,4	6,3	1,5	-1,9	2,3	-4,5	5,3	43,2	5,3
Trust in ADR	-1,5	6,1	-0,5	-6,4	3,5	-0,1	4,1	47,6	4,5
Trust in courts	-19,3	6,6	3,4	2,6	1,1	-9,0	6,6	38,9	6,2
Trust in product safety	-7,9	9,1	-7,7	-3,9	10,8	0,2	3,5	56,6	-13,1
Trust in environmental claims						3,9	4,9	53,0	-2,3
Confidence in online shopping domestically					9,3	3,5	6,5	54,1	-17,6
Compliance and enforcement									
Exposure to unfair commercial practices						1,8	2,8	35,9	13,4
Other illicit practices						-7,3	9,4	21,0	9,7
Complaints and dispute resolution									
Problems and complaints (composite indicator)						6,1	-5,2	86,0	-2,4
Non-negligible problems, but no complaint						-2,6	-8,2	41,5	27,9
No problems encountered					12,6	9,2	-9,7	80,5	2,5

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-3,8	-11,5	5,0	6,2	-9,9	2,8	42,9	-10,7
Trust in product safety					-1,4	5,0	-4,9	60,9	-13,5
Trust in environmental claims						-2,2	2,0	60,7	-10,1
Confidence in online selling domestically						5,6	-8,3	69,2	14,3
Compliance and enforcement									
Prevalence of unfair commercial practices						-6,3	-5,9	34,6	6,3
Compliance with consumer legislation						1,0	-3,1	59,8	-9,2
Enforcement of consumer and product safety legislation					-0,7	-1,1	4,6	53,9	-8,0
Complaints and dispute resolution									
Participation in ADR mechanisms						-4,1	-0,8	21,0	-9,4

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Greece has the EU's second lowest score on the knowledge and trust composite indicator among the 28 EU Member States
- Consumers in Greece have the lowest knowledge of their rights in the EU-28
- Consumer trust in organisations in Greece is the lowest among the 28 EU Member States, with the second lowest trust in retailers and service providers as well as NGOs in the EU-28
- There is a steady trend in the confidence in online shopping in Greece which has increased by slightly more than half since 2012, with the largest rise observed in the period 2012-2014
- Greece has the EU's third lowest score on the compliance and enforcement composite indicator among the 28 EU Member States
- Greece has the highest and the second highest percentage of consumers in the EU-28 who are likely to be exposed to unfair commercial practices and to other illicit practices, respectively
- The percentage of Greek consumers who faced non-negligible problems but did not complain about them is the highest among the 28 EU countries

** comparison with previous years based on comparable questions only*

Spain

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-4,0	0,8	-1,7	0,8	45,1	0,3
Trust in organisations	-7,6	4,4	1,8	-1,6	-0,3	2,5	4,7	65,4	-0,1
Trust in public authorities	-9,3	5,3	-1,7	-4,3	-4,9	6,9	6,9	59,0	-4,4
Trust in retailers and service providers	-10,9	5,0	4,1	-8,9	13,8	1,1	3,2	69,5	-2,8
Trust in NGOs	-2,5	3,0	3,1	8,3	-9,8	-0,7	3,9	67,7	6,9
Trust in redress mechanisms	-5,1	10,2	6,9	-2,6	1,8	-0,9	3,5	39,3	1,4
Trust in ADR	-1,3	10,3	6,8	-5,0	3,8	-2,0	5,1	45,8	2,7
Trust in courts	-8,9	10,0	7,0	-0,3	-0,2	0,3	1,9	32,9	0,1
Trust in product safety	-8,6	9,0	-7,3	4,4	-3,9	-4,2	10,4	69,6	-0,1
Trust in environmental claims						0,4	2,7	56,2	0,9
Confidence in online shopping domestically					2,7	6,7	5,6	65,2	-6,5
Compliance and enforcement									
Exposure to unfair commercial practices						-0,4	-2,2	31,4	9,0
Other illicit practices						-3,1	-2,8	12,1	0,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						2,5	-2,1	87,5	-1,0
Non-negligible problems, but no complaint						-1,2	0,5	14,2	0,6
No problems encountered					5,9	6,0	-5,5	78,3	0,3

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-6,6	5,8	2,4	4,4	-3,6	4,6	55,2	1,6
Trust in product safety					-1,3	0,8	0,9	71,3	-3,1
Trust in environmental claims						-0,3	-1,4	69,8	-1,0
Confidence in online selling domestically						-6,5	1,0	73,4	18,5
Compliance and enforcement									
Prevalence of unfair commercial practices						-7,8	9,8	42,2	13,9
Compliance with consumer legislation						3,0	-1,7	60,8	-8,2
Enforcement of consumer and product safety legislation					-13,0	3,1	0,2	52,7	-9,2
Complaints and dispute resolution									
Participation in ADR mechanisms						-1,9	-5,8	33,5	3,1

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Retailer confidence in online selling in Spain is the second highest among the 28 EU Member States
- Spain has the third highest percentage of consumers in the EU-28 who are likely to be exposed to unfair commercial practices
- Spain has the third highest percentage of retailers in the EU-28 who are likely to have come across unfair commercial practices by their domestic competitors

** comparison with previous years based on comparable questions only*

France

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-4,6	-0,3	17,7	-17,5	36,3	-8,5
Trust in organisations	3,5	0,7	6,9	-4,0	-1,4	16,5	-24,3	58,7	-6,8
Trust in public authorities	8,7	-1,8	10,3	-6,5	1,7	23,3	-30,8	52,1	-11,3
Trust in retailers and service providers	1,8	2,5	2,2	-7,9	9,9	13,6	-17,6	64,5	-7,8
Trust in NGOs	0,1	1,3	8,2	2,3	-15,9	12,6	-24,6	59,5	-1,3
Trust in redress mechanisms	-2,1	8,3	12,4	-11,0	1,2	16,3	-31,1	30,6	-7,2
Trust in ADR	-2,5	8,7	9,0	-13,9	5,9	14,4	-28,7	37,3	-5,7
Trust in courts	-1,6	8,0	15,9	-8,0	-3,6	18,3	-33,5	23,9	-8,8
Trust in product safety	-3,6	-2,0	2,1	-1,9	2,1	28,6	-36,2	56,9	-12,8
Trust in environmental claims						22,3	-32,4	47,1	-8,2
Confidence in online shopping domestically					-0,1	16,1	-10,6	69,6	-2,0
Compliance and enforcement									
Exposure to unfair commercial practices						-18,8	14,1	18,5	-3,9
Other illicit practices						-8,1	6,9	9,5	-1,7
Complaints and dispute resolution									
Problems and complaints (composite indicator)						0,0	0,0	90,5	2,0
Non-negligible problems, but no complaint						-0,7	3,5	31,4	17,8
No problems encountered					-3,2	-2,0	3,3	87,4	9,4

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		20,2	2,7	0,6	9,5	-1,0	-0,9	57,0	3,4
Trust in product safety					4,3	2,3	-3,1	70,5	-3,9
Trust in environmental claims						2,8	5,8	79,0	8,2
Confidence in online selling domestically						1,3	-1,8	71,7	16,8
Compliance and enforcement									
Prevalence of unfair commercial practices						-2,0	-3,2	26,1	-2,2
Compliance with consumer legislation						5,9	3,4	76,4	7,4
Enforcement of consumer and product safety legislation					0,7	5,0	-1,5	77,2	15,3
Complaints and dispute resolution									
Participation in ADR mechanisms						2,2	0,9	21,5	-8,9

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in environmental claims in France is the third lowest among the 28 EU Member States
- Retailer confidence in online selling in France is the third highest among the 28 EU Member States
- France has the highest percentage of retailers in the EU-28 who are likely to think that consumer and product safety legislation is enforced
- The percentage of French consumers who did not encounter any problems is the third highest among the 28 EU countries

** comparison with previous years based on comparable questions only*

Croatia

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*					-1,8	4,3	-1,1	34,7	-10,1
Trust in organisations					0,9	2,9	-0,3	51,4	-14,1
Trust in public authorities					2,2	2,0	-0,1	33,4	-29,9
Trust in retailers and service providers					5,7	3,1	-1,3	64,3	-8,0
Trust in NGOs					-5,3	3,5	0,7	56,5	-4,3
Trust in redress mechanisms					2,2	0,0	0,2	30,2	-7,6
Trust in ADR					4,7	2,8	-2,3	36,6	-6,4
Trust in courts					-0,3	-2,8	2,8	23,9	-8,8
Trust in product safety					-0,2	1,7	4,8	67,2	-2,5
Trust in environmental claims						-3,6	3,9	40,1	-15,2
Confidence in online shopping domestically					0,7	17,2	1,4	48,3	-23,4
Compliance and enforcement									
Exposure to unfair commercial practices						3,3	-4,9	35,8	13,4
Other illicit practices						0,6	-3,1	21,1	9,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						4,5	-3,1	82,6	-5,9
Non-negligible problems, but no complaint						-2,2	-0,8	17,8	4,3
No problems encountered					1,8	6,0	-4,1	69,5	-8,5

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*					1,2	0,2	1,6	37,8	-15,8
Trust in product safety					-1,9	5,6	3,8	76,3	1,9
Trust in environmental claims						8,9	-6,3	61,7	-9,1
Confidence in online selling domestically						5,8	-6,8	58,3	3,4
Compliance and enforcement									
Prevalence of unfair commercial practices						-11,7	-3,5	27,6	-0,7
Compliance with consumer legislation						8,6	-2,7	62,1	-6,9
Enforcement of consumer and product safety legislation					-8,1	1,5	1,4	47,8	-14,1
Complaints and dispute resolution									
Participation in ADR mechanisms						-0,3	-8,0	16,3	-14,1

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Croatia has the EU's third lowest score on the knowledge and trust composite indicator among the 28 EU Member States
- Consumers in Croatia have the third lowest knowledge of their rights in the EU-28
- Consumer trust in organisations in Croatia is the third lowest among the 28 EU Member States, with the lowest trust in public authorities in the EU-28
- Consumer trust in environmental claims in Croatia is the lowest among the 28 EU countries
- There is a steady trend in the confidence in online shopping among consumers in Croatia which has increased by more than half since 2012, with the largest rise observed in the period 2014-2016. Despite this consistent growth, consumers in Croatia have the third lowest confidence in online shopping in the EU-28
- Retailers in Croatia have the lowest knowledge of consumer rights among the 28 EU Member States
- Croatia has the second highest and the highest percentage of consumers in the EU-28 who are likely to be exposed to unfair commercial practices and to other illicit practices, respectively
- Croatia has the third lowest percentage of retailers in the EU-28 who are likely to think that consumer and product safety legislation is enforced
- Croatia has the EU's second lowest score on the complaints and dispute resolution composite indicator among the 28 EU Member States
- Croatia has the lowest score on the consumers' problems and complaints composite indicator in the EU-28
- The percentage of Croatian consumers who did not encounter any problems is the second lowest among the 28 EU Member States
- Croatia has the third lowest percentage of retailers in the EU-28 who are likely to be involved in Alternative Dispute resolution (ADR) mechanisms

** comparison with previous years based on comparable questions only*

Italy

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-8,5	13,7	-2,9	8,5	54,1	9,3
Trust in organisations	8,4	14,2	-9,8	-1,3	1,6	4,1	3,4	62,4	-3,1
Trust in public authorities	12,3	14,7	-17,4	-3,8	2,3	3,5	6,7	59,0	-4,4
Trust in retailers and service providers	4,1	17,7	-8,9	-1,0	9,1	3,2	5,3	63,8	-8,5
Trust in NGOs	8,7	10,3	-3,0	0,9	-6,7	5,6	-1,7	64,3	3,5
Trust in redress mechanisms	-4,4	15,5	-6,3	-7,3	10,3	-3,4	6,6	37,3	-0,6
Trust in ADR	2,9	16,3	-3,8	-12,8	13,9	-4,6	8,1	43,0	0,0
Trust in courts	-11,7	14,7	-8,8	-1,8	6,6	-2,2	5,1	31,6	-1,1
Trust in product safety	4,4	13,1	-6,2	-2,2	-4,7	4,3	3,9	61,7	-8,0
Trust in environmental claims						2,2	7,0	54,4	-0,9
Confidence in online shopping domestically					4,1	16,0	9,9	70,3	-1,4
Compliance and enforcement									
Exposure to unfair commercial practices						-2,0	4,2	26,2	3,7
Other illicit practices						-4,4	3,9	15,2	3,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						4,0	-0,8	86,0	-2,4
Non-negligible problems, but no complaint						-1,6	-6,3	12,2	-1,4
No problems encountered					-9,2	5,9	-4,5	70,6	-7,4

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-2,8	-7,3	3,0	7,2	-4,2	1,0	53,5	-0,1
Trust in product safety					-8,6	6,4	-1,4	69,8	-4,6
Trust in environmental claims						-1,0	10,3	73,7	2,9
Confidence in online selling domestically						10,7	-22,5	39,0	-15,9
Compliance and enforcement									
Prevalence of unfair commercial practices						-4,4	-5,1	23,5	-4,8
Compliance with consumer legislation						1,6	14,1	77,4	8,4
Enforcement of consumer and product safety legislation					-1,7	4,5	5,6	68,7	6,8
Complaints and dispute resolution									
Participation in ADR mechanisms						2,0	-0,5	21,1	-9,3

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- There is a steady trend in the confidence in online shopping in Italy which has increased by almost three fourths since 2012, with the largest rise observed in the period 2014-2016
- Italy has the third lowest score on the consumers' problems and complaints composite indicator in the EU-28
- The percentage of Italian consumers who did not encounter any problems is the third lowest among the 28 EU Member States
- The percentage of Italian retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms is the lowest in the EU-28

** comparison with previous years based on comparable questions only*

Cyprus

Knowledge and Trust

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge of consumer rights*				-3,4	6,6	-0,2	-0,8	37,4	-7,4
Trust in organisations	-10,9	8,8	-5,0	-0,8	-5,7	3,9	4,3	51,5	-13,9
Trust in public authorities	-18,2	10,8	-4,6	-6,4	-13,2	10,9	9,2	56,5	-6,8
Trust in retailers and service providers	-18,1	14,1	-2,8	-6,4	12,2	-7,5	3,5	47,8	-24,5
Trust in NGOs	3,6	1,4	-7,6	10,3	-16,1	8,2	0,1	50,3	-10,5
Trust in redress mechanisms	-0,5	4,1	3,8	2,4	-11,2	-4,2	2,6	33,9	-4,0
Trust in ADR	2,1	9,2	-5,9	-5,3	-11,0	-5,1	3,0	37,4	-5,6
Trust in courts	-3,0	-1,0	13,4	10,0	-11,5	-3,4	2,2	30,3	-2,4
Trust in product safety	-6,7	8,3	-6,7	0,9	3,2	-5,7	-3,4	49,7	-20,0
Trust in environmental claims						-8,8	7,9	50,1	-5,3
Confidence in online shopping domestically					9,6	-1,5	7,0	49,9	-21,8

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge of consumer rights*		11,5	-13,4	4,4	-18,9	14,2	-7,4	39,9	-13,7
Trust in product safety					27,5	-12,4	11,2	70,8	-3,6
Trust in environmental claims						6,7	6,3	71,3	0,5
Confidence in online selling domestically						11,5	6,1	64,2	9,3

Compliance and enforcement

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Exposure to unfair commercial practices						-4,2	-2,4	15,2	-7,2
Other illicit practices						-3,7	1,1	7,4	-3,8

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Prevalence of unfair commercial practices						4,5	-7,4	29,4	1,1
Compliance with consumer legislation						0,9	1,0	63,1	-5,9
Enforcement of consumer and product safety legislation					0,3	-2,5	2,9	56,4	-5,5

Complaints and dispute resolution

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Problems and complaints (composite indicator)						-3,8	4,1	92,1	3,6
Non-negligible problems, but no complaint						16,1	-7,4	31,7	18,1
No problems encountered					26,5	-5,5	6,3	89,7	11,8

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Participation in ADR mechanisms						0,8	3,5	20,6	-9,8

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Cypriot consumers have the lowest trust in retailers and service providers in the EU-28
- Consumer trust in product safety in Cyprus is the lowest among the 28 EU countries
- Cyprus has the third highest score on the consumers' problems and complaints composite indicator in the EU-28
- The percentage of Cypriot consumers who faced non-negligible problems but did not complain about them is the third highest in the EU-28
- The percentage of Cypriot consumers who did not encounter any problems is highest in the EU-28
- The percentage of Cypriot retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms is the second lowest in the EU-28

** comparison with previous years based on comparable questions only*

Latvia

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-1,5	7,0	6,8	-4,1	43,9	-0,9
Trust in organisations	-8,8	12,2	6,6	-2,8	-5,3	-0,3	-0,6	57,0	-8,5
Trust in public authorities	-19,6	17,6	7,1	-2,3	-1,8	-5,9	0,8	54,7	-8,7
Trust in retailers and service providers	1,1	8,5	2,6	-3,0	3,4	9,3	-5,1	72,5	0,2
Trust in NGOs	-7,9	10,5	10,1	-3,1	-17,6	-4,4	2,4	43,9	-16,9
Trust in redress mechanisms	-8,9	1,4	21,9	0,2	-7,2	-6,1	4,6	31,1	-6,8
Trust in ADR	-9,2	1,7	23,5	-0,4	-7,8	-2,1	2,0	35,9	-7,1
Trust in courts	-8,5	1,1	20,3	0,9	-6,6	-10,0	7,2	26,2	-6,5
Trust in product safety	-10,6	7,9	1,9	4,8	-1,8	0,7	5,5	70,1	0,4
Trust in environmental claims						7,5	-6,4	59,6	4,3
Confidence in online shopping domestically					1,3	6,3	6,5	55,8	-15,9
Compliance and enforcement									
Exposure to unfair commercial practices						1,8	-1,6	26,7	4,3
Other illicit practices						-0,7	-1,1	15,0	3,7
Complaints and dispute resolution									
Problems and complaints (composite indicator)						3,0	-2,0	87,8	-0,7
Non-negligible problems, but no complaint						-5,2	9,9	27,2	13,6
No problems encountered					2,6	4,4	-2,3	80,8	2,8

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		10,9	1,4	3,6	-5,0	5,0	-7,9	43,9	-9,7
Trust in product safety					9,5	0,7	-1,9	73,8	-0,6
Trust in environmental claims						2,8	-10,4	67,7	-3,1
Confidence in online selling domestically						-6,4	2,0	56,3	1,4
Compliance and enforcement									
Prevalence of unfair commercial practices						-4,2	1,3	26,0	-2,3
Compliance with consumer legislation						-5,8	-0,8	65,4	-3,6
Enforcement of consumer and product safety legislation					1,6	-3,8	1,2	52,3	-9,6
Complaints and dispute resolution									
Participation in ADR mechanisms						2,4	-0,4	15,8	-14,6

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

■ Consumer trust in NGOs in Latvia is third lowest among the 28 EU Member States
■ Latvia has the second lowest percentage of retailers in the EU-28 who are likely to be involved in Alternative Dispute resolution (ADR) mechanisms

** comparison with previous years based on comparable questions only*

Lithuania

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-13,1	-2,0	6,7	-5,5	31,3	-13,5
Trust in organisations	-1,3	6,6	7,6	1,1	4,0	-3,4	12,1	62,8	-2,6
Trust in public authorities	-11,9	11,5	2,2	0,1	7,5	-3,6	14,5	55,9	-7,5
Trust in retailers and service providers	7,4	2,0	14,0	-0,4	11,9	-5,1	11,0	74,6	2,3
Trust in NGOs	0,7	6,2	6,8	3,5	-7,4	-1,6	10,8	58,0	-2,8
Trust in redress mechanisms	-2,4	7,9	8,5	-0,9	-4,9	-2,7	16,4	40,8	2,9
Trust in ADR	0,3	9,2	8,2	-1,7	-6,3	-6,6	22,5	47,5	4,5
Trust in courts	-5,2	6,5	8,7	-0,1	-3,5	1,3	10,3	34,1	1,4
Trust in product safety	-15,5	1,8	10,1	5,9	6,6	-2,4	12,5	76,2	6,6
Trust in environmental claims						-4,2	14,3	65,2	9,9
Confidence in online shopping domestically					0,5	2,3	18,2	65,5	-6,2
Compliance and enforcement									
Exposure to unfair commercial practices						-2,1	-0,1	21,1	-1,3
Other illicit practices						-3,3	1,1	10,5	-0,7
Complaints and dispute resolution									
Problems and complaints (composite indicator)						1,0	-1,7	86,3	-2,1
Non-negligible problems, but no complaint						-5,1	-3,3	23,8	10,2
No problems encountered					3,9	0,9	-4,4	78,6	0,6

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		3,6	5,5	2,7	1,1	-6,6	-1,0	38,5	-15,1
Trust in product safety					-2,8	8,4	-4,9	78,7	4,3
Trust in environmental claims						0,8	0,8	55,3	-15,5
Confidence in online selling domestically						17,4	-8,1	63,7	8,8
Compliance and enforcement									
Prevalence of unfair commercial practices						1,2	-2,5	29,2	0,9
Compliance with consumer legislation						2,9	-4,0	63,4	-5,6
Enforcement of consumer and product safety legislation					-5,3	7,0	2,1	63,2	1,3
Complaints and dispute resolution									
Participation in ADR mechanisms						-3,4	-4,9	7,4	-23,0

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Lithuania have the second lowest knowledge of their rights in the EU-28
- Consumer trust in retailers and service providers in Lithuania has more than doubled since 2008, with the largest rise observed in the period 2010-2011
- Retailers in Lithuania have the second lowest knowledge of consumer rights in the EU-28
- Retailer trust in environmental claims in Lithuania is the third lowest among the 28 EU Member States
- Lithuania has the EU's lowest score on the complaints and dispute resolution composite indicator among the 28 EU Member States
- After its continuous decline, the percentage of Lithuanian retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms has almost halved since 2011, resulting in the third lowest value in the EU-28
- Lithuania has the lowest percentage of retailers in the EU-28 who are likely to be involved in Alternative Dispute resolution (ADR) mechanisms

** comparison with previous years based on comparable questions only*

Luxembourg

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				0,1	-0,6	18,5	-7,6	45,8	1,0
Trust in organisations	6,2	5,6	1,5	0,8	-1,7	4,3	-10,0	74,6	9,2
Trust in public authorities	14,2	3,3	2,9	2,1	-4,8	8,3	-7,9	78,5	15,1
Trust in retailers and service providers	3,5	8,4	-1,2	-6,9	7,4	-0,3	-3,6	80,7	8,4
Trust in NGOs	0,8	5,2	2,9	7,2	-7,8	4,7	-18,4	64,8	4,0
Trust in redress mechanisms	8,2	1,4	14,5	-5,4	4,4	-0,2	-18,3	37,3	-0,6
Trust in ADR	4,4	-1,3	15,7	-12,1	5,8	1,8	-23,1	37,6	-5,5
Trust in courts	12,0	4,2	13,2	1,3	3,0	-2,2	-13,4	37,1	4,4
Trust in product safety	0,5	4,3	-14,1	8,4	0,9	8,5	-7,5	81,3	11,6
Trust in environmental claims						3,6	-14,2	63,9	8,6
Confidence in online shopping domestically					2,9	11,0	-1,2	80,8	9,1
Compliance and enforcement									
Exposure to unfair commercial practices						-4,1	3,1	6,8	-15,6
Other illicit practices						-2,9	3,2	5,3	-5,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-2,7	2,8	92,7	4,3
Non-negligible problems, but no complaint						8,0	-12,9	10,3	-3,3
No problems encountered					-1,8	-6,5	4,1	85,4	7,5

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		24,4	-12,0	3,6	-4,8	-2,8	3,7	54,7	1,1
Trust in product safety					-3,2	-7,7	6,9	80,2	5,8
Trust in environmental claims						-2,9	8,1	81,8	11,0
Confidence in online selling domestically						15,1	-15,0	43,3	-11,6
Compliance and enforcement									
Prevalence of unfair commercial practices						-2,5	-2,5	17,4	-10,9
Compliance with consumer legislation						-1,4	4,4	80,5	11,5
Enforcement of consumer and product safety legislation					-7,0	6,4	-1,3	70,7	8,8
Complaints and dispute resolution									
Participation in ADR mechanisms						-0,7	-6,1	23,2	-7,2

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Retailer trust in environmental claims in Luxembourg is the third highest among the 28 EU Member States
- Luxembourg has the EU's highest score on the compliance and enforcement composite indicator among the 28 EU Member States
- Luxembourg has the lowest and the third lowest percentage of consumers in the EU-28 who are likely to be exposed to unfair commercial practices and other illicit practices, respectively
- Luxembourg has the second lowest percentage of retailers in the EU-28 who are likely to have come across unfair commercial practices by their domestic competitors
- Luxembourg has the highest percentage of retailers in the EU-28 who are likely to think that their domestic competitors comply with product safety and consumer legislations
- Luxembourg has the second highest score on the consumers' problems and complaints composite indicator in the EU-28

** comparison with previous years based on comparable questions only*

Hungary

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-10,6	-0,3	10,8	-2,3	42,8	-2,0
Trust in organisations	-6,0	8,5	-2,0	1,5	11,2	6,5	1,1	83,8	18,3
Trust in public authorities	-9,0	11,1	-3,0	3,8	7,3	6,8	2,0	86,0	22,6
Trust in retailers and service providers	-2,8	7,3	-2,4	-4,8	21,4	6,2	2,8	84,5	12,1
Trust in NGOs	-6,0	7,1	-0,6	5,6	5,1	6,6	-1,5	81,0	20,2
Trust in redress mechanisms	1,3	-0,2	7,3	1,5	1,4	-14,0	12,7	38,3	0,4
Trust in ADR	5,9	6,0	1,4	-4,0	3,3	-19,2	14,4	45,3	2,3
Trust in courts	-3,3	-6,5	13,2	7,1	-0,6	-8,7	11,1	31,2	-1,5
Trust in product safety	1,7	1,9	-1,3	3,5	1,2	4,4	0,1	78,7	9,0
Trust in environmental claims						12,9	0,2	78,0	22,7
Confidence in online shopping domestically					1,6	15,0	10,2	71,4	-0,3
Compliance and enforcement									
Exposure to unfair commercial practices						-8,7	4,0	25,5	3,1
Other illicit practices						-4,9	-2,5	12,4	1,2
Complaints and dispute resolution									
Problems and complaints (composite indicator)						0,8	2,8	89,8	1,3
Non-negligible problems, but no complaint						1,9	-7,4	7,4	-6,2
No problems encountered					0,8	2,7	2,6	76,0	-2,0

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-3,0	7,7	0,3	-7,6	-4,5	-6,2	43,7	-9,9
Trust in product safety					-7,2	3,2	1,8	84,9	10,5
Trust in environmental claims						-8,6	0,6	76,3	5,5
Confidence in online selling domestically						0,1	-6,7	24,4	-30,5
Compliance and enforcement									
Prevalence of unfair commercial practices						-13,3	-4,7	29,3	1,0
Compliance with consumer legislation						-4,6	5,8	63,4	-5,6
Enforcement of consumer and product safety legislation					0,2	-4,1	8,5	74,8	12,9
Complaints and dispute resolution									
Participation in ADR mechanisms						5,2	7,5	57,5	27,1

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in organisations in Hungary is the highest among the 28 EU Member States, with the highest trust in public authorities, retailers and service providers, and NGOs in the EU-28
- Consumer trust in retailers and service providers in Hungary has increased by roughly the half since 2008, with the largest rise observed in the period 2012-2014
- Consumer trust in environmental claims in Hungary is the second highest in the EU-28
- There is a steady trend in the confidence in online shopping in Hungary which has increased by more than half since 2012, with the largest rise observed in the period 2014-2016
- Retailer trust in product safety in Hungary is the third highest among the 28 EU Member States
- Retailer confidence in online selling in Hungary is the lowest among the 28 EU countries
- Hungary has the third highest percentage of retailers in the EU-28 who are likely to think that consumer and product safety legislation is enforced
- Hungary has the EU's second highest score on the complaints and dispute resolution composite indicator among the 28 EU Member States
- The percentage of Hungarian consumers who have faced non-negligible problems but did not complain about them is the third lowest among the 28 EU countries
- The percentage of Hungarian retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms is the second highest in the EU-28
- Hungary has the second highest percentage of retailers in the EU-28 who are likely to be involved in Alternative Dispute resolution (ADR) mechanisms

** comparison with previous years based on comparable questions only*

Malta

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-3,4	4,0	0,1	1,3	48,2	3,4
Trust in organisations	-5,9	5,0	3,1	1,4	-0,3	0,2	11,1	76,1	10,6
Trust in public authorities	-3,4	7,7	0,7	1,4	-2,2	2,1	13,3	83,5	20,1
Trust in retailers and service providers	-12,5	3,4	5,6	-6,6	15,7	-3,2	14,7	73,6	1,3
Trust in NGOs	-1,9	4,1	3,0	9,3	-14,2	1,8	5,4	71,2	10,5
Trust in redress mechanisms	0,2	2,8	6,2	4,0	3,0	0,0	6,5	44,7	6,8
Trust in ADR	2,4	1,1	9,6	1,4	4,8	0,8	12,6	61,7	18,7
Trust in courts	-2,0	4,5	2,7	6,7	1,2	-0,8	0,3	27,6	-5,1
Trust in product safety	-19,3	13,0	2,0	-0,2	-6,1	-5,7	3,5	64,7	-4,9
Trust in environmental claims						-7,2	11,5	62,2	6,9
Confidence in online shopping domestically					9,2	7,0	13,2	64,2	-7,5
Compliance and enforcement									
Exposure to unfair commercial practices						5,4	-5,4	15,0	-7,4
Other illicit practices						6,2	-6,1	11,8	0,6
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-3,7	2,9	88,9	0,5
Non-negligible problems, but no complaint						5,1	-0,9	18,4	4,8
No problems encountered					1,5	-6,8	5,5	82,9	4,9

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		36,5	-15,2	-0,6	-8,7	-11,1	-5,0	41,3	-12,3
Trust in product safety					-1,4	9,7	-38,6	51,3	-23,1
Trust in environmental claims						3,3	12,6	80,2	9,4
Confidence in online selling domestically						-16,9	-6,2	48,8	-6,1
Compliance and enforcement									
Prevalence of unfair commercial practices						-4,9	-9,9	20,2	-8,1
Compliance with consumer legislation						1,0	5,7	72,9	3,9
Enforcement of consumer and product safety legislation					-3,6	15,1	-6,5	65,2	3,3
Complaints and dispute resolution									
Participation in ADR mechanisms						8,8	-33,7	28,6	-1,8

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Malta have the second highest trust in public authorities and the third highest trust in NGOs in the EU-28
- There is a steady trend in the consumers' trust in Alternative Dispute Resolution (ADR) mechanisms in Malta, which has more than doubled since 2008, resulting in the highest value among the 28 EU Member States. The largest rise is observed in the period 2016-2018
- There is a steady trend in the confidence in online shopping in Malta which has almost doubled since 2012, with the largest rise observed in the period 2016-2018
- Retailer trust in product safety in Malta is the lowest among the 28 EU Member States

** comparison with previous years based on comparable questions only*

Netherlands

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				1,6	-0,9	0,6	-0,4	42,4	-2,4
Trust in organisations	-10,0	5,4	0,4	4,0	0,5	-3,9	2,7	75,9	10,4
Trust in public authorities	-6,4	4,4	2,3	10,2	-2,1	-2,1	3,8	78,1	14,7
Trust in retailers and service providers	-9,7	9,2	-8,2	-5,0	16,8	-1,7	4,2	81,5	9,2
Trust in NGOs	-13,9	2,5	7,1	6,9	-13,3	-7,9	0,2	68,2	7,4
Trust in redress mechanisms	-15,7	9,5	7,8	-2,8	1,5	-8,4	7,6	47,0	9,1
Trust in ADR	-18,1	11,8	6,4	-5,3	5,2	-11,9	8,1	51,4	8,4
Trust in courts	-13,3	7,2	9,3	-0,2	-2,2	-4,9	7,0	42,5	9,8
Trust in product safety	14,3	8,3	5,7	2,5	-4,3	-3,0	3,1	81,9	12,3
Trust in environmental claims						-2,5	6,5	55,3	0,0
Confidence in online shopping domestically					4,4	9,9	0,4	80,6	9,0
Compliance and enforcement									
Exposure to unfair commercial practices						-0,6	-1,6	14,1	-8,4
Other illicit practices						-0,1	-2,1	5,0	-6,3
Complaints and dispute resolution									
Problems and complaints (composite indicator)						1,0	0,3	90,4	1,9
Non-negligible problems, but no complaint						1,6	-1,0	8,0	-5,5
No problems encountered					13,8	-0,7	0,2	77,8	-0,1

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-0,5	15,6	4,1	-5,3	0,5	0,6	56,3	2,7
Trust in product safety					-6,2	1,7	-2,1	82,9	8,5
Trust in environmental claims						-6,1	4,4	64,3	-6,5
Confidence in online selling domestically						-4,6	1,8	62,8	7,9
Compliance and enforcement									
Prevalence of unfair commercial practices						-4,5	-5,5	21,8	-6,5
Compliance with consumer legislation						-1,1	-0,8	72,8	3,8
Enforcement of consumer and product safety legislation					-2,7	-0,1	1,1	67,7	5,8
Complaints and dispute resolution									
Participation in ADR mechanisms						-2,9	1,0	43,5	13,1

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in product safety in the Netherlands is the third highest among the 28 EU Member States
- Netherlands has the EU's third highest score on the compliance and enforcement composite indicator among the 28 EU Member States
- The Netherlands have the third lowest and the second lowest percentage of consumers in the EU-28 who are likely to be exposed to unfair commercial practices and other illicit practices, respectively

** comparison with previous years based on comparable questions only*

Austria

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				1,7	0,4	10,8	-7,3	47,2	2,4
Trust in organisations	4,0	6,7	1,8	-3,5	-0,9	7,7	-8,8	74,3	8,9
Trust in public authorities	-1,2	10,9	0,0	-3,2	6,4	3,6	-1,9	81,7	18,3
Trust in retailers and service providers	7,1	6,6	3,8	-9,1	8,4	2,3	-1,7	81,5	9,1
Trust in NGOs	6,2	2,6	1,6	1,8	-17,4	17,3	-22,7	59,9	-0,9
Trust in redress mechanisms	3,9	11,2	5,1	-9,1	2,4	12,9	-9,3	48,0	10,1
Trust in ADR	3,6	15,5	2,3	-9,6	-0,7	14,2	-9,0	52,1	9,1
Trust in courts	4,1	6,9	7,9	-8,5	5,4	11,7	-9,5	43,9	11,2
Trust in product safety	11,7	8,2	-8,5	1,8	6,1	11,3	-17,3	72,7	3,0
Trust in environmental claims						20,9	-16,3	65,5	10,2
Confidence in online shopping domestically					7,1	16,1	-1,3	81,0	9,3
Compliance and enforcement									
Exposure to unfair commercial practices						-8,6	8,5	11,7	-10,7
Other illicit practices						-5,4	2,3	4,4	-6,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-1,8	3,4	93,6	5,2
Non-negligible problems, but no complaint						20,4	-10,9	13,2	-0,3
No problems encountered					2,8	0,5	5,2	88,6	10,6

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-0,4	-2,7	3,5	-2,9	2,4	-1,7	55,6	2,0
Trust in product safety					8,3	-6,4	-0,1	79,0	4,6
Trust in environmental claims						1,7	-0,8	70,1	-0,7
Confidence in online selling domestically						6,9	5,7	58,8	3,9
Compliance and enforcement									
Prevalence of unfair commercial practices						1,3	-3,3	26,7	-1,6
Compliance with consumer legislation						-0,5	3,8	71,7	2,7
Enforcement of consumer and product safety legislation					-7,4	-0,6	7,1	65,1	3,2
Complaints and dispute resolution									
Participation in ADR mechanisms						-3,9	-3,2	35,2	4,8

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in redress mechanisms in Austria is the third highest among the 28 EU Member States, with the third highest trust in courts in the EU-28
- Confidence in online shopping in Austria has increased by slightly more than one third since 2012, with the largest rise observed in the period 2014-2016
- Austria has the second lowest and the lowest percentage of consumers in the EU-28 who are likely to be exposed to unfair commercial practices and other illicit practices, respectively
- Austria has the highest score on the consumers' problems and complaints composite indicator in the EU-28
- The percentage of Austrian consumers who did not encounter any problems is the second highest among the 28 EU countries

** comparison with previous years based on comparable questions only*

Poland

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-1,0	-1,9	4,5	1,1	49,4	4,6
Trust in organisations	-2,3	8,5	7,7	-4,8	6,7	5,7	1,4	67,9	2,4
Trust in public authorities	-2,2	8,7	7,4	-6,7	6,8	7,5	1,0	59,3	-4,1
Trust in retailers and service providers	-1,4	10,3	4,4	-5,6	12,6	6,1	1,1	75,7	3,4
Trust in NGOs	-3,4	6,5	11,2	-2,2	0,7	3,4	2,0	68,8	8,0
Trust in redress mechanisms	-3,2	6,6	2,3	0,3	3,0	-1,3	-2,2	32,0	-5,9
Trust in ADR	-2,6	10,1	-2,2	1,2	1,5	-0,9	-1,1	39,7	-3,3
Trust in courts	-3,8	3,1	6,8	-0,6	4,5	-1,8	-3,3	24,2	-8,5
Trust in product safety	-19,0	16,4	-2,2	0,4	5,7	8,0	-2,0	76,4	6,8
Trust in environmental claims						4,4	4,0	68,2	12,9
Confidence in online shopping domestically					-3,3	9,3	-0,3	66,4	-5,3
Compliance and enforcement									
Exposure to unfair commercial practices						-4,4	-0,8	31,3	8,9
Other illicit practices						-2,9	-2,0	10,6	-0,6
Complaints and dispute resolution									
Problems and complaints (composite indicator)						1,8	1,1	88,2	-0,3
Non-negligible problems, but no complaint						-2,8	0,5	10,8	-2,8
No problems encountered					4,3	1,5	4,6	76,0	-2,0

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		4,5	-2,4	4,3	3,2	-1,1	-0,2	49,3	-4,3
Trust in product safety					-0,5	5,3	4,0	79,1	4,7
Trust in environmental claims						1,9	6,6	81,3	10,5
Confidence in online selling domestically						2,9	-4,5	43,4	-11,5
Compliance and enforcement									
Prevalence of unfair commercial practices						0,1	-4,3	52,8	24,5
Compliance with consumer legislation						4,5	1,1	63,0	-6,0
Enforcement of consumer and product safety legislation					-12,5	3,6	4,4	47,6	-14,3
Complaints and dispute resolution									
Participation in ADR mechanisms						3,0	-2,9	23,1	-7,3

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in retailers and service providers in Poland has increased by slightly more than half since 2008, with the largest rise observed in the period 2012-2014
- Consumer trust in environmental claims in Poland is the third highest among the 28 EU Member States
- Poland has the EU's second lowest score on the compliance and enforcement composite indicator among the 28 EU Member States
- Poland has the highest percentage of retailers in the EU-28 who are likely to have come across to unfair commercial practices by their domestic competitors
- Poland has the lowest percentage of retailers in the EU-28 who are likely to think that consumer and product safety legislation is enforced

** comparison with previous years based on comparable questions only*

Portugal

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-1,9	-0,4	1,9	0,9	43,0	-1,8
Trust in organisations	16,1	-0,5	3,6	6,6	-4,0	0,8	1,4	63,2	-2,2
Trust in public authorities	18,5	-3,3	1,0	2,1	-1,1	4,7	2,8	62,5	-0,9
Trust in retailers and service providers	7,4	6,7	4,9	8,5	-2,7	-2,6	4,1	62,1	-10,2
Trust in NGOs	22,5	-4,7	5,0	9,1	-8,2	0,3	-2,8	65,1	4,3
Trust in redress mechanisms	6,1	1,0	11,4	2,4	-4,4	3,9	-6,4	27,7	-10,1
Trust in ADR	13,1	-0,2	12,9	0,8	-5,5	2,5	-6,1	33,5	-9,5
Trust in courts	-0,8	2,2	10,0	4,1	-3,3	5,3	-6,7	21,9	-10,8
Trust in product safety	-2,3	9,8	-8,4	7,7	-4,6	1,7	0,7	62,2	-7,5
Trust in environmental claims						-0,6	-2,5	56,9	1,5
Confidence in online shopping domestically					-1,8	2,0	4,2	43,4	-28,2
Compliance and enforcement									
Exposure to unfair commercial practices						0,8	0,2	20,9	-1,6
Other illicit practices						-2,1	0,8	10,2	-1,1
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-2,6	1,6	89,4	1,0
Non-negligible problems, but no complaint						5,2	-3,3	12,4	-1,1
No problems encountered					4,2	-4,6	2,5	82,5	4,6

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-11,5	11,2	4,1	-5,6	0,9	1,3	55,5	1,9
Trust in product safety					2,4	-3,7	6,7	73,9	-0,5
Trust in environmental claims						0,4	-2,5	63,1	-7,7
Confidence in online selling domestically						-10,5	6,4	63,6	8,7
Compliance and enforcement									
Prevalence of unfair commercial practices						-6,0	4,1	30,7	2,4
Compliance with consumer legislation						5,8	-0,5	59,8	-9,2
Enforcement of consumer and product safety legislation					-12,5	8,2	-4,0	60,3	-1,6
Complaints and dispute resolution									
Participation in ADR mechanisms						21,6	-6,9	45,3	14,9

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Portugal have the third lowest trust in retailers and service providers in the EU-28
- Consumer trust in redress mechanisms in Portugal is the third lowest among the 28 EU Member States
- Consumer confidence in online shopping in Portugal is the lowest among the 28 EU countries

** comparison with previous years based on comparable questions only*

Romania

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-11,0	0,0	0,2	1,5	37,5	-7,3
Trust in organisations	12,2	-0,9	6,1	0,4	3,7	7,3	-2,2	59,1	-6,3
Trust in public authorities	11,5	-3,1	6,9	-1,1	1,9	5,4	-2,7	53,0	-10,3
Trust in retailers and service providers	12,9	0,0	6,3	-2,8	14,2	7,1	2,3	72,1	-0,2
Trust in NGOs	12,2	0,4	5,0	5,1	-5,0	9,3	-6,3	52,3	-8,5
Trust in redress mechanisms	9,9	0,1	13,7	2,3	-2,7	7,7	-10,0	46,0	8,1
Trust in ADR	12,9	0,7	13,1	-0,2	-2,0	7,0	-11,3	49,3	6,3
Trust in courts	7,0	-0,5	14,3	4,8	-3,3	8,3	-8,8	42,6	9,9
Trust in product safety	-3,5	7,1	7,9	0,7	3,1	6,6	-4,5	51,0	-18,7
Trust in environmental claims						8,9	-3,2	54,7	-0,6
Confidence in online shopping domestically					9,0	7,1	2,4	58,7	-12,9
Compliance and enforcement									
Exposure to unfair commercial practices						-5,3	1,5	21,5	-0,9
Other illicit practices						-5,0	-1,3	14,4	3,2
Complaints and dispute resolution									
Problems and complaints (composite indicator)						0,0	-0,7	83,0	-5,4
Non-negligible problems, but no complaint						-10,3	-0,8	28,4	14,8
No problems encountered					-7,2	-2,1	-2,6	72,8	-5,2

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		9,9	-3,1	1,7	10,7	-1,4	0,7	55,6	2,0
Trust in product safety					-6,4	-0,5	6,4	58,1	-16,3
Trust in environmental claims						-6,3	1,9	78,5	7,7
Confidence in online selling domestically						-2,3	5,3	52,7	-2,2
Compliance and enforcement									
Prevalence of unfair commercial practices						-3,7	-1,1	36,5	8,2
Compliance with consumer legislation						0,0	4,4	75,4	6,4
Enforcement of consumer and product safety legislation					-4,6	-4,3	1,9	68,1	6,2
Complaints and dispute resolution									
Participation in ADR mechanisms						-6,4	9,8	31,1	0,7

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer trust in retailers and service providers in Romania has more than doubled since 2008, with the largest rise observed in the period 2012-2014
- Consumer trust in product safety in Romania is the second lowest among the 28 EU Member States
- After its consistent growth, confidence in online shopping in Romania has increased by almost half since 2012, with the largest rise observed in the period 2012-2014
- Retailer trust in product safety in Romania is the third lowest among the 28 EU Member States
- Romania has the second lowest score on the consumers’ problems and complaints composite indicator in the EU-28

** comparison with previous years based on comparable questions only*

Slovenia

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-10,2	12,6	0,2	4,7	47,4	2,6
Trust in organisations	3,1	0,1	-7,2	0,7	0,4	8,9	1,3	59,1	-6,4
Trust in public authorities	2,6	-1,3	-9,2	0,6	-0,3	9,8	5,8	48,4	-15,0
Trust in retailers and service providers	4,1	5,7	-6,7	-8,2	10,3	7,0	1,1	73,5	1,2
Trust in NGOs	2,7	-4,0	-5,6	9,7	-8,9	9,7	-3,1	55,4	-5,4
Trust in redress mechanisms	-5,2	-1,5	-2,7	9,8	-8,6	21,3	-1,2	41,6	3,7
Trust in ADR	-2,8	-5,3	-0,5	3,1	-4,8	5,3	-5,7	28,9	-14,2
Trust in courts	-7,6	2,3	-4,8	16,5	-12,5	37,3	3,3	54,2	21,5
Trust in product safety	-10,8	4,3	-7,4	4,2	-10,3	0,6	9,2	69,1	-0,6
Trust in environmental claims						-0,9	1,0	49,4	-5,9
Confidence in online shopping domestically					-5,4	11,9	1,4	62,8	-8,9
Compliance and enforcement									
Exposure to unfair commercial practices						4,1	-3,6	19,7	-2,7
Other illicit practices						0,3	-1,8	7,8	-3,4
Complaints and dispute resolution									
Problems and complaints (composite indicator)						1,0	-1,3	91,7	3,2
Non-negligible problems, but no complaint						-6,8	2,0	13,6	0,1
No problems encountered					8,9	-0,7	-2,0	84,4	6,4

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-8,1	1,7	4,6	-1,0	-4,3	-1,3	46,0	-7,6
Trust in product safety					-1,2	-3,4	10,8	84,8	10,4
Trust in environmental claims						7,6	6,8	78,8	8,0
Confidence in online selling domestically						27,6	6,1	79,0	24,1
Compliance and enforcement									
Prevalence of unfair commercial practices						5,8	-5,8	25,8	-2,5
Compliance with consumer legislation						3,5	2,3	60,6	-8,4
Enforcement of consumer and product safety legislation					-7,1	4,3	3,3	57,7	-4,2
Complaints and dispute resolution									
Participation in ADR mechanisms						16,1	-3,9	43,3	12,9

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Slovenia have the second lowest trust in public authorities in the EU-28
- Slovenian consumers have the lowest trust in Alternative Dispute Resolution (ADR) mechanisms in the EU-28 whereas consumer trust in courts is the highest among the 28 EU countries
- Consumer trust in courts in Slovenia has almost tripled since 2008, with the largest rise observed in the period 2014-2016
- Retailer confidence in online selling in Slovenia is the highest among the 28 EU Member States

** comparison with previous years based on comparable questions only*

Slovakia

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				3,5	5,1	3,0	-1,6	57,9	13,1
Trust in organisations	-0,9	1,5	6,5	1,7	-0,2	0,5	4,2	61,2	-4,3
Trust in public authorities	-0,8	1,4	6,8	-3,6	1,5	0,0	4,0	54,8	-8,6
Trust in retailers and service providers	0,7	2,4	6,5	-0,2	10,8	1,3	6,6	80,2	7,9
Trust in NGOs	-2,6	0,6	6,1	8,9	-12,8	0,4	1,8	48,6	-12,2
Trust in redress mechanisms	2,1	2,3	7,7	6,4	7,4	-13,5	-2,0	25,1	-12,8
Trust in ADR	4,1	3,3	6,6	10,3	9,5	-18,4	0,3	32,8	-10,2
Trust in courts	0,2	1,4	8,8	2,5	5,3	-8,6	-4,3	17,4	-15,3
Trust in product safety	4,9	9,5	-12,2	1,3	-6,2	8,4	6,9	72,4	2,7
Trust in environmental claims						1,8	-1,2	52,1	-3,2
Confidence in online shopping domestically					-1,7	8,0	7,2	71,3	-0,3
Compliance and enforcement									
Exposure to unfair commercial practices						-2,1	0,3	30,1	7,7
Other illicit practices						-4,2	-3,9	9,9	-1,3
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-0,3	2,6	90,9	2,4
Non-negligible problems, but no complaint						2,9	-1,5	9,9	-3,7
No problems encountered					10,3	1,2	2,0	79,6	1,6

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		21,3	-12,1	3,6	-1,2	-3,0	2,2	47,3	-6,3
Trust in product safety					-2,2	7,0	0,4	78,5	4,1
Trust in environmental claims						2,3	-3,9	57,8	-13,0
Confidence in online selling domestically						-1,0	-7,1	35,4	-19,5
Compliance and enforcement									
Prevalence of unfair commercial practices						-1,9	-9,1	38,3	10,0
Compliance with consumer legislation						-3,3	-1,6	55,8	-13,2
Enforcement of consumer and product safety legislation					-4,5	0,6	-3,5	47,8	-14,1
Complaints and dispute resolution									
Participation in ADR mechanisms						-4,4	1,8	21,6	-8,8

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Slovakia have the second highest knowledge of their rights in the EU-28
- Consumer trust in redress mechanisms in Slovakia is the lowest among the EU-28 . This result is mainly driven by their trust in courts which is the lowest among the EU-28
- Retailer confidence in online selling in Slovakia is the third lowest among the 28 EU Member States
- Slovakia has the third lowest percentage of retailers in the EU-28 who are likely to think that their domestic competitors comply with product safety and consumer legislations
- Slovakia has the third lowest percentage of retailers in the EU-28 who are likely to think that consumer and product safety legislation is enforced

** comparison with previous years based on comparable questions only*

Finland

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-8,6	-0,9	0,4	-3,1	35,6	-9,2
Trust in organisations	-6,5	-2,5	4,5	0,1	3,3	-3,0	2,4	79,8	14,4
Trust in public authorities	-4,9	-2,8	3,4	6,5	1,5	-5,3	3,7	82,9	19,5
Trust in retailers and service providers	-10,9	-2,3	3,7	-7,8	10,8	0,3	-0,9	81,6	9,3
Trust in NGOs	-3,6	-2,4	6,3	1,4	-2,4	-3,9	4,5	75,1	14,3
Trust in redress mechanisms	-3,7	9,4	8,2	1,9	2,3	-7,8	1,4	45,6	7,7
Trust in ADR	0,0	7,9	7,4	7,6	-6,3	-4,6	0,9	58,9	15,9
Trust in courts	-7,5	10,9	9,0	-3,9	11,0	-11,0	1,8	32,3	-0,5
Trust in product safety	-4,2	2,4	-2,4	-0,2	-0,5	-8,3	3,6	84,5	14,9
Trust in environmental claims						-6,1	6,9	64,3	9,0
Confidence in online shopping domestically					-0,3	6,4	5,6	75,4	3,8
Compliance and enforcement									
Exposure to unfair commercial practices						3,8	-4,1	25,6	3,2
Other illicit practices						2,3	-0,7	7,4	-3,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						0,8	0,1	89,7	1,3
Non-negligible problems, but no complaint						-3,8	-0,9	4,8	-8,7
No problems encountered					3,5	0,9	0,3	73,0	-4,9

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		4,6	-3,2	1,2	-6,3	-1,2	0,6	56,5	2,9
Trust in product safety					-2,7	-1,7	-1,9	90,1	15,7
Trust in environmental claims						3,7	-0,8	85,3	14,5
Confidence in online selling domestically						1,5	-3,3	69,9	15,0
Compliance and enforcement									
Prevalence of unfair commercial practices						0,5	0,3	32,4	4,1
Compliance with consumer legislation						-1,5	1,9	77,9	8,9
Enforcement of consumer and product safety legislation					0,0	1,3	-2,3	72,5	10,6
Complaints and dispute resolution									
Participation in ADR mechanisms						1,4	7,3	52,2	21,8

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Finland has the EU's second highest score on the knowledge and trust composite indicator among the 28 EU Member States
- Consumer trust in organisations in Finland is the second highest among the 28 EU Member States, with the third highest trust in public authorities and the second highest trust in NGOs in the EU-28
- Consumers in Finland have the second highest trust in Alternative Dispute Resolution (ADR) mechanisms in the EU-28
- Consumer trust in product safety is the highest among the 28 EU countries
- Retailer levels of trust in product safety and environmental claims in Finland are the highest among the 28 EU Member States
- Finland has the third highest percentage of retailers in the EU-28 who are likely to think that their domestic competitors comply with product safety and consumer legislations
- Finland has the EU's third highest score on the complaints and dispute resolution composite indicator among the 28 EU Member States
- The percentage of Finnish consumers who faced non-negligible problems but did not complain about them is the lowest in the EU-28
- The percentage of Finnish retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms is the highest in the EU-28
- Finland has the third highest percentage of retailers in the EU-28 who are likely to be involved in Alternative Dispute resolution (ADR) mechanisms

** comparison with previous years based on comparable questions only*

Sweden

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-7,9	-2,3	-1,7	-0,4	41,2	-3,6
Trust in organisations	-9,9	5,1	-0,5	1,6	-3,8	-0,6	-0,3	65,5	0,1
Trust in public authorities	-9,4	7,2	-0,5	3,4	0,5	-0,3	0,7	75,5	12,1
Trust in retailers and service providers	-8,6	6,1	-2,4	-9,2	12,4	1,1	1,1	73,6	1,3
Trust in NGOs	-11,6	2,0	1,5	10,7	-24,2	-2,7	-2,8	47,6	-13,2
Trust in redress mechanisms	-19,0	8,1	2,9	4,2	-3,7	-0,8	0,0	28,2	-9,7
Trust in ADR	-17,3	6,3	3,2	1,9	-0,1	0,7	0,7	37,9	-5,1
Trust in courts	-20,6	9,8	2,7	6,4	-7,3	-2,3	-0,7	18,5	-14,3
Trust in product safety	-4,8	-1,1	1,6	-8,5	3,6	3,3	2,8	71,4	1,7
Trust in environmental claims						2,2	2,6	53,8	-1,6
Confidence in online shopping domestically					4,2	8,6	3,1	83,1	11,5
Compliance and enforcement									
Exposure to unfair commercial practices						0,9	-2,2	24,1	1,7
Other illicit practices						3,0	-2,2	8,7	-2,5
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-1,1	1,4	91,5	3,0
Non-negligible problems, but no complaint						1,5	4,6	11,4	-2,2
No problems encountered					15,9	-0,5	3,4	83,2	5,2

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		8,6	2,1	-0,8	-3,1	-1,6	-4,4	57,1	3,5
Trust in product safety					-5,6	5,9	-4,6	83,3	8,9
Trust in environmental claims						2,7	0,4	80,1	9,3
Confidence in online selling domestically						5,8	5,6	67,2	12,3
Compliance and enforcement									
Prevalence of unfair commercial practices						-3,0	-2,7	23,5	-4,8
Compliance with consumer legislation						0,6	0,3	72,0	3,0
Enforcement of consumer and product safety legislation					-4,9	7,1	-0,9	65,3	3,4
Complaints and dispute resolution									
Participation in ADR mechanisms						-1,9	1,3	68,5	38,1

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

■ Consumers in Sweden have the third lowest trust in courts in the EU-28

■ Sweden has the EU's highest score on the complaints and dispute resolution composite indicator among the 28 EU Member States

■ Sweden has the highest percentage of retailers in the EU-28 who are likely to be involved in Alternative Dispute resolution (ADR) mechanisms

** comparison with previous years based on comparable questions only*

United Kingdom

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-5,4	1,3	17,6	-15,0	40,1	-4,7
Trust in organisations	3,0	7,6	-2,8	0,6	-2,8	9,2	-13,5	71,8	6,3
Trust in public authorities	3,3	11,9	-3,2	-0,6	0,2	6,8	-10,0	74,2	10,8
Trust in retailers and service providers	2,0	5,3	-5,7	-3,2	9,0	3,0	-6,3	79,6	7,3
Trust in NGOs	3,7	5,5	0,6	5,4	-17,7	17,9	-24,1	61,5	0,7
Trust in redress mechanisms	-4,2	16,7	-4,1	-6,5	-0,5	13,3	-16,9	44,6	6,7
Trust in ADR	2,3	12,0	-2,2	-14,0	0,4	15,5	-18,3	48,9	5,8
Trust in courts	-10,8	21,5	-5,9	0,9	-1,5	11,1	-15,5	40,3	7,6
Trust in product safety	-1,1	-1,0	2,8	-3,3	-1,0	10,6	-12,3	81,9	12,2
Trust in environmental claims						13,0	-18,0	63,1	7,8
Confidence in online shopping domestically					5,0	8,8	0,7	87,5	15,9
Compliance and enforcement									
Exposure to unfair commercial practices						-15,8	16,3	20,2	-2,2
Other illicit practices						-11,1	13,4	15,6	4,4
Complaints and dispute resolution									
Problems and complaints (composite indicator)						1,8	-3,5	86,3	-2,2
Non-negligible problems, but no complaint						19,3	-23,3	5,2	-8,4
No problems encountered					3,8	9,0	-16,0	66,3	-11,7

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-0,1	-3,4	4,3	-8,5	2,0	0,4	44,0	-9,6
Trust in product safety					-1,9	1,2	-12,3	72,2	-2,2
Trust in environmental claims						-2,1	3,2	79,8	9,0
Confidence in online selling domestically						-6,3	3,0	54,7	-0,2
Compliance and enforcement									
Prevalence of unfair commercial practices						0,4	-3,1	19,8	-8,5
Compliance with consumer legislation						-3,6	1,1	77,4	8,4
Enforcement of consumer and product safety legislation					-6,4	-4,0	0,0	73,1	11,2
Complaints and dispute resolution									
Participation in ADR mechanisms						9,3	-18,7	16,8	-13,6

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumer confidence in online shopping in the United Kingdom is the highest among in the EU-28
- The United Kingdom has the third lowest score on the complaints and dispute resolution composite indicator in the EU-28
- The percentage of consumers in the United Kingdom who faced non-negligible problems but did not complain about them is the second lowest in the EU-28
- The percentage of consumers in the United Kingdom who did not encounter any problems is the lowest in the EU-28

** comparison with previous years based on comparable questions only*

Iceland

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				0,3	-3,6	4,5	-0,9	46,7	1,9
Trust in organisations				-5,7	12,2	0,7	0,8	60,3	-5,2
Trust in public authorities				-4,3	16,6	0,1	5,5	50,9	-12,4
Trust in retailers and service providers				-8,2	12,9	-0,9	-1,9	63,6	-8,7
Trust in NGOs				-4,7	7,0	3,0	-1,3	66,4	5,6
Trust in redress mechanisms				-3,3	1,2	-5,1	-4,6	28,7	-9,2
Trust in ADR				-6,1	-6,3	-7,6	-3,5	26,3	-16,7
Trust in courts				-0,6	8,7	-2,7	-5,7	31,1	-1,6
Trust in product safety				2,7	3,4	0,1	5,3	74,3	4,6
Trust in environmental claims						-5,9	0,8	44,8	-10,5
Confidence in online shopping domestically					9,3	6,9	1,4	79,3	7,7
Compliance and enforcement									
Exposure to unfair commercial practices						1,0	-1,0	11,2	-11,2
Other illicit practices						2,9	-3,3	10,3	-0,9
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-1,1	-0,8	87,9	-0,6
Non-negligible problems, but no complaint						1,5	2,7	16,8	3,2
No problems encountered					2,0	0,5	-1,6	78,0	0,0

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		15,0	3,1	0,9	-9,6	-2,2	6,5	64,0	10,4
Trust in product safety					-2,7	-6,6	5,4	75,4	1,0
Trust in environmental claims						13,4	-15,3	60,0	-10,8
Confidence in online selling domestically						-3,1	4,0	72,0	17,1
Compliance and enforcement									
Prevalence of unfair commercial practices						-6,1	-2,0	21,7	-6,6
Compliance with consumer legislation						0,4	0,1	74,1	5,1
Enforcement of consumer and product safety legislation					-7,6	9,8	-8,3	48,8	-13,1
Complaints and dispute resolution									
Participation in ADR mechanisms						-8,1	0,4	27,3	-3,1

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Consumers in Iceland have the third lowest trust in public authorities among all the 30 countries
- There is a steady trend in the consumers' trust in Alternative Dispute Resolution mechanisms (ADR) in Iceland which has almost halved since 2011, resulting in the lowest value among all the 30 countries. The largest drop is observed in the period 2014-2016
- Consumer trust in environmental claims in Iceland is the second lowest among all the 30 countries
- Retailers in Iceland have the highest knowledge of consumer rights among all the 30 countries
- Retailer confidence in online selling in Iceland is the third highest among all the 30 countries
- Iceland has the second lowest percentage of consumers among all the 30 countries who are likely to be exposed to unfair commercial practices
- The percentage of Icelandic retailers who are aware of Alternative Dispute Resolution (ADR) mechanisms has decreased by slightly more than one third since 2011, resulting in the third lowest value among all the 30 countries

** comparison with previous years based on comparable questions only*

Norway

Consumers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*				-2,3	-3,5	-0,5	1,1	52,7	7,9
Trust in organisations				-5,0	9,0	-3,9	-1,4	71,6	6,1
Trust in public authorities				-4,2	10,9	-1,9	-0,9	80,6	17,2
Trust in retailers and service providers				-11,9	22,0	-0,5	-2,6	75,7	3,4
Trust in NGOs				1,1	-6,0	-9,4	-0,7	58,4	-2,4
Trust in redress mechanisms				-5,2	8,2	-8,3	-0,5	42,9	5,0
Trust in ADR				-8,8	8,7	-8,2	-0,2	47,0	4,0
Trust in courts				-1,7	7,7	-8,4	-0,7	38,7	5,9
Trust in product safety				0,1	1,0	1,6	-0,2	83,9	14,2
Trust in environmental claims						0,8	-2,4	60,4	5,1
Confidence in online shopping domestically					5,1	7,9	-2,5	84,4	12,8
Compliance and enforcement									
Exposure to unfair commercial practices						0,7	-0,7	19,7	-2,7
Other illicit practices						-0,7	-1,8	6,7	-4,6
Complaints and dispute resolution									
Problems and complaints (composite indicator)						-0,5	0,1	89,9	1,5
Non-negligible problems, but no complaint						-1,3	0,9	13,0	-0,6
No problems encountered					18,5	-1,9	-1,6	78,1	0,2

Retailers	2009-2008	2010-2009	2011-2010	2012-2011	2014-2012	2016-2014	2018-2016	2018	Country - EU-28
Knowledge and Trust									
Knowledge of consumer rights*		-6,5	4,4	4,6	-11,2	-3,0	3,7	57,8	4,2
Trust in product safety					-5,9	3,9	9,7	93,7	19,3
Trust in environmental claims						2,5	3,9	85,1	14,3
Confidence in online selling domestically						-9,0	10,0	60,8	5,9
Compliance and enforcement									
Prevalence of unfair commercial practices						-5,3	-2,8	21,6	-6,7
Compliance with consumer legislation						-1,0	0,5	72,5	3,5
Enforcement of consumer and product safety legislation					6,3	-8,7	5,2	74,4	12,5
Complaints and dispute resolution									
Participation in ADR mechanisms						-6,4	10,2	50,3	19,9

Knowledge & Trust

Compliance & Enforcement

Complaints & Dispute Resolution

- Norway has the second highest score on the knowledge and trust composite indicator among all the 30 countries
- Consumer trust in product safety in Norway is the second highest among all the 30 countries
- Retailer levels of trust in product safety and environmental claims are the highest and the second highest among all the 30 countries, respectively

** comparison with previous years based on comparable questions only*

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