

Market Monitoring Survey 2020



Product safety



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The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of product and service markets across the European Union, Iceland, Norway and the United Kingdom. It looks at consumers’ experiences and perceptions of the markets using a standard set of indicators to allow consistent and comparable monitoring across markets, countries and survey waves. The indicators include both ‘core’ items, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations). This slide deck presents the results for indicators related to product safety.



TECHNICAL NOTE

The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2019 wave of the survey was conducted between 18 December 2019 and 19 May 2020, and the 2020 wave between 27 July and 26 October 2020. More detailed technical information about the survey can be found in the Annex to this report.

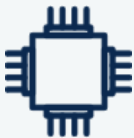


FURTHER INFORMATION

Survey website:
<https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?:showVizHome=no>

EC website:
https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en

QUESTIONS ON PRODUCT SAFETY HAVE BEEN ASKED FOR 8 MARKETS IN THE MMS

 New cars Wave 2	 Household appliances Wave 1	 Electronic products Wave 1	 Clothing and footwear Wave 2	 Products for children Wave 1
	 Cosmetics Wave 1	 House and garden maintenance products Wave 1	 Furniture and furnishings Wave 1	



Overview of key findings

- Four per cent of consumers overall report that they or someone else in their household have been harmed in using a product purchased in one of the eight markets. Looking at the results by market, the figure ranges from a high of 6% for the house and garden maintenance products market to a low of 3% for the cosmetics, furniture and furnishings, and household appliances markets.
- On average, the most common type of harm reported is an injury such as a cut, fracture or broken bone (36%), or a chemical reaction, such as a burn or skin irritation (24%). Electric shocks are reported comparatively infrequently (8%). There is considerable variation in the results by market, however. Most notably, experience of chemical reactions is almost two times higher than average in the cosmetics market (70%), while experience of electric shocks is around two times higher than average in the household appliances market and the electronic products markets (15% and 17% respectively).
- Of all consumers who report that they or someone else in their household has experienced harm, the majority – between 56% and 81% across the different markets – say the harm was ‘not very serious’. Still, around a third of those reporting harm in the new cars market and a quarter of those doing so in the clothing and footwear market and in the cosmetics market say the harm affected the victim’s normal functioning (34%, 25% and 24%, respectively).
- Consumers’ propensity to register newly purchased products varies significantly by market*, ranging from a high of 65% in the electronic products market to a low of 36% in the products for children market. In all markets, the most common reason given for registering is to receive a warranty. The most common reasons given for not registering include not seeing the benefits of registering (26%) and concerns about misuse or sharing personal data (25%). In the products for children market, the most common reason given for not registering is that the products are too inexpensive to warrant such action (31%).
- The experience of product recalls on safety grounds ranges from 4% in the new cars market and 3% in the products for children market to 1% in the cosmetics market. Self-reported consumer behaviour in the face of product recalls varies greatly by market.** Of those consumers in the new cars market who have experienced a recall, three in five (60%) have contacted the manufacturer or seller, while around one in five (22%) have continued using the car but with extra caution, and 14% have taken no action. Of consumers in the clothing and footwear market who have experienced a recall, just 36% have contacted the manufacturer or seller, while 17% have continued using the product and 14% have taken no action.

*Product registration was covered in the wave 1 survey only, not wave 2.

** Product recall was covered in the wave 2 survey only, not in wave 1.



Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

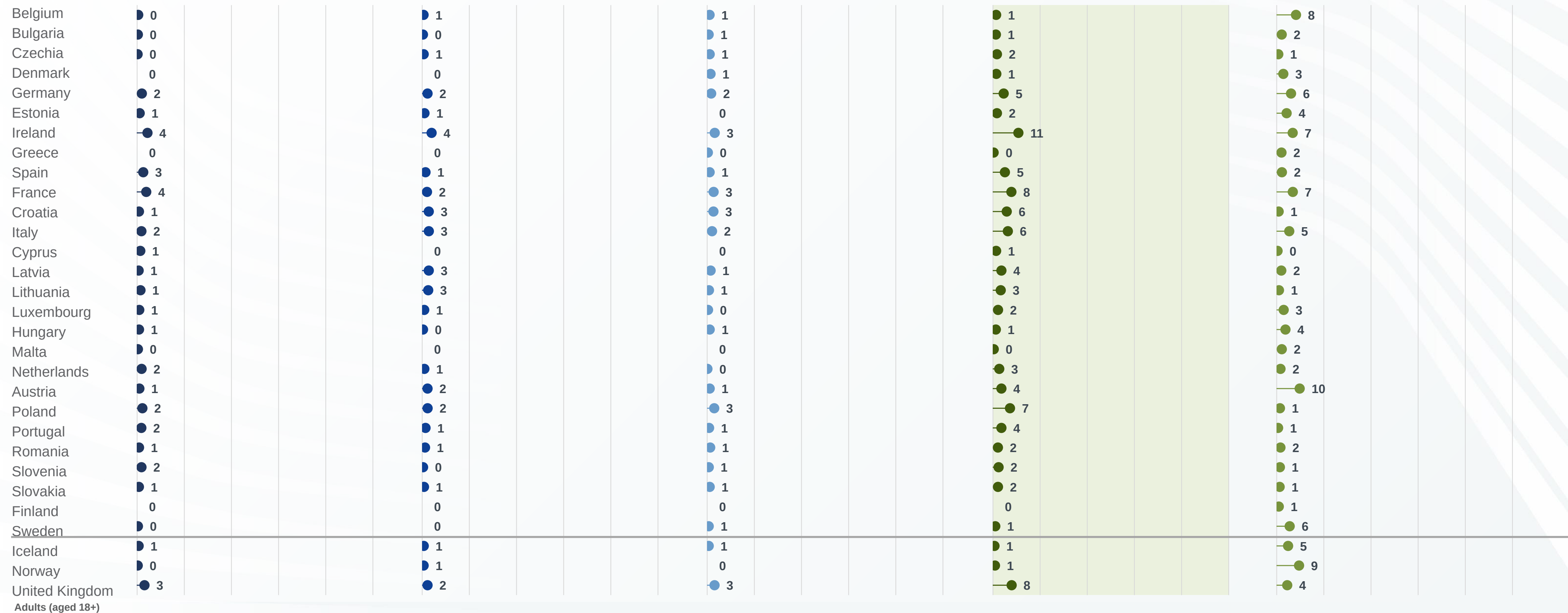
2

2

2

5

4





A product was recalled on safety grounds

4

Age Group	Percentage
18-29	5%
30-49	4%
50-69	3%
70-89	2%
90+	1%

Bar	Value
1	4
2	4
3	5
4	5



5				
4				
5				
3				

Adults (aged 18+)



Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone

An electric shock or fire

Another type of harm

EU27 AVERAGE

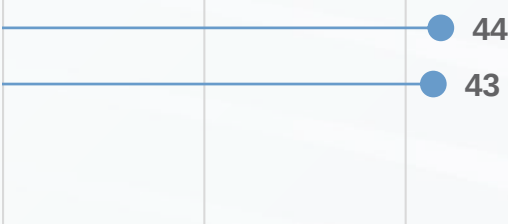
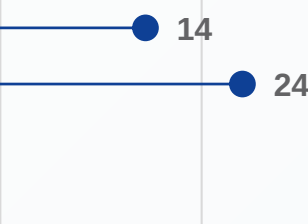
29

19

43

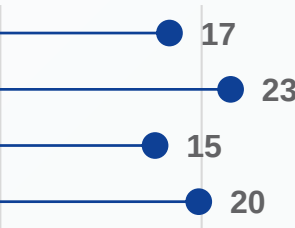
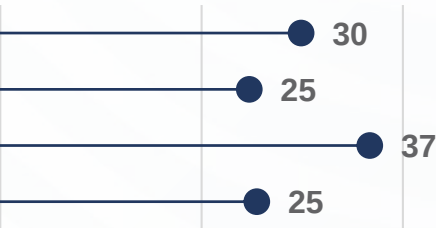
Gender

Male
Female



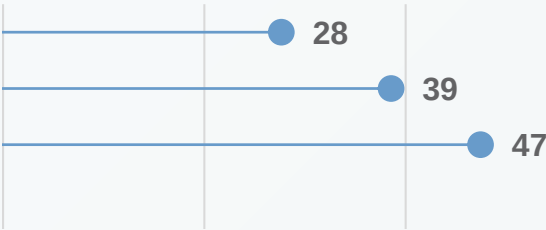
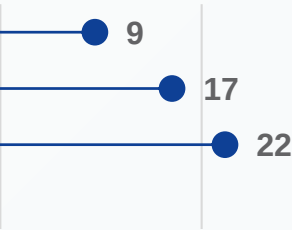
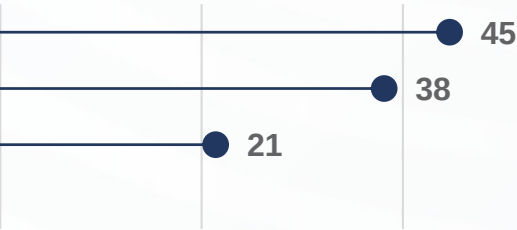
Age

18-34
35-54
55-64
65+



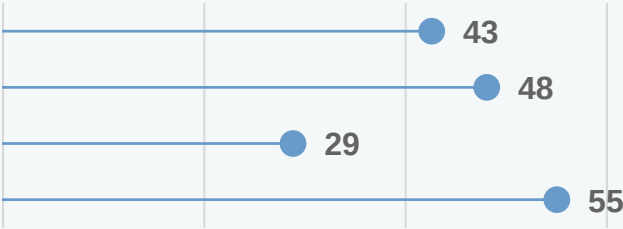
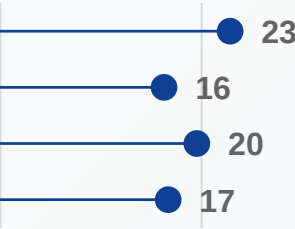
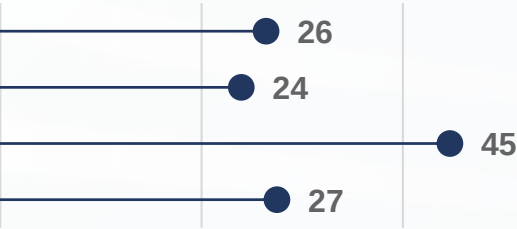
Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

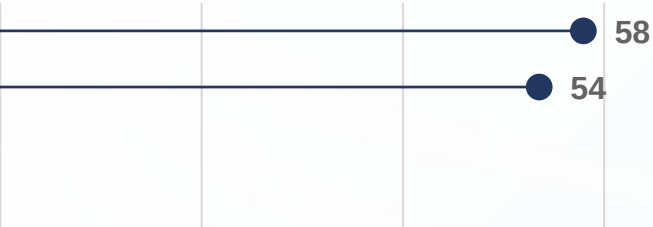
56

29

5

Gender

Male
Female



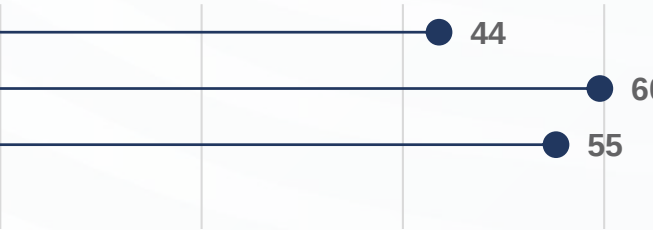
Age

18-34
35-54
55-64
65+



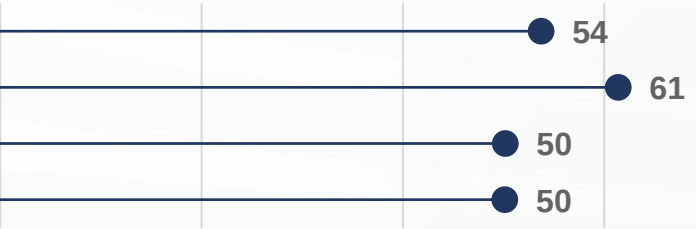
Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





You said you have bought a product that was recalled because of safety concerns. Thinking about your last such experience, what action(s) did you take in response to the recall? (%)

You contacted the manufacturer/seller to have the product repaired, replaced or reimbursed You continued using the product but with extra caution You told others about the recall You took no action

EU27 AVERAGE

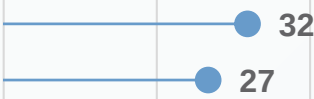
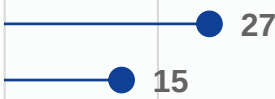
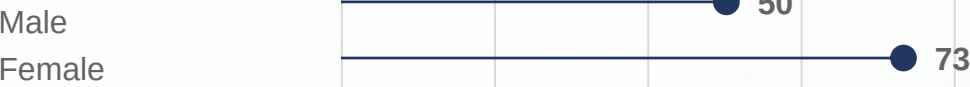
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22

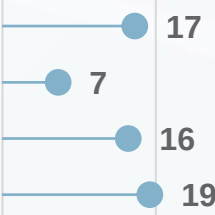
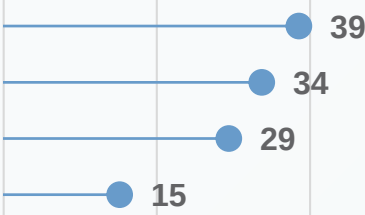
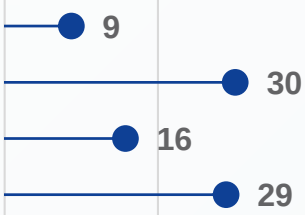
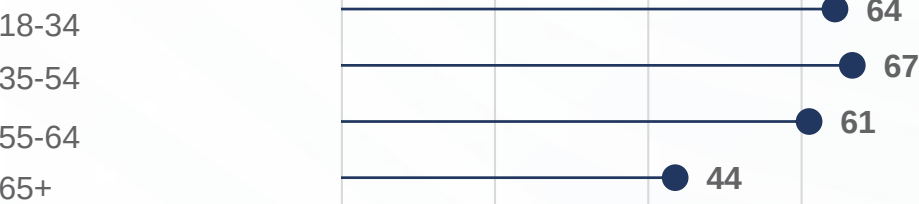
30

14

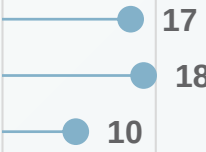
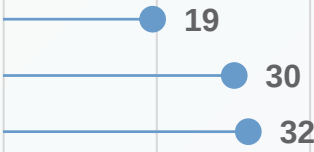
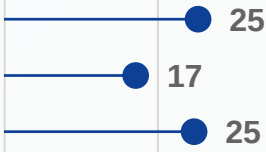
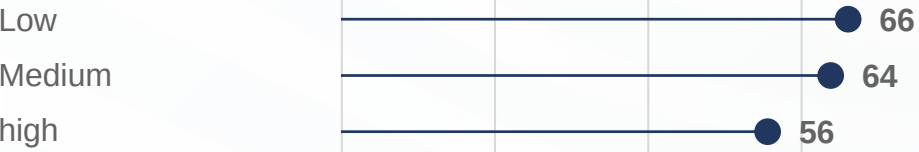
Gender



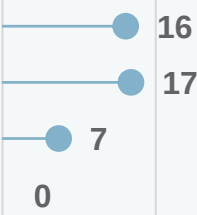
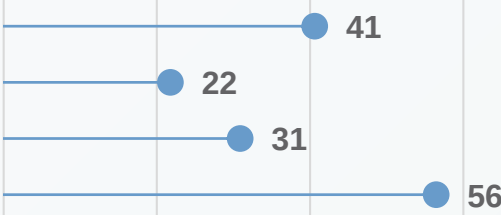
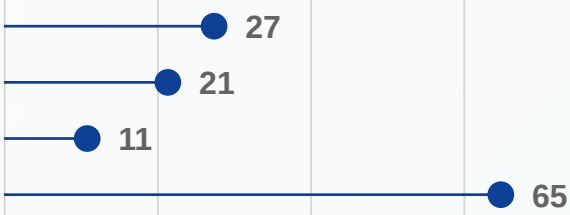
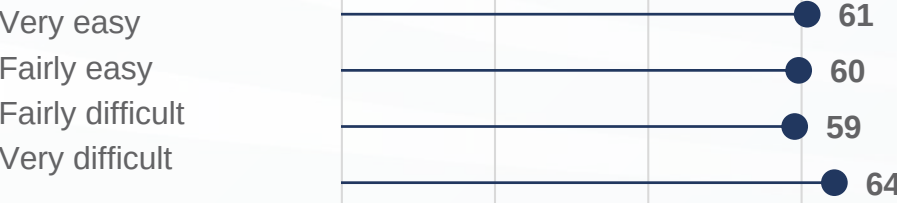
Age



Education



Ease of Managing Financially





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

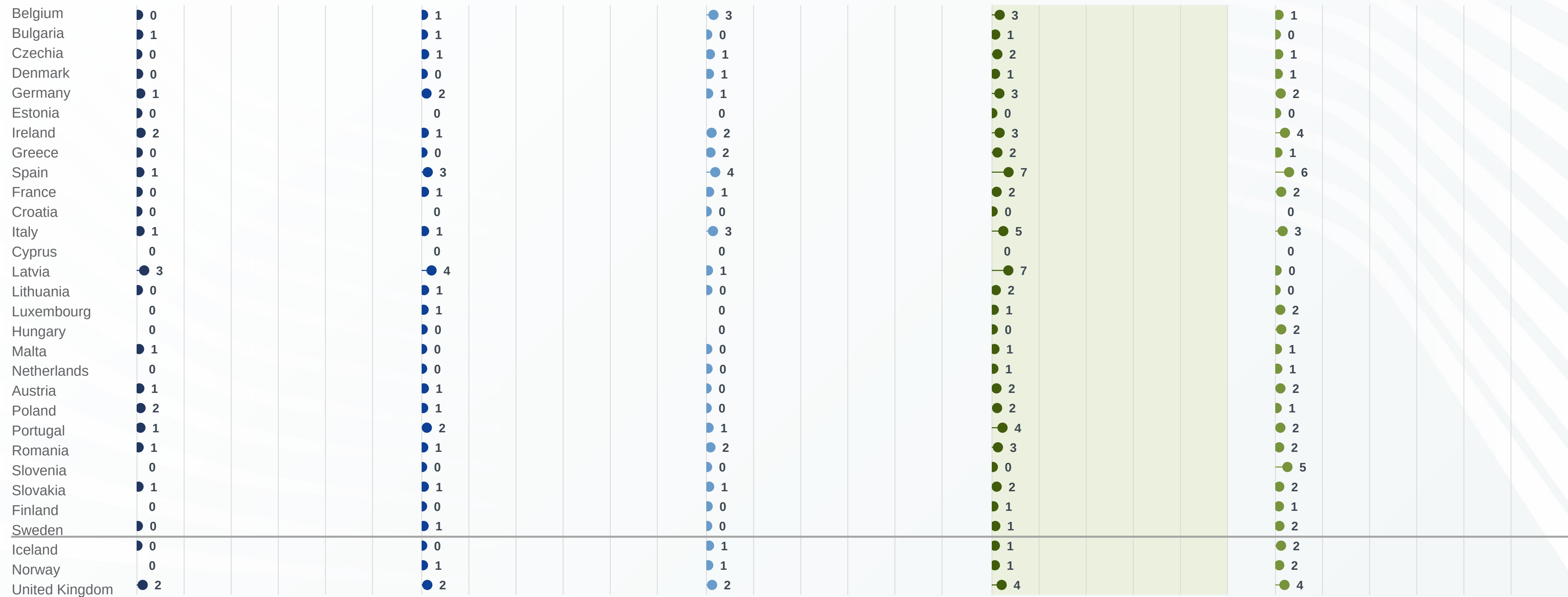
1

1

1

3

2



Adults (aged 18+)



Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

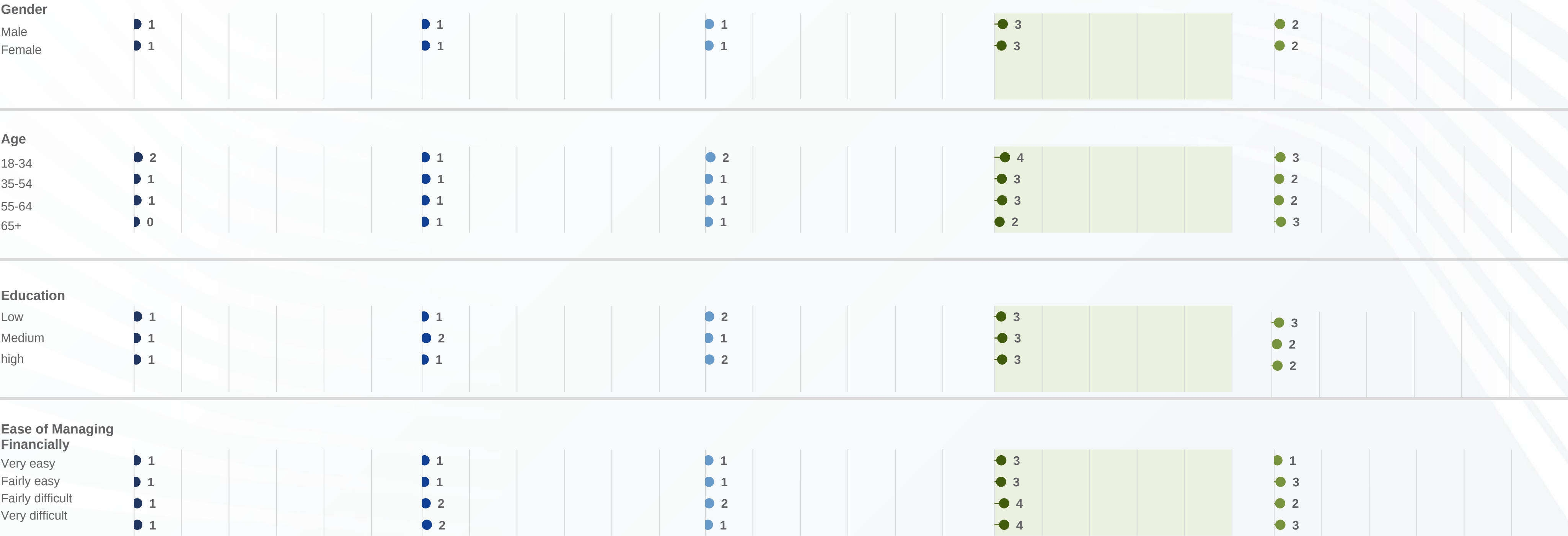
1

1

1

3

2





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation An electric shock Another type of harm

EU27 AVERAGE

33

21

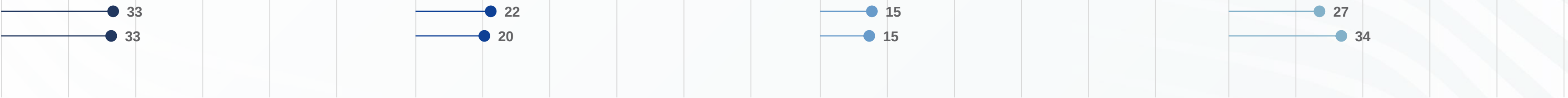
15

30

Gender

Male

Female



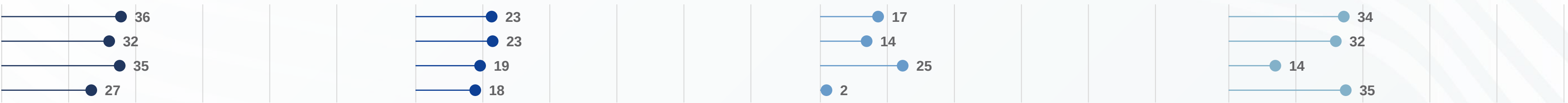
Age

18-34

35-54

55-64

65+



Education

Low

Medium

high



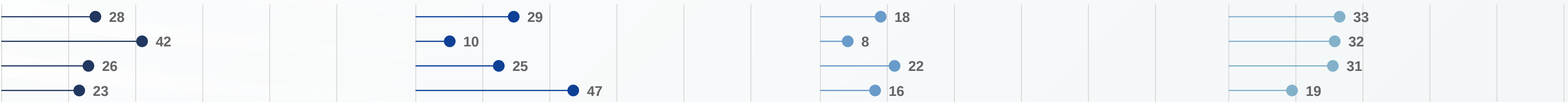
Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult



Adults (aged 18+) who experienced harm

For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: People with a low level of education (n=31), those who find it very easy to manage financially (n=43), those who find it very difficult to manage financially (n=26).



And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

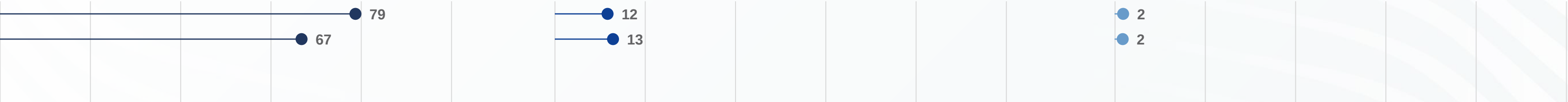
73

12

2

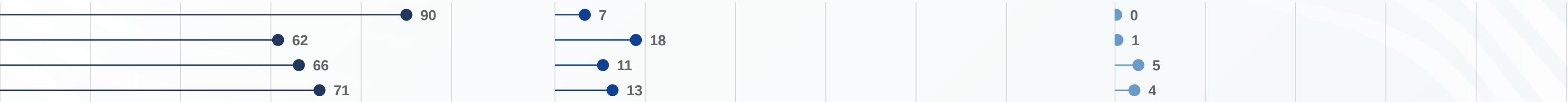
Gender

Male
Female



Age

18-34
35-54
55-64
65+



Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult



Adults (aged 18+) who experienced harm

For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: People with a low level of education (n=31), those who find it very easy to manage financially (n=43), those who find it very difficult to manage financially (n=26).



Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

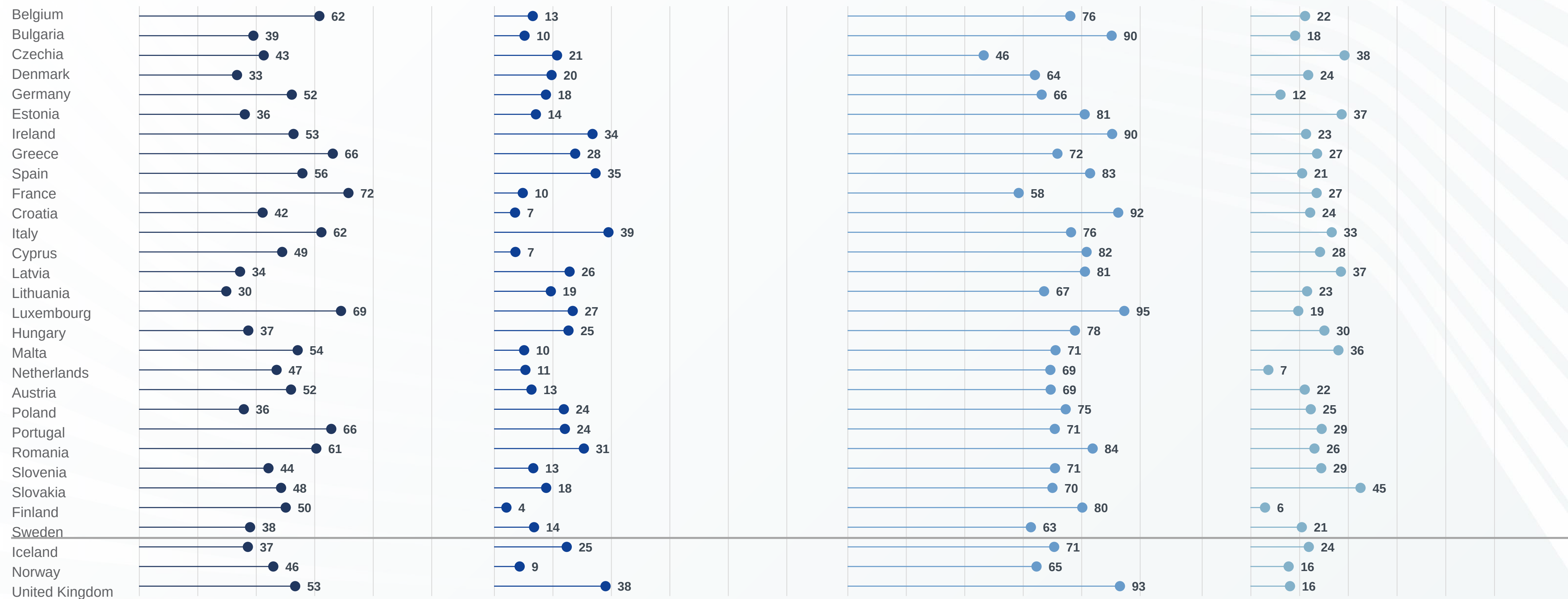
EU27 AVERAGE

55

22

71

24



Adults (18+) for "Yes" / Adults (18+) who registered their personal details



Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

EU27 AVERAGE

55

22

71

24

Gender

Male

Female

55

54

22

22

69

73

24

23

Age

18-34

35-54

55-64

65+

52

59

53

51

24

23

21

20

73

73

69

67

27

24

23

20

Education

Low

Medium

high

51

53

58

24

25

19

72

73

69

25

25

22

Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult

53

55

55

54

20

22

25

21

70

71

74

68

22

23

26

23



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

44

18

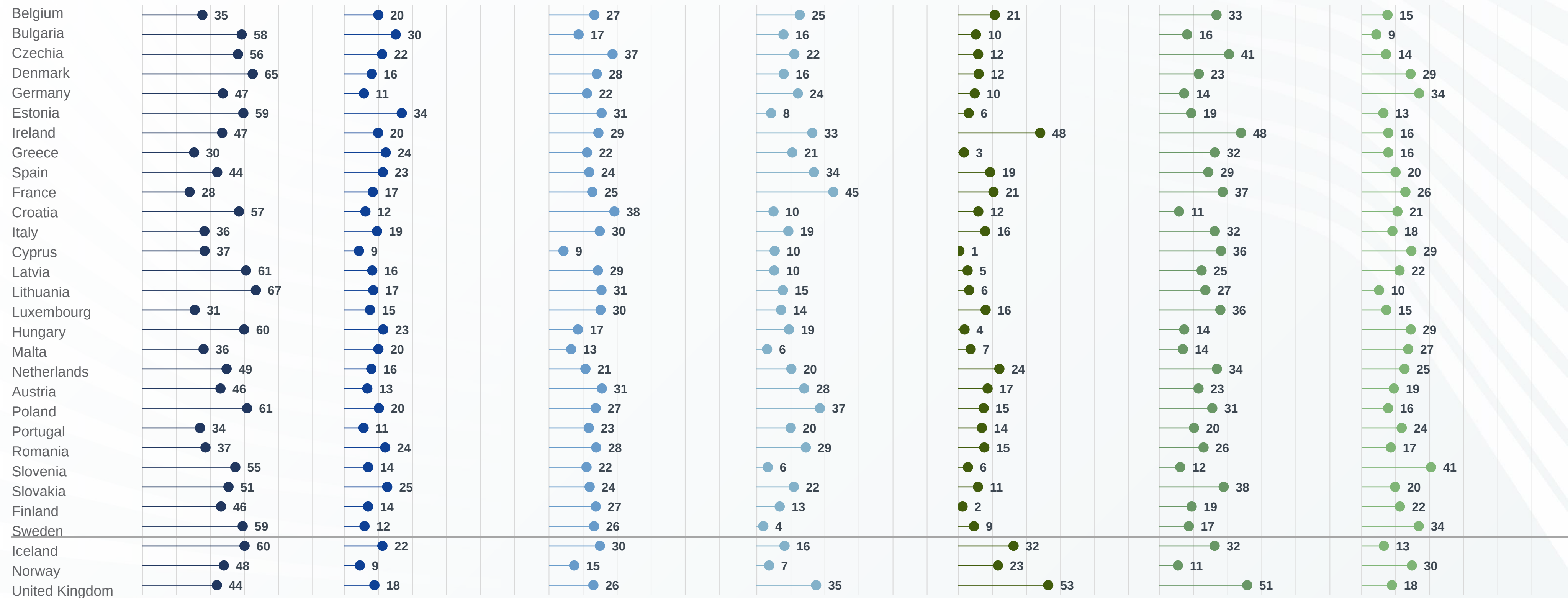
26

26

14

26

23



Adults (18+) for "No" / Adults (18+) who did not register their details



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

44

18

26

26

14

26

23

Gender

Male

Female

Age

18-34

35-54

55-64

65+

Education

Low

Medium

high

Ease of Managing Financially

Very easy

Fairly easy

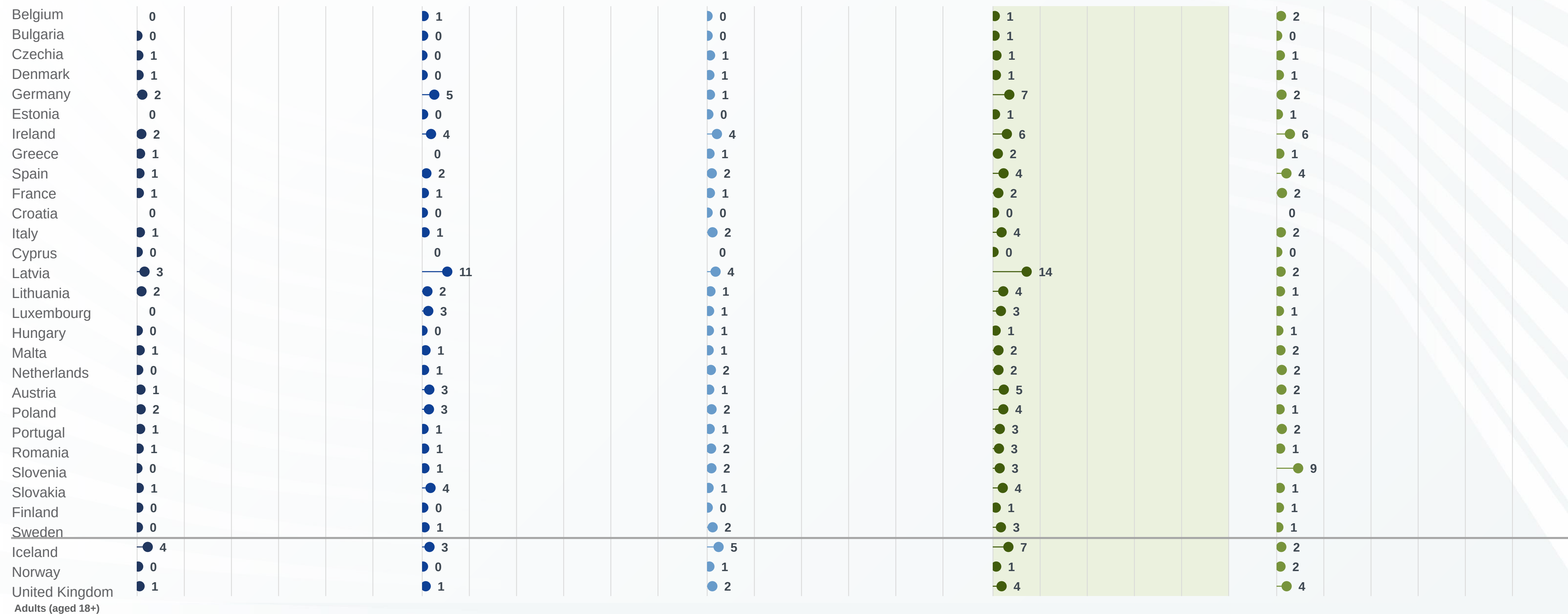
Fairly difficult

Very difficult



A product was recalled on safety grounds

2





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

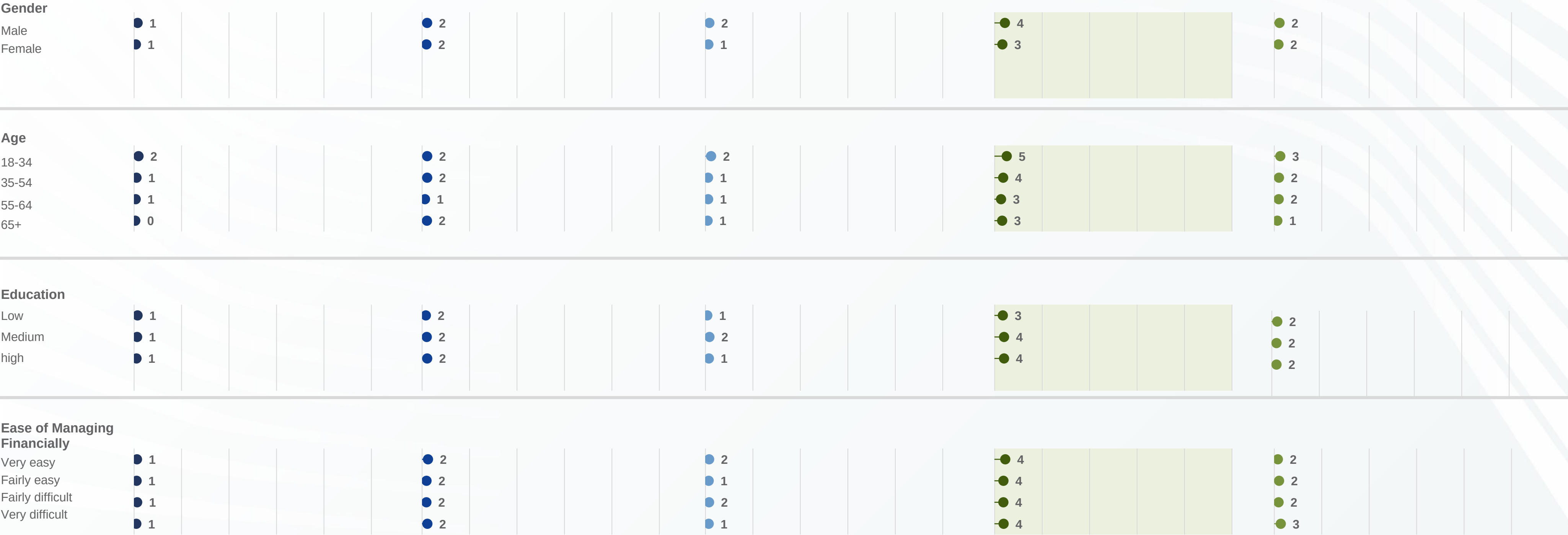
1

2

1

4

2





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation An electric shock Another type of harm

EU27 AVERAGE

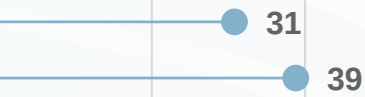
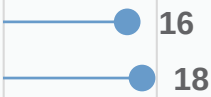
31

12

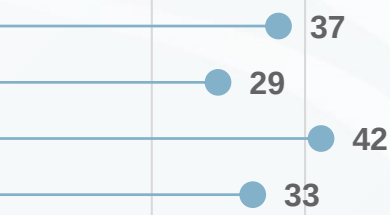
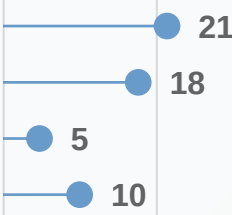
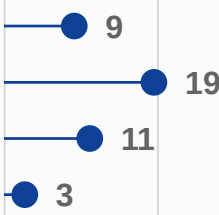
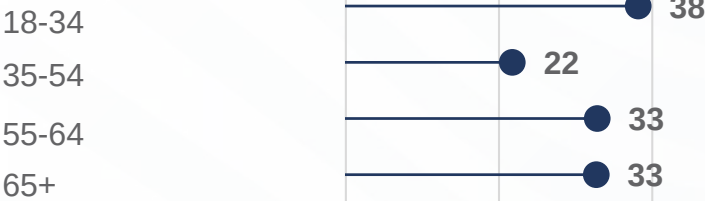
17

34

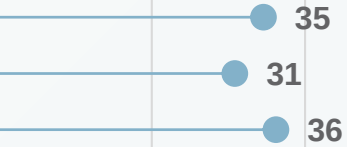
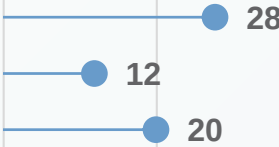
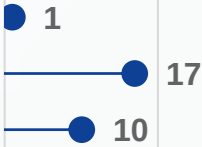
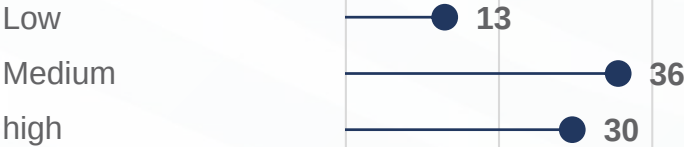
Gender



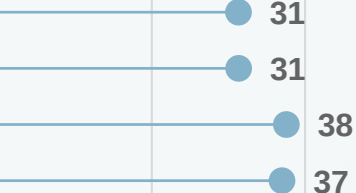
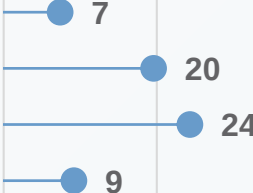
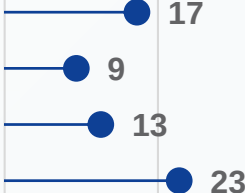
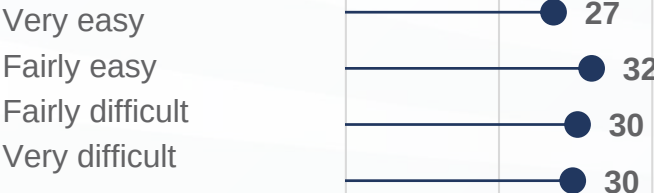
Age



Education



Ease of Managing Financially





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

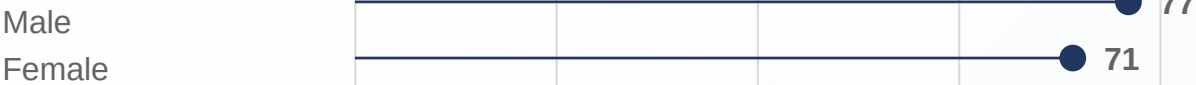
EU27 AVERAGE

75

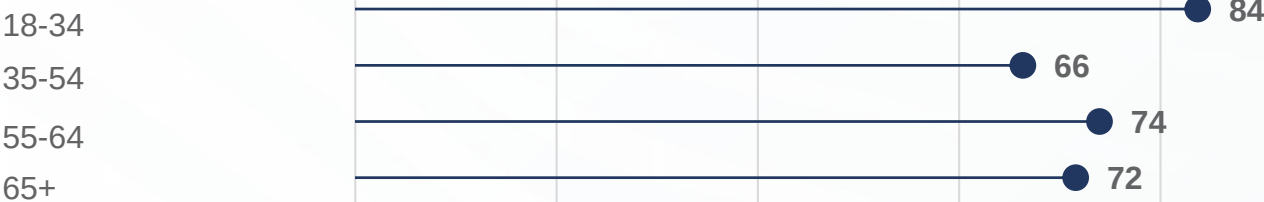
7

4

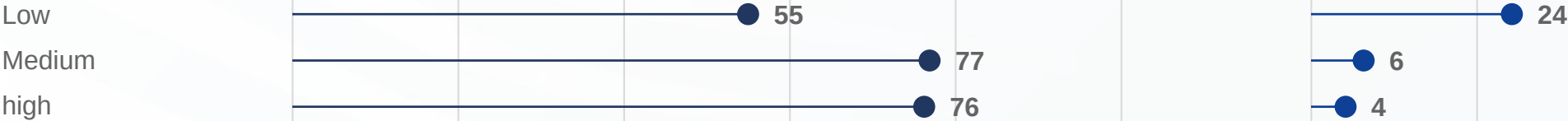
Gender



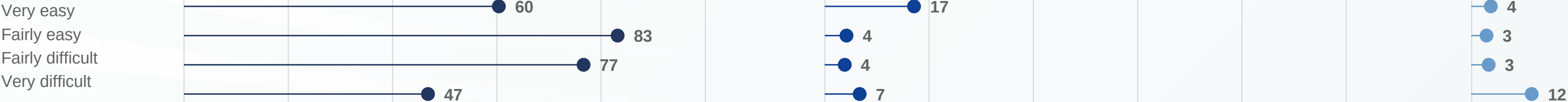
Age



Education



Ease of Managing Financially





Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

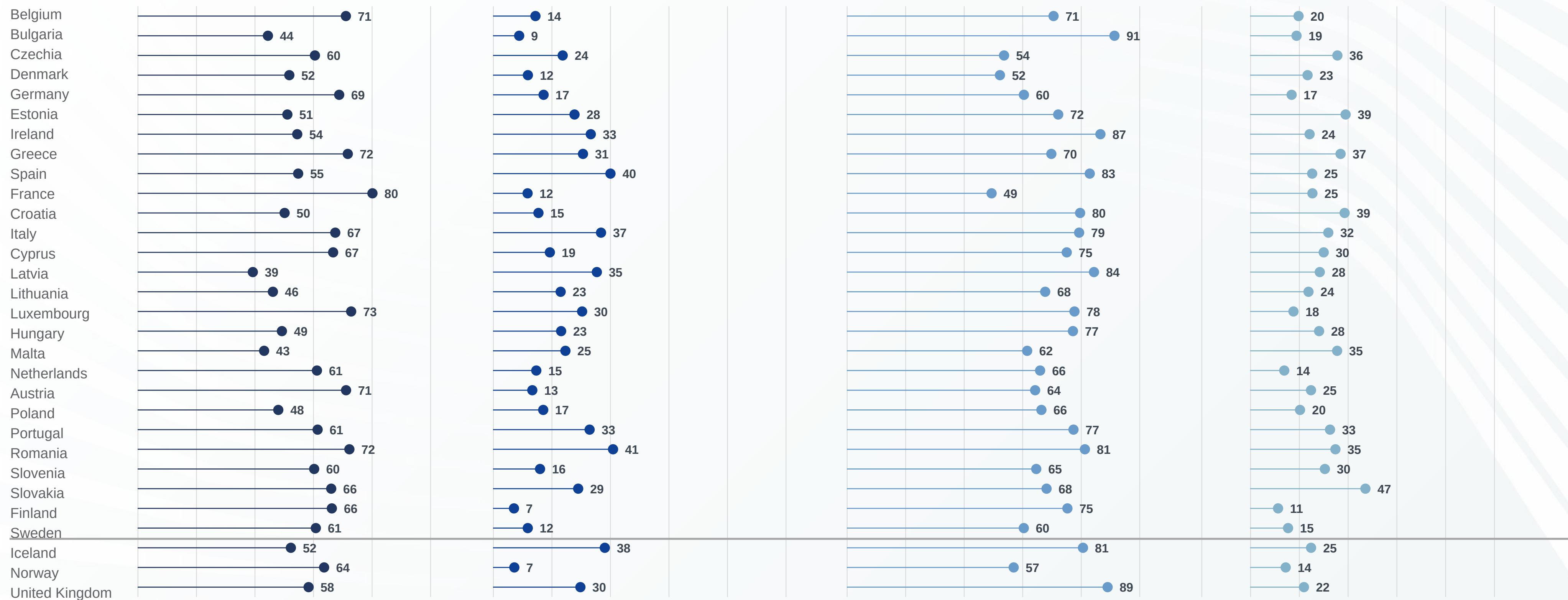
EU27 AVERAGE

65

23

67

25



Adults (18+) for "Yes" / Adults (18+) who registered their personal details



Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

EU27 AVERAGE

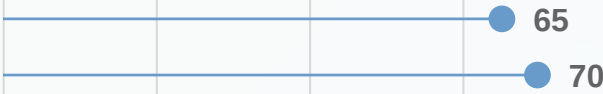
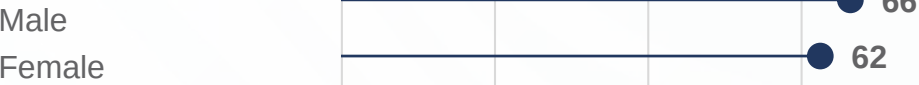
65

23

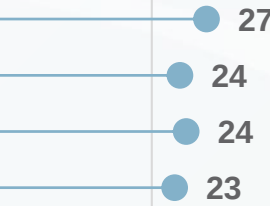
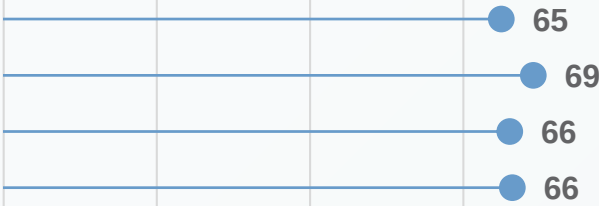
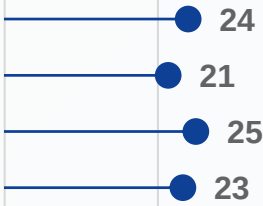
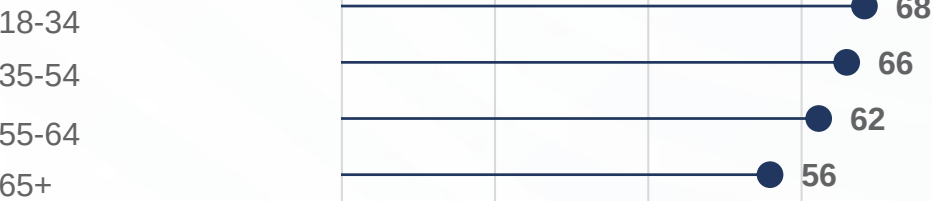
67

25

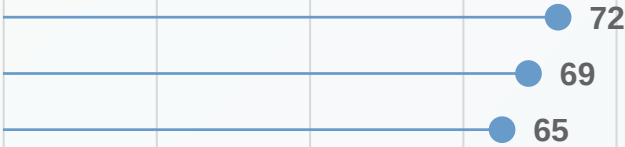
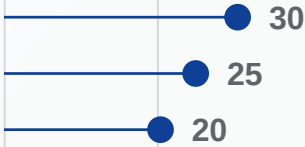
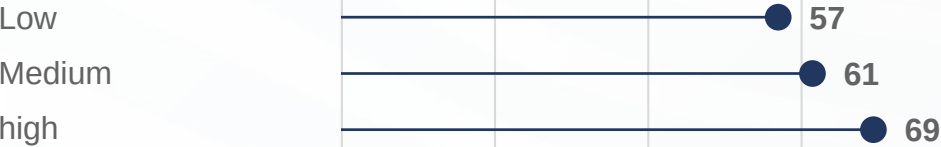
Gender



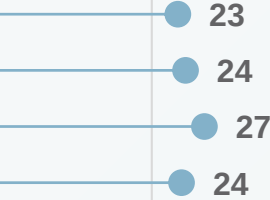
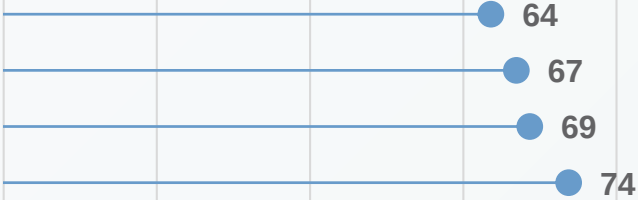
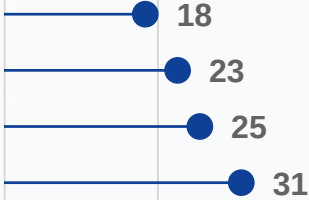
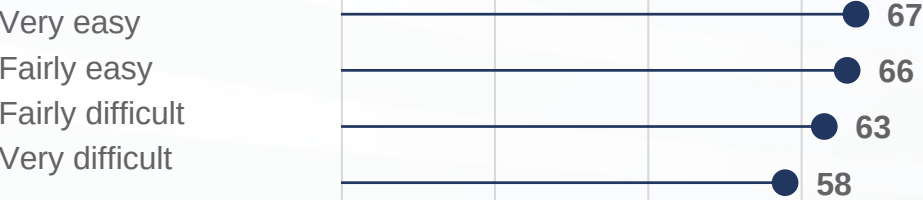
Age



Education



Ease of Managing Financially





Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

34

17

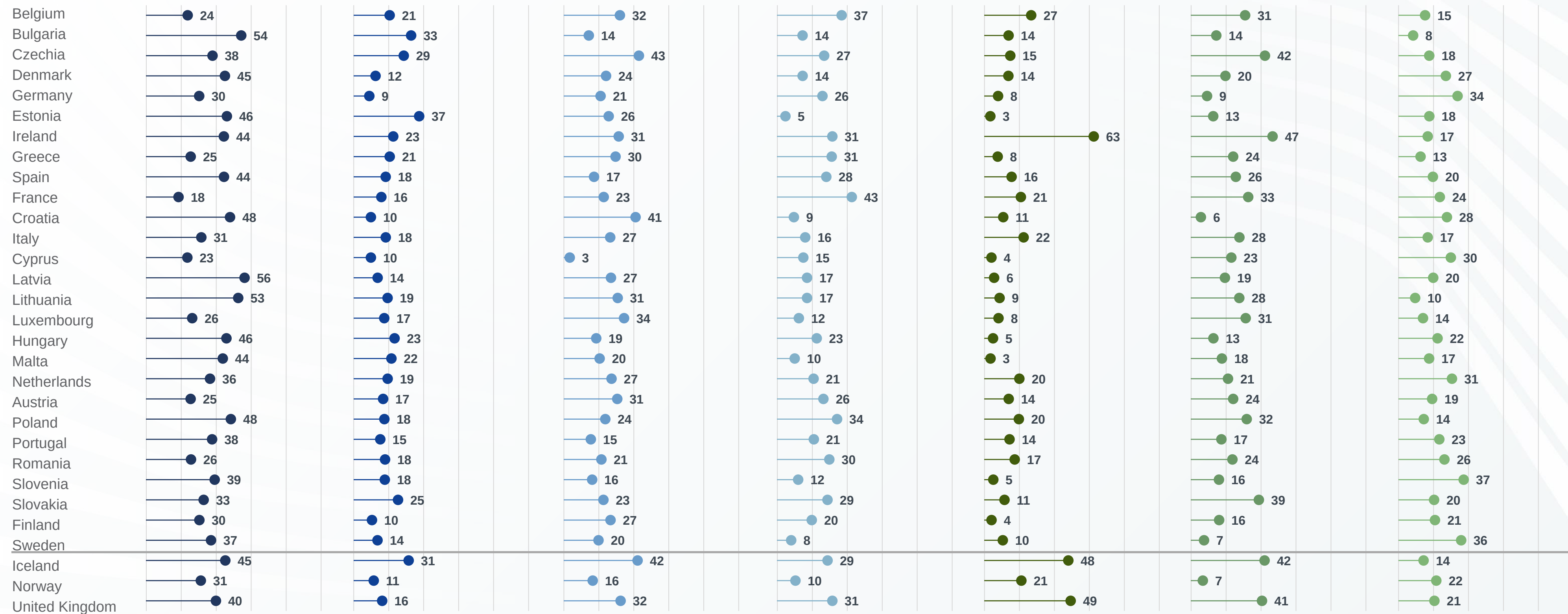
23

26

16

23

22



Adults (18+) for "No" / Adults (18+) who did not register their details



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

34

17

23

26

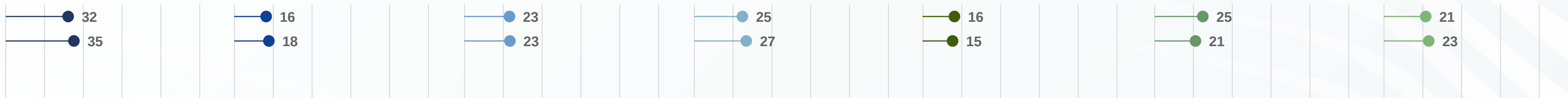
16

23

22

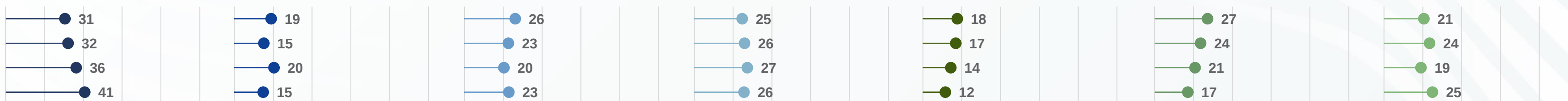
Gender

Male
Female



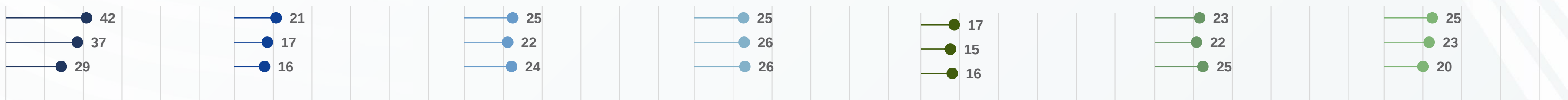
Age

18-34
35-54
55-64
65+



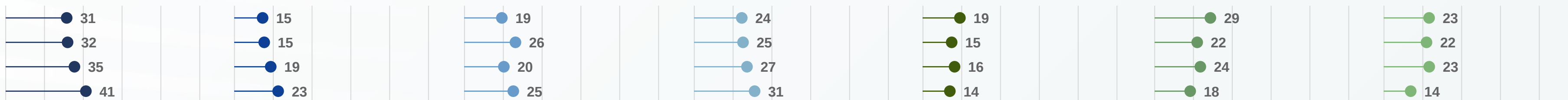
Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

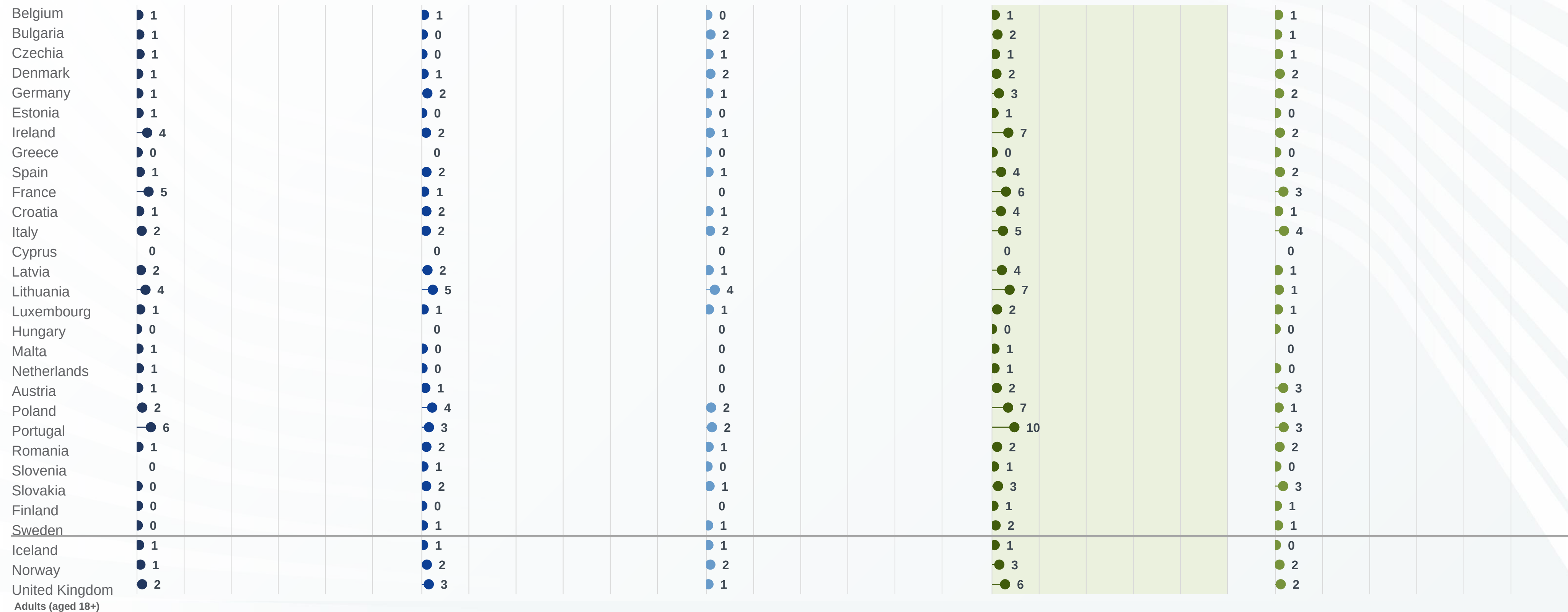
2

2

1

4

2





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household
was harmed because the product was
unsafe

You or someone else in your household
was harmed because the product had no
or poor instructions of use

You or someone else in your household
was harmed because the product wasn't
used correctly or carefully enough

You or someone else in your household
was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

2

2

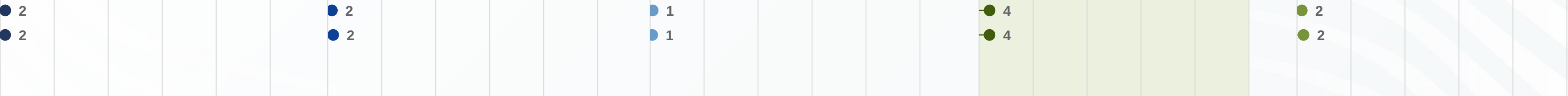
1

4

2

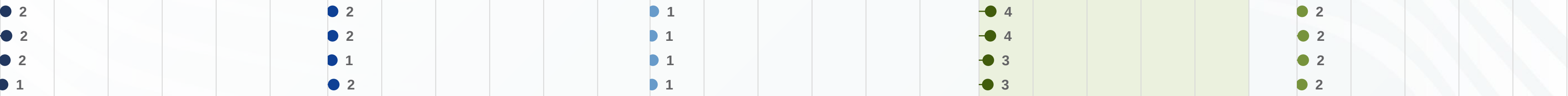
Gender

Male
Female



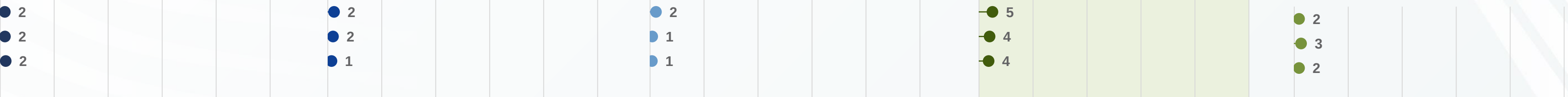
Age

18-34
35-54
55-64
65+



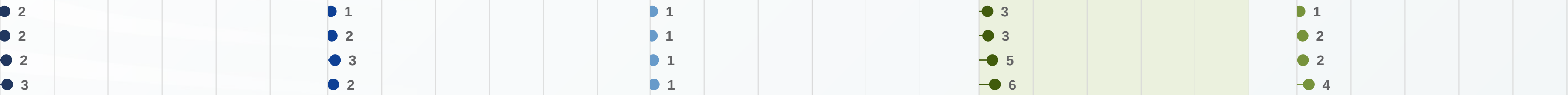
Education

Low
Medium
high



Ease of Managing
Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation Strangulation or choking Another type of harm

EU27 AVERAGE



Gender



Age



Education



Ease of Managing Financially





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

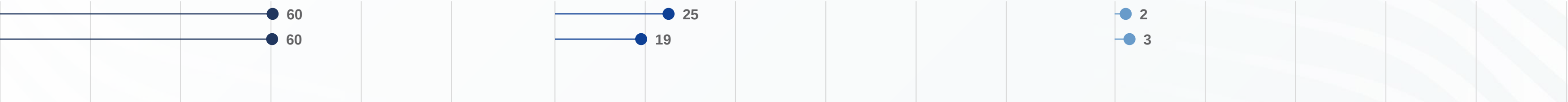
60

22

3

Gender

Male
Female



Age

18-34
35-54
55-64
65+



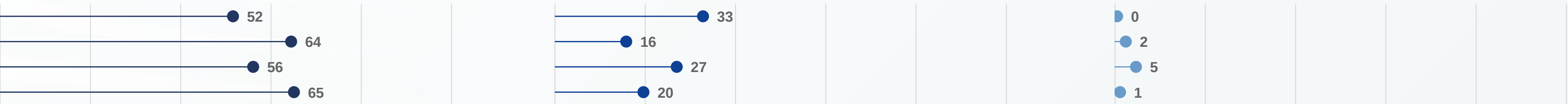
Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





You said you have bought a product that was recalled because of safety concerns. Thinking about your last such experience, what action(s) did you take in response to the recall? (%)

You contacted the manufacturer/seller to have the product repaired, replaced or reimbursed

You continued using the product but with extra caution

You threw the product away

You told others about the recall

You took no action

EU27 AVERAGE

36

17

34

16

14

Gender

Male

Female

Age

18-34

35-54

55-64

65+

Education

Low

Medium

high

Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult

Adults (aged 18+) who experienced a product recall

For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: People between the ages of 55-64 (n=34), people 65+ (n=30), people with a low level of education (n=20), those who find it very easy to manage financially (n=27), those who find it fairly difficult to manage financially (n=48), those who find it very difficult to manage financially (n=22)



Have you experienced any of the following with products you purchased in this category: (%)

A child in your household was harmed because the product was unsafe

A child in your household was harmed because the product had no or poor instructions of use

A child in your household was harmed because the product wasn't used correctly or carefully enough

A child in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

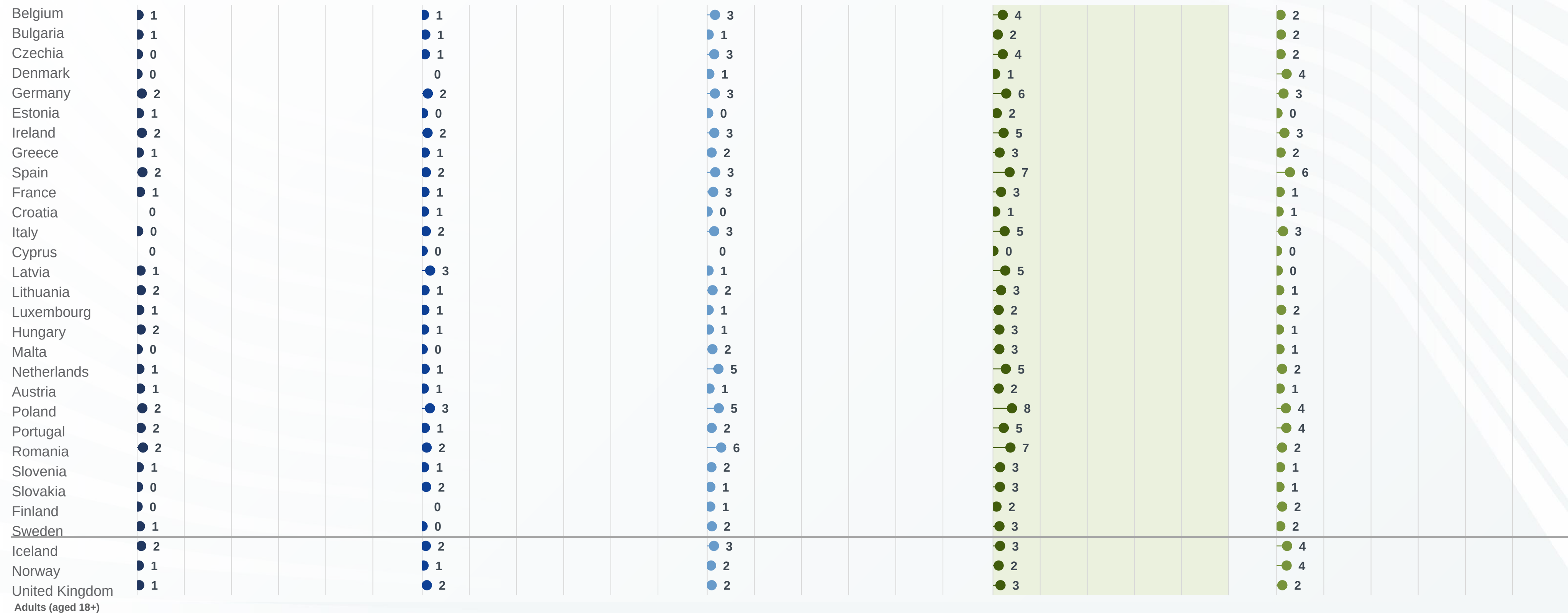
1

2

3

5

3





Have you experienced any of the following with products you purchased in this category: (%)

A child in your household was harmed because the product was unsafe

A child in your household was harmed because the product had no or poor instructions of use

A child in your household was harmed because the product wasn't used correctly or carefully enough

A child in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

1

2

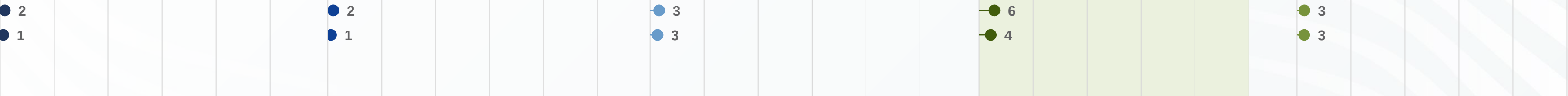
3

5

3

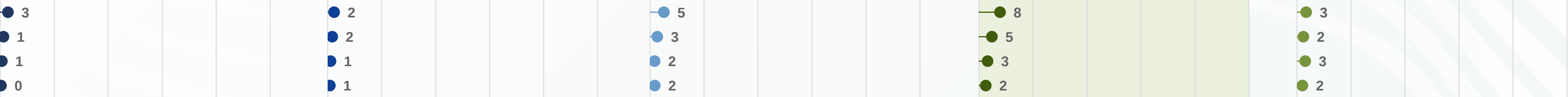
Gender

Male
Female



Age

18-34
35-54
55-64
65+



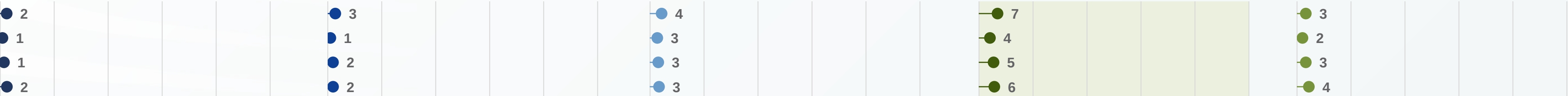
Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone

A chemical reaction, such as a burn or skin irritation

An electric shock

Another type of harm

EU27 AVERAGE

47

16

4

31

Gender

Male

Female



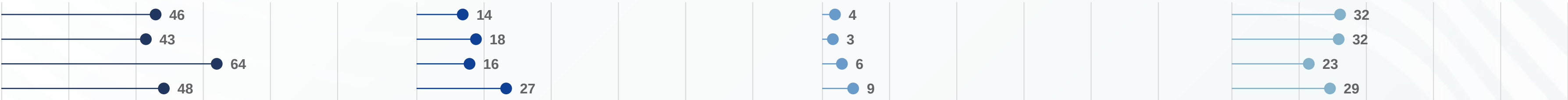
Age

18-34

35-54

55-64

65+

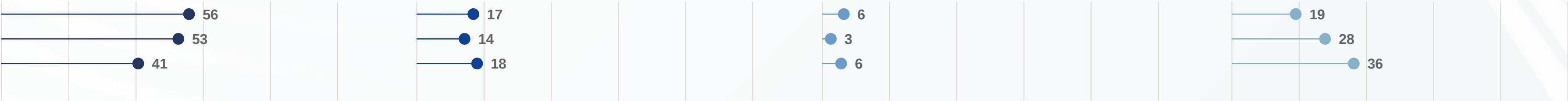


Education

Low

Medium

high



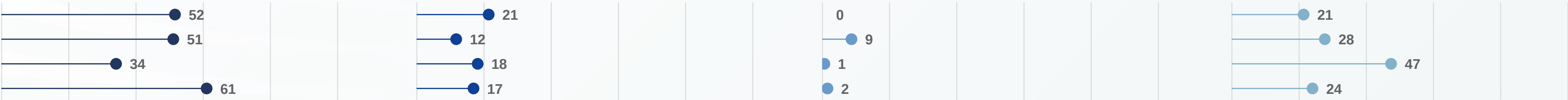
Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult



Adults (aged 18+) who experienced harm

For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: people aged 65 and over (n=38), those with a low level of education (n=42), those who find it very difficult to manage financially (n=42).



And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

78

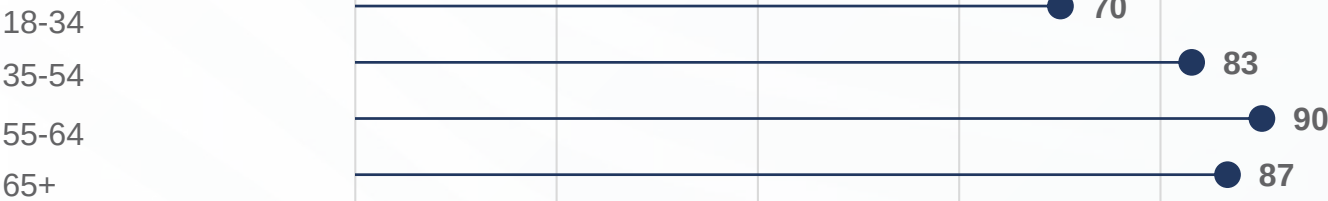
10

5

Gender



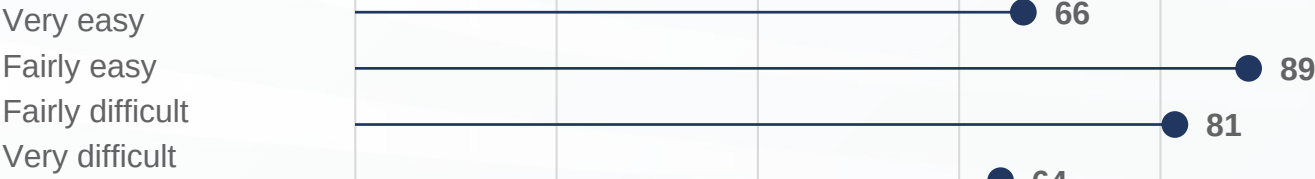
Age



Education



Ease of Managing Financially





Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

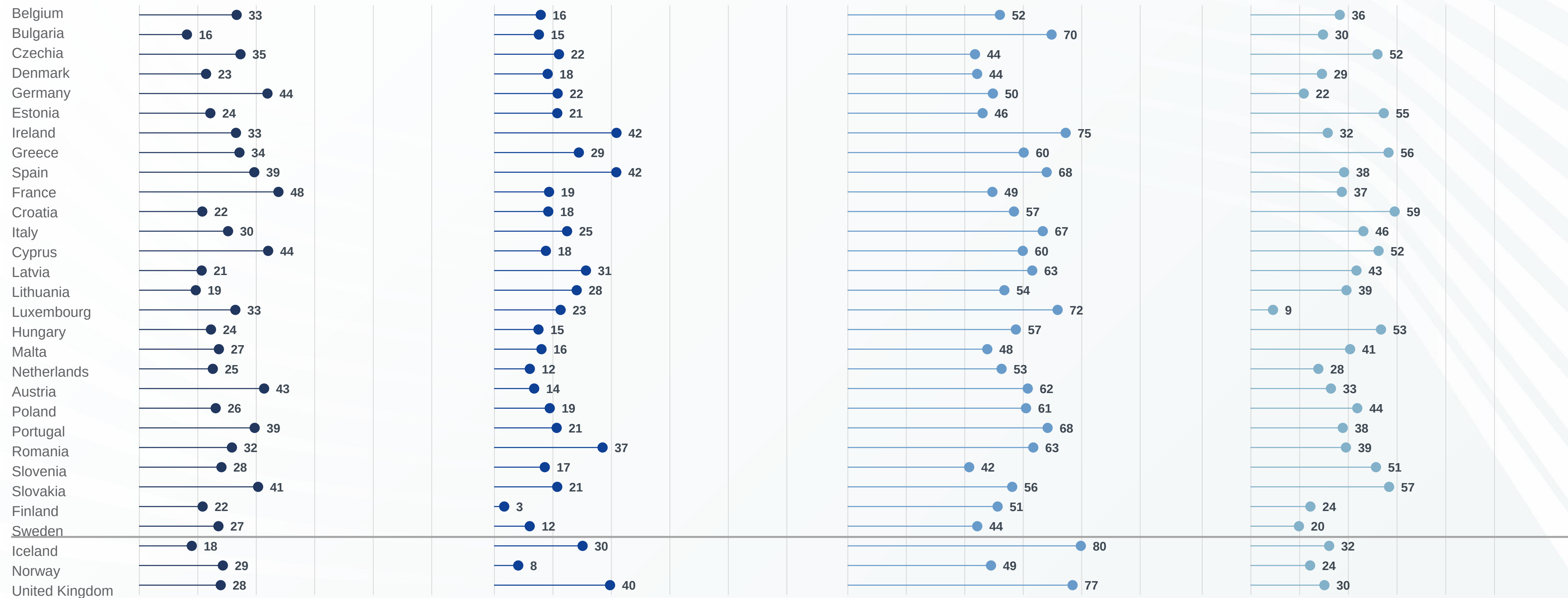
EU27 AVERAGE

36

23

57

36



Adults (18+) for "Yes" / Adults (18+) who registered their personal details



Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

EU27 AVERAGE

36

23

57

36

Gender

Male

Female



Age

18-34

35-54

55-64

65+



Education

Low

Medium

high



Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult





Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

62

22

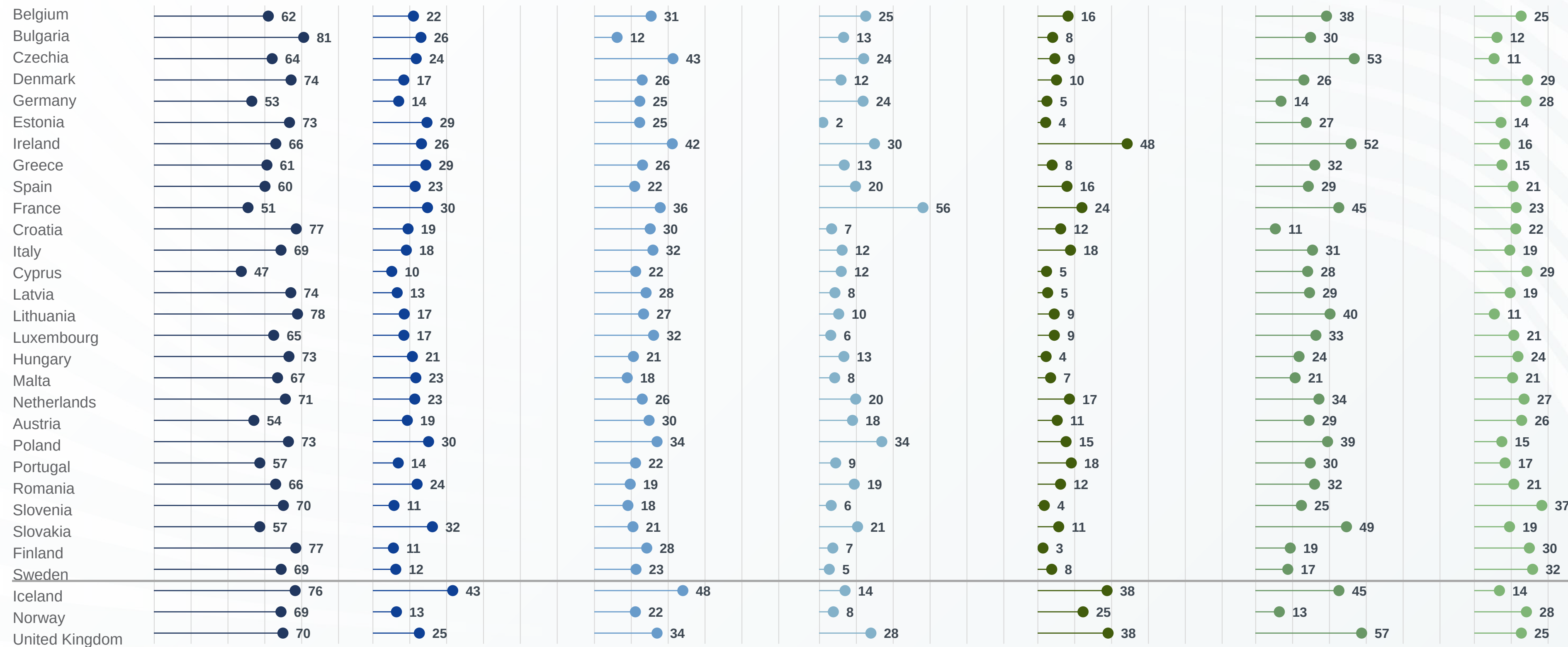
28

23

14

31

22



Adults (18+) for "No" / Adults (18+) who did not register their details

In the following country results are based on sample sizes below 50, and so should be interpreted with caution: IS (n = 46)



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

62

22

28

23

14

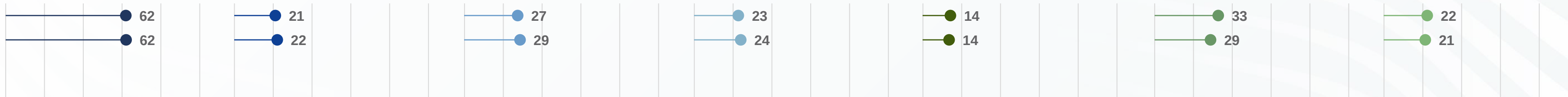
31

22

Gender

Male

Female



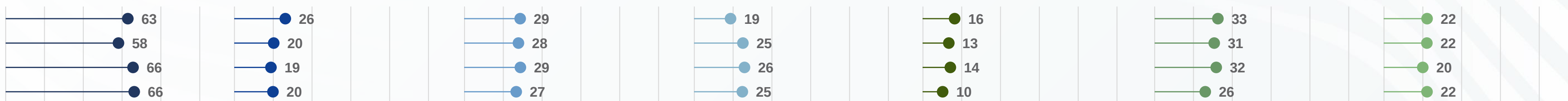
Age

18-34

35-54

55-64

65+

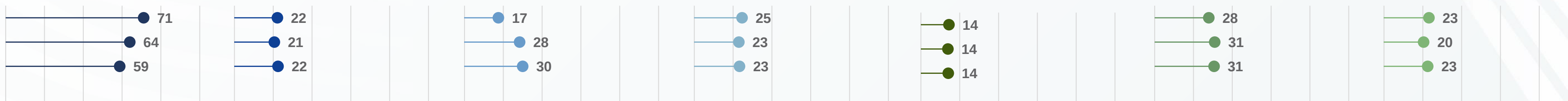


Education

Low

Medium

high



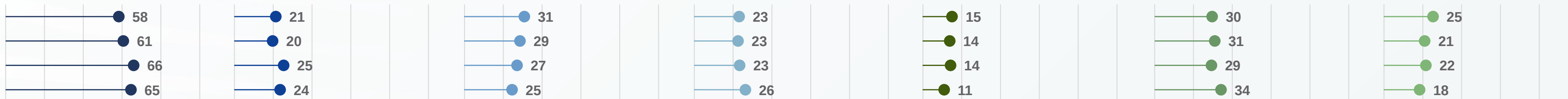
Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

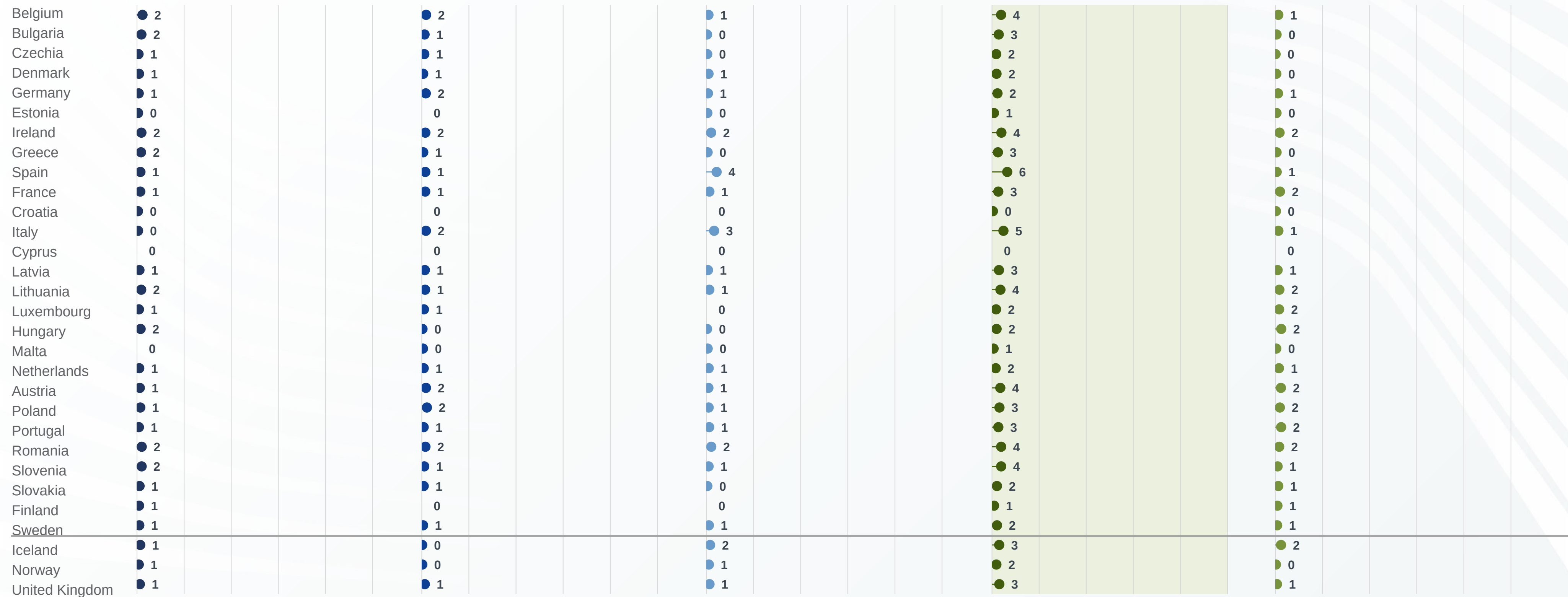
1

1

2

3

1



Adults (aged 18+)



Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

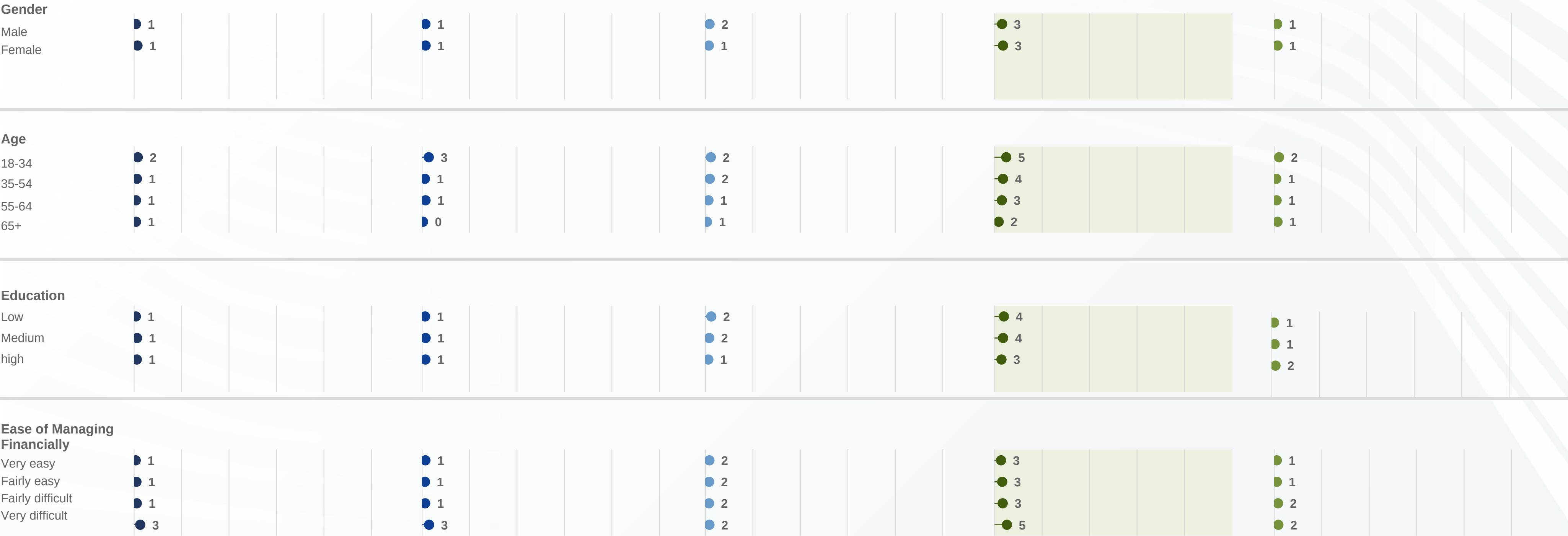
1

1

2

3

1





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone

A chemical reaction, such as a burn or skin irritation

Another type of harm

EU27 AVERAGE

17

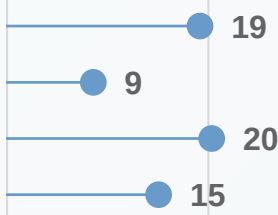
70

15

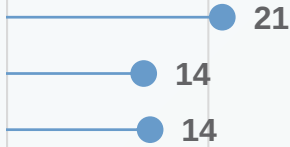
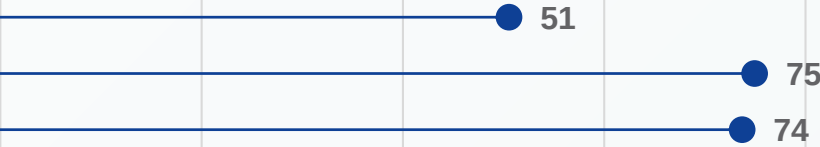
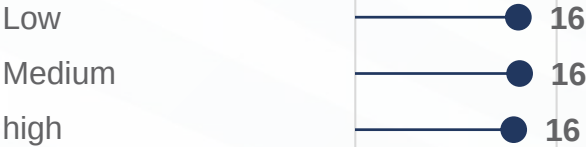
Gender



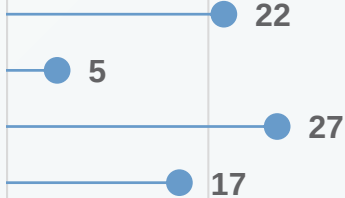
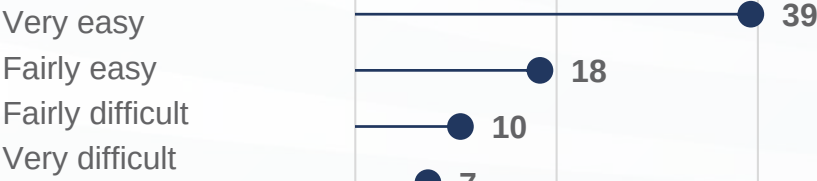
Age



Education



Ease of Managing Financially





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

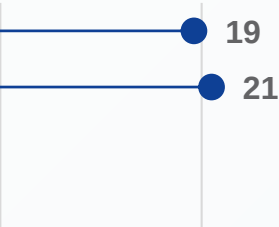
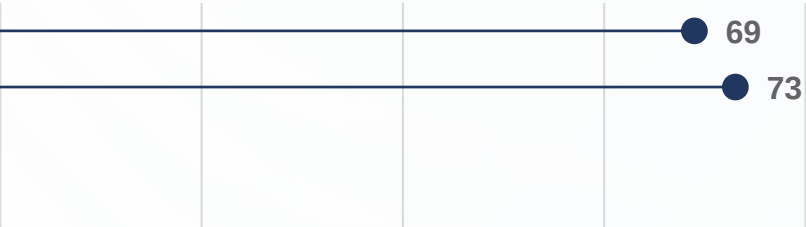
71

20

4

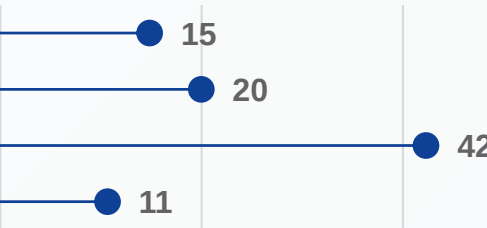
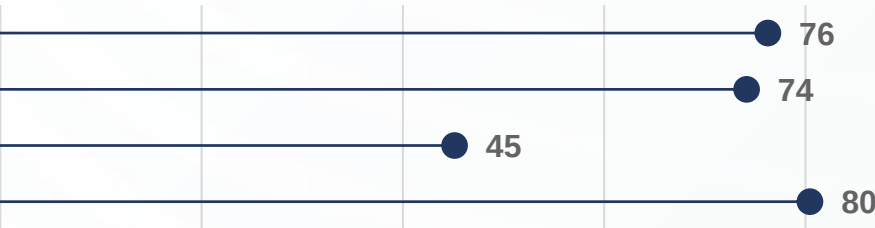
Gender

Male
Female



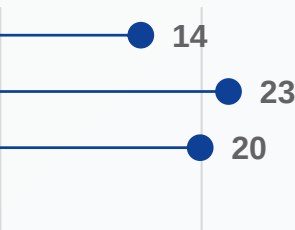
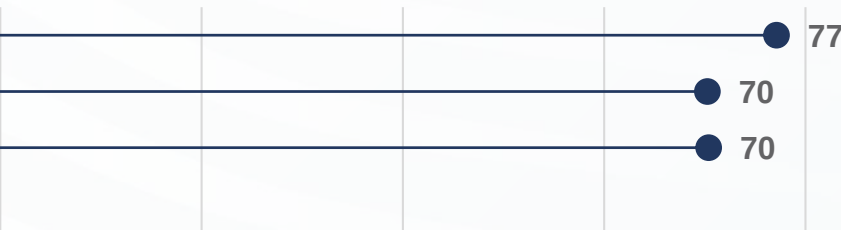
Age

18-34
35-54
55-64
65+



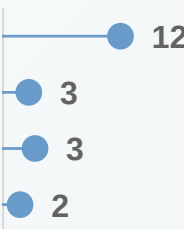
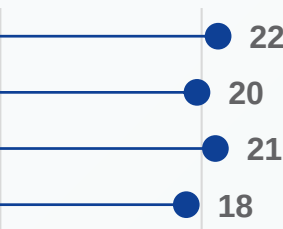
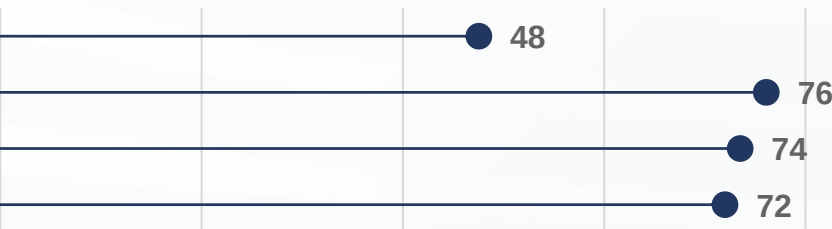
Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult



Adults (aged 18+) who experienced harm

For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: those with a low level of education (n=46), those who find it very easy to manage financially (n=32), those who find it very difficult to manage financially (n=43).



Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

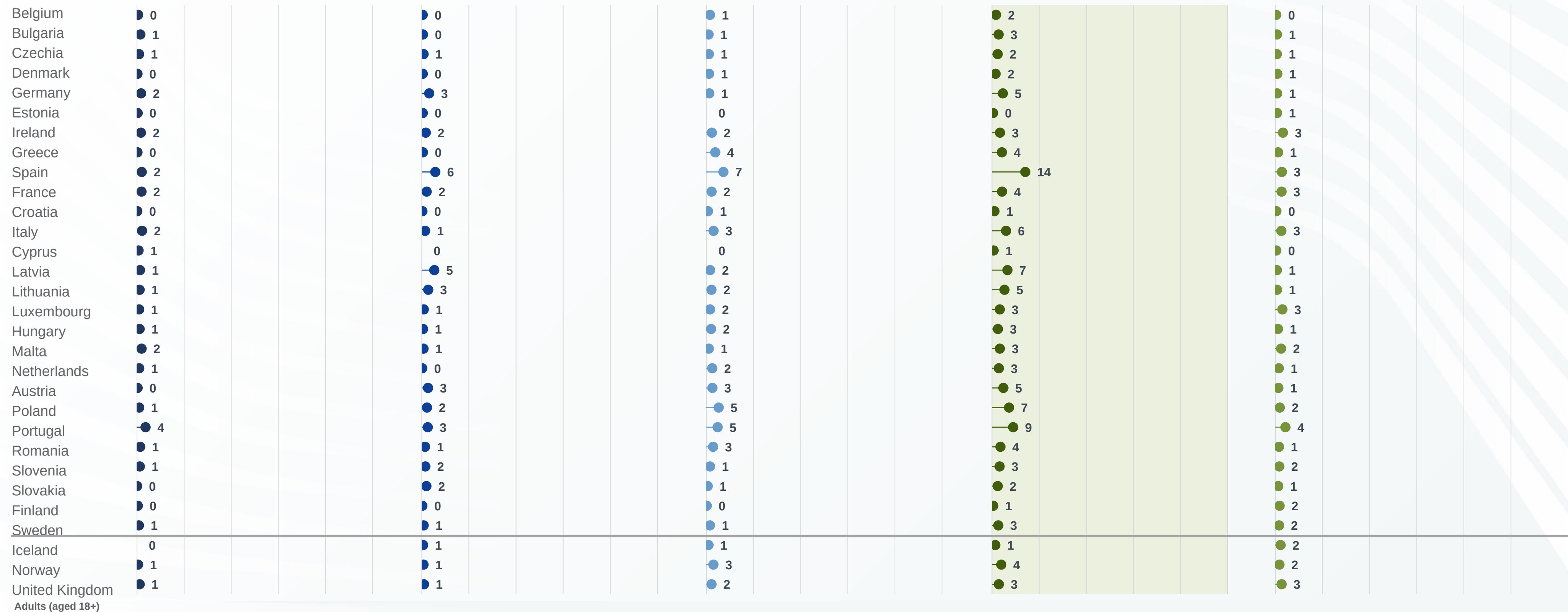
2

2

3

6

2





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

2

2

3

6

2

Gender

Male 2
Female 1

2
3

3
2

6
5

2
2

Age

18-34 2
35-54 1
55-64 1
65+ 1

2
2
3
3

5
3
2
2

8
5
5
5

1
2
2
2

Education

Low 2
Medium 1
high 2

2
2
2

2
3
3

4
6
6

2
2
2

Ease of Managing Financially

Very easy 2
Fairly easy 1
Fairly difficult 2
Very difficult 1

2
1
3
3

2
3
3
3

6
5
7
5

1
2
3
1



Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation An electric shock Another type of harm

EU27 AVERAGE

48

21

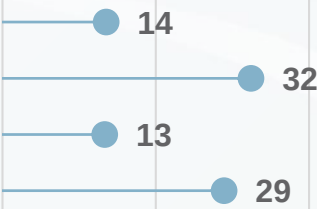
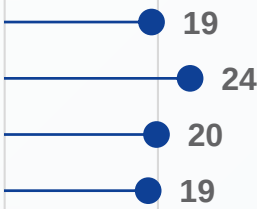
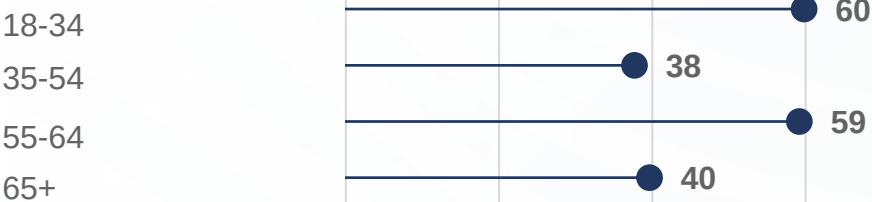
4

23

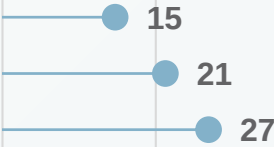
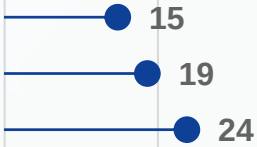
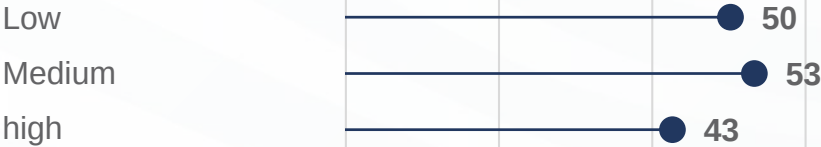
Gender



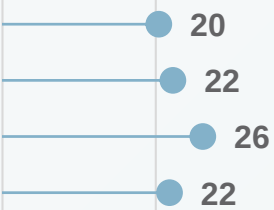
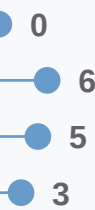
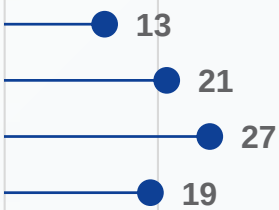
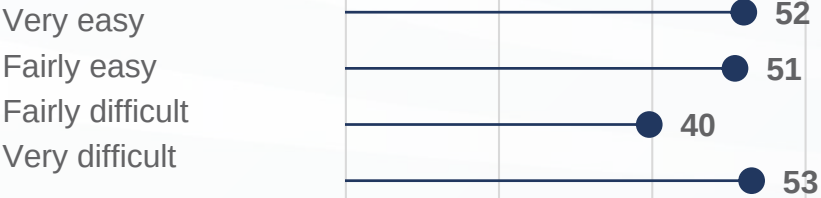
Age



Education



Ease of Managing Financially



Adults (aged 18+) who experienced harm For the following sociodemographic groups, results are based on sample sizes below 50, and so should be interpreted with caution: those with a low level of education (n=42), those who find it very difficult to manage financially (n=46).



And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

EU27 AVERAGE

81

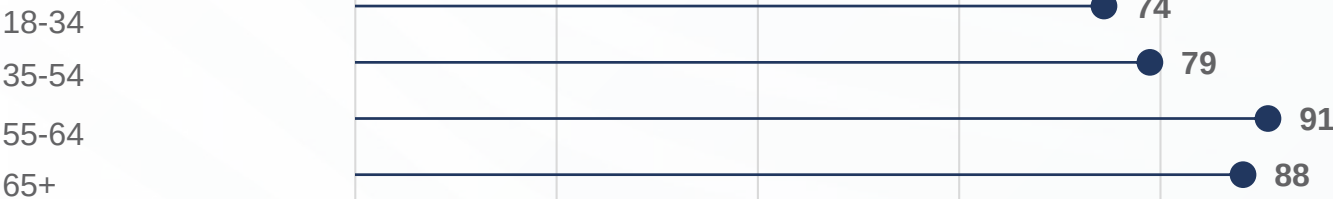
13

1

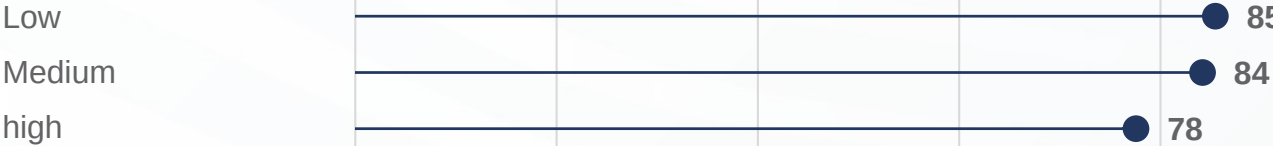
Gender



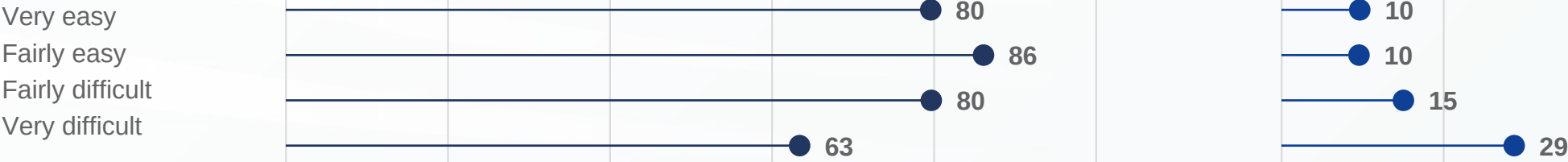
Age



Education



Ease of Managing Financially





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

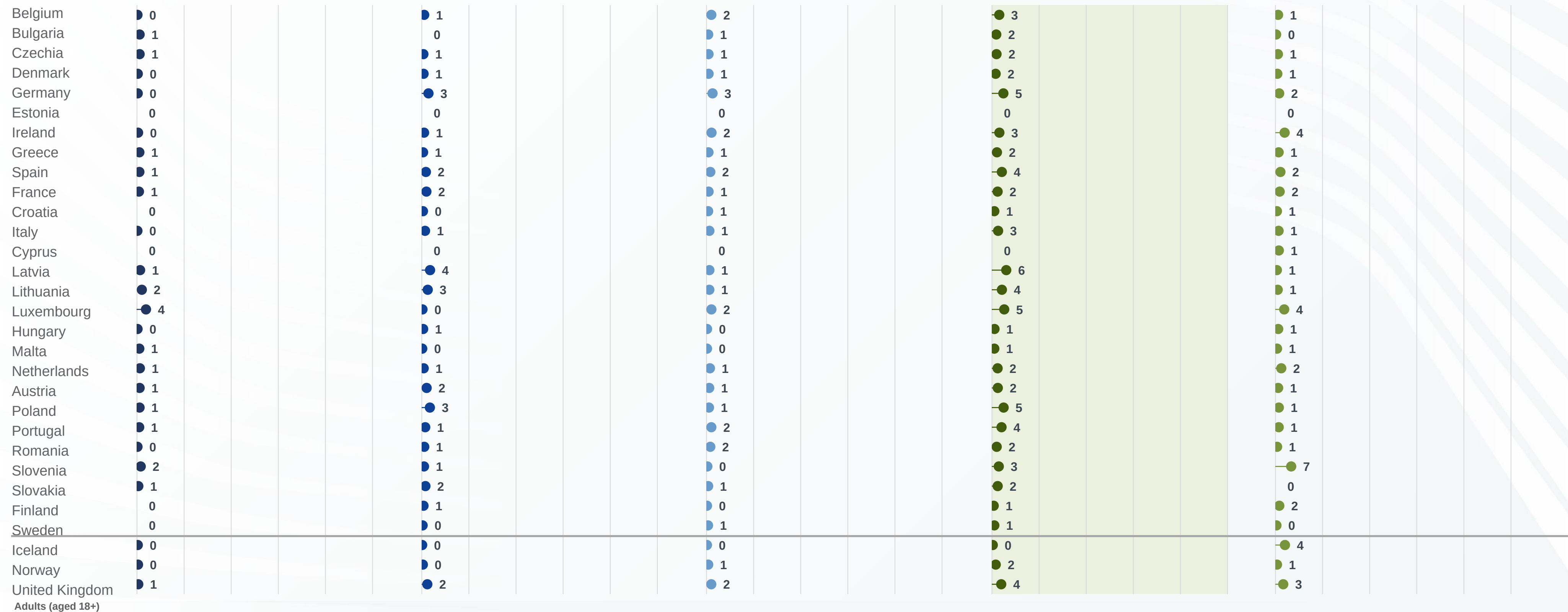
1

2

1

3

2





Have you experienced any of the following with products you purchased? (%)

You or someone else in your household
was harmed because the product was
unsafe

You or someone else in your household
was harmed because the product had no
or poor instructions of use

You or someone else in your household
was harmed because the product wasn't
used correctly or carefully enough

You or someone else in your household
was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

1

2

1

3

2

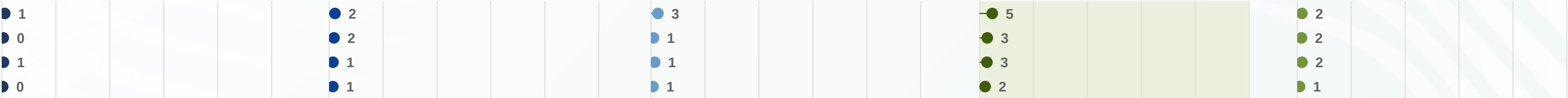
Gender

Male
Female



Age

18-34
35-54
55-64
65+



Education

Low
Medium
high



Ease of Managing
Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation An electric shock Another type of harm

EU27 AVERAGE

52

11

5

30

Gender



Age



Education



Ease of Managing Financially





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

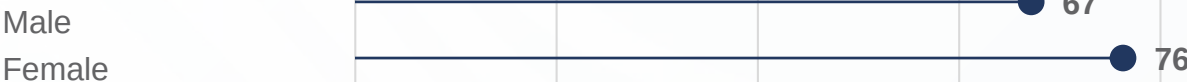
EU27 AVERAGE

72

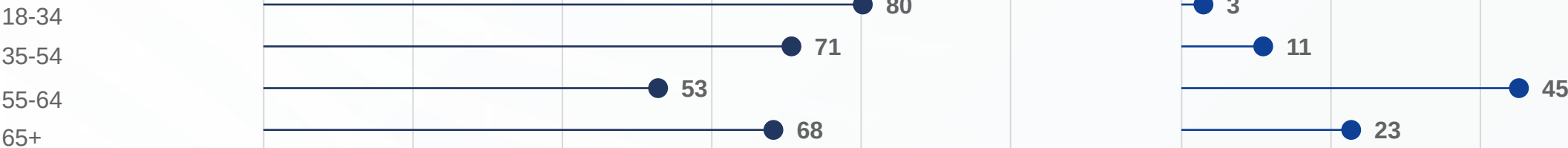
13

2

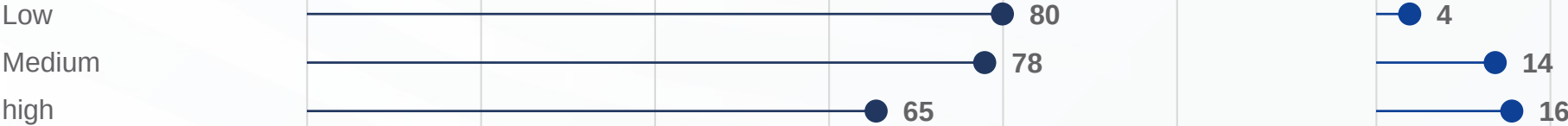
Gender



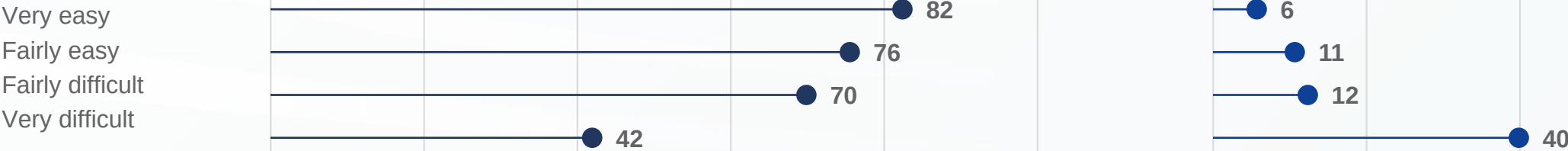
Age



Education



Ease of Managing Financially





Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

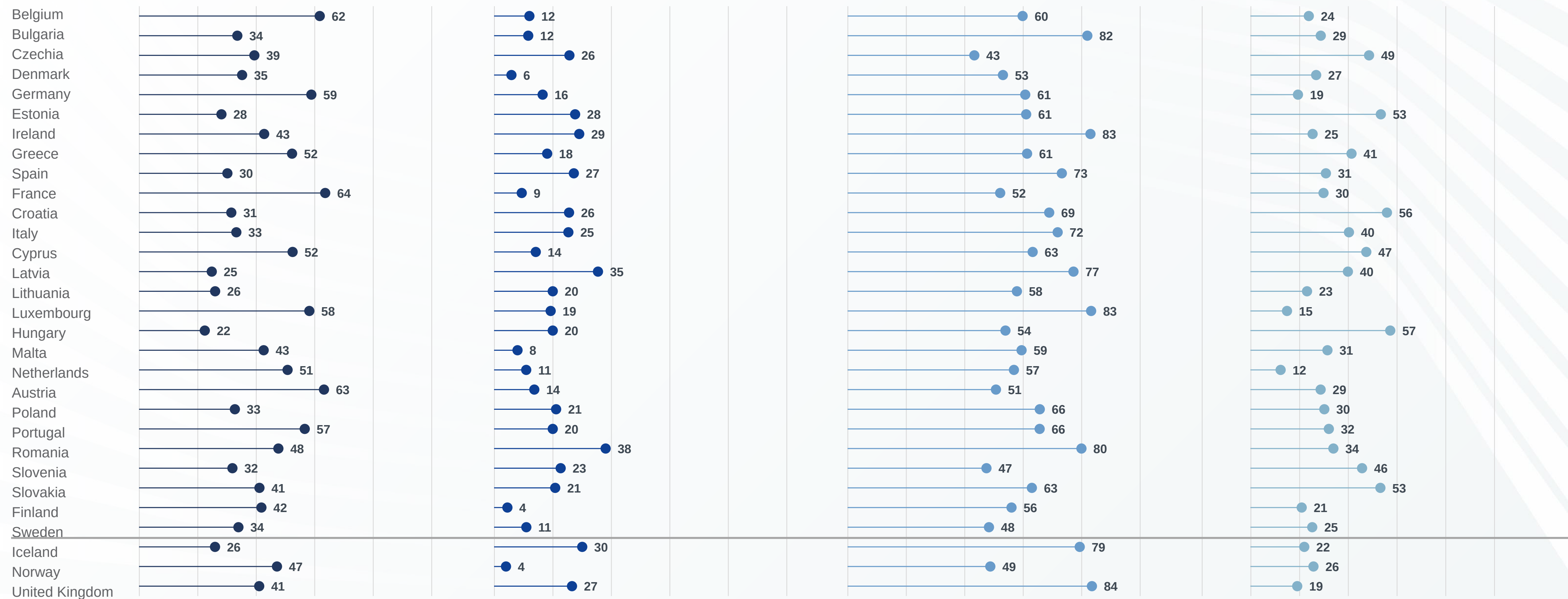
EU27 AVERAGE

46

18

62

29



Adults (18+) for "Yes" / Adults (18+) who registered their personal details



Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

EU27 AVERAGE

46

18

62

29

Gender

Male

Female

47

45

17

19

60

63

29

28

Age

18-34

35-54

55-64

65+

43

49

44

44

21

16

15

19

65

62

59

56

30

29

25

29

Education

Low

Medium

high

40

45

48

19

21

15

70

65

56

28

29

30

Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult

51

46

42

45

14

19

18

20

57

62

66

62

26

28

32

33



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

52

18

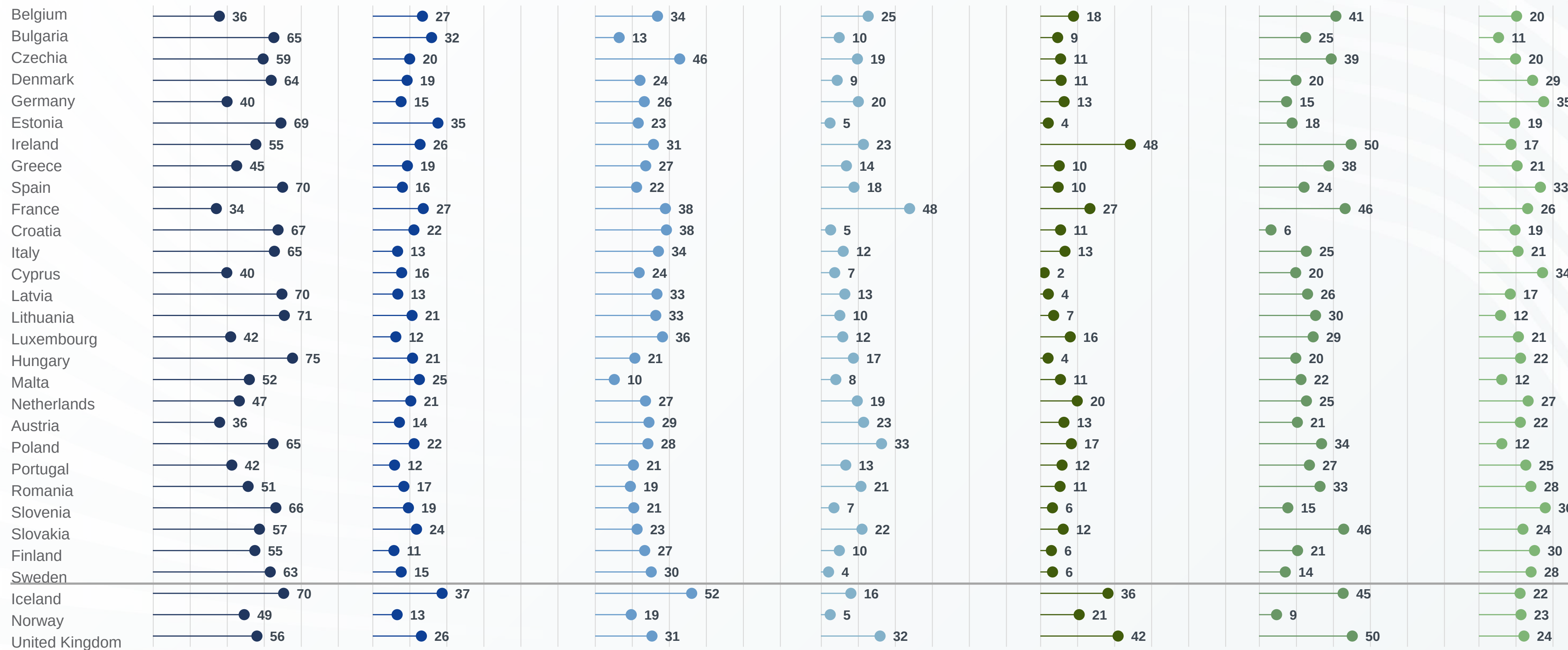
29

21

14

27

25



Adults (18+) for "No" / Adults (18+) who did not register their details



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

EU27 AVERAGE

52

18

29

21

14

27

25

Gender

Male

51

18

29

19

13

25

26

Female

54

19

28

22

14

29

24

Age

18-34

55

23

28

19

14

31

23

35-54

49

15

31

21

13

26

26

55-64

54

18

26

23

14

25

27

65+

53

18

27

21

13

25

26

Education

Low

57

19

26

20

10

20

27

Medium

54

19

28

19

13

27

25

high

50

17

29

22

15

30

25

Ease of Managing Financially

Very easy

48

18

29

20

17

24

25

Fairly easy

52

17

30

20

13

28

26

Fairly difficult

56

22

27

22

12

27

23

Very difficult

53

21

25

25

17

30

23



Have you experienced any of the following with products you purchased? (%)

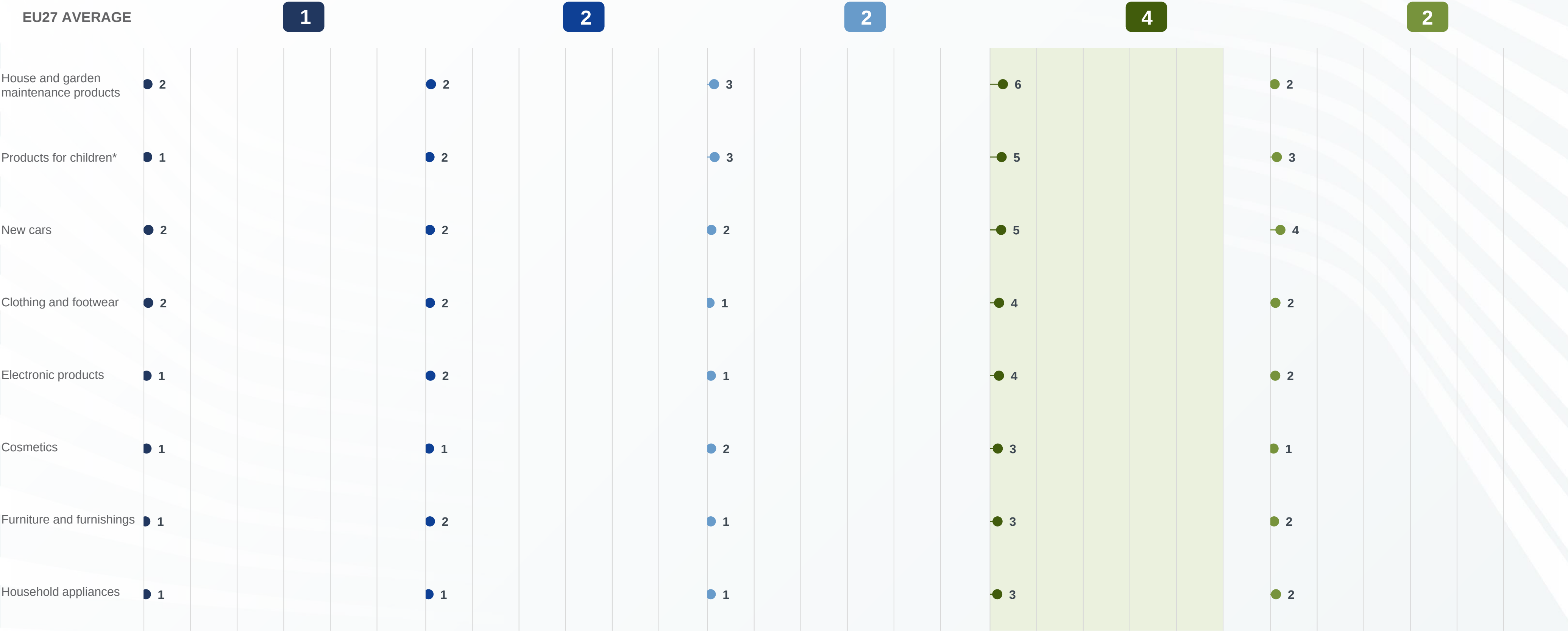
You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds



Adults (aged 18+)

* In this market percentages refer to harm experienced by a *child* in the household



Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation Electric shock¹ Another type of harm Strangulation or choking²

EU27 AVERAGE

36

24

10

31

8

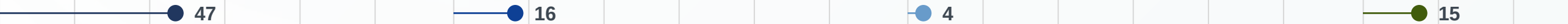
Furniture and furnishings



House and garden maintenance products



Products for children



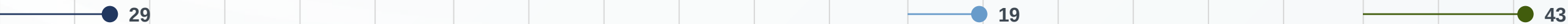
Household appliances



Electronic products



New cars



Clothing and footwear



Cosmetics



Adults (aged 18+) who experienced harm

¹ In the new cars market respondents were asked about experiencing 'an electric shock or fire'. ² Only asked in the clothing and footwear market



And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

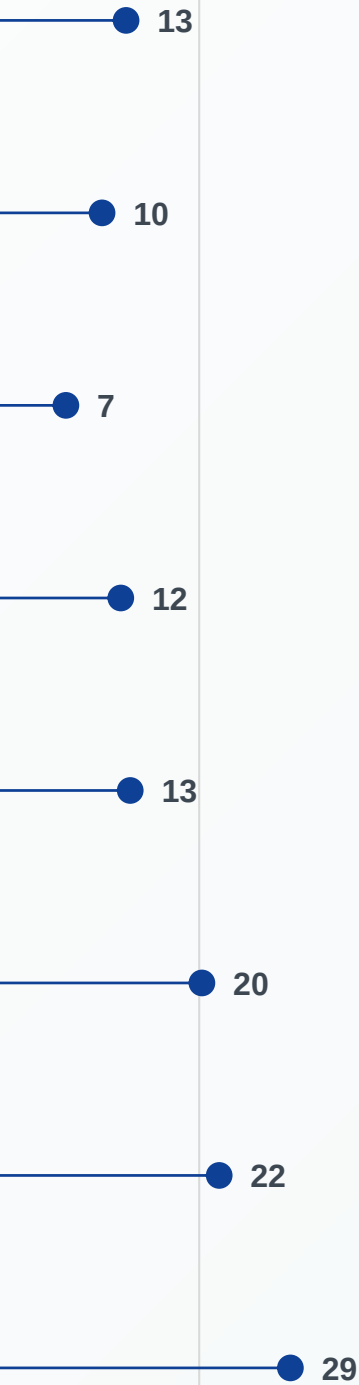
Affected normal functioning for more than 6 months or resulted in permanent physical harm

MARKET AVERAGE

71

16

3





Did you at least once register your details with the manufacturer or the seller? Why? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

MARKET AVERAGE

54

23

63

27

Internet-connected products 69

28

59

26

Electronic products 65

23

67

25

Household appliances 55

22

71

24

Furniture and furnishings 46

18

62

29

Products for children 36

23

57

36



Did you at least once register your details with the manufacturer or the seller? Why not? (%)

No

I did not know this was possible

I did not understand why I would do this/what the benefits would be

I was concerned about my personal data being misused/shared/accessed by others

It was too much effort/time consuming

It was not worth it because the product was not expensive

Something else

MARKET AVERAGE

44

19

26

25

14

27

23

Products for children

62

22

28

23

14

31

22

Furniture and furnishings

52

18

29

21

14

27

25

Household appliances

44

18

26

26

14

26

23

Electronic products

34

17

23

26

16

23

22

Internet-connected products

28

17

24

34

16

20

22



You said you have bought a product that was recalled because of safety concerns. Thinking about your last such experience, what action(s) did you take in response to the recall? (%)

You contacted the manufacturer/seller to have the product repaired, replaced or reimbursed

You continued using the product but with extra caution

You told others about the recall

You took no action

MARKET AVERAGE

52

20

25

14

New cars

60

22

30

14

Clothing and footwear

36

17

16

14



Have you experienced any of the following with products you purchased? (%)

You or someone else in your household was harmed because the product was unsafe

You or someone else in your household was harmed because the product had no or poor instructions of use

You or someone else in your household was harmed because the product wasn't used correctly or carefully enough

You or someone else in your household was harmed (any reason)

A product was recalled on safety grounds

EU27 AVERAGE

1

2

2

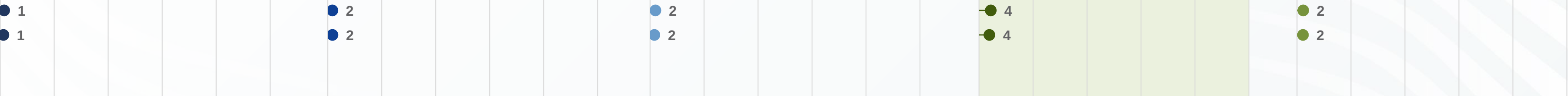
4

2

Gender

Male

Female



Age

18-34

35-54

55-64

65+



Education

Low

Medium

high



Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult





Which of the following best describes the type of harm? (%)

An injury, such as a cut, fracture or broken bone A chemical reaction, such as a burn or skin irritation Electric shock¹ Another type of harm Strangulation or choking²

EU27 AVERAGE

36

24

10

31

8

Gender

Male
Female



Age

18-34
35-54
55-64
65+



Education

Low
Medium
high



Ease of Managing Financially

Very easy
Fairly easy
Fairly difficult
Very difficult





And how serious was this harm? (%)

Not very serious, did not require medical assistance

Affected normal functioning for less than 6 months

Affected normal functioning for more than 6 months or resulted in permanent physical harm

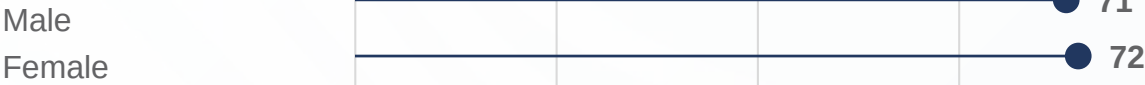
EU27 AVERAGE

71

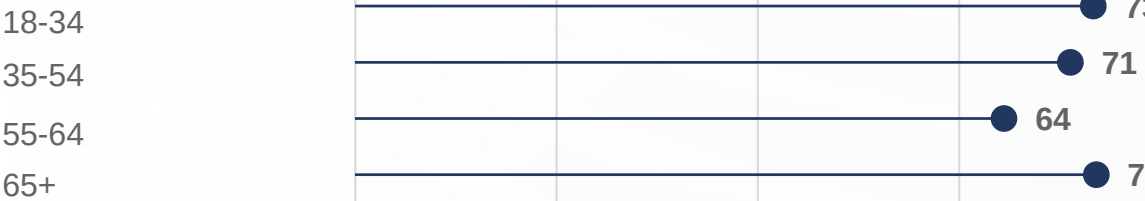
16

3

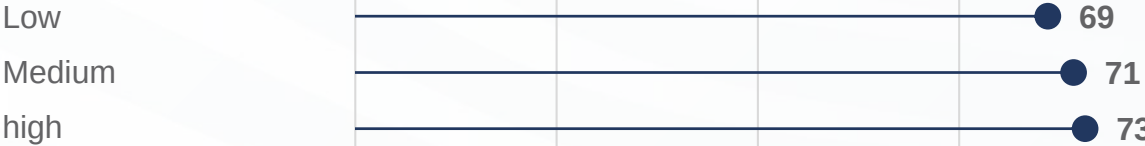
Gender



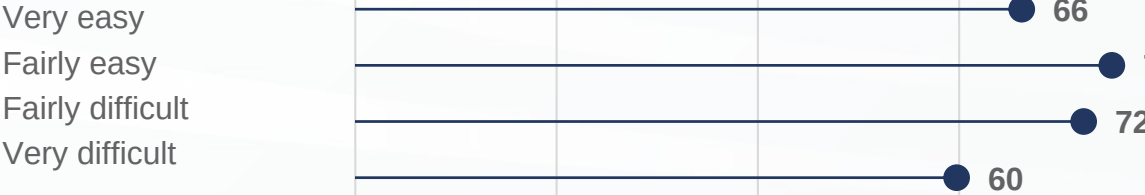
Age



Education



Ease of Managing Financially





Did you at least once register your details with the manufacturer or the seller? (%)

Yes

To receive potential safety notices about the product

To receive a warranty

To receive marketing information

EU27 AVERAGE

54

23

63

27

Gender

Male

Female

56

52

23

23

63

64

27

27

Age

18-34

35-54

55-64

65+

55

57

51

49

25

22

23

23

64

65

62

60

30

27

26

25

Education

Low

Medium

high

47

52

57

26

26

20

67

66

61

28

29

25

Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult

57

55

52

51

20

23

25

26

61

64

66

63

25

26

30

28

Did you at least once register your details with the manufacturer or the seller? (%)



Adults (aged 18+) who did not register their details

Only asked in the following markets: household appliances, electronic products, products for children, furniture and furnishings



You said you have bought a product that was recalled because of safety concerns. Thinking about your last such experience, what action(s) did you take in response to the recall? (%)

You contacted the manufacturer/seller to have the product repaired, replaced or reimbursed

You continued using the product but with extra caution

You threw the product away

You told others about the recall

You took no action

EU27 AVERAGE

52

20

34

25

14

Gender

Male

Female

Age

18-34

35-54

55-64

65+

Education

Low

Medium

high

Ease of Managing Financially

Very easy

Fairly easy

Fairly difficult

Very difficult

Adults (aged 18+)

Only asked in the new cars market and the clothing and footwear market. The item "you threw the product away" was only asked in the clothing and footwear market

Annex



ANNEX 1: Market Monitoring Survey 2020 – technical notes



TARGET POPULATION

The MMS is conducted in a total of 30 countries: the 27 European Union Member States, Iceland, Norway and the United Kingdom. The target population is all adults aged 18 and over, resident in these countries who have sufficient command of (one of) the respective national language(s) of the countries to answer the questionnaire. Interviews were offered to respondents in 28 languages: the 24 official European Union languages, Luxembourgish, Russian, Icelandic and Norwegian



MARKET REFERENCE PERIODS

Respondents' eligibility to participate in the survey is based on their having had experience of the markets within a pre-defined 'reference period' (timeframe). The reference period is set with the aim of ensuring that they will be able to recall their experiences of the markets without too much difficulty. As detailed below, the reference period varies by market, reflecting the fact that some types of goods and service are purchased more frequently than others.



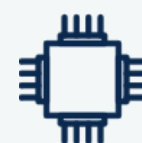
New cars

3 years



Household
appliances

2 years



Electronic
products

1 year



Clothing and
footwear

1 year



Products
for children

3 years



Cosmetics

1 year



House and garden
maintenance products

2 years



Furniture and
furnishings

1 year



WEIGHTING

The Market Monitoring Survey uses a multi-stage weighting procedure. Single weight factors per market interview are calculated by calculating consecutively:

- a separate design weight per country to control for unequal selection probabilities of sample units, based on phone type ownership of the respondent (% mobile, % fixed, % mobile and fixed).
- a post-stratification weight is performed separately per country to balance out an unequal representation of different age and gender groups in the unweighted sample, so that the weighted sample is representative for these two parameters.
- for results at the country group level (e.g., EU27), a population calibration weight so that the results for each country are included in the aggregate in the same proportion as their relative population share in that country group.



OTHER NOTES ON INTERPRETING THE DATA AND CHARTS

- This slide deck presents indicator results and allows for the comparison of differences between countries and sociodemographic groups. It should be noted that survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. For reasons of legibility and accessibility, indications of statistical significance are not included in this slide deck.
- Where percentages do not sum to 100%, this may be due to computer rounding or multiple answers. Rounding can also cause a slight deviation between aggregate percentages (e.g., “fairly satisfied / very satisfied”) and the percentages of their separate components.
- In some of the charts showing results per country, bullets representing very small percentages (< 2%) are very slightly repositioned so that they are visible in the chart, meaning that they are visually closer to 2% than they would be if positioned exactly on the axis according to their true value. The numeric values shown are always accurate.