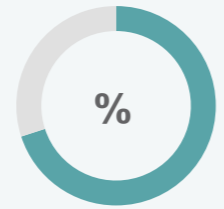











# Consumer Conditions Survey: Consumers at home in the single market – 2021 edition

## Key highlights



## How to interpret the key highlights

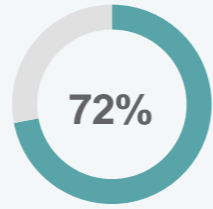

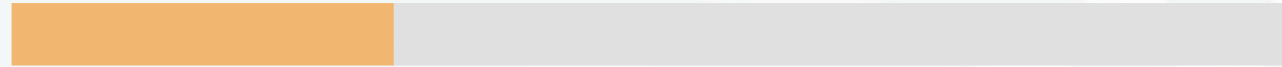

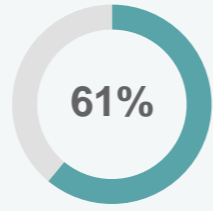



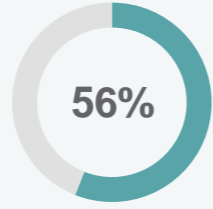

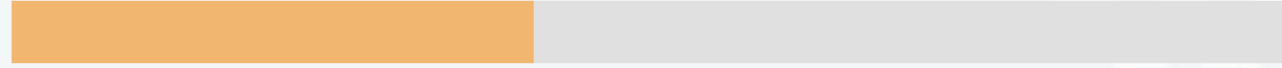

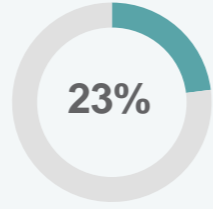

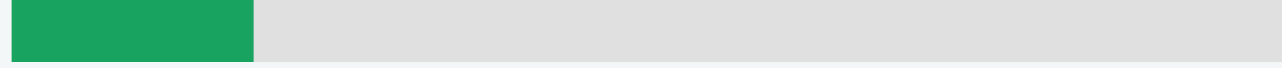

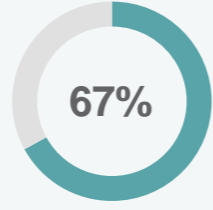

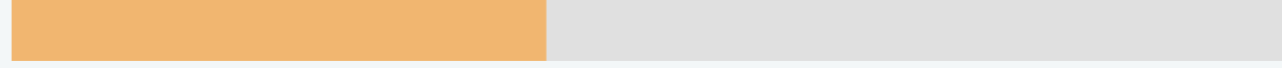

<b>EU27</b>		The percentage represents the EU27 average
<b>Trend</b>		The percentage has significantly increased between the survey years
		The percentage has significantly decreased between the survey years
		The percentage has not significantly changed between the survey years
<b>Difference between lowest and highest scoring countries</b>		<23 percentage points (pp) difference
		23-47 percentage points (pp) difference
		>47 percentage points (pp) difference
<b>Satisfaction with problem handling</b>		More than 65% of respondents were satisfied
		Between 35% and 65% of respondents were satisfied
		Less than 35% of respondents were satisfied

Percentages of 'don't know' responses are not shown. As a result, the figures generally do not add up to 100%.

## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...trust public authorities to protect consumer rights	70%	↑	↑	Lowest 43%	44 pp Highest 87%
...agree that retailers and service providers generally respect consumer rights	80%	↑	↑	Lowest 59%	32 pp Highest 91%
...trust non-governmental consumer organisations to protect consumer rights	66%	↑	↑	Lowest 36%	44 pp Highest 80%
...feel confident purchasing goods or services via the Internet from retailers or service providers in their country	63%	↓	↑	Lowest 40%	47 pp Highest 88%
...feel confident purchasing goods or services via the Internet from retailers or service providers in an/other EU country	43%	↓	↑	Lowest 33%	39 pp Highest 72%

## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014		Difference between lowest and highest scoring countries	
...think most non-food products are safe	 <p>72%</p>	↑	↑	Lowest  <p>57%</p>	30 pp 	Highest  <p>87%</p>
...agree that most environmental claims about goods or services are reliable	 <p>61%</p>	↑	↑	Lowest  <p>40%</p>	40 pp 	Highest  <p>80%</p>
...pay attention to the environmental impact of goods and services	 <p>56%</p>	↑	→	Lowest  <p>34%</p>	41 pp 	Highest  <p>75%</p>
...pay attention to the environmental impact of all or most goods or services	 <p>23%</p>	↑	↑	Lowest  <p>9%</p>	19 pp 	Highest  <p>28%</p>
...buy products that are better for the environment even if they cost more	 <p>67%</p>	-	-	Lowest  <p>42%</p>	42 pp 	Highest  <p>83%</p>



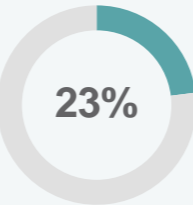
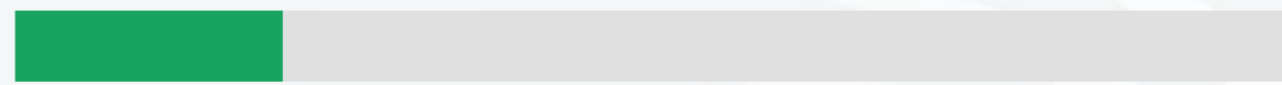
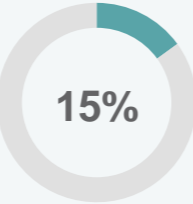
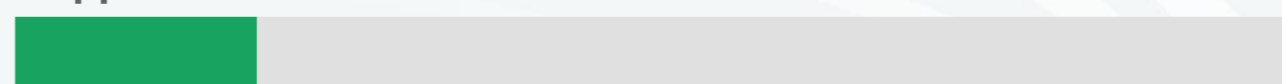
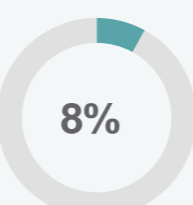
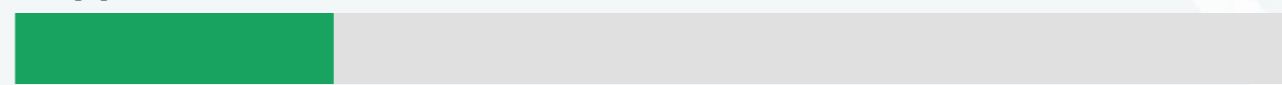
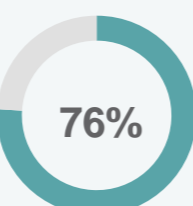
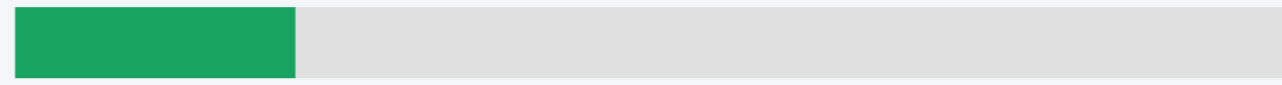
## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...agree that it is easy to settle disputes with retailers and service providers through an out-of-court body	<p>47%</p>	↑	↑	Lowest <p>25%</p>	39 pp <p>Highest  <p>64%</p> </p>
...agree that it is easy to settle disputes with retailers and service providers through the courts	<p>35%</p>	↑	→	Lowest <p>18%</p>	42 pp <p>Highest  <p>60%</p> </p>
...have a high level of knowledge of consumer rights	<p>27%</p>	-	-	Lowest <p>13%</p>	26 pp <p>Highest  <p>38%</p> </p>

## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014		Difference between lowest and highest scoring countries
... have purchased online	71%	↓	↑	Lowest 51%	42 pp Highest 93%
...have purchased online from a retailer or service provider located in their country	63%	→	↑	Lowest 30%	61 pp Highest 90%
...have purchased online from a retailer or service provider located in an/other EU country	27%	↓	↑	Lowest 13%	47 pp Highest 60%
...have purchased online from a retailer or service provider located outside the EU	21%	↑	↑	Lowest 10%	31 pp Highest 41%
...have purchased online but do not know where the retailer or service provider is located	3%	↑	↑	Lowest 0%	6 pp Highest 6%
...have not made any online purchases	29%	↑	↓	Lowest 7%	42 pp Highest 49%

## Key highlights

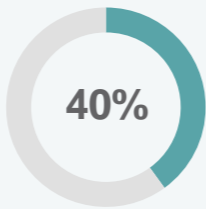

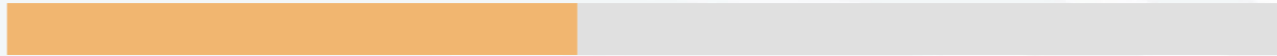

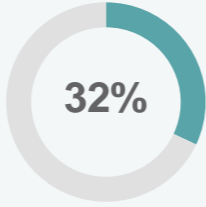

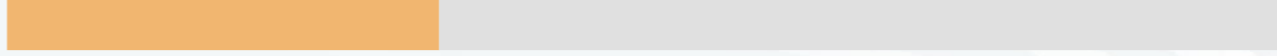

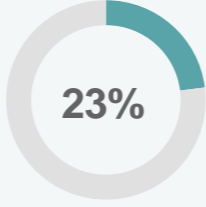

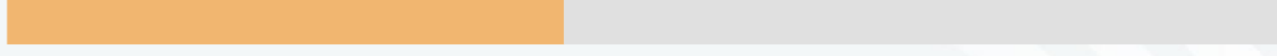

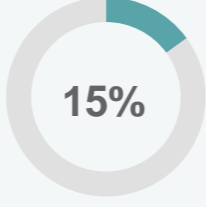



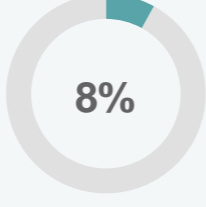
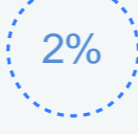


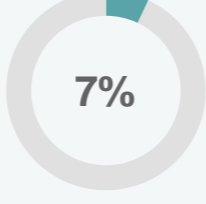

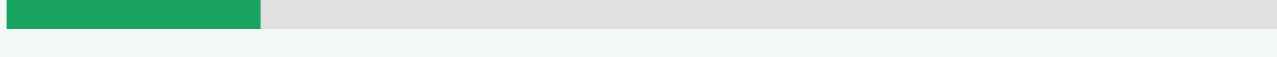

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries
<p><b>...had experienced a problem</b></p>	 <p>23%</p>	<p>↑</p>	<p>↑</p>	<p>Lowest: 14%</p> <p>Highest: 35%</p> <p>21 pp</p> 
<p><b>...had experienced a problem and took action to solve it</b></p> <p>66% were satisfied with the way the problem was dealt with by the retailer or service provider</p>	 <p>15%</p>	<p>→</p>	<p>↓</p>	<p>Lowest: 4%</p> <p>Highest: 23%</p> <p>19 pp</p> 
<p><b>...had experienced a problem but did not take action</b></p> <p>50% because they thought it would take too long</p> <p>43% because the sums involved were too small</p> <p>38% because they thought they were unlikely to get a satisfactory solution to the problem</p>	 <p>8%</p>	<p>↑</p>	<p>↑</p>	<p>Lowest: 2%</p> <p>Highest: 17%</p> <p>15 pp</p> 
<p><b>...had not experienced any problems</b></p>	 <p>76%</p>	<p>↓</p>	<p>→</p>	<p>Lowest: 64%</p> <p>Highest: 86%</p> <p>22 pp</p> 

## Key highlights

% of consumers who reacted to the problem by...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries			Satisfaction with problem handling
...complaining about it to the retailer / service provider	84%	→	↑	Lowest 56%	40 pp	Highest 96%	👍
...complaining about it to the manufacturer	26%	↑	↑	Lowest 6%	35 pp	Highest 41%	👉
...complaining about it to a consumer association / European Consumer Centre (ECC)	10%	-	-	Lowest 1%	20 pp	Highest 21%	👍
...using the Online Dispute Resolution scheme	12%	-	-	Lowest 0%	34 pp	Highest 34%	👍
...complaining about it to a public authority	9%	↑	→	Lowest 1%	23 pp	Highest 24%	👉
...bringing the matter to an out-of-court dispute resolution body (ADR)	5%	→	↓	Lowest 0%	12 pp	Highest 12%	👉



## Key highlights

In the event of experiencing future problems, % of consumers who would...	EU27	2020-2018	2020-2014		Difference between lowest and highest scoring countries	
...approach a consumer association or organisation	 40%	-	-	Lowest  16%	45 pp 	Highest  61%
...search the Internet	 32%	-	-	Lowest  20%	34 pp 	Highest  54%
...approach a public authority such as a consumer protection agency or ministry	 23%	-	-	Lowest  9%	44 pp 	Highest  52%
...try to take the provider to court	 15%	-	-	Lowest  2%	19 pp 	Highest  21%
...approach an alternative dispute resolution body (ADR)	 8%	-	-	Lowest  2%	16 pp 	Highest  18%
...approach a European Consumer Centre (ECC)	 7%	-	-	Lowest  1%	20 pp 	Highest  21%

## Key highlights

	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
<b>Reasons for membership of consumer organisation</b>					
To stay informed about consumer rights*	44%	-	-		
To have a source of support in the event of experiencing problems*	39%	-	-		
To stay informed about day-to-day consumer issues, such as product recalls*	26%	-	-		
<b>Factors that would encourage membership of consumer organisation</b>					
Nothing	31%	-	-	Lowest 8%	60 pp Highest 68%
To stay informed about consumer rights*	17%	-	-	Lowest 4%	25 pp Highest 29%
For help with resolving an existing problem	21%	-	-	Lowest 5%	32 pp Highest 37%

\*The difference between the lowest and highest scoring countries is only shown if the majority of countries had a base size above 49.

## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
<p>...have experienced a product recall</p>	<p>47%</p>	-	-	Lowest <p>20%</p>	58 pp <p>Highest  <p>78%</p> </p>
<p>...have experienced a recall that concerned a product they owned</p> <p>61% contacted the recalling company to have the product repaired, replaced or refunded                      16% disposed of the product                      13% took no action                      8% continued using the product with extra caution</p>	<p>8%</p>	-	-	Lowest <p>3%</p>	14 pp <p>Highest  <p>17%</p> </p>
<p>...have experienced a recall that <i>did not</i> concern a product they owned</p>	<p>39%</p>	-	-	Lowest <p>15%</p>	55 pp <p>Highest  <p>70%</p> </p>
<p>...have experienced product-related accidents, injuries or health problems</p>	<p>4%</p>	-	-	Lowest <p>1%</p>	9 pp <p>Highest  <p>10%</p> </p>

## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014		Difference between lowest and highest scoring countries
...have had experience with product registration	41%	-	-	Lowest 19%	49 pp Highest 67%
...registered a product to receive a warranty	63%	-	-	Lowest 39%	49 pp Highest 88%
...registered a product to have easier access to technical support	51%	-	-	Lowest 5%	63 pp Highest 68%
...registered a product to receive potential safety notices about the product	29%	-	-	Lowest 7%	49 pp Highest 57%
...did not register a product because it was not worth it	28%	-	-	Lowest 5%	51 pp Highest 57%
...did not register a product because they did not understand what the benefits would be	24%	-	-	Lowest 8%	36 pp Highest 45%
...did not register a product because they did not know this was possible	22%	-	-	Lowest 11%	30 pp Highest 41%



## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries		
...have felt pressured by persistent sales calls / messages urging them to buy something or sign a contract	41%	↓	↓	Lowest 8%	59 pp	Highest 67%
...have come across advertisements stating a product was only available for a very limited period of time but later realised this was not the case	32%	↑	↑	Lowest 18%	33 pp	Highest 52%
...have been offered a product advertised as free of charge which actually entailed charges	26%	↑	→	Lowest 10%	32 pp	Highest 41%
...have been informed they won a lottery they did not know about, but were asked to pay some money in order to collect the prize	26%	→	↑	Lowest 10%	40 pp	Highest 50%
...have felt pressured to buy something they did not want during an unexpected visit of a seller to their home	9%	-	-	Lowest 3%	16 pp	Highest 19%
...have felt pressured to buy something they did not want during a product demonstration at a private home, hotel or restaurant	8%	-	-	Lowest 2%	17 pp	Highest 19%

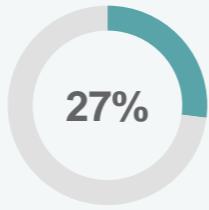
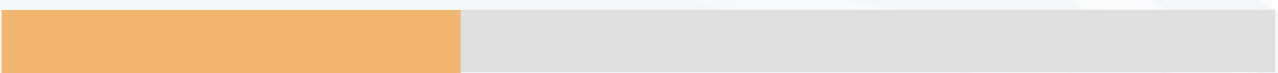
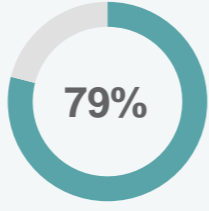
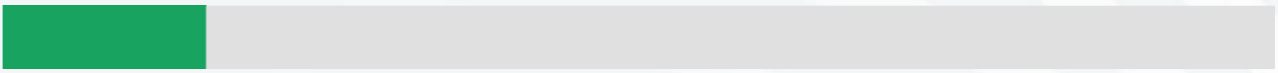
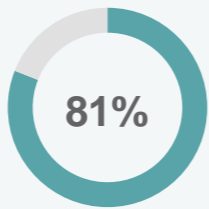

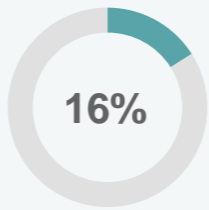

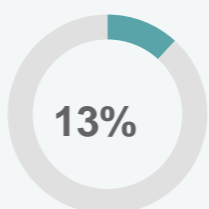
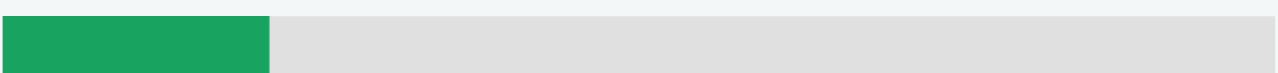
## Key highlights

% of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...have experienced hidden adverts placed within search results	77%	-	-	Lowest 64%	21 pp Highest 85%
...have encountered consumer reviews that did not appear genuine	66%	-	-	Lowest 44%	34 pp Highest 79%
...have experience of a service provider increasing the price on a long-term contract without first giving the option to cancel	27%	-	-	Lowest 12%	37 pp Highest 48%
...have encountered unfair terms and conditions in a contract	13%	↑	↓	Lowest 6%	23 pp Highest 30%
...have had to pay unanticipated extra charges	12%	↑	→	Lowest 7%	24 pp Highest 31%

## Key highlights

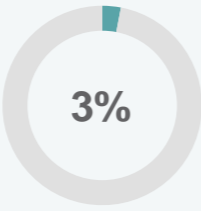

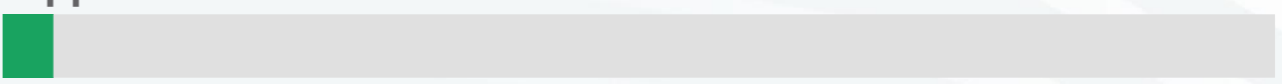

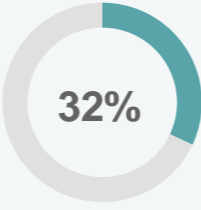



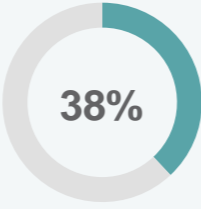



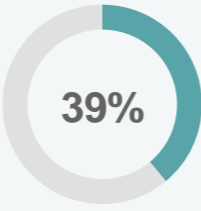



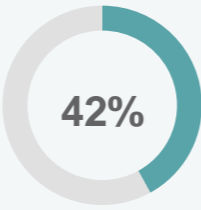

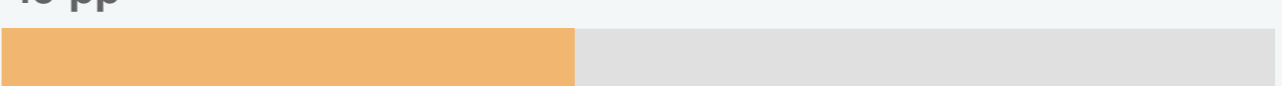

Regarding online targeted advertising, % of consumers who are concerned...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries	
...their personal data could be used for other purposes and/or they don't know with whom it might be shared	75%	-	-	Lowest 20%	70 pp 90%
...their online data is collected / a profile is made about them	68%	-	-	Lowest 32%	51 pp 83%
...cookies are installed on their computer	60%	-	-	Lowest 23%	63 pp 86%
...it could cause exposure to inappropriate advertising	46%	-	-	Lowest 13%	49 pp 63%
...it negatively affects their trust in e-commerce	34%	-	-	Lowest 11%	41 pp 52%
...they may end up paying more for products	32%	-	-	Lowest 9%	42 pp 51%

## Key highlights

Since the COVID-19 pandemic, % of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries		
...do all the things they did before, including vacations and travel	 27%	-	-	Lowest 10%	36 pp 	Highest 46%
...won't make travel plans until the situation is back to normal in their country	 79%	-	-	Lowest 73%	16 pp 	Highest 89%
...shopped closer to home and supported local businesses	 81%	-	-	Lowest 60%	35 pp 	Highest 95%
...used grocery delivery services	 16%	-	-	Lowest 4%	26 pp 	Highest 31%
...used grocery pick-up services	 13%	-	-	Lowest 5%	21 pp 	Highest 26%



## Key highlights

Since the COVID-19 pandemic, % of consumers who...	EU27	2020-2018	2020-2014	Difference between lowest and highest scoring countries		
...have lost their job permanently	 <p>3%</p>	-	-	Lowest  <p>1%</p>	4 pp 	Highest  <p>6%</p>
...are concerned about having a job one month from now	 <p>32%</p>	-	-	Lowest  <p>8%</p>	49 pp 	Highest  <p>57%</p>
...are concerned about being able to pay bills one month from now	 <p>38%</p>	-	-	Lowest  <p>7%</p>	64 pp 	Highest  <p>71%</p>
...are concerned about being able to provide for their household one month from now	 <p>39%</p>	-	-	Lowest  <p>7%</p>	66 pp 	Highest  <p>73%</p>
...are delaying or thinking about delaying a major purchase	 <p>42%</p>	-	-	Lowest  <p>22%</p>	45 pp 	Highest  <p>67%</p>