

Consumer Conditions Survey

Consumers at home in the single market - 2025 edition

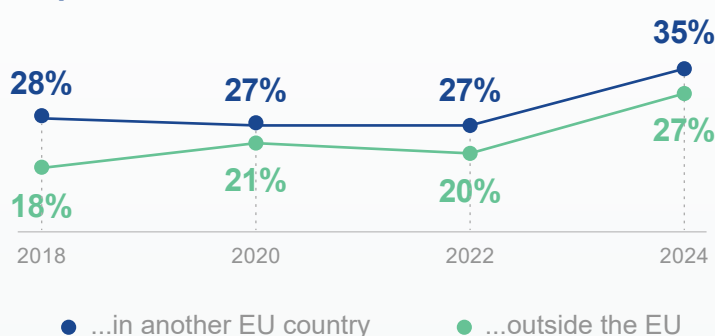


E-commerce & digital fairness

Sharp increase of cross-border e-commerce, from both inside and outside of the EU



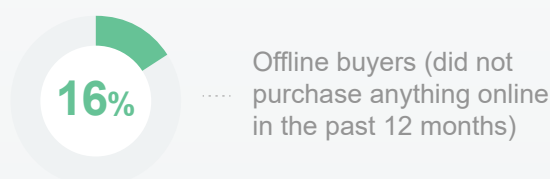
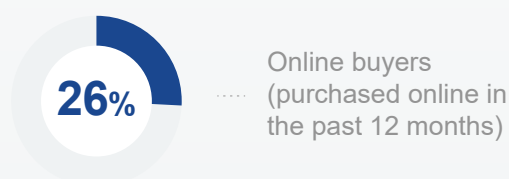
% of EU consumers having bought goods or services via the Internet from a retailer or service provider located...



Consumers who buy online are more likely to experience problems with their purchases than those who do not buy online

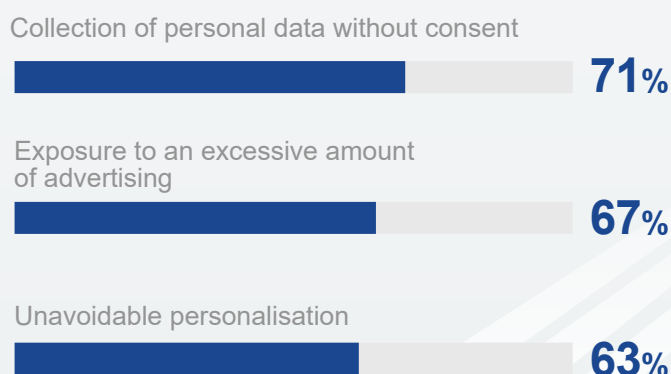


% who experienced a problem for which they felt there was legitimate reason to complain

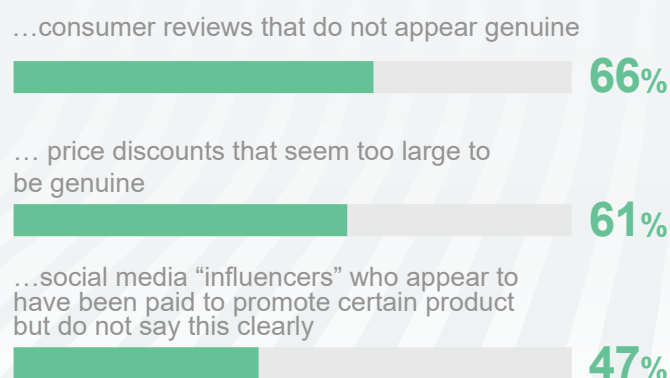


Consumers are concerned about online targeted advertising and often encounter unfair commercial practices online

EU consumers' top 3 concerns regarding online targeted advertising:



% of online buyers who have encountered...



Cost-of-living

Despite a cooling in the rate of inflation in 2024, recent increases in the cost-of-living continue to weigh on consumer sentiment

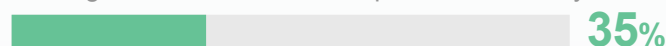


% of EU consumers being concerned about...

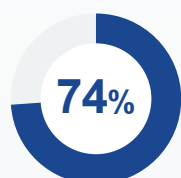
...being able to pay their bills



...being able to afford the food products that they like



% who have noticed that packaged goods have reduced in size or quality without a subsequent decrease in price



the quantity or size of a packaged product was reduced while the price stayed the same or even increased



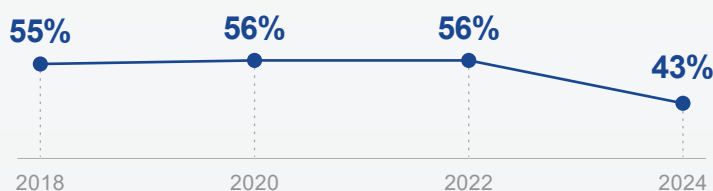
the ingredients and quality of a packaged product got worse while the price stayed the same or even increased

Green transition

The share of EU consumers reporting that environmental considerations influence their purchasing decisions reduced in 2024...



% saying they factored in the environmental impact of their purchases for at least one or two of their recent purchases



...perceived barriers to sustainable consumption point to the rising cost of living and the difficulty of knowing which products are environmentally friendly



EU consumers' Top 3 barriers to green consumption

67%

Sustainable products and services are more expensive

62%

Confusion about which products and services are truly environmentally friendly

62%

Information about environmental claims is not always trustworthy