

# **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...





...in another EU country

...outside the EU

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



Online buyers
(purchased online in the past 12 months)



Offline buyers (did not purchase anything online in the past 12 months)

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

# EU consumers' top 3 concerns regarding online targeted advertising:

Collection of personal data without consent

71%

Exposure to an excessive amount of advertising

67%

Unavoidable personalisation

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63%

## % of online buyers who have encountered...

...consumer reviews that do not appear genuine

... price discounts that seem too large to be genuine

61%

66%

...social media "influencers" who appear to have been paid to promote certain product but do not say this clearly

47%



### **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

38%

35%



% 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