



Consumer Conditions Scoreboard 2015

Consumers at home in the Single Market



Consumers generate wealth



57% comes from consumer spending.

Nearly 2% from online spending.



Half of Europeans shop online



Why?

Where?

49%

CONVENIENCE

For the flexibility of ordering at any time.

49%

PRICE

To save money.

36%

CHOICE

For more choice.

61%

Feel confident buying from a site in their own country.

38%

Are confident about buying online from another EU country.

15%

Buy from another EU country.

4 out of 10 of consumers buying online from another EU country thought they were buying from their own country.

But do consumers know their rights?



The right to ignore unrequested goods

33%

Know that they don't have to pay for or send back products they received but didn't order.

The right to a replacement or repair

41%

Are aware that they have the right to a free repair or replacement of a faulty or broken product within the period of legal guarantee.

The right to reflect

56%

Know they have the right to a 14-day cooling off period if they buy by phone, internet or post.

All three

9%

Justice and Consumers

Who and what do they trust?



Levels of trust are higher in Western and Northern European countries.



BUSINESSES

Think businesses respect consumer rights.



NON-FOOD PRODUCTS

Believe that most non-food products are safe.



ENVIRONMENTAL CLAIMS

Think most environmental claims are reliable.



What catches them out?

Telesales 

42%

Felt pressurised by persistent calls urging them to buy something or sign a contract.

Time-limited offers 

30%

Fell victim to false claims in adverts that products were available for a limited time.

False freebies 

26%

Have been offered a product advertised as free of charge which actually cost money.

What do they do when things go wrong?



Take action: 76%

Do nothing: 24%

Satisfaction ratings

OUT-OF-COURT BODIES 68%

RETAILERS/PROVIDERS 61%

MANUFACTURERS 59%

PUBLIC AUTHORITIES 59%

COURTS 45%

Why?

RESULT WILL BE UNSATISFACTORY 40%

WILL TAKE TOO LONG 38%

SUMS TOO SMALL 34%

DON'T KNOW HOW OR WHERE TO COMPLAIN 23%

