



Consumer Conditions Scoreboard 2017

Consumers at home in the Single Market

ECCG, 12/10/2017

Consumer Scoreboards

Consumer Conditions Scoreboard

- ***Benchmarks national consumer policies***
- ***Tracks the integration of the retail internal market***

Consumers
and
Retailers
Surveys

Eurostat
ICT
Surveys

Non-
Survey
Indicators

Consumer Markets Scoreboard

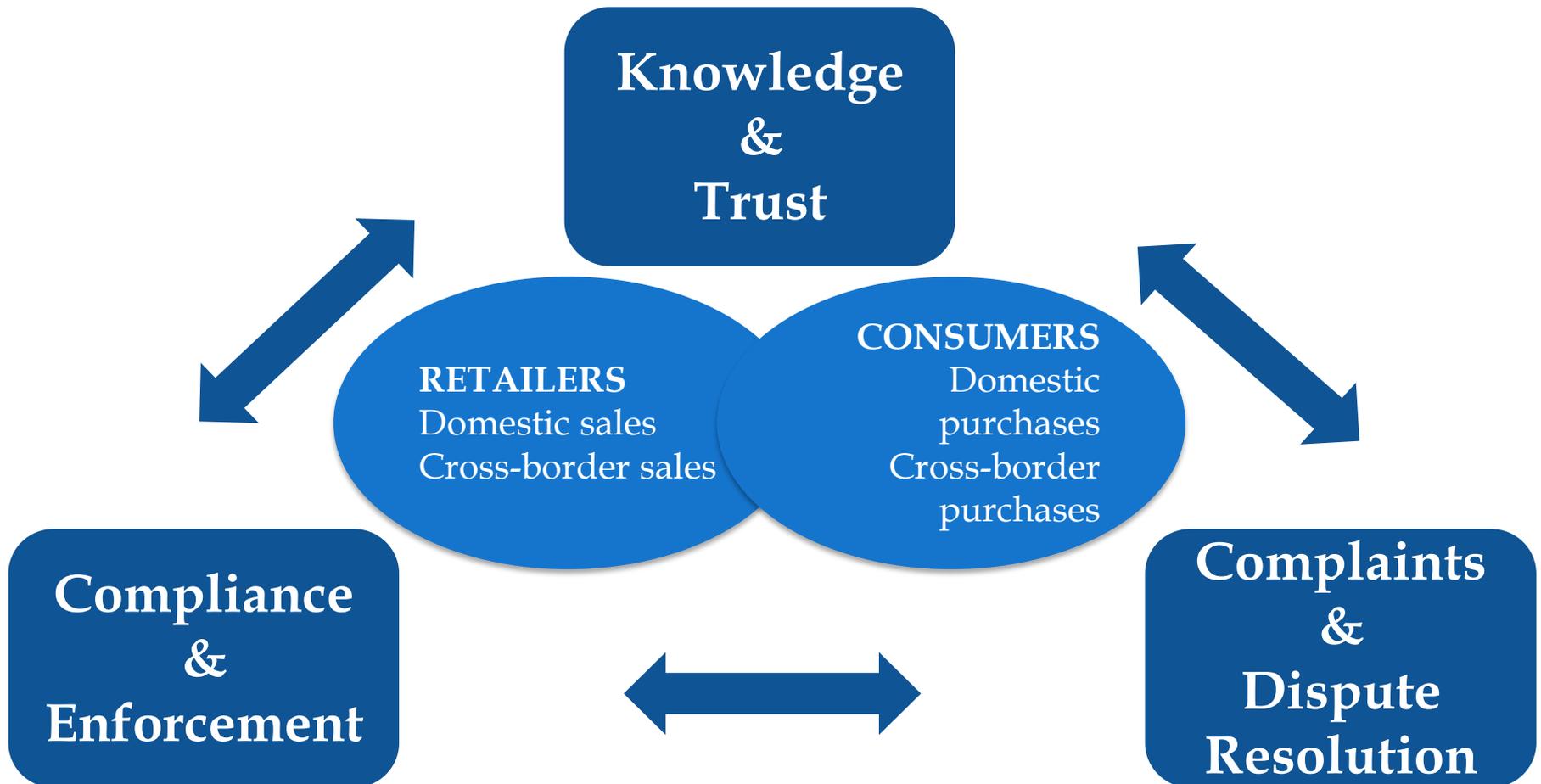
- ***Monitors performance of 52 consumer markets***
- ***Detects potentially malfunctioning sectors***

Market
Monitoring
Survey

Price Data

Complaints
Data

Measuring Consumer Conditions



Consumer Conditions Index

Knowledge & Trust

KNOWLEDGE:

- 1. Knowledge of consumer rights
- 2. Knowledge of consumer rights

TRUST:

- 3. Trust in organisations
- 4. Trust in redress mechanisms
- 5. Product safety
- 6. Accuracy of environmental claims
- 7. Confidence in online shopping
- 8. Product safety
- 9. Accuracy of environmental claims
- 10. Confidence in online selling

Compliance & Enforcement

- 11. Unfair commercial practices
- 12. Other illicit commercial practices
- 13. Prevalence of unfair commercial practices in the sector
- 14. Compliance with consumer legislation
- 15. Enforcement of consumer legislation

Complaints & Dispute Resolution

- 16. Problems and complaints indicator
- 17. Participation in ADR mechanisms

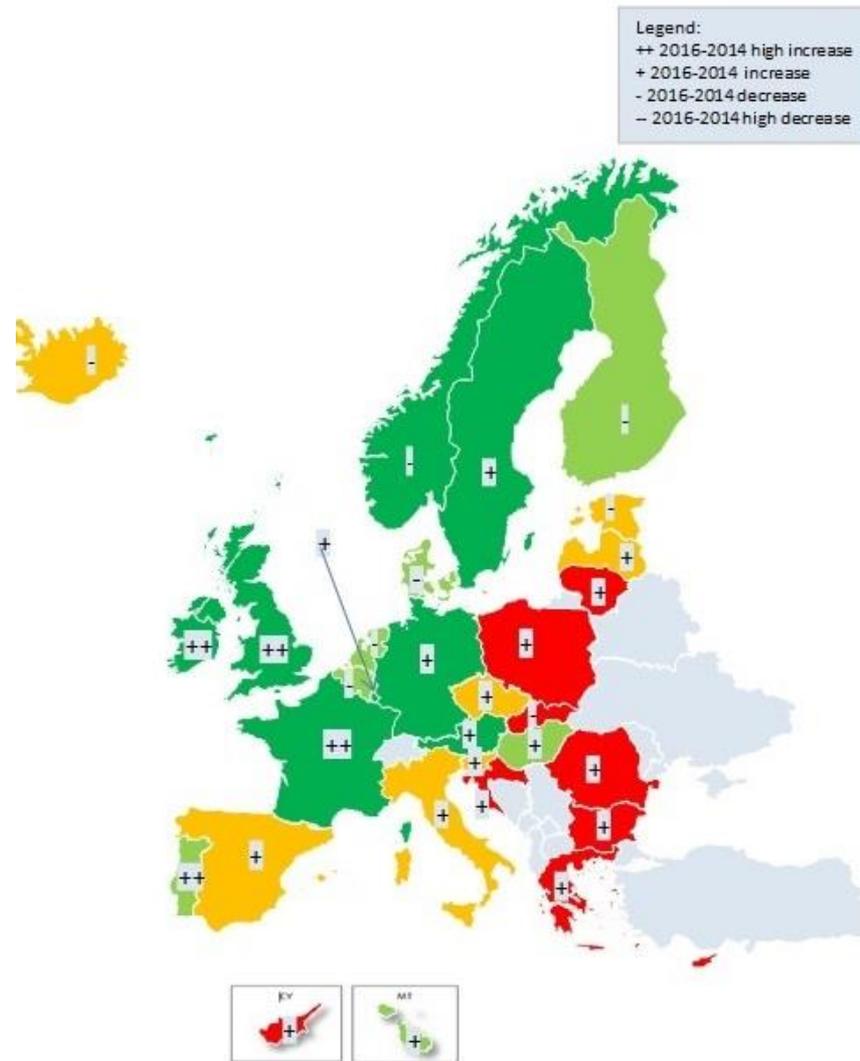
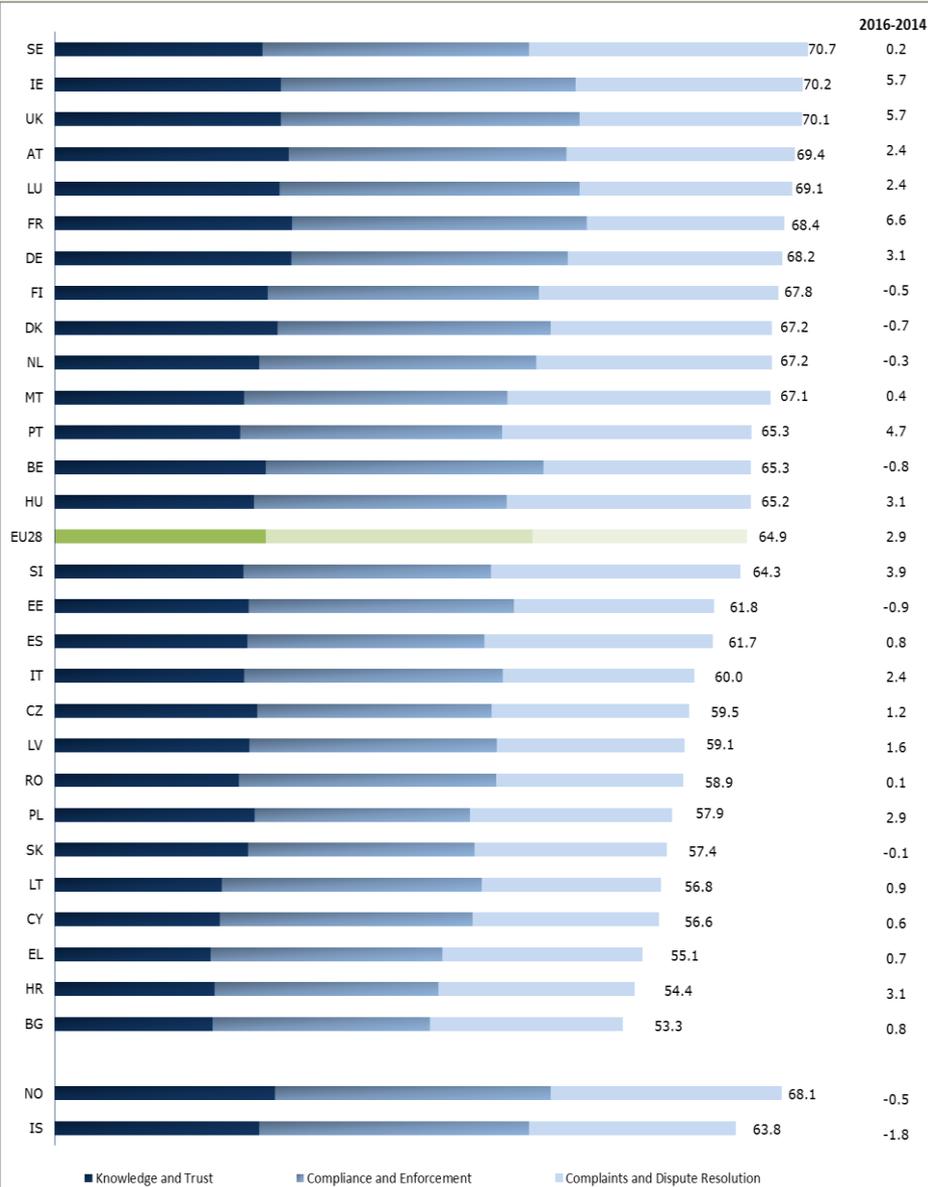
2017 Key Findings

- ❖ **Conditions for consumer improve** across the EU, but significant differences persist between countries
- ❖ Conditions for **vulnerable consumers** (e.g. those facing severe financial problems) can be challenging
- ❖ **Consumers' trust in online shopping surges**, but obstacles remain (e.g. territorial restrictions applied by online sellers) that hamper the development of e-commerce to its full potential

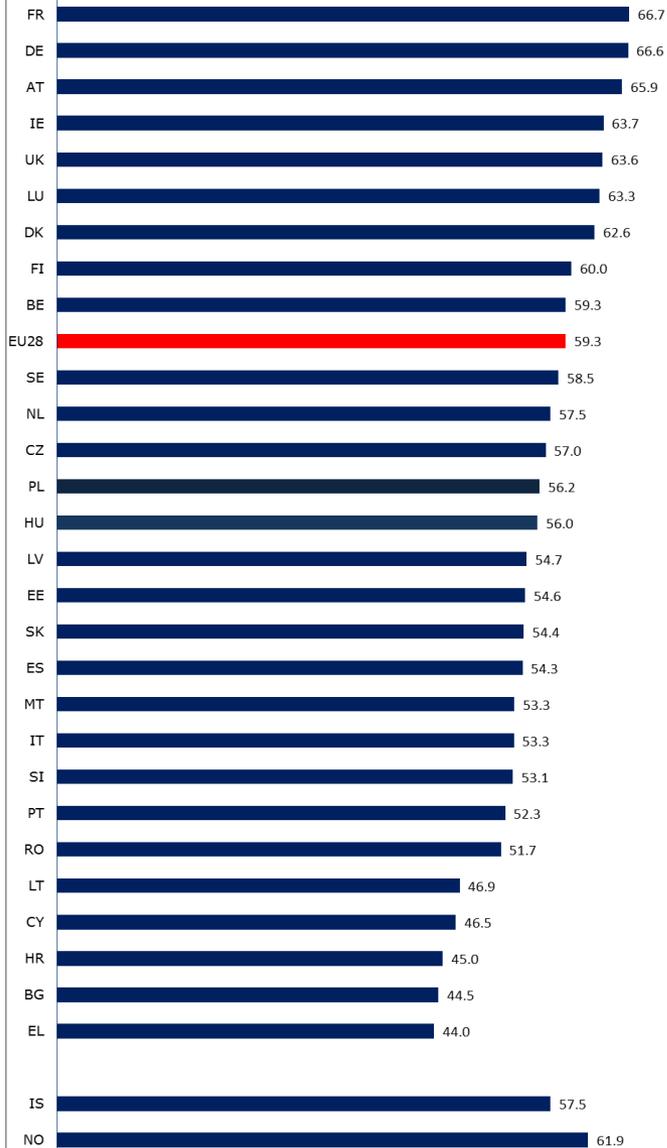
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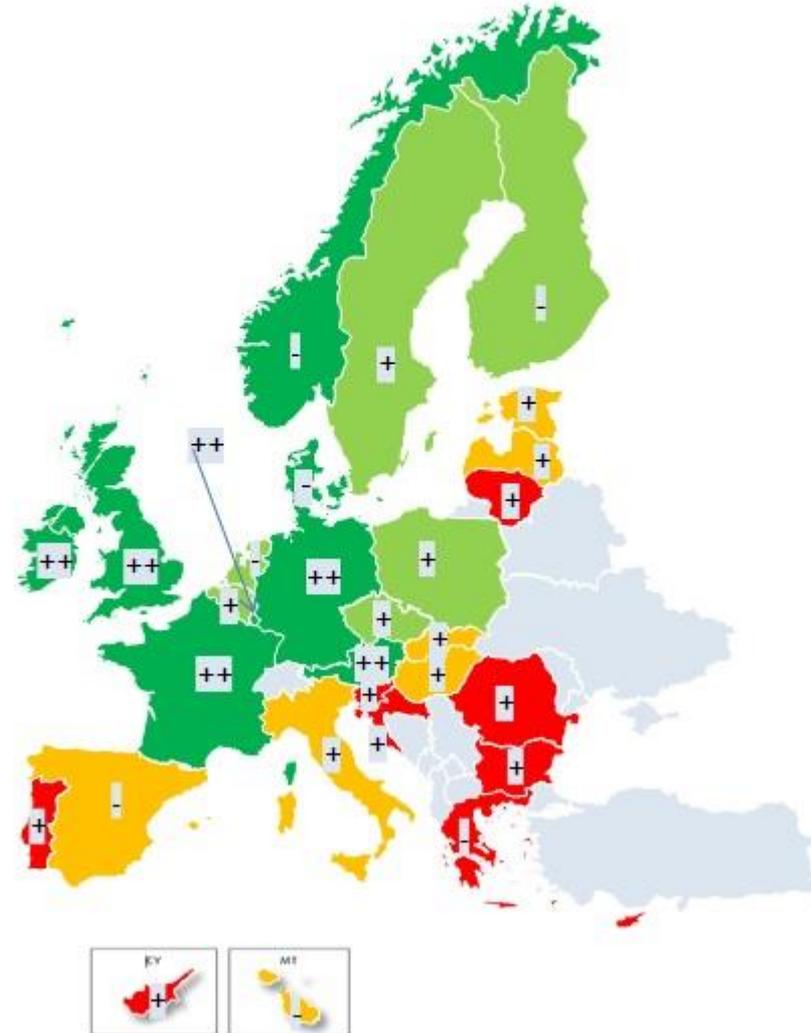
Consumer Conditions Index



Knowledge & Trust



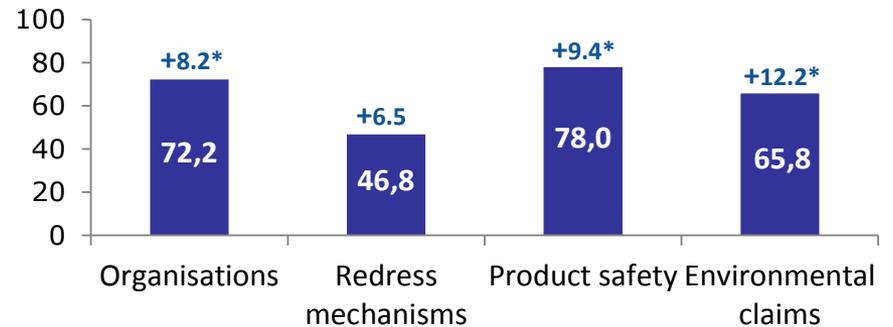
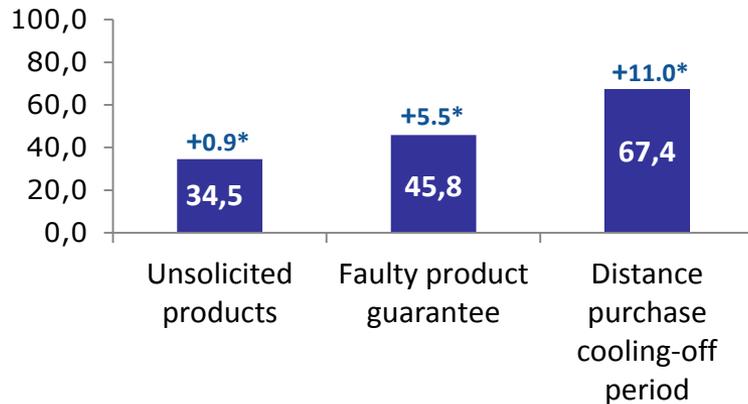
Legend:
 ++ 2016-2014 high increase
 + 2016-2014 increase
 - 2016-2014 decrease
 -- 2016-2014 high decrease



Knowledge & Trust

Knowledge

Trust



- Consumers' knowledge increased

- Consumers' trust has clearly increased

- Retailers' knowledge did not show a similar improvement.

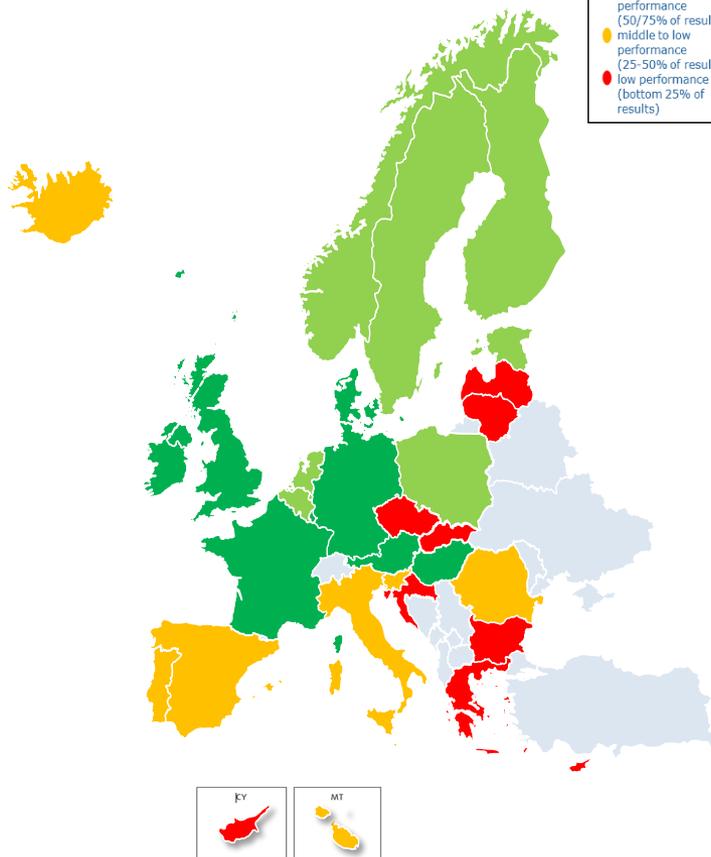
- Retailers' trust in product safety also increased (76.4% , +1.8), but declined for environmental claims (68.8%, -1.5)



Trust in organisations

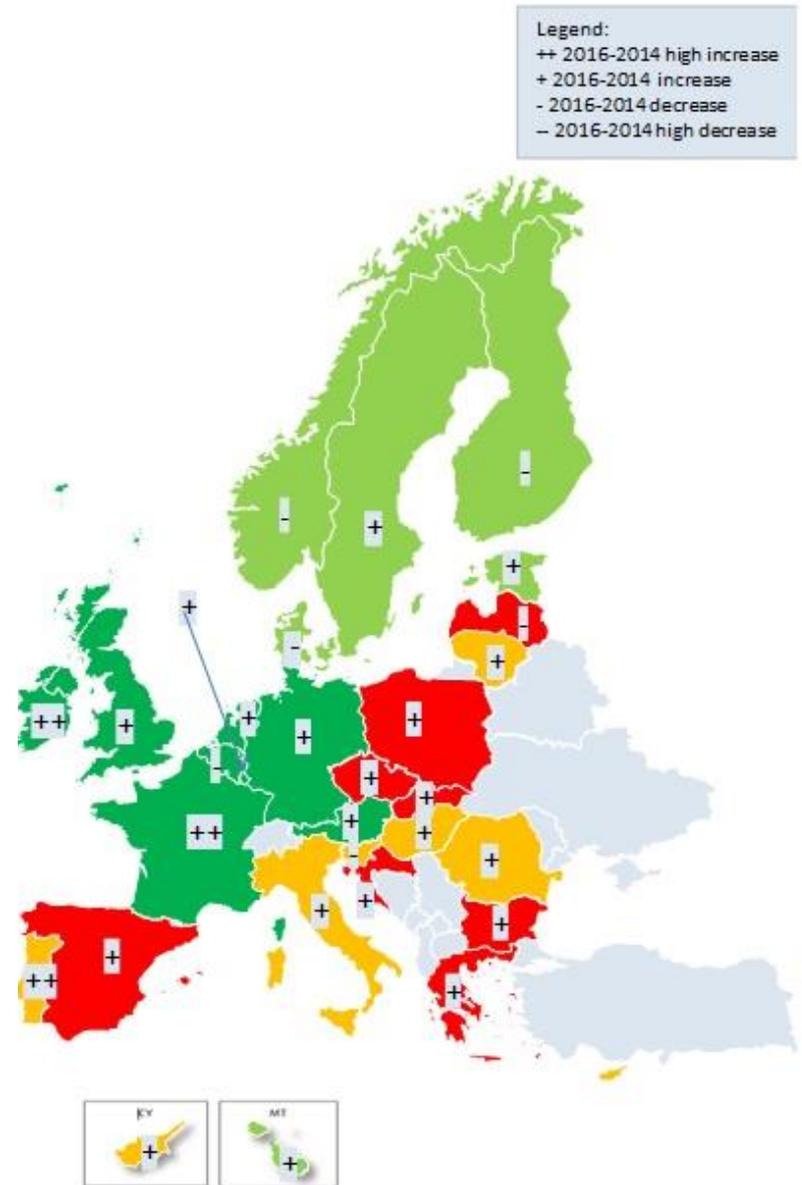
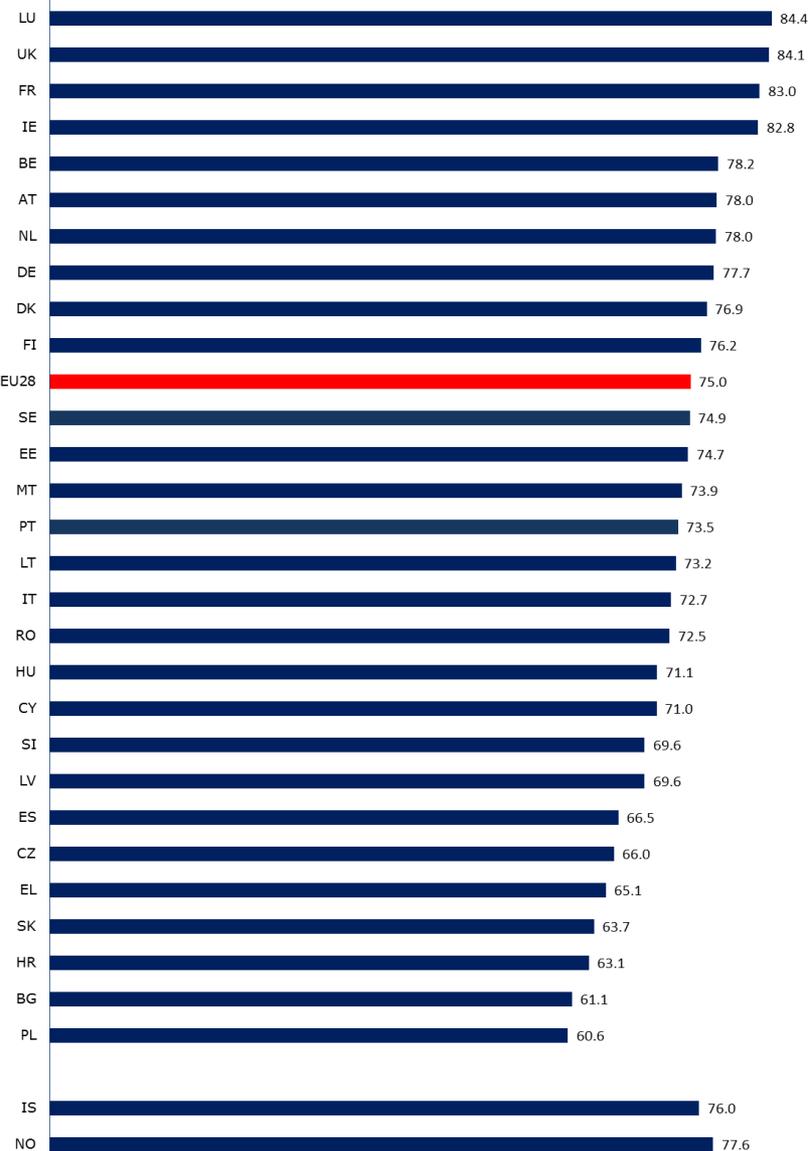
Legend:

- high performance (top 25%)
- middle to high performance (50/75% of results)
- middle to low performance (25-50% of results)
- low performance (bottom 25% of results)



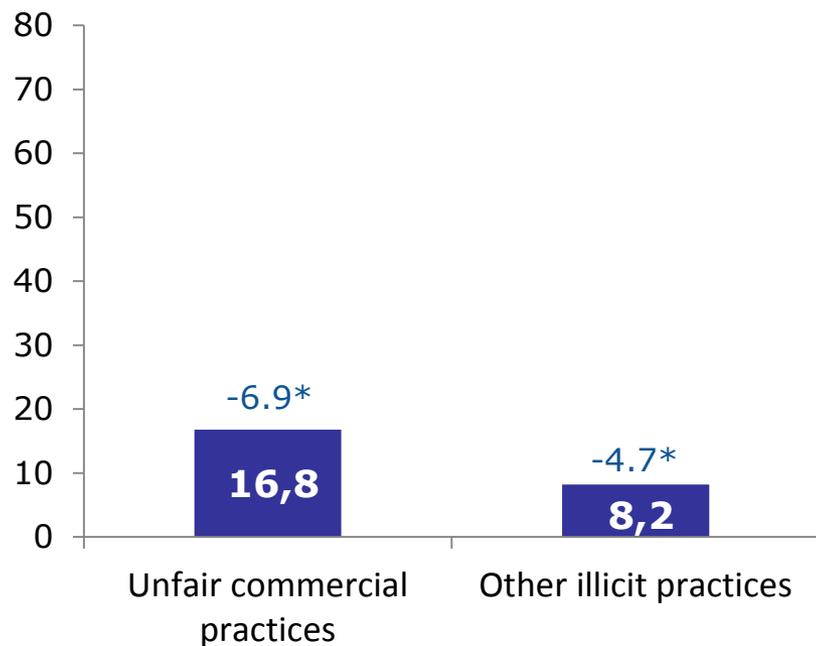
	You trust public authorities to protect your rights as a consumer	You trust non-governmental consumer organisations to protect your rights as a consumer	In general, retailers and service providers respect your rights as a consumer	Consumers' average trust in organisations	diff 2016-2014
EU-28	69	72	76	72	+ 8 *
BE	71	73	80	75	- 1
BG	49	36	62	49	+ 5 *
CZ	51	44	75	57	+ 2
DK	81	67	83	77	+ 2
DE	83	82	85	83	+ 19 *
EE	69	57	79	69	+ 1
IE	82	84	85	84	+ 14 *
EL	46	35	59	46	+ 1
ES	52	64	67	61	+ 2
FR	84	84	83	84	+ 17 *
HR	34	56	65	52	+ 3
IT	54	66	60	60	+ 4 *
CY	48	51	44	48	+ 4
LV	54	43	77	58	- 0
LT	41	47	64	51	- 3 *
LU	87	83	84	85	+ 4 *
HU	84	83	82	83	+ 7 *
MT	69	66	58	64	+ 0
NL	74	68	77	73	- 4 *
AT	84	83	85	84	+ 8 *
PL	59	67	74	66	+ 6 *
PT	60	68	59	62	+ 1
RO	55	58	70	61	+ 7 *
SI	43	59	72	58	+ 9 *
SK	51	48	74	57	+ 1
FI	79	71	82	77	- 3 *
SE	75	50	72	66	- 1
UK	84	86	86	85	+ 9 *
IS	45	66	63	58	+ 1
NO	81	59	79	73	- 4 *

Compliance & Enforcement

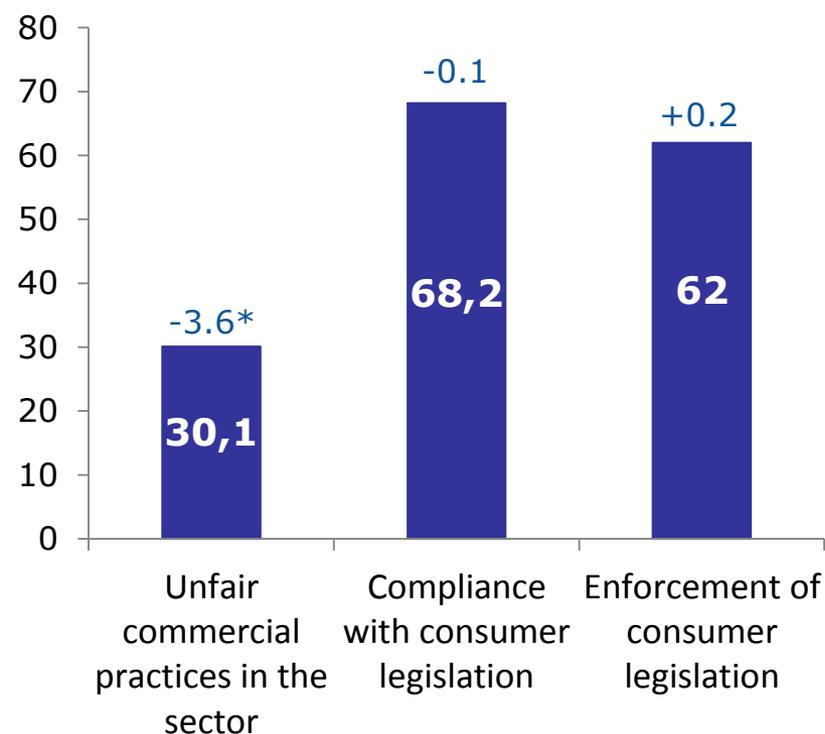


Compliance & Enforcement

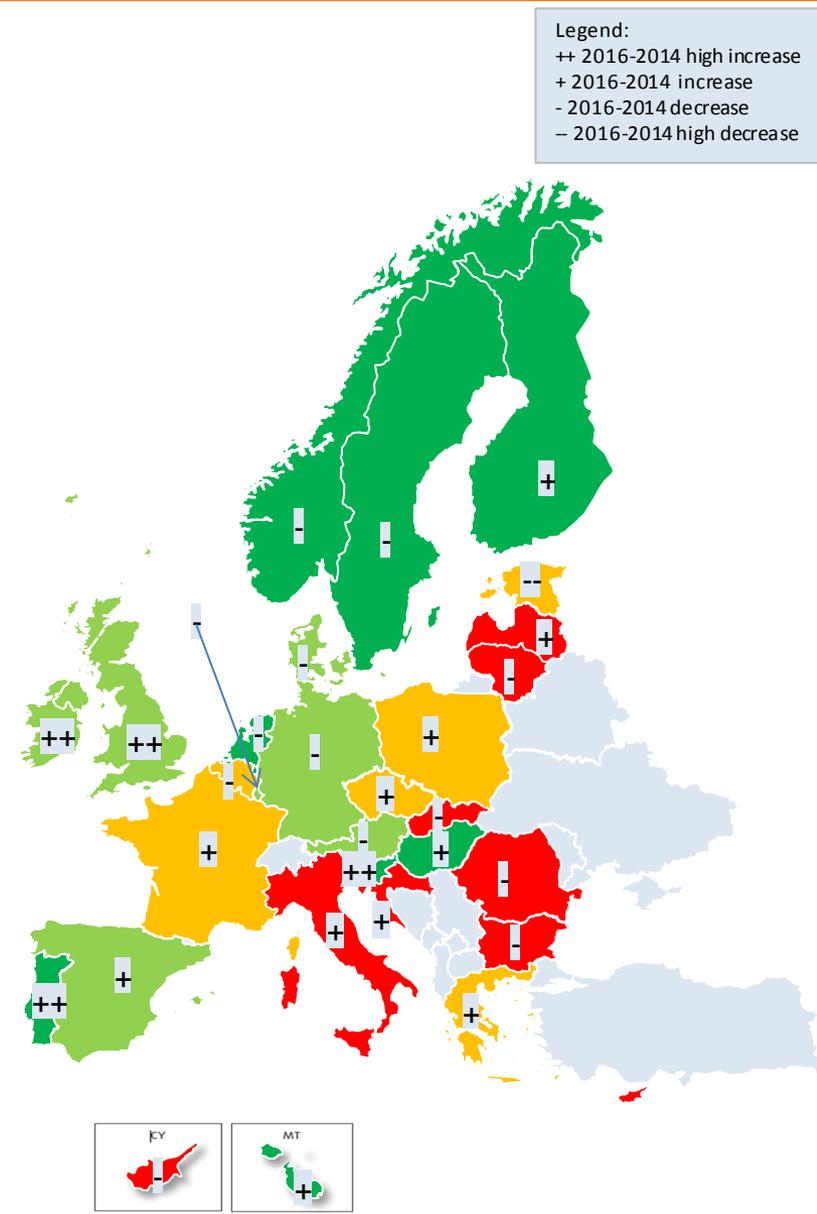
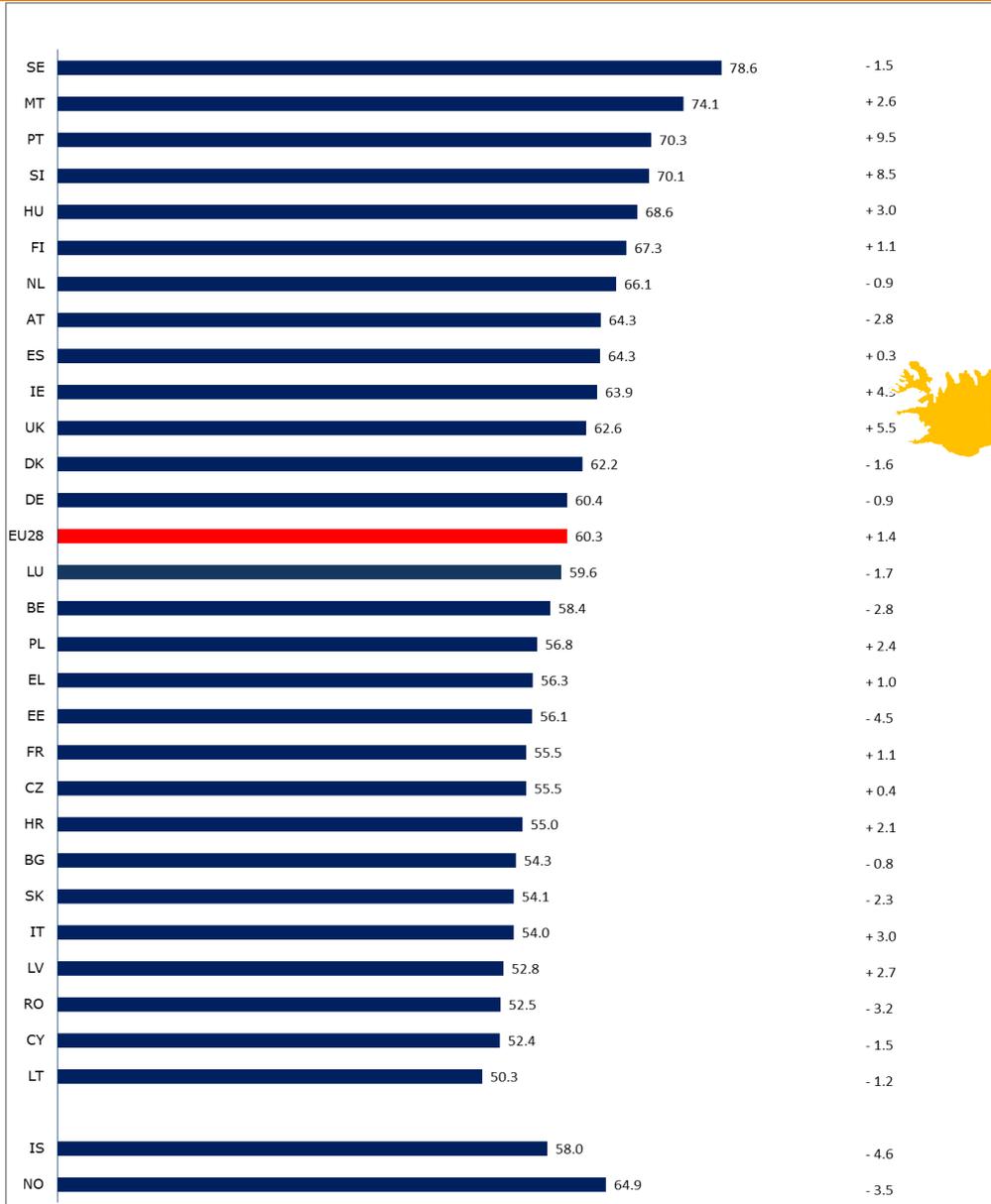
Consumers



Retailers

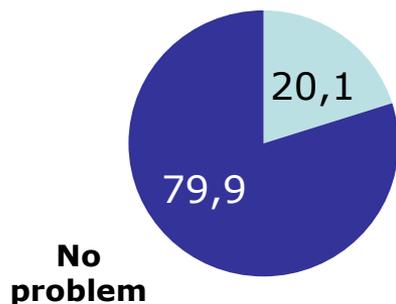


Complaints & Dispute Resolution



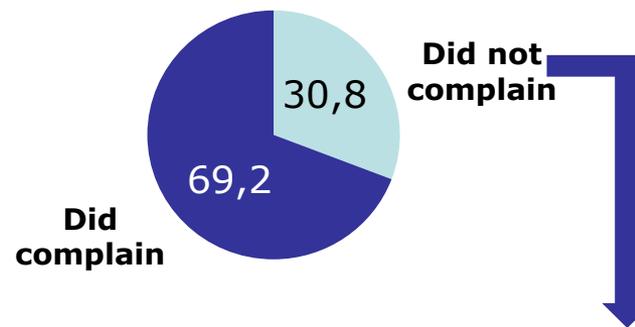
Complaints & Dispute Resolution

Consumers encountering problems

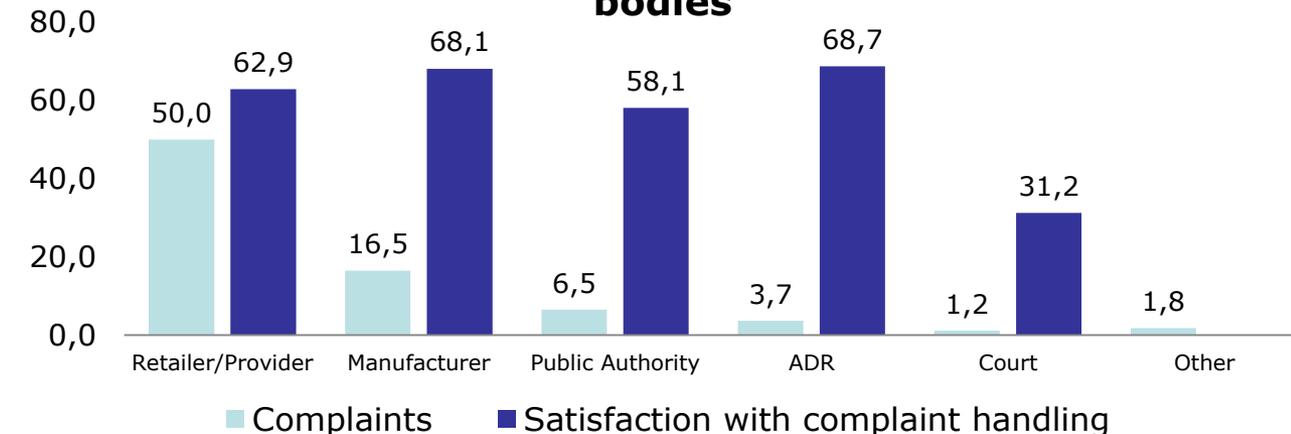


Problem →

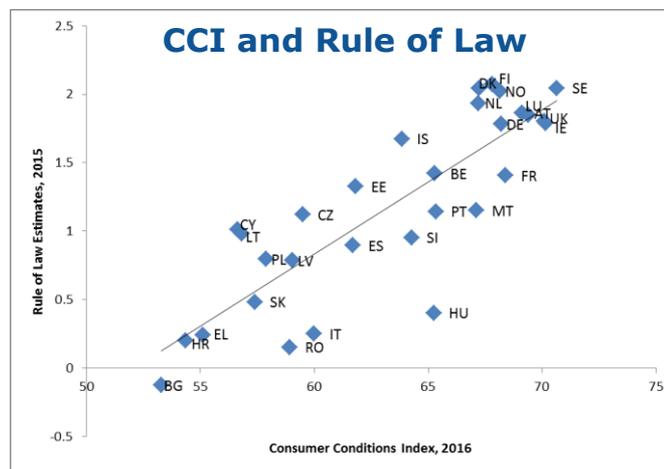
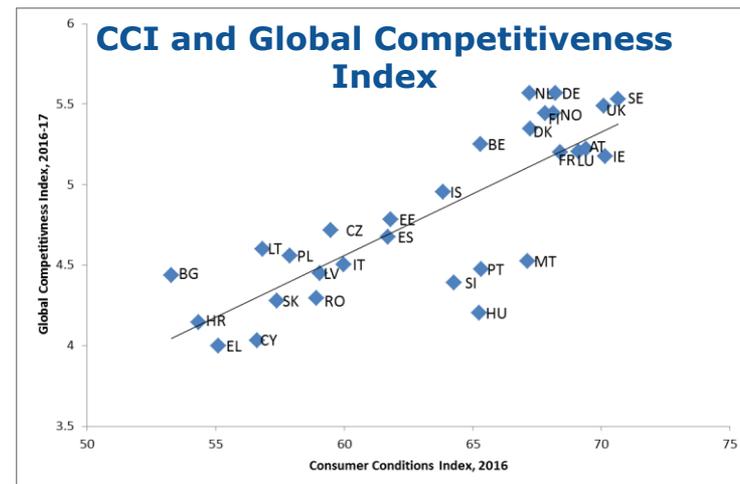
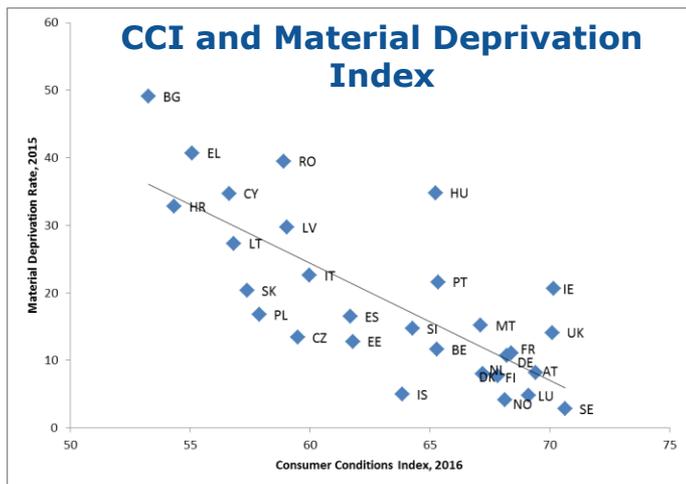
In case of a problem



Satisfaction with complaint handling by different bodies



CCI and other indicators

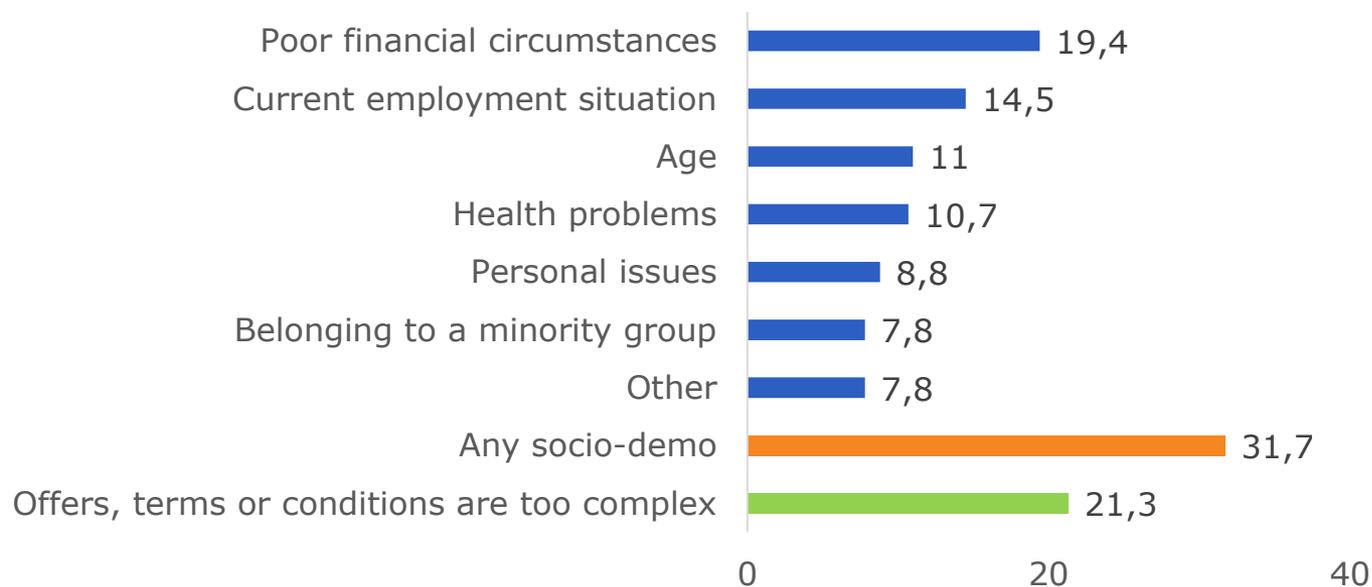


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Consumer Vulnerability

Almost one third of EU consumers feel vulnerable, mainly for issues related to their financial and employment status



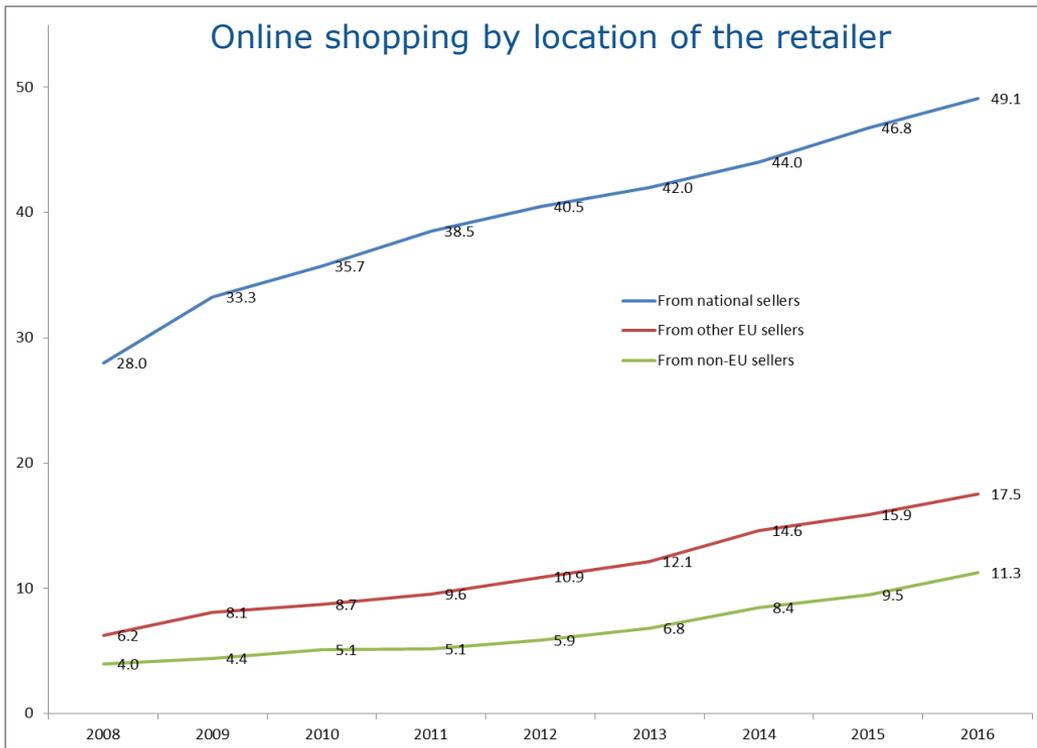
Vulnerability – irrespective of the reason for feeling vulnerable
– affects consumer conditions

2017 Key Findings

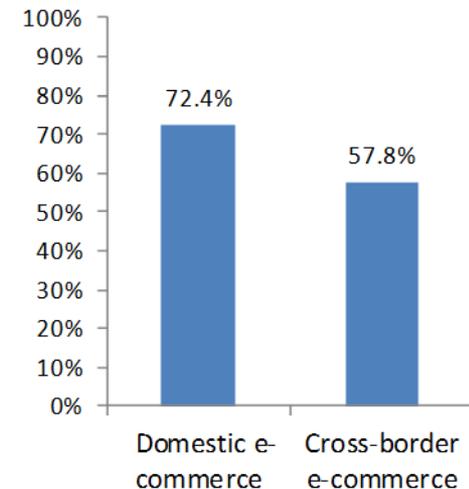
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Consumers in the Digital Single Market

Online shopping by location of the retailer



Consumer Confidence



2016-2014	+12.4*	+21.1*
2014-2012	+2.0*	+2.8*

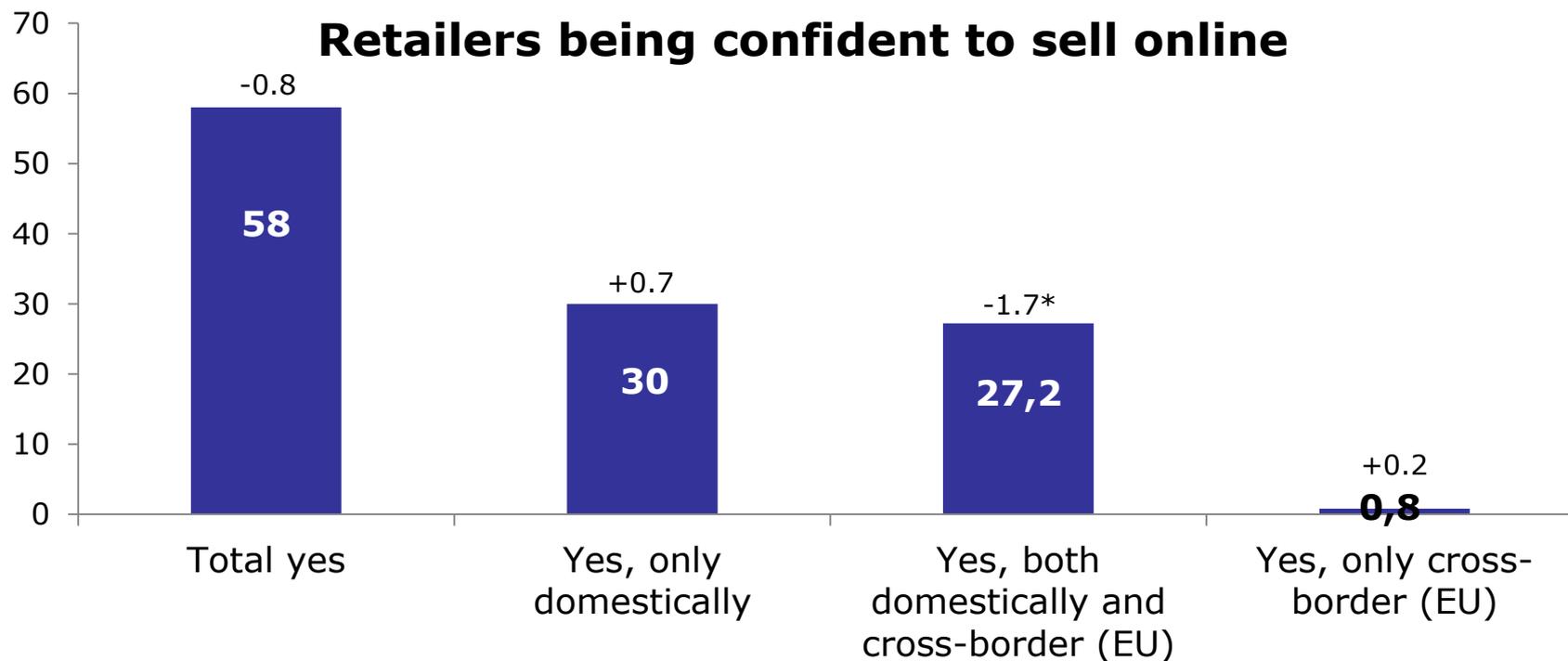
More consumers are buying online and consumer trust in online purchases surges, in particular for cross-border purchases

Consumers in the Digital Single Market



Consumers continue to face supply-side obstacles to cross-border e-commerce

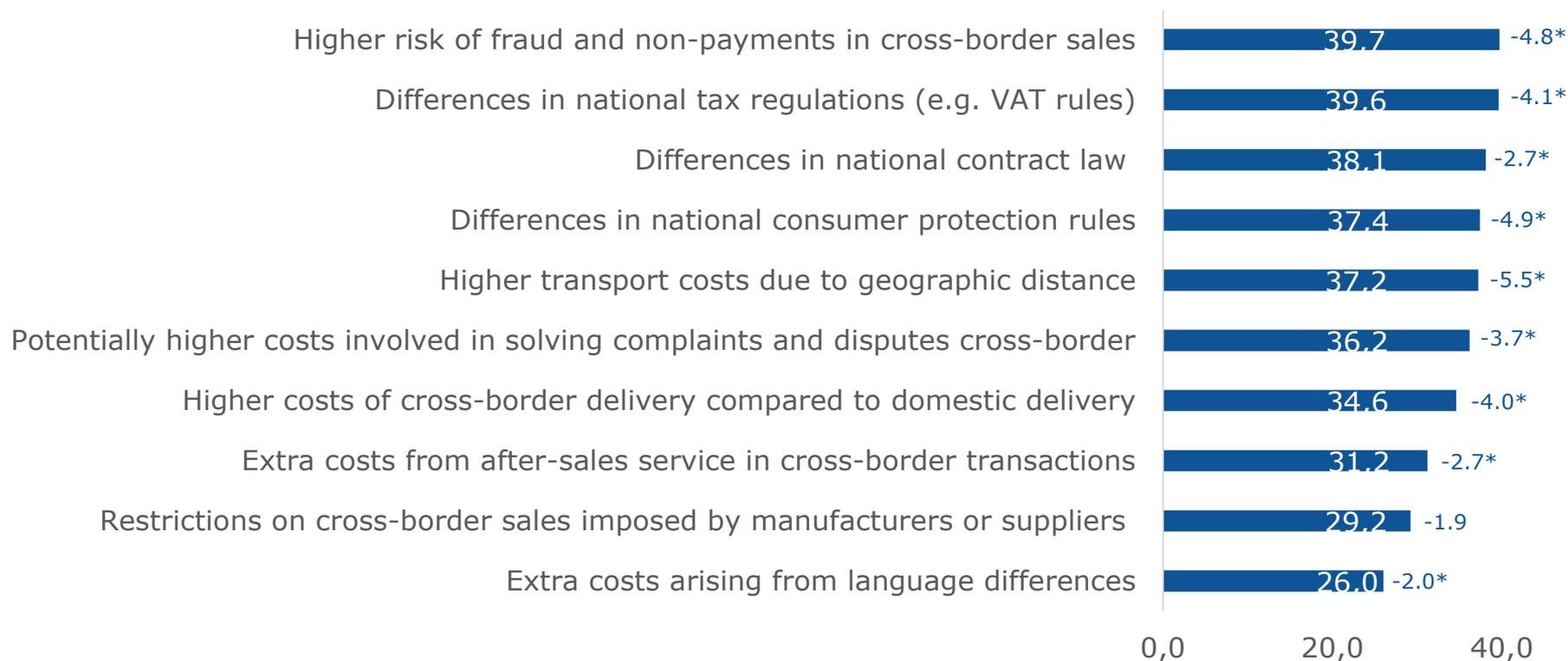
Digital Single Market – supply perspective



Retailers are slower to respond to consumers' increased interest

Digital Single Market – supply perspective

Importance of obstacles to cross-border e-commerce as stated by retailers selling online





European
Commission

Thank you