



European Commission

# 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?



**CONVENIENCE**  
For the flexibility of ordering at any time.



**PRICE**  
To save money.



**CHOICE**  
For more choice.



Feel confident buying from a site in their own country.



Are confident about buying online from abroad.



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%

