



7th Consumer Conditions Scoreboard

IMCO Committee
7 June 2012

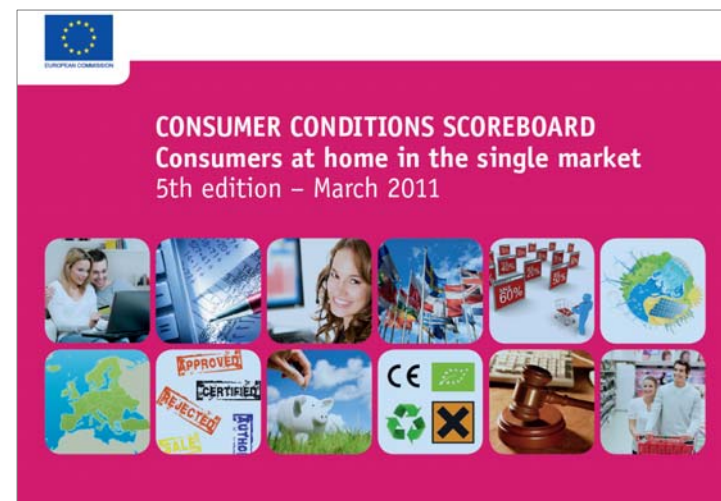
Consumer Scoreboards

Consumer Markets Scoreboard

- Detects potentially malfunctioning markets, for in-depth analysis

Consumer Conditions Scoreboard:

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



Consumer Conditions Index

ENFORCEMENT OF CONSUMER LEGISLATION

1. Satisfaction with existing **consumer protection measures**
2. **Misleading and deceptive advertisements/ offers**
3. **Fraudulent advertisements / offers**



CONSUMER TRUST

4. Trust in **public authorities**
5. Trust in **sellers / providers**
6. Trust in **consumer organisations**



COMPLAINTS

7. **Complaining** in case of problems
8. Satisfaction with **complaint handling**



REDRESS

9. Ease of **resolving disputes through ADR**
10. Ease of **resolving disputes through courts**



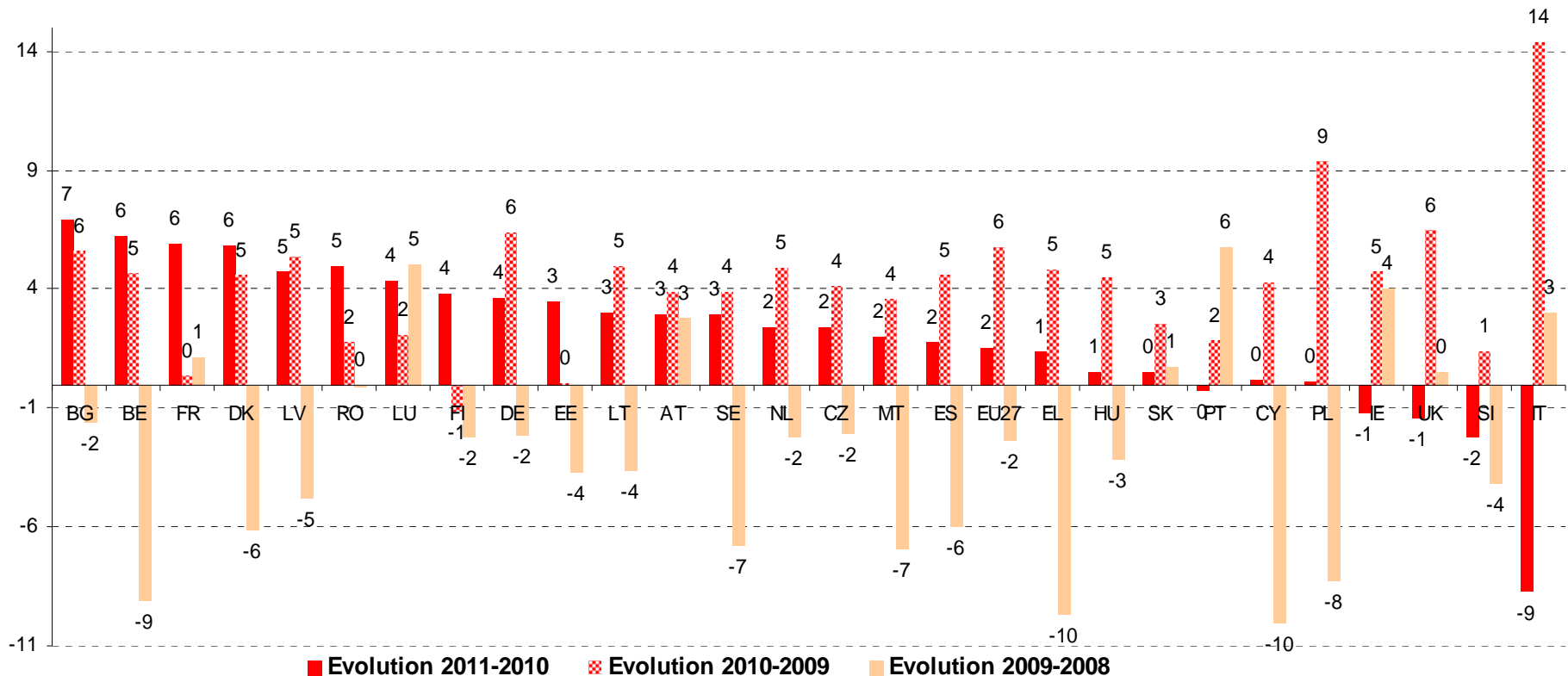
PRODUCT SAFETY

11. Consumers' perceptions about **product safety**
12. Retailers' perceptions about **product safety**



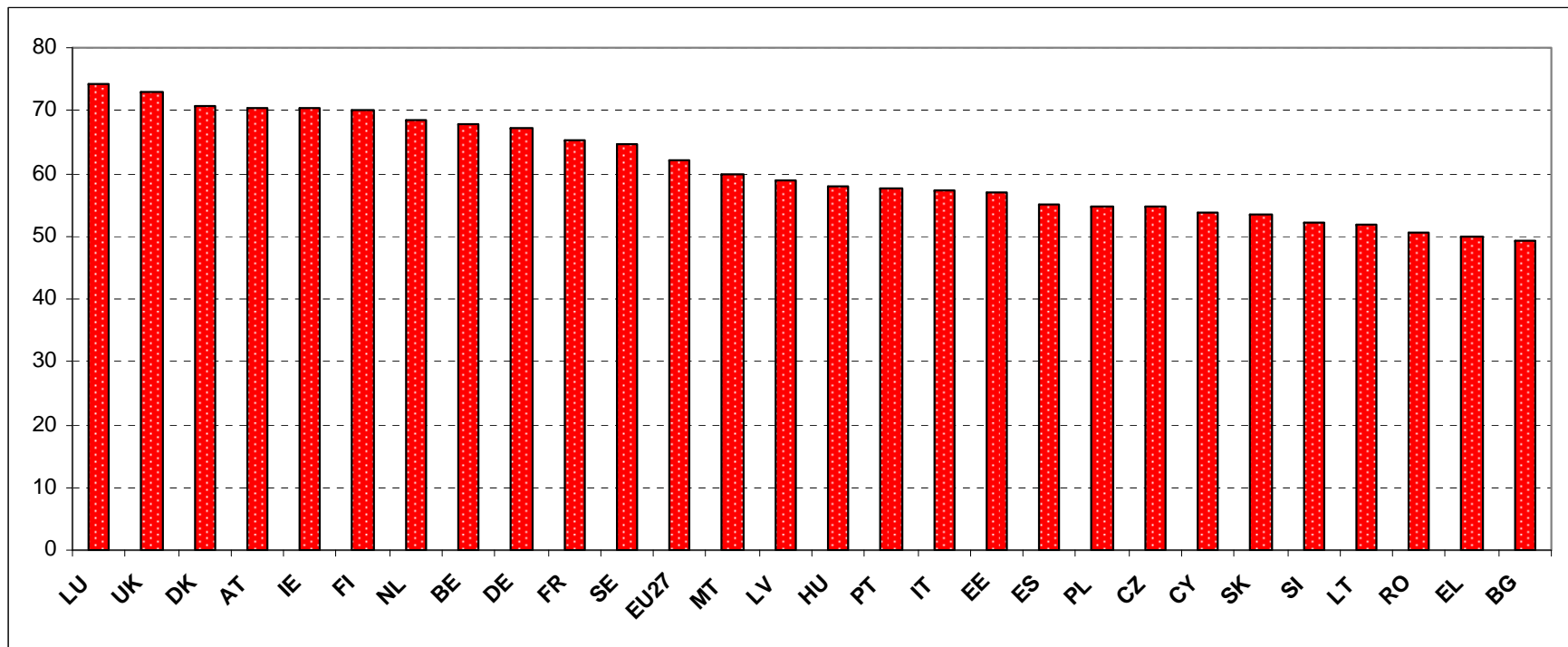
Consumer Conditions Index - evolution

- Consumer conditions continued to improve in 19 Member States, after the fall in 2009. Largest improvements in Bulgaria, Belgium, France and Denmark.



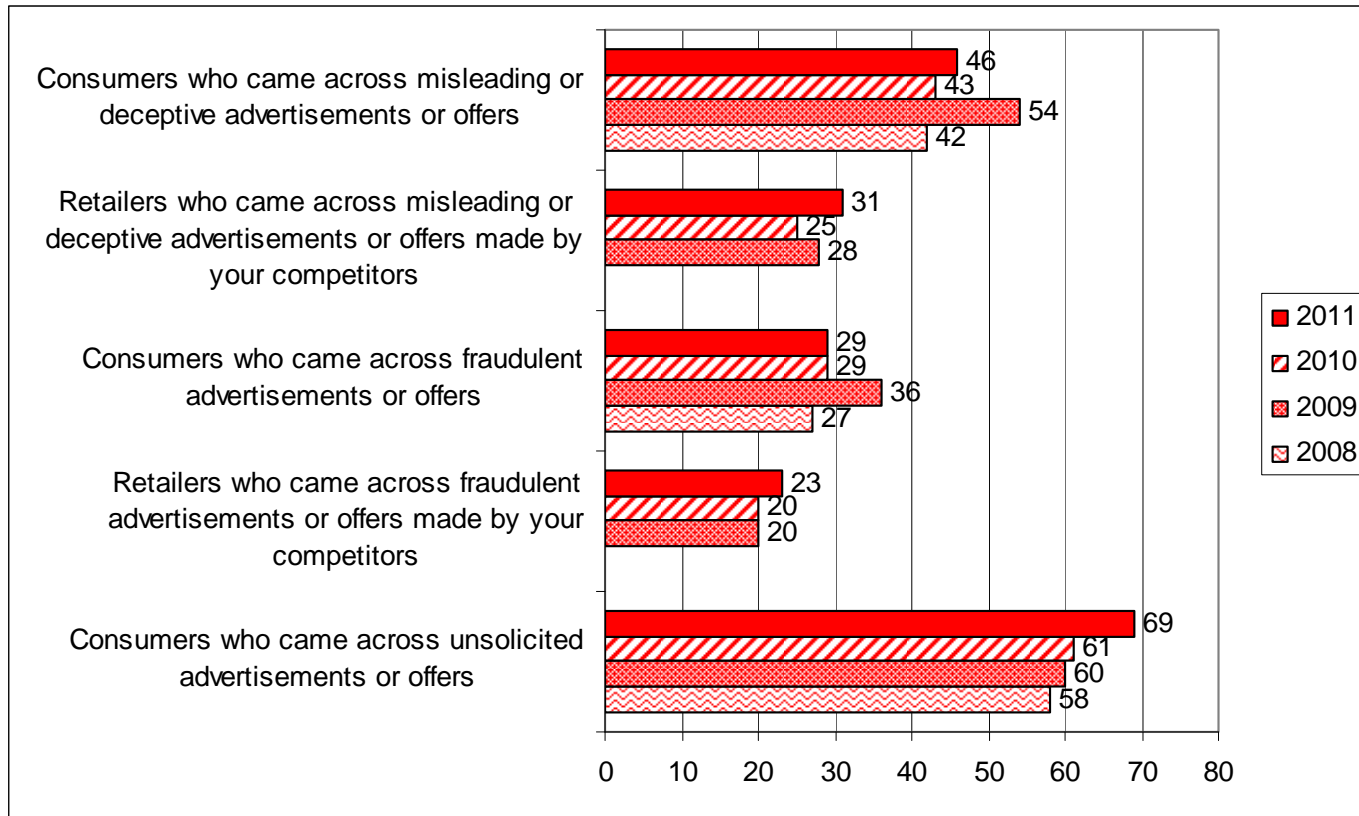
Consumer Conditions Index - value

- **Best consumer conditions** in Luxembourg, UK, Denmark, Austria, Ireland, Finland, the Netherlands, Belgium, Germany, France and Sweden (Member States above the EU average).



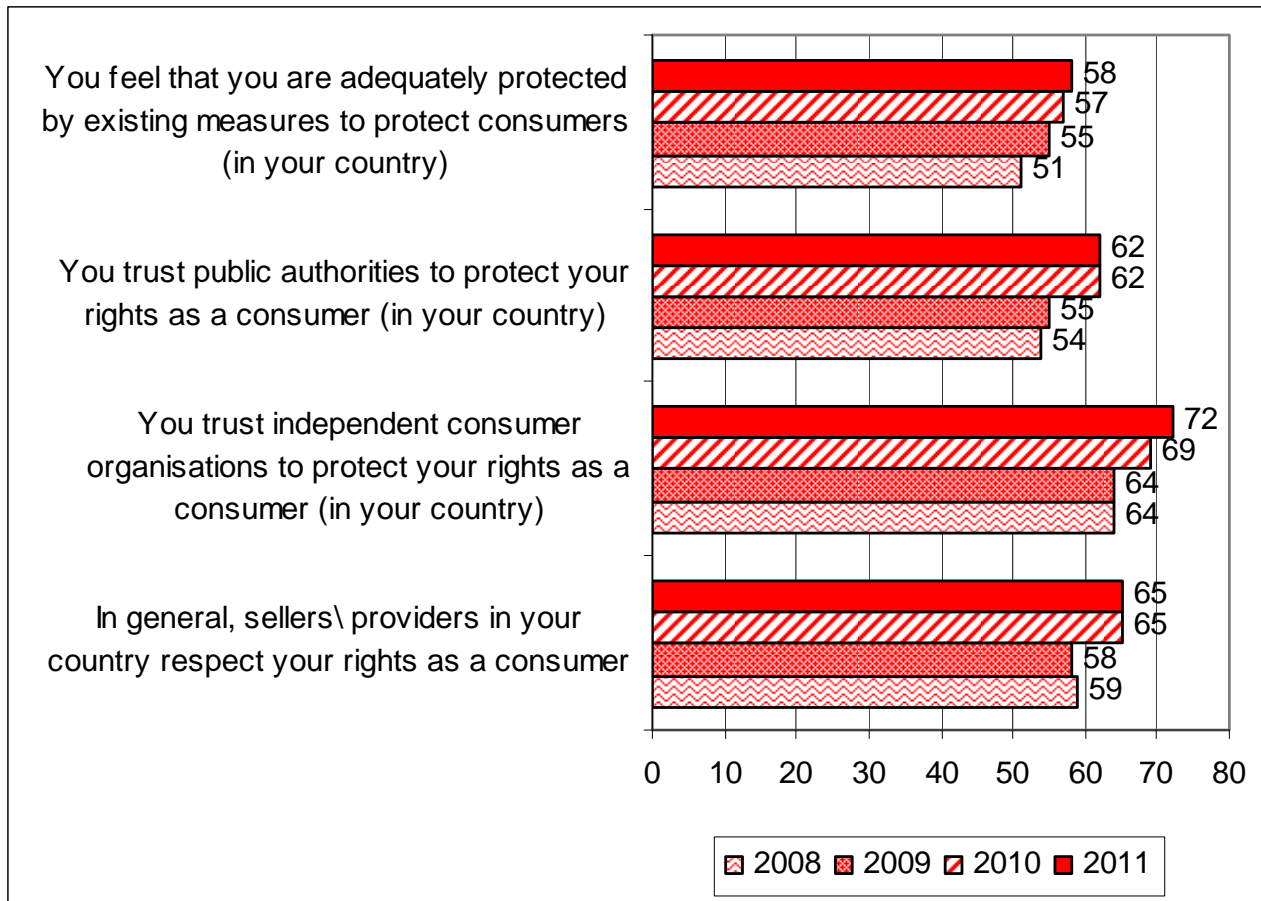
Unfair commercial practices persist

- Since 2010, more EU consumers and retailers have come across illegal business practices.
- Commission will **report on the implementation of the Unfair Commercial Practices Directive** in 2012

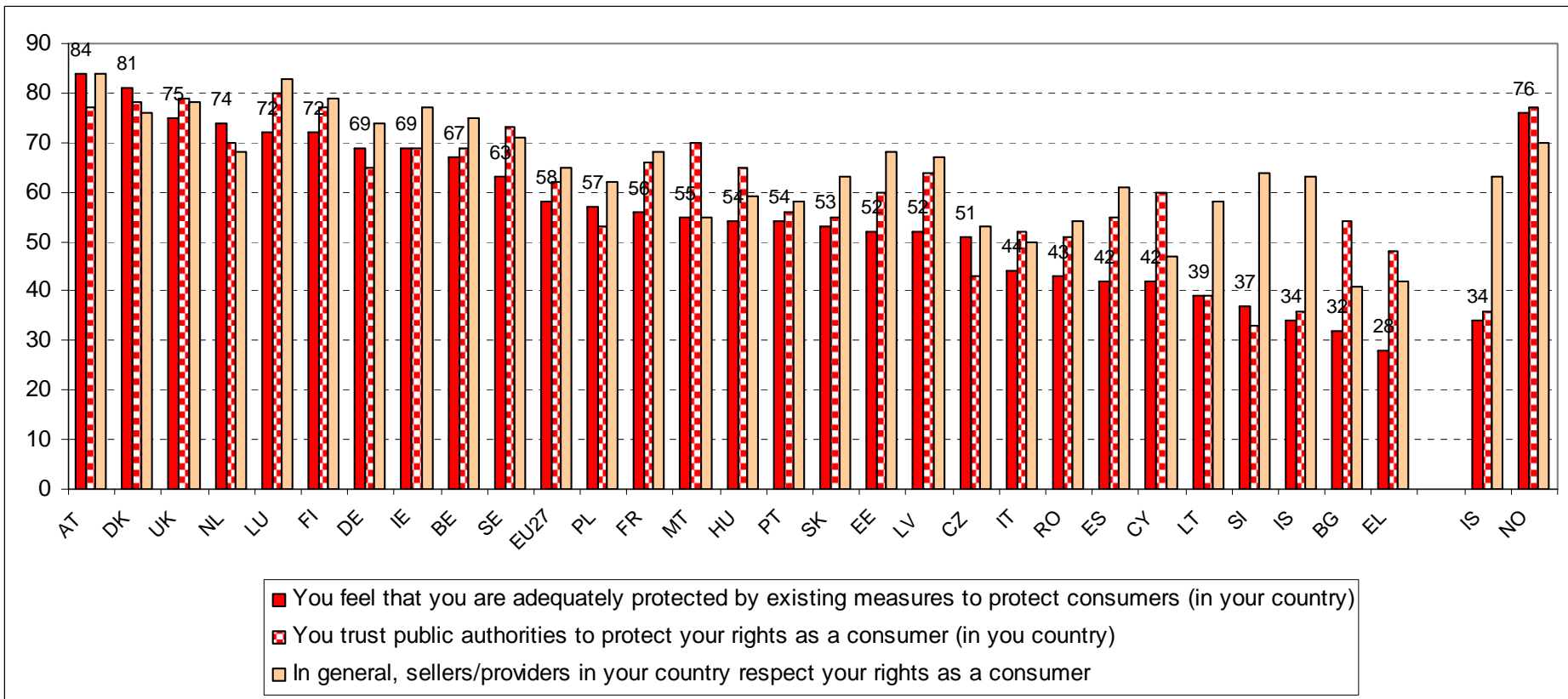


Consumer trust on the increase

- The levels of consumer trust and satisfaction with existing consumer protection measures has been growing steadily in the past years.



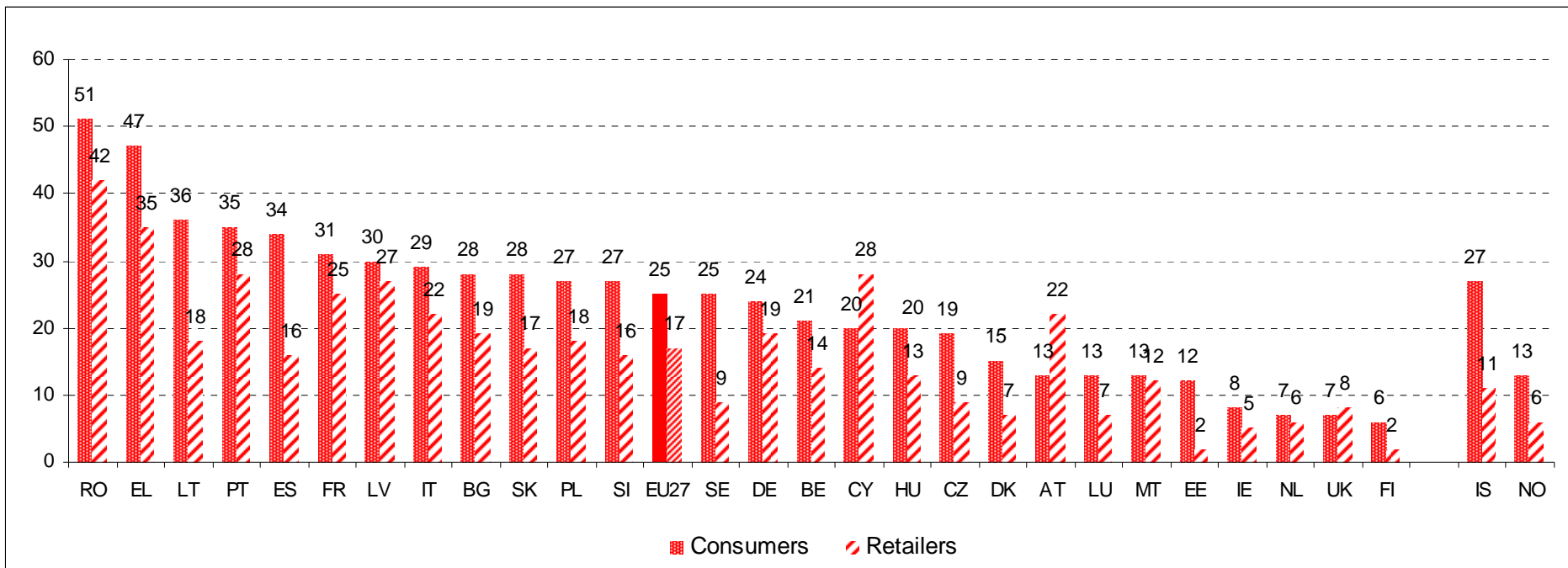
But huge differences in the level of consumer trust across the EU



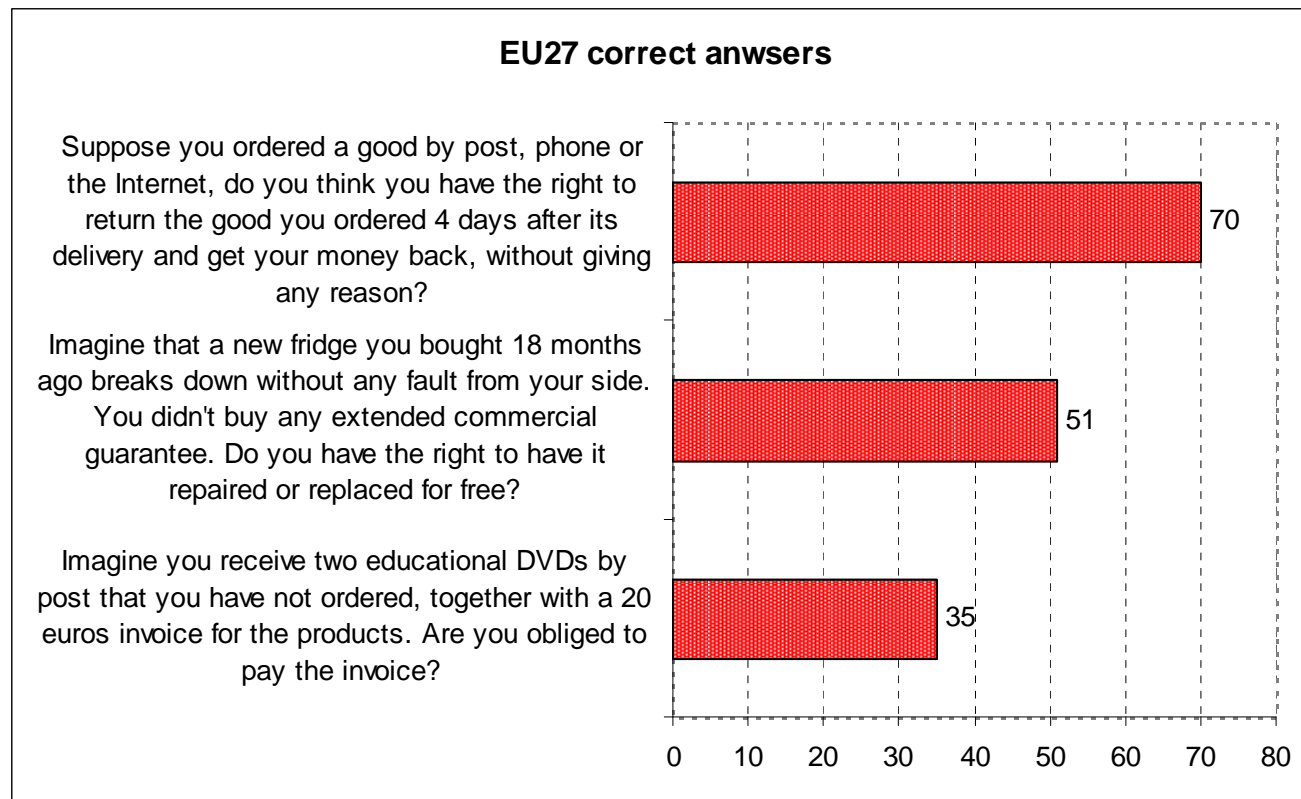
Perceptions about product safety vary too among EU countries

- Consumers are somewhat less optimistic than retailers about product safety but the perceptions of both groups follow a similar trend across countries.

Thinking about all food products currently on the market in your country, do you think that a significant number of products are unsafe?

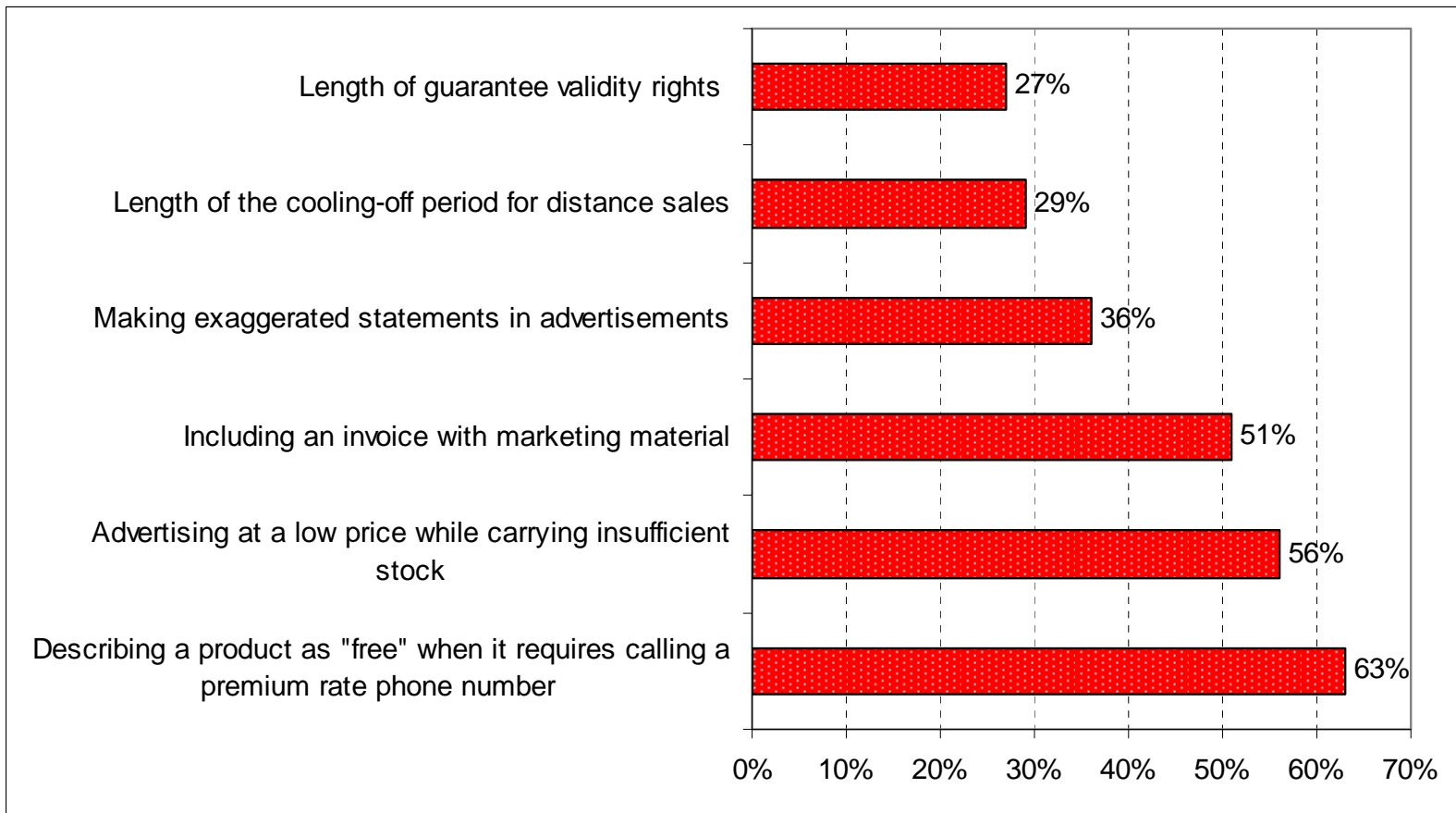


Room for improving consumers' awareness of their rights



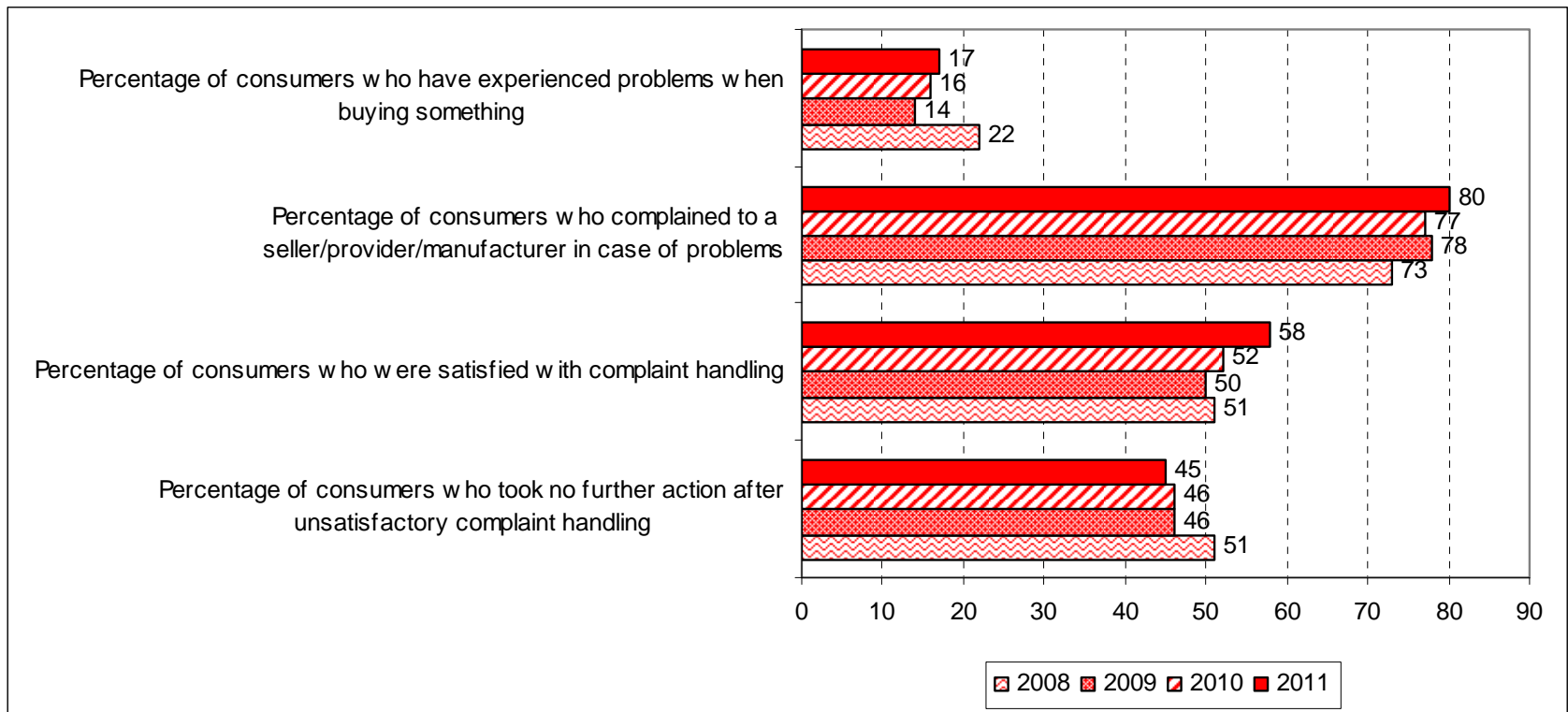
Only 12% of respondents were able to answer all three questions correctly; this was less than the percentage of those who did not give a single correct answer (13%).

Many retailers are not aware of their legal obligations towards consumers

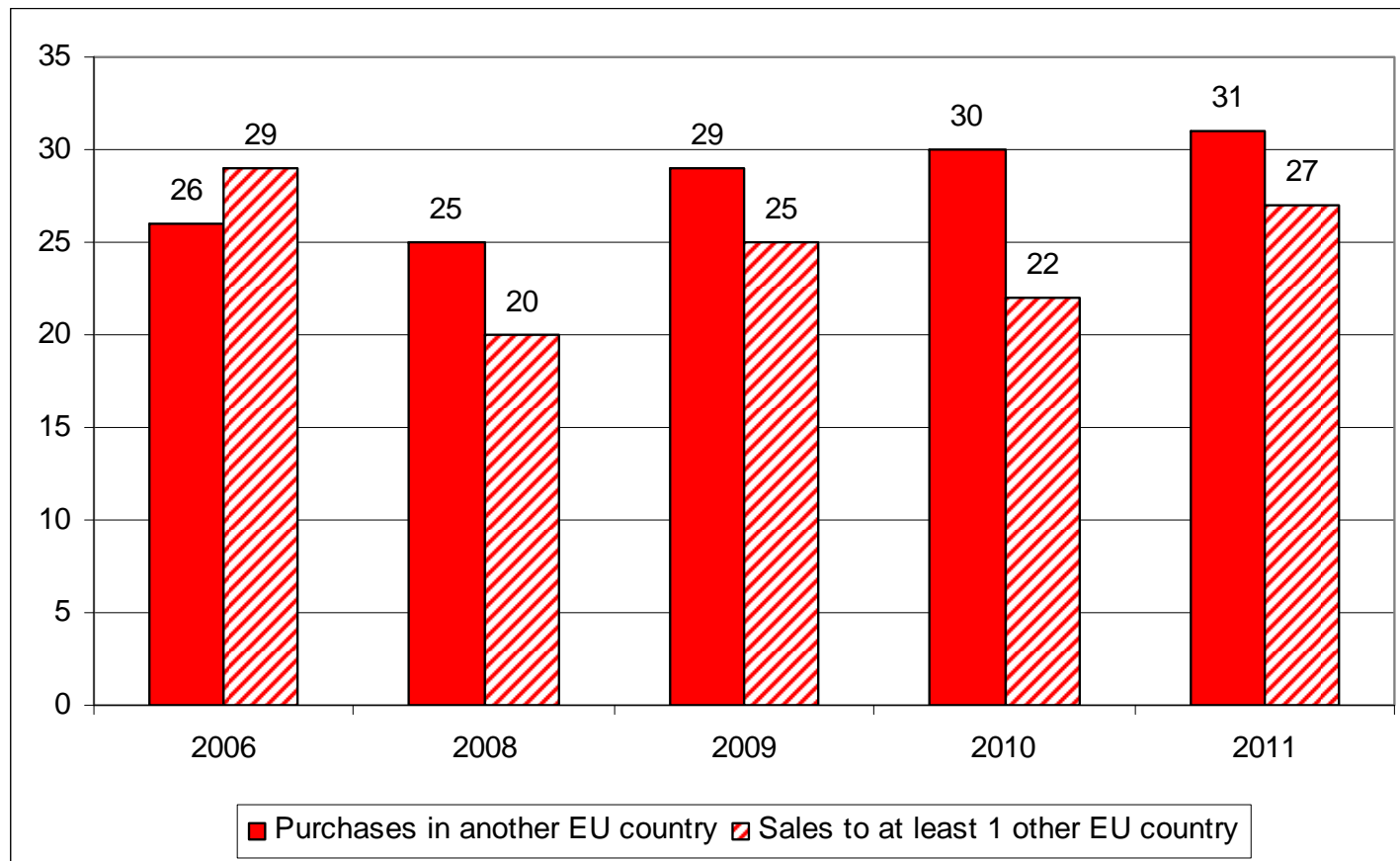


Problems and complaints

- Consumers more likely to complain in case of problems and more satisfied with complaint handling
- But almost half of those who were not satisfied did not seek further redress.

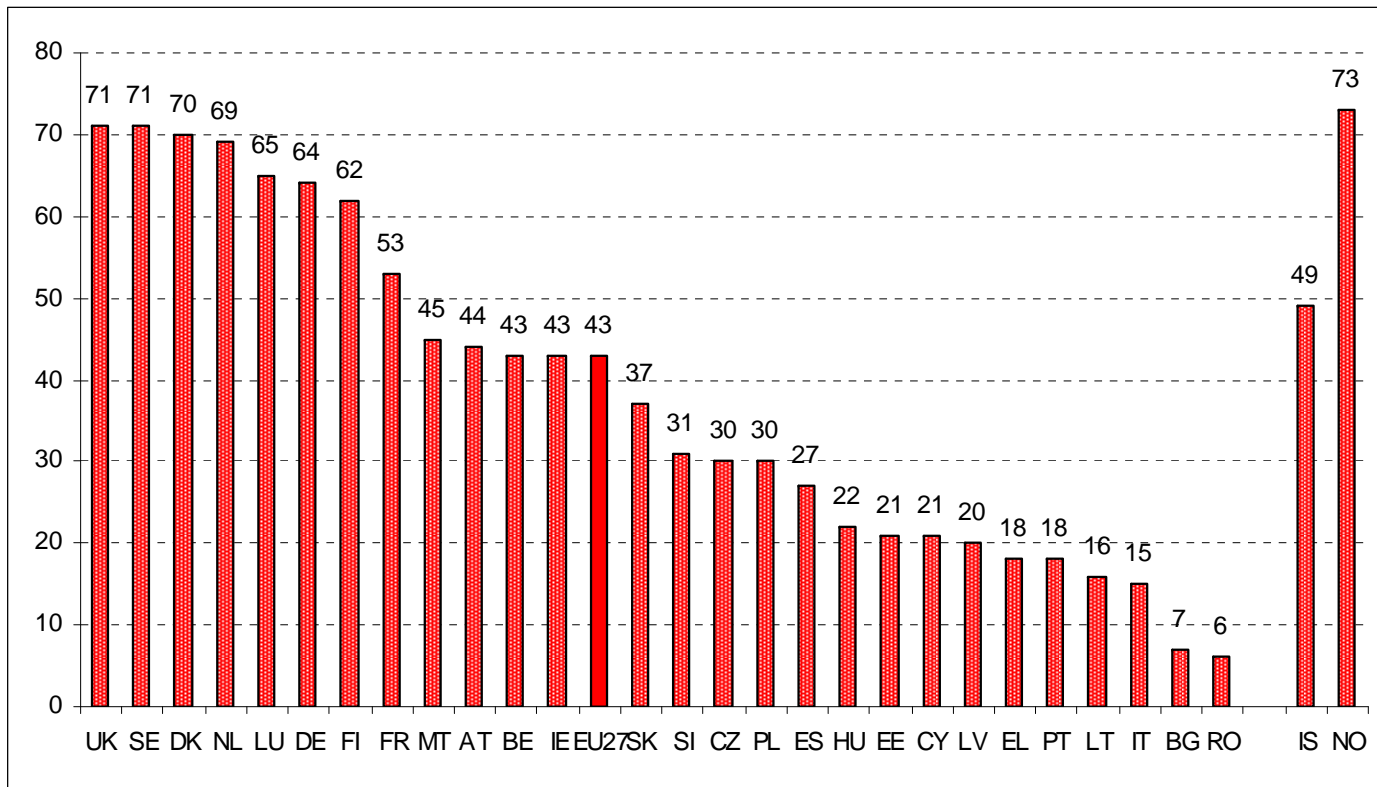


EU retail internal market still far from being fully integrated



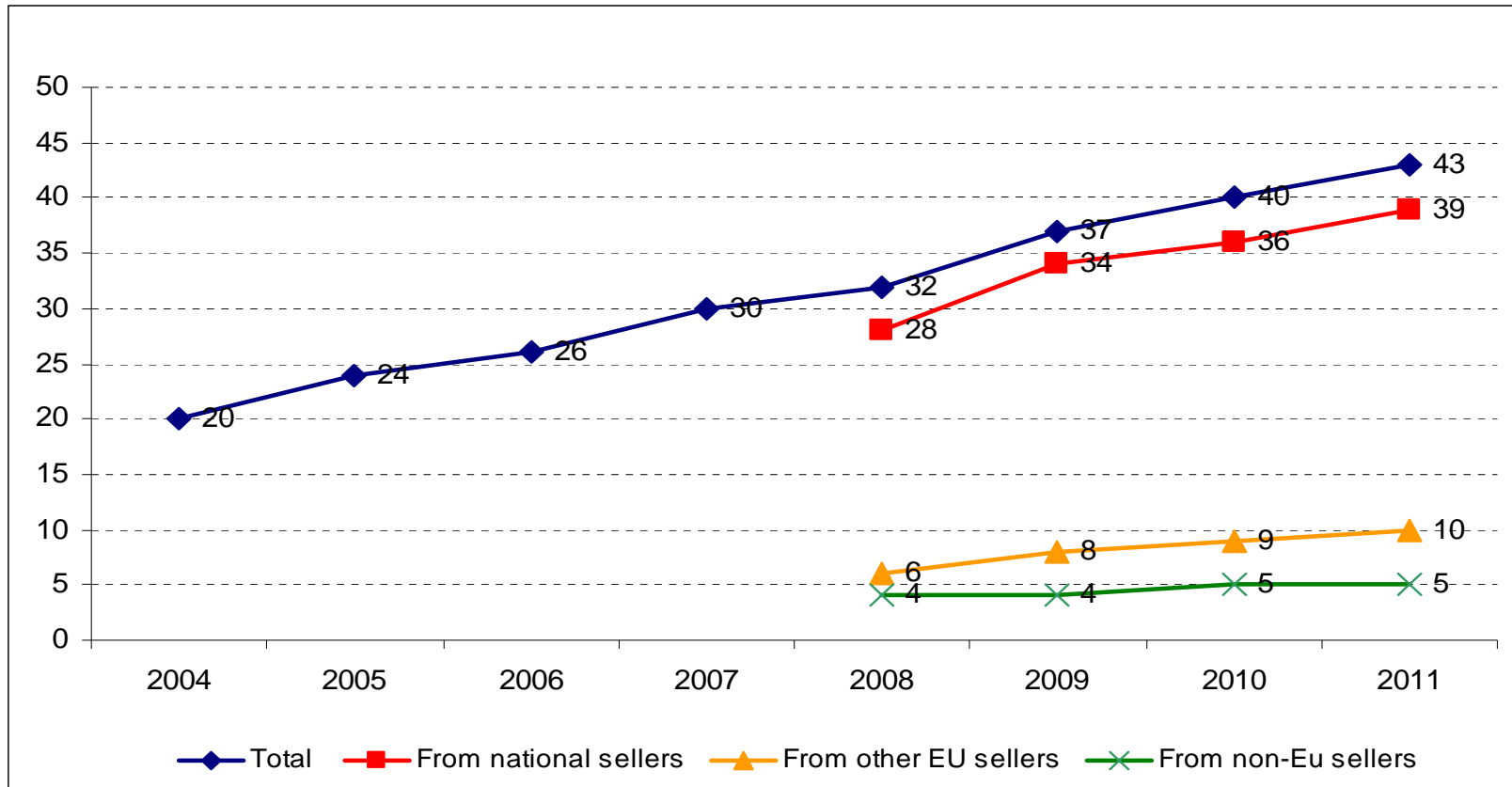
E-commerce is growing but there are significant country differences

- Strong correlation between online shopping and background indicators such as broadband penetration and Internet skills



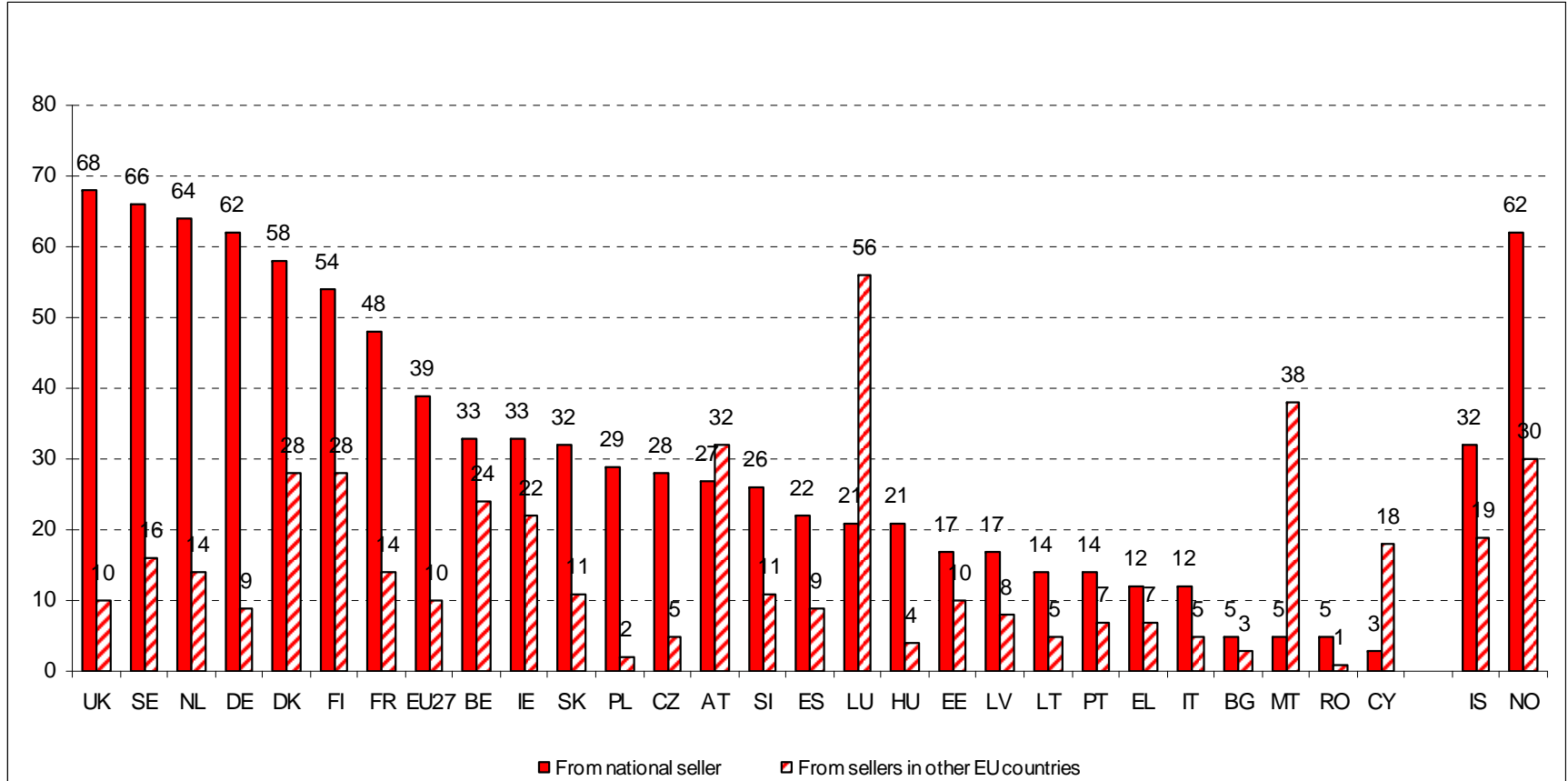
E-commerce gap

- **E-commerce remains largely domestic** despite greater choice and savings to be made across borders (up to EUR 204 billion per annum)



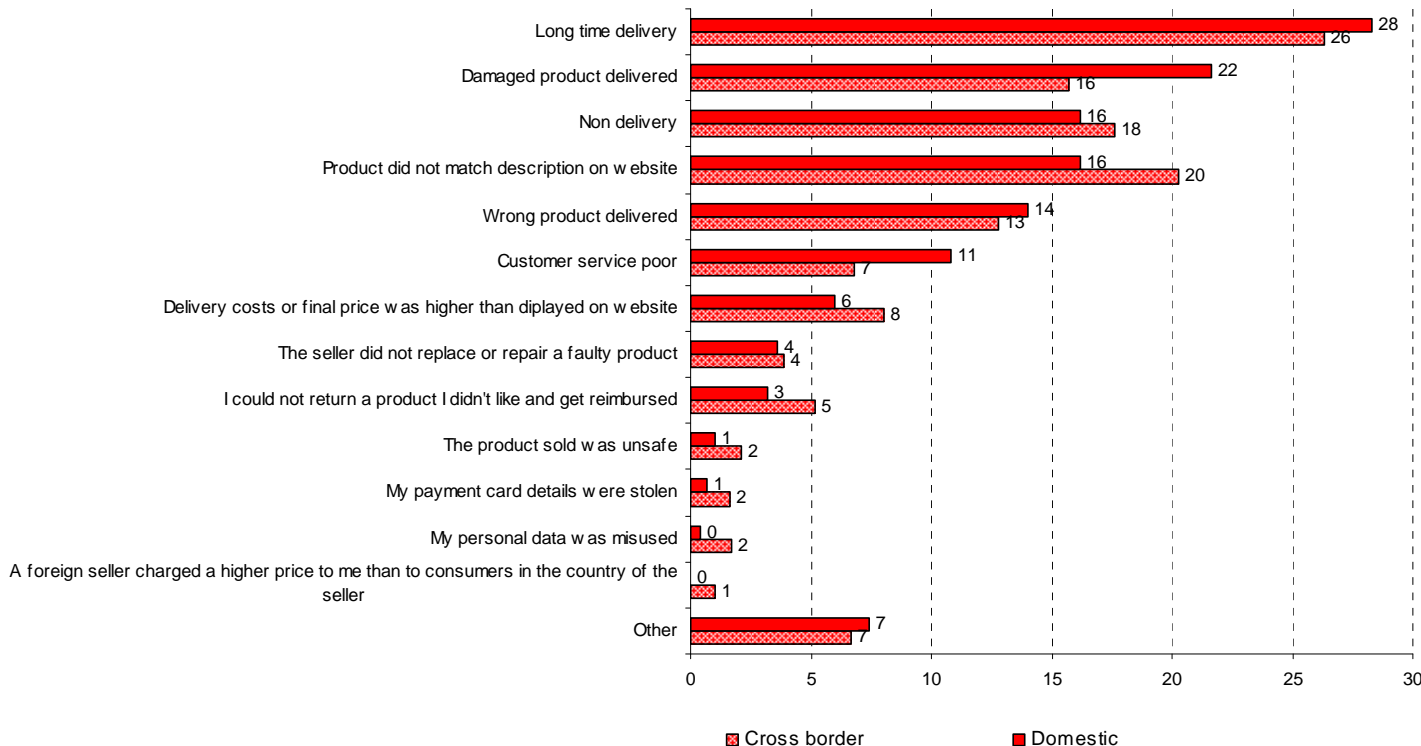
E-commerce gap

- Cross-border shopping tends to be higher in some smaller markets in Western and Northern Europe and/or countries with language and cultural links with larger markets



Cross-border e-commerce as reliable as domestic e-commerce

- 13% of online shoppers have experienced a problem when buying goods cross-border compared to 14% for domestic purchases.
- The incidence of most types of problems is fairly similar for both types of purchases.



The way forward to make the single market deliver better for consumers and businesses

- E-commerce Communication
- Consumer Rights Directive
- Initiatives on Alternative Dispute Resolution and Online Dispute Resolution
- Proposal for Common European Sales Law
- Single Market Act 2

More information:

http://ec.europa.eu/consumers/consumer_research/editions/cms7_en.htm

Thank you for your attention!

