



Nederlandse Voedsel- en
Warenautoriteit
Ministerie van Economische Zaken

Product Safety and Products Sold on Line.

What is so special about that?



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Behaviour
E-Shopper
Key for MS
Strategy
Online
Sales

Content

1. Why do we want to learn more about the E Shopper?
2. IPSOS Study March, 2016
3. Market Surveillance Online.



Why do we want to learn more about the E Shopper?

- *Traditionally we focus on “who is offering what ?”
- *Online offerings are however unlimited and always growing, changing and evolving.
- *Our resources are limited as are our powers (national territory).
- *E Shopper can buy where he wants and has product delivered at doorstep. He is behind the steering wheel.

Solution: we use the buying behaviour of the E Shopper as a MS compas for sales online.



IPSOS Study: buying behaviour E Shoppers (6000 E shoppers).

- What does he buy online (preferred product groups)
- Where does he buy; which web shops?
- What are his motives for buying online and what are his concerns?
- Is product safety an issue when buying; does it concern him?

Insight in behaviour E Shopper gives us:

- Possibilities to focus MS on certain product groups and certain types of webshops based in NL.
- Information we can use for our communication towards E Shoppers especially where it concerns buying from webshops in third countries.



IPSOS Study

- Majority of Dutch E shoppers buy from well known companies that also have brick shops or are reliable webshops.
- They buy well known brands also to be found in brick shops.

Motives for buying online:

- *Reliable (shop and product).
- *Comfort
- *Price

Concerns.

- 5 % has some concerns about safety of products that are offered
- 27 % has concerns about delivery of product on time.
- 20% will product arrive at all?
- 40 % has no concerns at all.

- **Hardly anyone contacts an authority when confronted with an unsafe product.**
- E Shoppers not familiar with NVWA being that authority.



What does this mean for our MS?

- E shoppers buy the same products (groups and brands) we already inspect on Brick locations.
- As a rule we therefore make no distinction in (NL based) webshops or brick shops when taking samples.
- We pick and buy our samples as much as possible by using the internet (Efficiency).
- Exception; 10 mega Dutch based discounter webshops .
"Unknown brands"

Third country webshops.

- We use our findings for communications (Face Book, Twitter,) to consumers naming product and shop.
- We order samples of certain popular productgroups from the Top 10 Chinese webshops that target NL consumers .



2017 ; further MS developments

- We inspected 17 fulfilment houses in 2016 ; no storage for Chinese webshops found. No further inspection in 2017.
- Stimulating consumers/E shoppers to report more unsafe products to us by;
 1. Raising awareness around the possibility of unsafe products.
 2. Raising awareness concerning the possible serious consequences for the buyer of the product but also for other consumers.
 3. Triggering consumers to report unsafe products to us; this enables us to focus our MS even further.



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Thank you !