



Consumers conditions in the vehicle fuels market

CMEG, 6th September 2012
DG SANCO, Unit B1
Consumers markets



Background

Follow up to the 6th Consumers Market Scoreboard (October 2011);

*Performance measured in areas such as consumer ability to **compare offers**, consumer **trust** in retailers/producers, **complying** with **consumer protection legislation**, **problems experienced** by consumers, consumer **complaints** and whether the **market lived up what consumers want**;*

*Vehicle fuels is ranked **2nd last among goods markets** and it is the market that has deteriorated the most compared to 2010,*

*This market is the **fourth largest market** in terms of total expenditure of household budget and is influenced by a high volatility of petrol prices.*



The MPI for the vehicle fuels market: for all components the average scores are below the 2010 scores.

Comparability, trust and overall satisfaction sharply decreased compared to last year results;

Problems: more consumers experienced problems than in 2010;

Complaints: number of complaints went up;

Competition: in this market consumers rate the choice of retailers as the lowest compared to all other goods markets.

MS state of play in 2011

- *In 2011, AT, CY, EL, ES and IT are the countries where the fuels market is the **lowest scoring market of all goods markets**. It is the second lowest market in BG, DE, PT and UK. It is the third lowest one in CZ, IE and RO. It is among the lowest in EE, HU, FR, LT, LV, MT, NL, PL.*
- *Better results are found in BE, SE, SI and SK.*
- *On the contrary across the countries the **performance** of this market was the **highest** in LU, FI and DK.*



Regulatory context

Among the others, there are two key European directives that set the requirements for the quality of fuel sold in the EU (and its monitoring):

***Directive 98/70/EC** set mandatory minimum EU consumer information standards for the EU member States concerning the biofuel content of petrol and diesel, in particular on the appropriate use;*

***Directive 2009/30/EC** requires indication on the level of biofuels to be indicated at the sales pump, if the % of biofuel blend exceeds 10% by volume.*

***DG ENER** and **DG CLIMA** are working on the implementation of these two directives that have already had a concrete impact on consumers' everyday life...*

Consumers' dilemma: what's the best choice?



↑
RON 95? /98?

Not unleaded ?



Fuels market study

Main aim: assess consumers' information on the quality of fuels available, consumer understanding and transparency of information such as information on labels, understanding of differences between fuels and understanding of suitability of fuels for cars.

Issues to be looked into:

- ✓ **Provision of information;**
- ✓ **Availability, awareness and comparability of the choice; price, problems, complaints and redress;**
- ✓ **Quality:** i.e. labels.



Fuels market study – insights on:

- ✓ Regulating fuel labelling;
- ✓ Increasing transparency in fuel labelling;
- ✓ Improving consumers' understanding of vehicle fuels.

Key features of the study

Main tasks:

Task 1:

Desk research

Interviews with key stakeholders

Survey of stakeholders

Economic analysis based on a long-term of weekly fuel prices

Task 2: *consumer survey*

Task 3: *price collection*

Task 4: *mystery shopping exercise*



Next steps

Contract signed 1st September

Kick off meeting with the contractor: middle of September

First results: Spring 2013

More information:

http://ec.europa.eu/consumers/consumer_research/editions/cms6_en.htm

Thank you for your attention!
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