



Upcoming study on consumer vulnerabilities

The concept of vulnerability is broad and complex. The European Consumer Agenda identifies consumer vulnerability as one of the key challenges to be tackled in the future.

The current socio-economic context, increasingly sophisticated markets and selling techniques hide important risk factors of consumer vulnerability.

Further research is required in order to explore the drivers of consumer vulnerability and to identify appropriate solutions.

- What can reasonably be expected of "the average consumer"?
- What makes consumers vulnerable?
- Which commercial practices/marketing strategies exacerbate consumer vulnerability in your national context?

The Commission is interested in knowing more about research and existing instruments and best practices for tackling consumer vulnerability in Member States.