



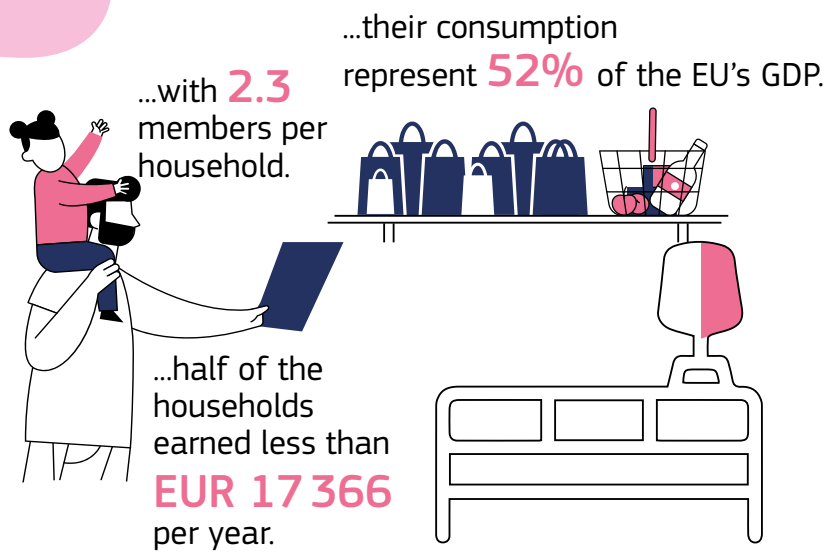
European Commission

Key Consumer Data 2020

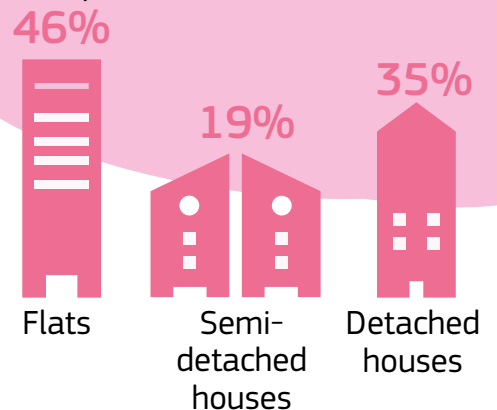
12 March 2021
#EU4Consumers

Every year the European Commission collects data on consumption patterns in the Single Market. The data serves to assess consumers' needs. The data collected in 2020 shows the impact of COVID-19 on European consumers.

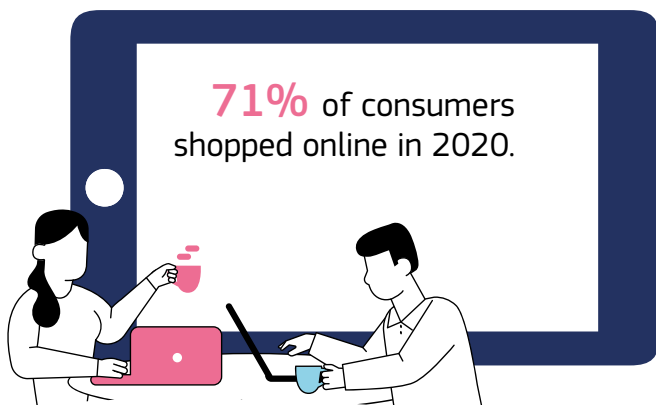
There are 195 million households in the European Union...



Europeans live in...



Consumer behaviour is changing. In 2020...



43% were confident buying online from another EU country, up 7 percentage points from 2014.

63% were confident buying online in their home country, up 6 percentage points from 2014.

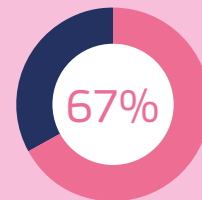
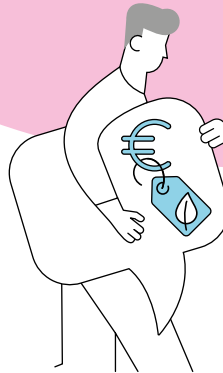


Consumers' environmental awareness is on the increase. In 2020...

56% of consumers considered at least once the environmental impact of their purchase.



23% of consumers considered the environmental impact of **most or all** of their purchases.



67% of consumers said they bought products that are better for the environment even if they cost more.

Consumer trust and knowledge of rights...



80% trust retailers and service providers to respect their rights.

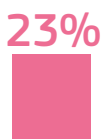
Only **27%** of EU consumers know their rights very well.



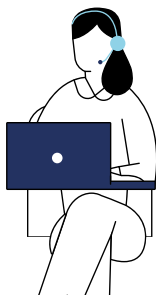
70% trust public authorities to protect their rights.



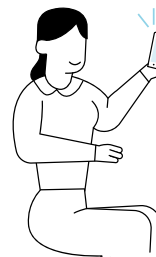
Consumers took action when encountering problems...



encountered problems.



took action.

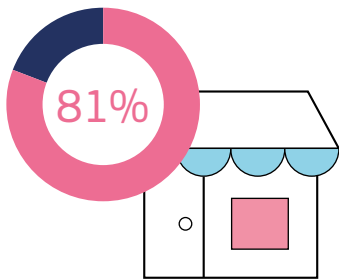


were satisfied with the outcome.

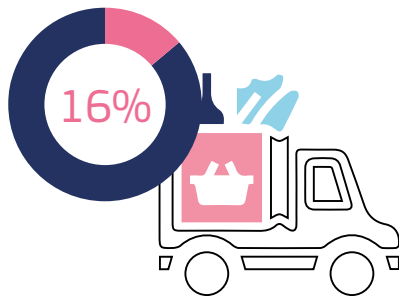
8% took no action.

Impact of COVID-19 on consumer behaviour

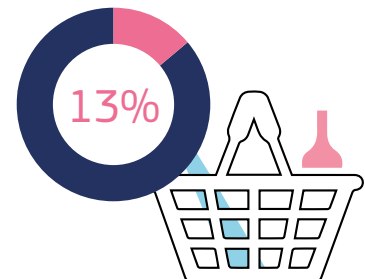
Shopping behaviour



shopped closer to home and supported local businesses.



used grocery delivery services.



used pick-up services.

Financial concerns



38% were concerned about paying next month's bills.

Between Member States financial concerns among the population ranged from **7%** to **71%**.



Impact on decisions



42% considered delaying a major purchase.



80% won't make travel plans until the situation is back to normal in their country.

Sources: Consumer Conditions Survey and Eurostat.

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