



2019 Market Monitoring Survey

The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of goods and services markets across the European Union, the UK, Iceland and Norway. It looks at consumers' experiences and perceptions of the markets using a standard set of indicators to allow consistent and comparable monitoring across markets, countries and survey waves. The indicators include both 'core' items, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations). This factsheet covers the core indicators only.



MARKETS COVERED



Household
appliances



Electronic
products



Products
for children



Cosmetics



House and garden
maintenance products



Furniture
and
furnishings



Airline
services



Holiday
accommodation



Loans, credit and
credit cards



TECHNICAL NOTE

The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2019 wave of the survey was conducted between 18 December 2019 and 19 May 2020.

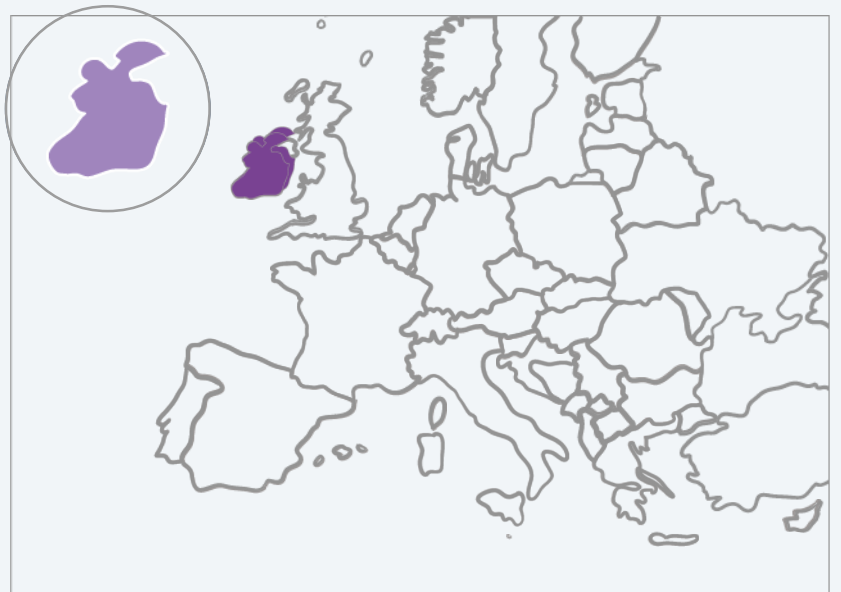


FURTHER INFORMATION

Survey microsite:
<https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?:showVizHome=no>

EC website:
https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en

Email: JUST-E3@ec.europa.eu



OVERVIEW OF FINDINGS

The MMS contains seven core indicators: trust in markets; ratings of purchasing experiences; ease of comparing products/services; experience of problems giving cause for complaint; experience of detriment; complaining; and satisfaction with complaint outcomes.

In Ireland, levels of trust in the nine markets covered range from a high of 93% for the household appliances market, to a low of 81% for the loans, credit and credit cards market. In general the results are higher than the comparable EU27 averages.

Between 90% and 97% of consumers in Ireland report positive experiences of purchasing goods or services in the nine markets. Between 68% (loans, credit and credit cards) and 80% (household appliances) find it easy to compare the offers of different retailers/providers/operators.

Between 5% and 23% of consumers in Ireland have experienced a problem in the nine markets that they feel gave cause for complaint – compared with 3%-13% across the EU27 as a whole. Of this group, between 11% and 48% have experienced financial loss as a result of the problem, while between 50% and 84% have experienced other, non-financial impacts, such as a loss of time, anger, frustration, stress or anxiety.

Of all those who have experienced problems in Ireland, between 59% (in the case of the cosmetics market) and 80% (in the case of the holiday accommodation market) went on to make a complaint.

How much do you trust the providers/retailers/operators overall?

How would you rate your experiences of purchasing products/services in this market?



How easy or difficult was it to compare the services or products of different providers / retailers / operators?

Very easy

Fairly easy

Fairly difficult

Very difficult

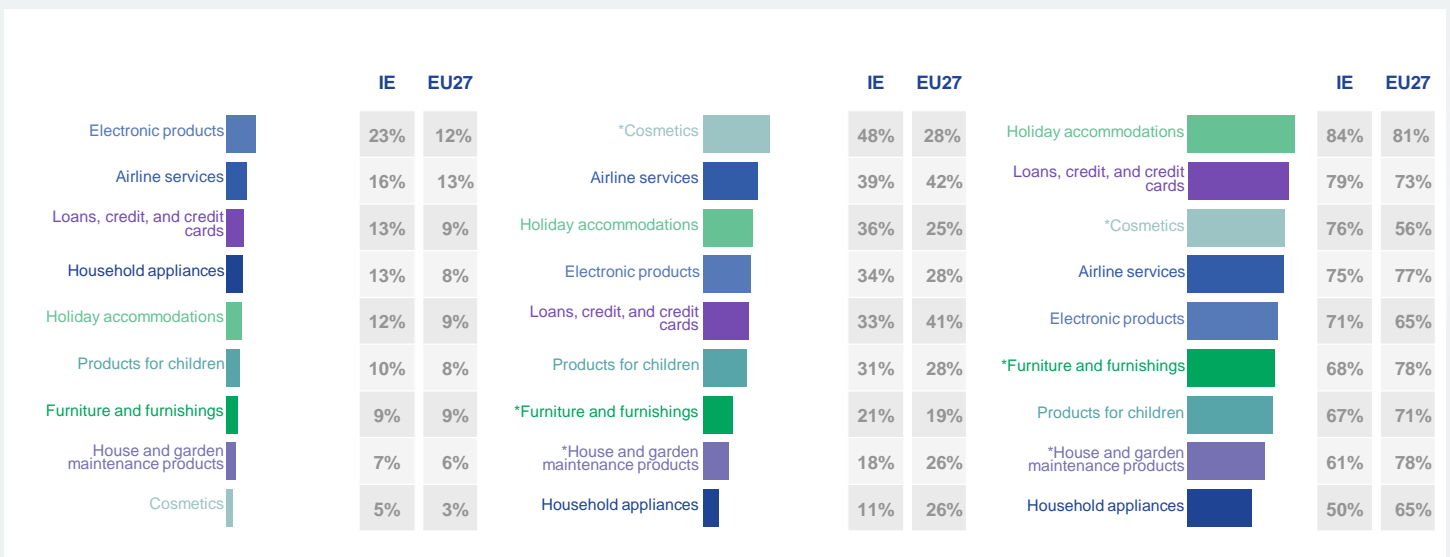


Base: Adults (aged 18+)
Data label not shown <5%

Have you experienced problems with the products or services you purchased? (% yes)

Did you personally experience financial loss? (% yes)

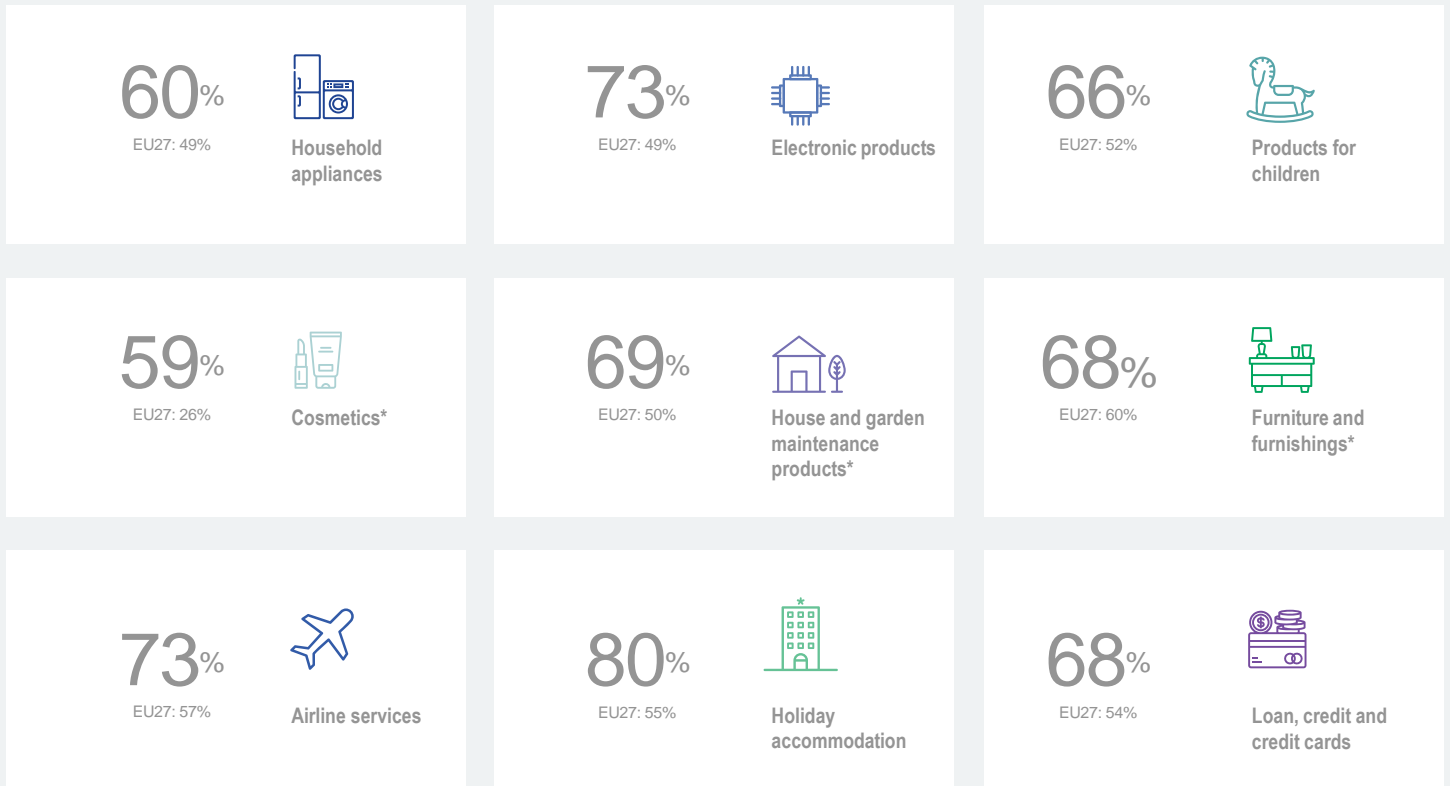
Did you personally experience other non-financial impacts such as loss of time, anger, frustration, stress, anxiety? (% yes)



Base: Adults (aged 18+)
*Base size < 50

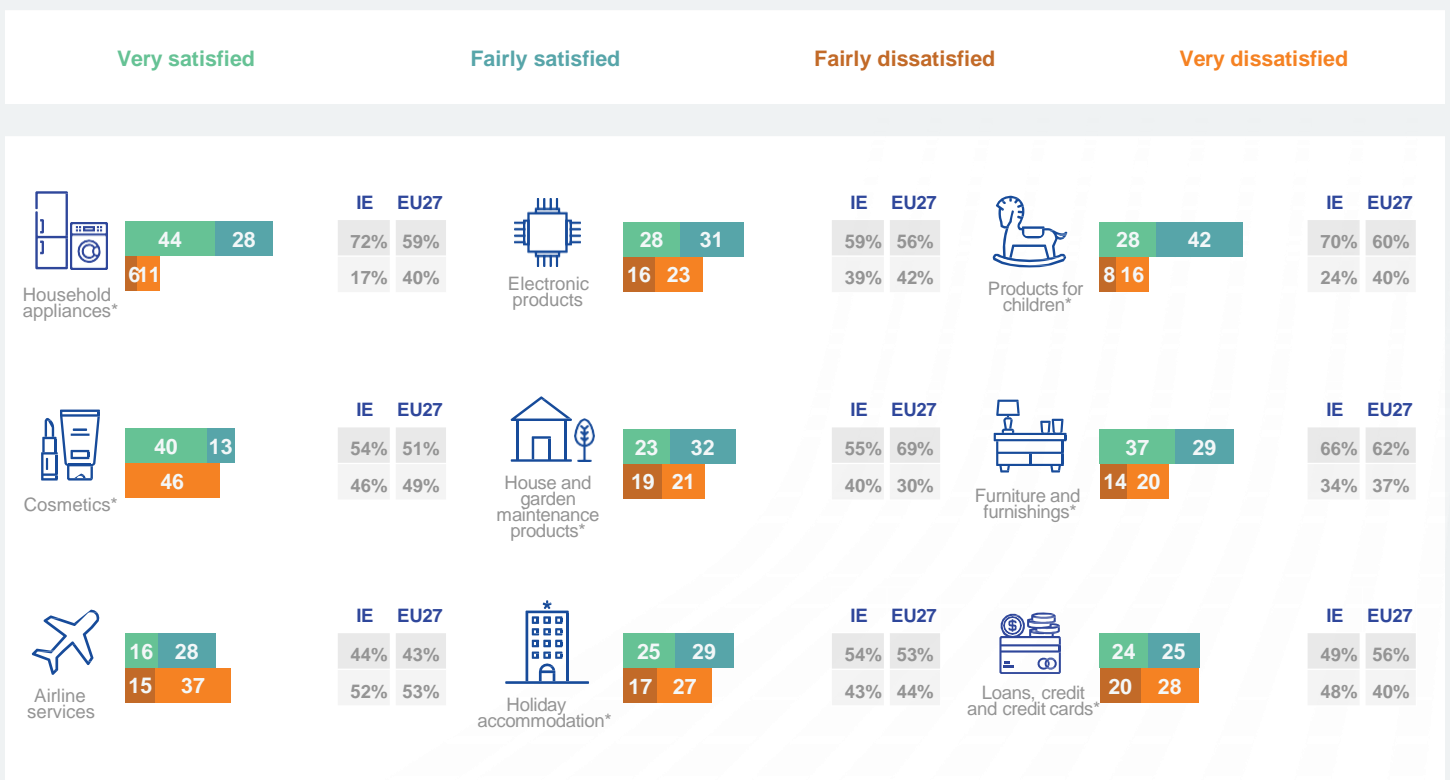
Base: Adults (aged 18+) who experienced a problem

Thinking about the most recent problem, did you make a complaint? (% yes)



Base: Adults (aged 18+) who experienced a problem
*Base size <50

How satisfied were you with the complaint outcome?



Base: Adults (18+) who made a complaint
Data labels <5% not shown
*Base size < 50