

Consumer opportunities and challenges: key statistics

Setting the scene



900 billion ^{USD}

net financial and monetised time loss from consumer problems in OECD countries in a year, extrapolated from the lower of estimates from Sweden and the United Kingdom (2023)¹

60%

average consumer spending as a share of GDP in OECD countries²

70%

consumers who have purchased online in OECD countries (2023)³

1.8 trillion ^{USD}

value of combined third-party sales on top three consumer online marketplaces (2023)⁴

Digital transition



9 in 10

consumers who have encountered a dark pattern on a website or app (2024)⁵

88%

relative increase in retention of a streaming subscription due to a series of dark patterns in online OECD behavioural experiments (2024)⁶

22 billion ^{USD}

extrapolated net financial losses incurred by consumers in OECD countries due to their most serious e-commerce problem in a year (2020)⁷

Product safety



44 000

recalls of unsafe products issued from around 50 jurisdictions since 2012⁸

87%

share of banned or recalled products inspected in an international review of e-commerce websites found to be available for purchase (2021)⁹

220 billion ^{USD}

cost of unsafe products in OECD countries in a year, extrapolated from estimates in Australia, the European Union and the United States (2023)¹⁰

Green transition



40–70%

potential reduction in GHG emissions by 2050 from behavioural and lifestyle changes in sectors like housing, mobility and food (2022)¹¹

74%

consumers who consider protecting the environment important (2024)¹²

40%

websites flagged for potentially misleading green claims in an international review (2020)¹³

International co-operation



40%

online shoppers in the European Union who have purchased from sellers in other countries (2024)¹⁴

43%

jurisdictions indicating that a lack of legal powers was frequently a barrier to cross-border consumer protection enforcement co-operation (2017)¹⁵

Development & inclusivity



75%

projected share of discretionary spending controlled by women in 2028 (2020)¹⁶

1 billion

projected additional consumers by 2031 with the means to participate in markets beyond basic needs (2023)¹⁷

¹Extrapolation to OECD countries based on the lower of two estimates, from Sweden and the United Kingdom – see Box 3 in issues note “Promoting economic development and inclusivity through consumer policy” prepared for the OECD Consumer Policy Ministerial for details.

²OECD (2024), *Household spending (indicator)*, <https://doi.org/10.1787/b5f46047-en>.

³OECD (2024), “ICT Access and Usage by Households and Individuals”, *OECD Telecommunications and Internet Statistics (database)*, <https://doi.org/10.1787/b9823565-en>. – data for 2023

⁴Digital Commerce 360 (2024), <https://www.digitalcommerce360.com/top-online-marketplaces-data-stats/>

⁵OECD (forthcoming), *Empirical study on dark commercial patterns*, OECD Publishing, Paris.

⁶OECD (forthcoming), *Empirical study on dark commercial patterns*, OECD Publishing, Paris. In OECD online behavioural experiments conducted in 2024 across 20 countries, 87.9% of respondents accepted a video streaming subscription when exposed to three kinds of dark patterns known as false hierarchy, obstruction, and nagging. This compared to 46.7% when exposed to none of those three dark patterns, implying an increase of 41.2 percentage points, or **88.3% in relative terms**. See Box 1 in issues note “Protecting and empowering consumers in the digital transition prepared for the OECD Consumer Policy Ministerial for further details.

⁷OECD (2022), “Measuring financial consumer detriment in e-commerce”, *OECD Digital Economy Papers*, No. 326, OECD Publishing, Paris, <https://doi.org/10.1787/4055c40e-en> - data for 2020.

⁸OECD (2024), GlobalRecalls Portal, <https://globalrecalls.oecd.org/>

⁹OECD (2023), “Online product safety sweep report”, *OECD Digital Economy Papers*, No 354, OECD Publishing, Paris, <https://doi.org/10.1787/c1faa51e-en> - data for 2021.

¹⁰Extrapolation to OECD countries based on estimates from Australia, the United States and the European Union - see Box 2 in issues note “Addressing new consumer product safety risks in a fast-evolving and global marketplace” prepared for the OECD Consumer Policy Ministerial for further details.

¹¹IPCC (2022), *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*, IPCC, <https://www.ipcc.ch/report/sixth-assessment-report-working-group-3/>.

¹²OECD (forthcoming), *Empirical study on sustainable consumption*, OECD Publishing, Paris.

¹³ICPEN (2021), *Global sweep finds 40% of firms’ green claims could be misleading*, <https://icpen.org/news/1147> - data for 2020.

¹⁴Eurostat (2024), “Digital economy and society: ICT usage in households and by individuals”, <https://ec.europa.eu/eurostat/web/digital-economy-and-society/data/comprehensive-database> [isoc_ec_ibos].

¹⁵OECD (2018), “Consumer protection enforcement in a global digital marketplace”, *OECD Digital Economy Papers*, No. 266, OECD Publishing, Paris, <https://doi.org/10.1787/f041eead-en> - data for 2017.

¹⁶Nielsen (2020), *Wise up to Women*, <https://www.nielsen.com/insights/2020/wise-up-to-women/>.

¹⁷Fengler, W. et al. (2023), “How the world consumer class will grow from 4 billion to 5 billion people by 2031”, *Commentary*, <https://www.brookings.edu/articles/how-the-world-consumer-class-will-grow-from-4-billion-to-5-billion-people-by-2031/>.