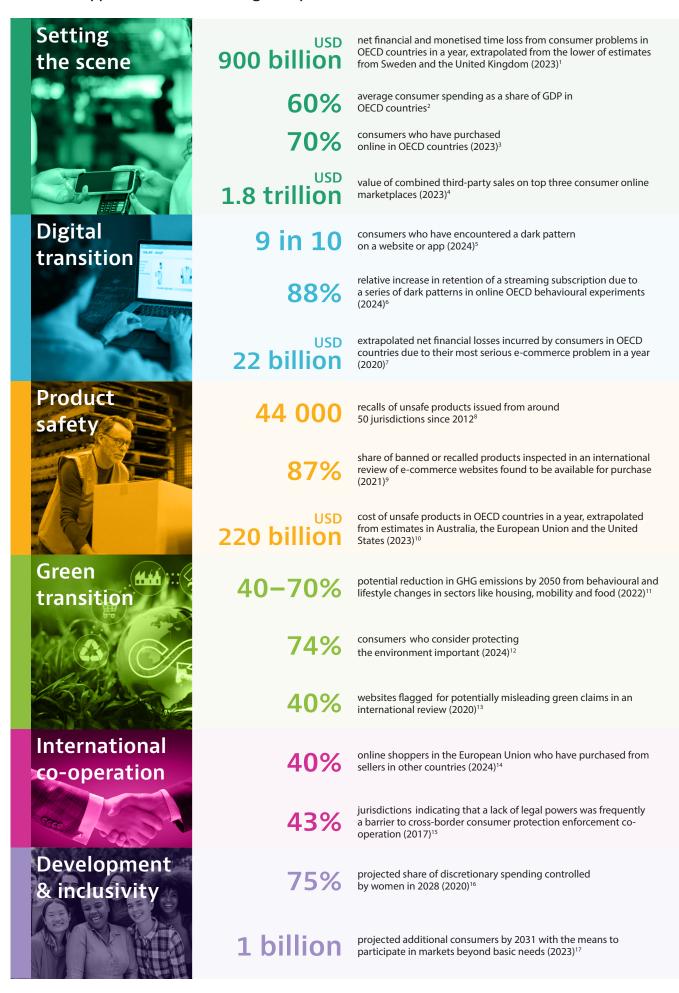
Consumer opportunities and challenges: key statistics



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

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

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

GOECD (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.

OECD (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/

°OECD (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/.