

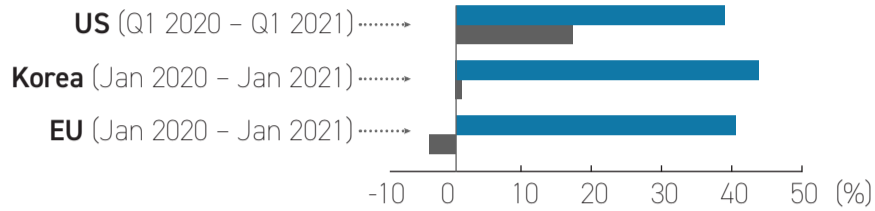
Consumers in the Digital and Global Marketplace

RAPID E-COMMERCE GROWTH

The percentage of consumers who purchased online in OECD countries increased considerably over the last decade.

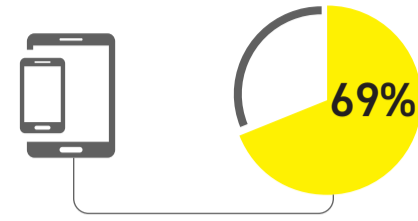


During the pandemic, **e-commerce retail** grew significantly faster than **retail** overall in several countries (on a year-on-year basis).

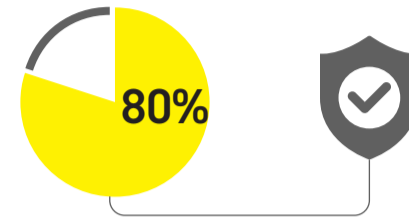


DIGITALLY ENGAGED CONSUMERS

According to a 2019 survey of consumers in six OECD countries, **69%** of consumers reported **owning one or more connected devices**.

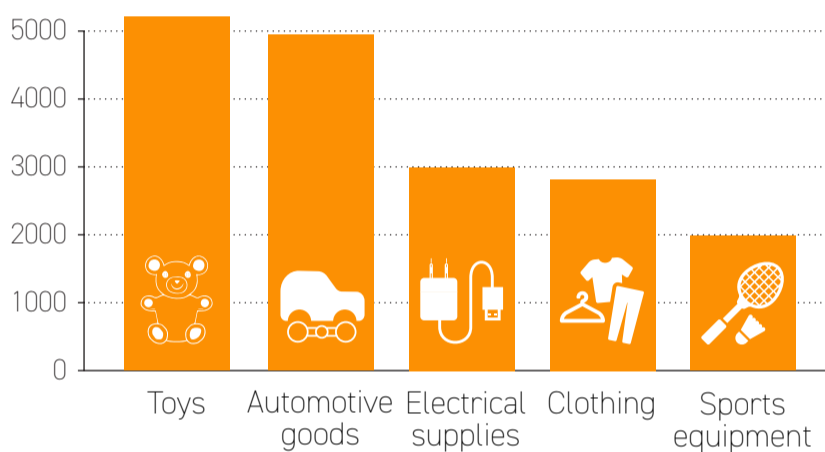


When making a purchase decision, **80%** considered it important that the device is made by a brand they trust.



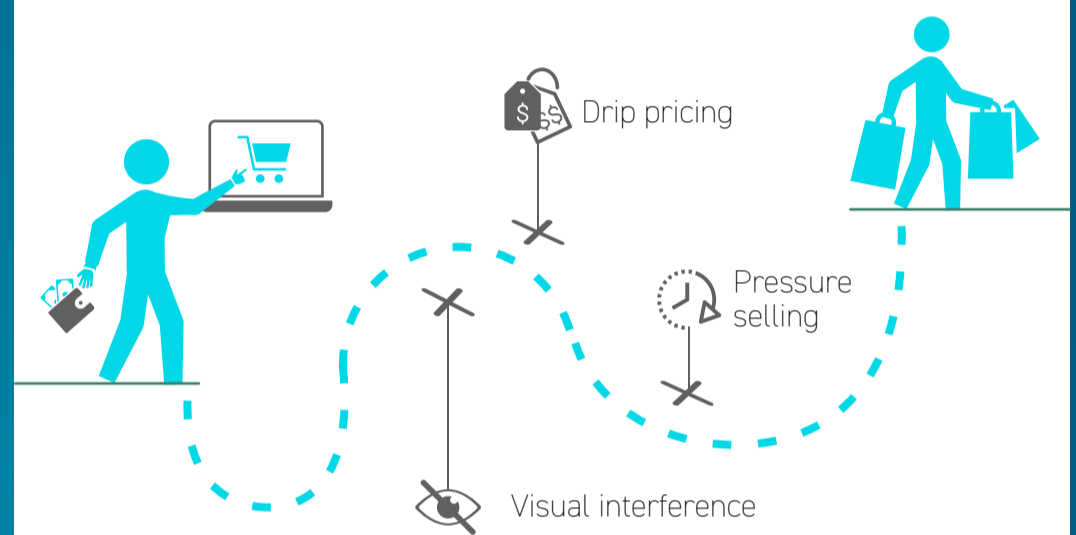
KEEPING TRACK OF UNSAFE PRODUCTS

Since 2012, over 30,000 product recalls from 47 jurisdictions have been posted on the OECD Global Recalls portal. The **top 5 most frequently recalled products account for approximately 60% of recalls**.



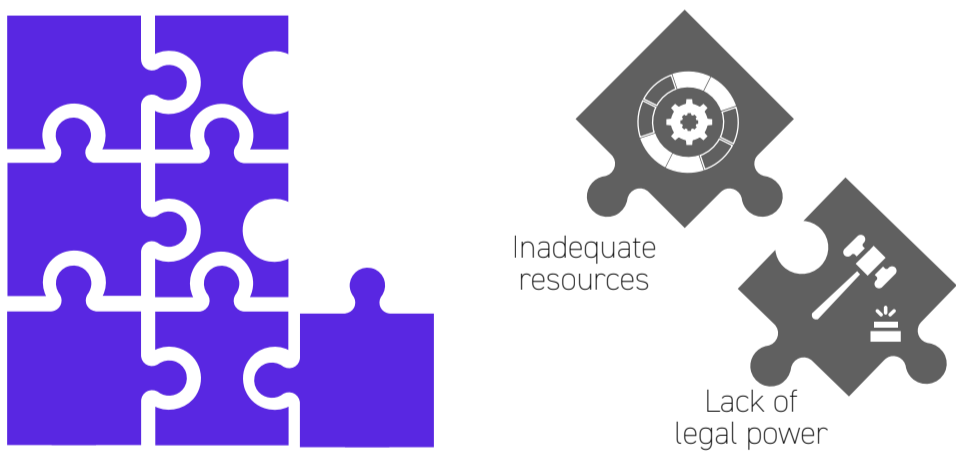
TACKLING DARK PATTERNS ONLINE

In a 2019 Internet sweep of 1760 retail websites and apps, **429 (24%) were flagged for potential dark patterns** i.e. user interface designs that can lead consumers to make decisions that may not be in their best interests.



STRENGTHENING CROSS-BORDER ENFORCEMENT CO-OPERATION

In a 2018 OECD survey, **29 out of 31 countries reported having cross-border enforcement co-operation arrangements**.



However, **inadequate resources** and **lack of legal power** were identified as **constant or frequent barriers in 19 and 12 countries respectively**.

PROMOTING SUSTAINABLE CONSUMPTION

According to a 2020 survey in 27 economies across the globe, **73% of consumers would like to reduce their impact on the environment significantly**. However, **only 25% made major changes towards a more environmentally friendly lifestyle**.



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The Consumer Marketplace of the Future

CELEBRATING 50 YEARS

Consumers in the Digital and Global Marketplace



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DATA SOURCES AND NOTES

Rapid e-commerce growth: Upper half: OECD calculations based on the OECD ICT Access and Usage by Households and Individuals database at <http://oe.cd/hhind> (last accessed 25.05.2021). Data refers to the percentage of individuals (age 16 to 74) that purchased online over the last 12 months. If country data was not available for a specified year, data from the most recent previous year has been used.

Lower half: Data for the EU are from Eurostat [sts_trtu_m] and show year-on-year percentage changes in deflated turnover (calendar adjusted, January 2020-21, EU27) for total retail trade (except motor vehicles and motorcycles) and retail sales via mail order houses or via Internet. Data for the US are from the US Census Bureau's Monthly Retail Trade Survey and administrative records and show year-on-year percentage changes in total retail and e-commerce sales (adjusted, Q1 2020-21). Data for Q1 2021 are preliminary. Data for Korea are from Statistics Korea's Monthly Service Industry Survey and show year-on-year percentage changes in the total retail and Internet shopping sales index (January 2020-21).

Digitally engaged consumer: Consumers International & Internet Society (2019), The trust opportunity: Exploring Consumers' Attitudes to the Internet of Things.

Keeping track of unsafe products: OECD Global Recalls portal, data from 2010-2021 (last accessed 25.05.2021).

Tackling dark patterns: Results of an Internet sweep conducted by the International Consumer Protection Enforcement Network (ICPEN) in 2019 on 'dark nudges', summarised in OECD (2021), Roundtable on Dark Commercial Patterns Online: Summary of discussion.

Strengthening cross-border enforcement co-operation: OECD (2018), "Consumer protection enforcement in a global digital marketplace", OECD Digital Economy Papers 266, <https://doi.org/10.1787/f041eead-en>.

Promoting sustainable consumption: GlobeScan (2020), Healthy and Sustainable Living: Highlights Report.



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