

# Business attitudes towards cross-border sales and consumer protection

## Analytical report

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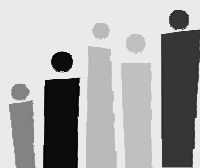
This survey was requested by Directorate General Health and Consumer Protection and coordinated by Directorate General Communication

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

Flash Eurobarometer Series  
#224

# Business attitudes towards cross-border sales and consumer protection

Survey conducted by The Gallup Organization  
Hungary upon the request of Directorate-  
General Health and Consumer Protection



**EUROBAROMETER**

Coordinated by Directorate-General  
Communication

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are solely those of the authors.

**THE GALLUP ORGANIZATION**

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## Introduction

EU policies have made a significant contribution towards the establishment of the Internal Market. However, while this has created a flourishing business-to-business (B2B) Internal Market, the same cannot be said for business-to-consumer (B2C, or retail) transactions, which remain largely fragmented along national lines. A lack of consumer confidence, but also companies' reluctance to make cross-border offers to consumers, restricts the extent to which EU citizens could benefit from the Internal Market.

In order to assess cross-border trade (or cross-border sales) activity from a retail perspective, the Directorate General 'Health and Consumers' (DG SANCO) decided to poll managers of retail enterprises, with at least 10 employees, on their experience of cross-border transactions and their views about certain consumer protection measures.

In this Flash Eurobarometer survey (no. 224), a total of 7,282 managers in the 27 EU Member States and Norway were interviewed by telephone between the 30 January and 7 February 2008. A previous survey with similar content was carried out in 2006 (Flash Eurobarometer 186).

The sample was randomly selected according to two criteria – the country where the selling company was situated and its size - within certain activity sectors that were considered to be likely to have significant retail activity<sup>1</sup> and to be able to sell via distance methods. The underlying objective of the analysis was to provide a picture of the importance of cross-border B2C transactions in the EU. In addition, it looked at retailers' attitudes towards possible obstacles to such transactions, with a focus on the provisions regulating consumer transactions, as well as measures that are likely to facilitate and encourage cross-border trade. The current survey also included an investigation into general product safety / consumer protection issues, within enterprises in the same activity areas.

The targeted number of main interviews varied somewhat by the size of the country. In many EU countries, and in Norway, the targeted sample size was 280. However, in France, Germany, Italy, Poland, Romania, Spain and the UK, this was increased to 400. In Cyprus, Luxembourg and Malta, the targeted number of the main interviews was reduced to 75, while in some other countries it was 150 (i.e. Denmark, Estonia, Greece, Latvia, Lithuania and Slovenia). Eighty-five percent of the companies interviewed were small enterprises (from 10 – 49 employees), while 12% were medium-sized enterprises (from 50 – 249 employees). Eighty-eight percent of the companies were independent, 3% were the headquarters of a multinational organisation and a further 9% were members of such a multinational group.

A technical note explaining the manner in which Gallup and its partner institutes conducted the survey is attached in the annex. It provides further details on the interviewing methods employed, the sampling techniques used and the statistical margins of error.

Due to the low sample sizes on national level, readers should be aware that the Member State level results are only approximate, with a maximum sampling error ranging from about  $\pm 12\%$  (in countries with a sample size of 75) to 4.7% (where the national sample size is 400), with the sampling error being  $\pm 8.2\%$ . The subsetting of the samples in various "filtered" questions further increases this range. It should also be noted that the survey comparisons are between the EU25 in 2006 to the existing EU27, a factor to be taken into account when assessing trends. Sampling errors for the EU level data are, however, much smaller;  $\pm 1.5\%$  for the total EU sample (both for the EU27 and the EU25) and  $\pm 2\%$  for the euro area.

With the extension of the EU with Bulgaria and Romania, the EU averages might change slightly. But the reader is reminded that the proportion of the population living in these two member states is 6.4% overall (see survey details for the size of the 15+ population in the EU member states), consequently,

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<sup>1</sup> These included hotels and restaurants, transport, finance and real estate; although there were certain types of companies excluded in each sector. See the survey details in the annex for a full list of the sectors included.

even if opinions are radically different in the two new member states, the EU27 average is barely effected. Consequently, the EU25 results for the 2008 are typically very close (within decimal percentage points) to the EU27 results. Annex tables (towards the end of this report) provides all results for EU25 as well, and whenever the difference between the EU25 and EU27 figures are more than one percentage points apart, we indicate the EU25 figure in the text or in a footnote, for comparison with the 2007 results.

In the annex, we provide the frequency distribution for all countries and relevant retailer segments. The annex also includes the survey questionnaire.

## Main findings

- A significant percentage of EU retailers (21%) are currently conducting cross-border transactions, but this is down from 29% detected in 2006 (that figure referred to the EU25)
- Distance sales methods (especially e-commerce) seem to be the key driver for opening up the retail Internal Market
- Retailers who conduct cross-border trade usually only do this to a few Member States: only 4% of those retailers trade to 10 or more Member States
- Although most EU retailers (note: SMEs employing at least 10 people represented 97% of the sample) sell to customers through shops (79%), a very significant proportion are also engaged in Internet-based sales (51%)
- Three-quarters of EU retailers only sell domestically. Overall, one in five EU retailers (21%) sell cross-border, via distance sales methods, to at least one other EU country; the same proportion (21%) advertise on a cross-border basis. The businesses most likely to be involved in cross-border retailing are medium and medium-large retail enterprises, with a limited number of outlets in other Member States and with existing language capabilities.
- The perceived cost of the insecurity of transactions (potential fraud or non-payment) was seen as the main obstacle to cross-border trade identified by retailers: 63% of respondents that answered the question considered these costs to be a *fairly important* or *very important* obstacle (up 2 percentage points, slightly beyond sampling error, from 2006). Other obstacles were almost equally important with retailers being concerned about:
  - the perceived cost of complying with different national fiscal regulations (up 4 points to 62% compared to 2006, EU25)
  - the perceived cost of complying with different national laws regulating consumer transactions (60% vs. 55% in 2006)
  - the perceived cost of the difficulty in resolving cross-border complaints and conflicts (59%, only a nominal change since 57% in 2006)
  - the extra costs arising from cross-border deliveries (57% vs. 51% in 2006)
  - the cost of ensuring an efficient after-sales service (55%; no change from 2006).
- The costs arising from language differences stood out as being somewhat less important (45%, nominally up from 43% in 2006).
- Retailers with no direct experience of cross-border trade were much more concerned about the possible obstacles to the development of such sales. Retailers agreed that if the provisions of the laws regulating consumer transactions were harmonised throughout the EU, their cross-border sales would increase: 46% (slightly up from 43% in 2006). Forty-one percent said the level of cross-border sales would not change, vs. 39% in 2006. The most spectacular difference is that instead of the 75% who do not currently sell cross-border, only 41% say that they would continue not to do so if regulations were harmonised.
- Sixteen percent of EU retailers said they would be interested in making cross-border sales to 10 or more Member States compared to the current 3%; 12% would do so to 4-10 EU countries (compared to 7% today) and another 16% to 2-3 EU countries (cv. 6% today).
- The majority of EU retailers (almost two-thirds) were not sure from where they would obtain information about consumer regulations in the different Member States (64%, +2 percentage points since 2006, 65% in the euro area).
- As for consumer protection in a domestic context, the overwhelming majority of EU27 retailers felt that they were informed about the legal obligations toward their – domestic – consumers (78%). However, less than one in five of the retailers said they were *fully informed* (19%) on this matter.

- Asked about non-food products, 16% of EU retailers thought that a significant number of products were unsafe, whilst a quarter (25%) believed that all products were essentially safe and over half (55%) felt that only a small number of products were unsafe.
- Fourteen percent of retailers received customer complaints about the safety of a product sold during the past year. Managers reported that they quite frequently carried out tests to ensure that their products were safe to sell (45%); it was also relatively widely reported that the authorities checked the safety of retailers' products (44%). About one in five retailers (21%) indicated that some of their products had been recalled or withdrawn during the past 12 months.

## 1. Cross-border trade among EU retailers

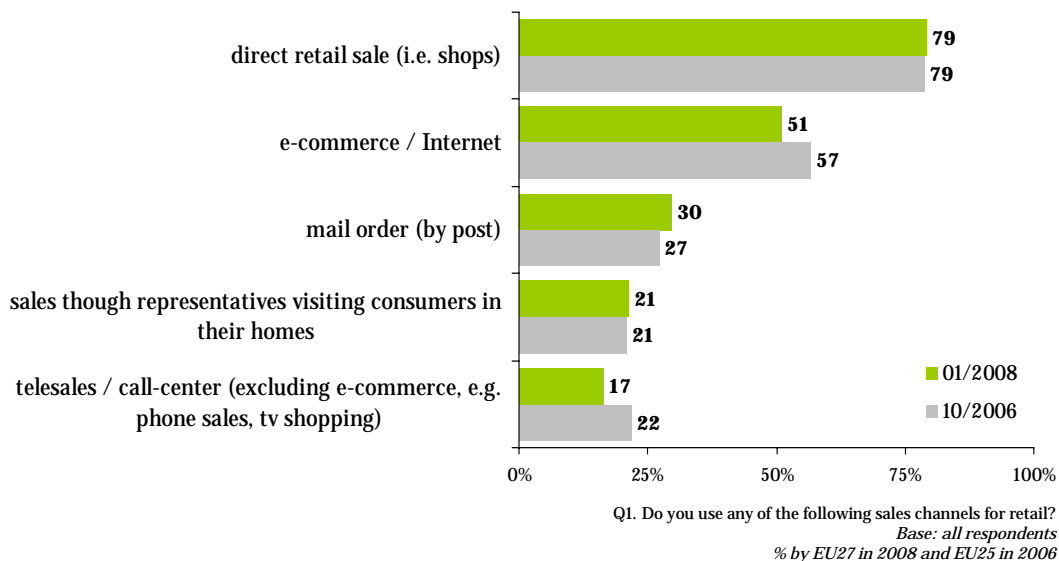
For this study, the businesses sampled were limited to those engaged in direct retail activity and employing at least 10 people. The survey is therefore only representative of the Business to Consumer (B2C) sector; it represents a sample of such relevant businesses in each Member State. Enterprises from retail sectors were sampled (see eligible NACE code under “Survey details”) and those who claimed not selling to the general public were excluded from the survey. For reasons of simplicity, this relevant group of enterprises will be labelled as *retailers* throughout this report.

### 1.1. Retail channels

Similar to the previous survey in 2006, most retailers use the traditional method of selling goods to consumers via shops (79%, no change). Half of the retail organisations are also engaged in Internet-based sales (51%). However, this ratio is somewhat lower in the EU27 than it was in 2006 among the EU25 (57%).

On average, retailers use about two channels (1.98) out of the five tested to target their customers and 31% of EU retailers offer their products and services via three or more channels. In 2006, the retailers used on average 2.05 channels and one-third of them offered their products and services through more than two channels.

**Graph 1. Sales channels used for retail**



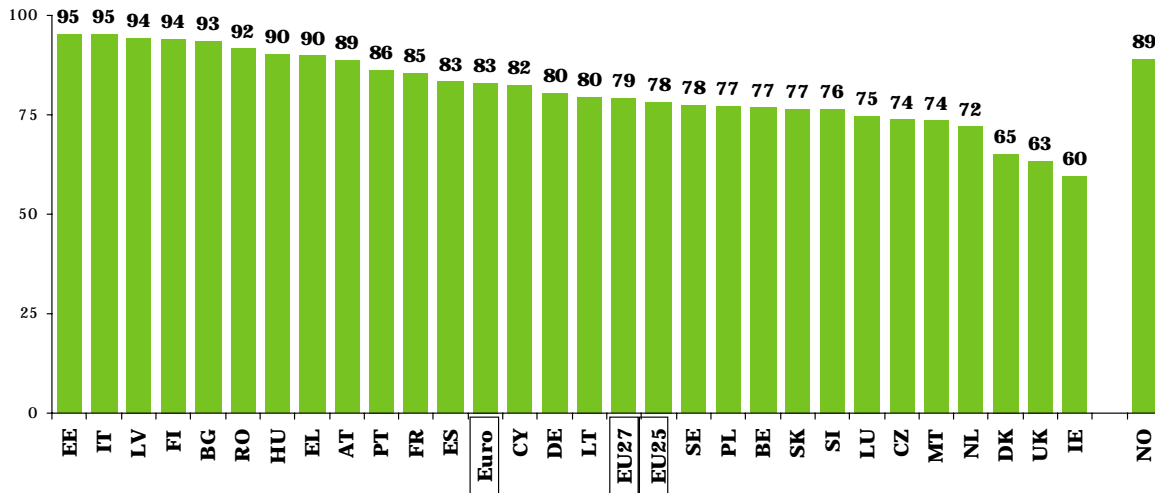
About a third of EU retailers use mail order as a sales channel (30%), while just over one in five (21%) sell their products via representatives who visit consumers at home. Telephone sales are used by the fewest number of retailers, 17% of them opt for this channel. While the proportion of respondents mentioning mail order increased slightly from 2006 (+3 points), the number of those quoting telesales decreased in this period (-5). There was no change in the proportion of respondents mentioning sales through representatives visiting consumers at home.

The vast majority of retailers in Estonia and Italy (both 95%), Latvia and Finland (both 94%), Bulgaria (93%), Romania (92%), Hungary and Greece (both 90%) **have a retail outlet** where they sell directly to consumers. On the other hand, it appears that the sampled retail companies in Denmark (65%), the UK (63%) and Ireland (60%) are the least likely to operate a retail shop.



The variation is much smaller for results across the various segments of EU retailers, as it ranges from 69% (of those that do distance cross-border sales) to 82% (of those selling domestically only). See Table 4b in the annex for full detailed information.

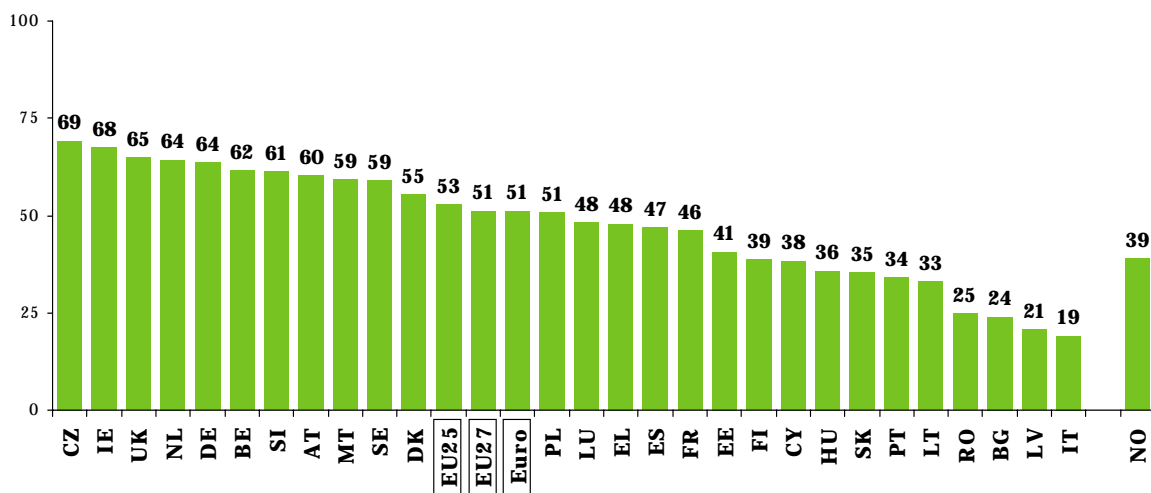
**Graph 2. Sales channels used for retail – direct retail sale (i.e. shops)**



Q1. Do you use any of the following sales channels for retail?  
 e) direct retail sale (i.e. shops)  
 Base: all respondents  
 % by country

The Czech Republic (69%), Ireland (68%) and the UK (65%) have the largest proportion of retailers offering their **products and services over the Internet** – Ireland and the UK being among those countries that have the most retailers without physical outlets. It appears that the use of e-commerce and the use of “bricks-and-mortar” shops are often seen as substitutes for many retailers across Europe. Indeed, results from the study show a negative correlation between the two sales channels. It is not, therefore, a surprise that at the country level, those businesses with physical outlets tend to be less involved in e-commerce, and vice-versa. Relatively few respondents in Italy (19%), Lithuania (33%) and Portugal (34%) sell to consumers over the Internet.

**Graph 3. Sales channels used for retail – e-commerce / Internet**

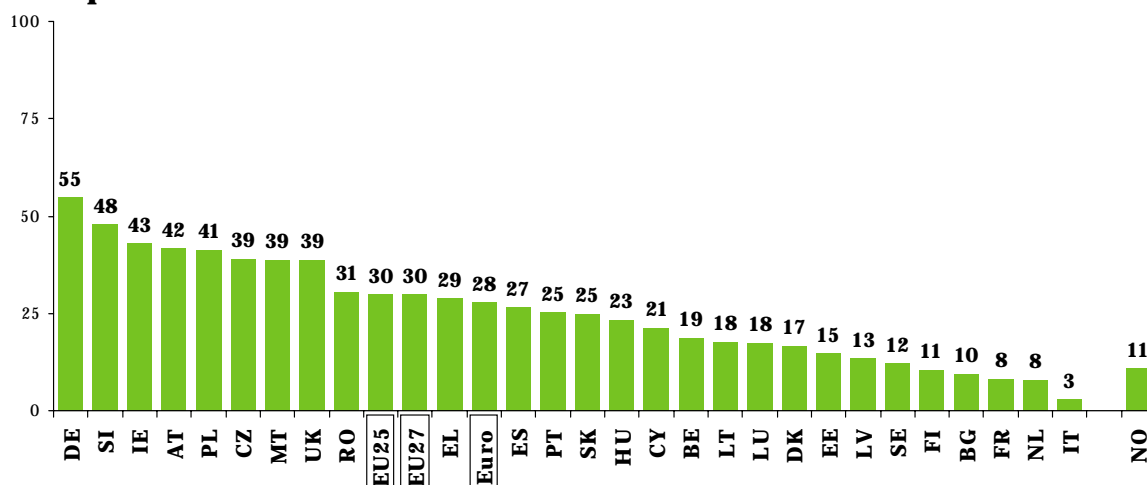


Q1. Do you use any of the following sales channels for retail?  
 a) e-commerce / Internet  
 Base: all respondents  
 % by country

Small businesses sell over the Internet less than medium-sized or large retailers. The companies selling only domestically are also less likely than those who sell cross-border to use this sales outlet. For detailed data please refer to the Table 4b in the annex.

On average, 30% of retailers in the EU sell goods to consumers by **mail order** and this ratio is slightly higher than it was in 2006 (27% among the EU25). At the country level, German retailers are the most likely to offer mail order (as well) to their customers (55%) but a significant number of retailers from Slovenia (48%), Ireland (43%) and Austria (42%) also do so. On the other hand, only 3% of retailers use this channel in Italy, as do 8% in the Netherlands and France. Small companies are less likely than medium-sized or large ones to utilise this channel; companies selling only domestically are less likely than those using cross-border markets to use mail order sales channels.

**Graph 4. Sales channels used for retail – mail order**

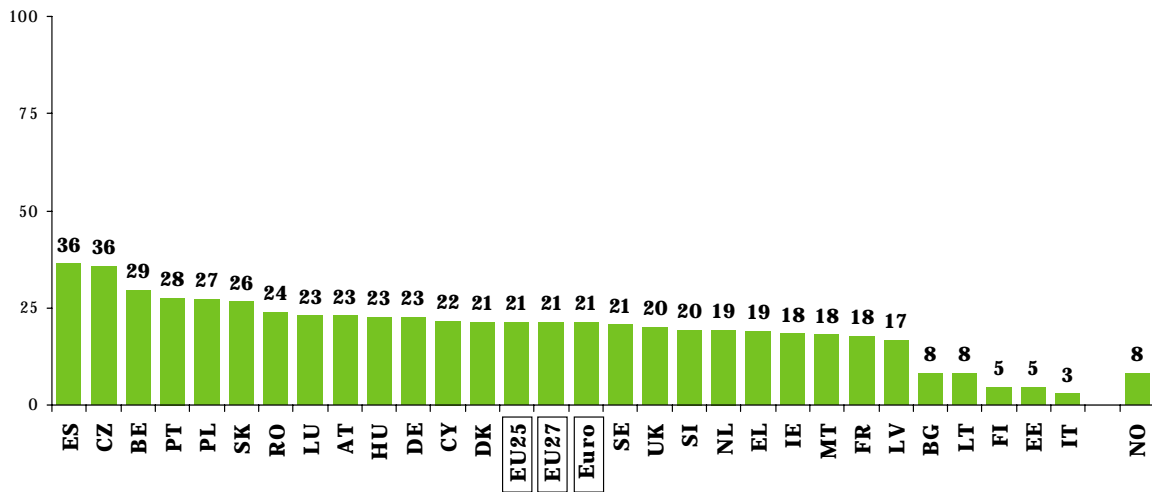


Q1. Do you use any of the following sales channels for retail?  
b) mail order  
Base: all respondents  
% by country

**Selling via representatives** is by far the most widespread among Spanish and Czech retail enterprises (both 36%), followed by those in Belgium (29%), Portugal (28%) and Poland (27%). This form of sales outlet is barely used in Italy (3%), Estonia and Finland (both 5%).

Small companies are less likely to use this method than medium-sized and large companies, and companies selling only domestically are also less likely than those selling cross-border via representatives. There are no significant differences in this respect by other business characteristics.

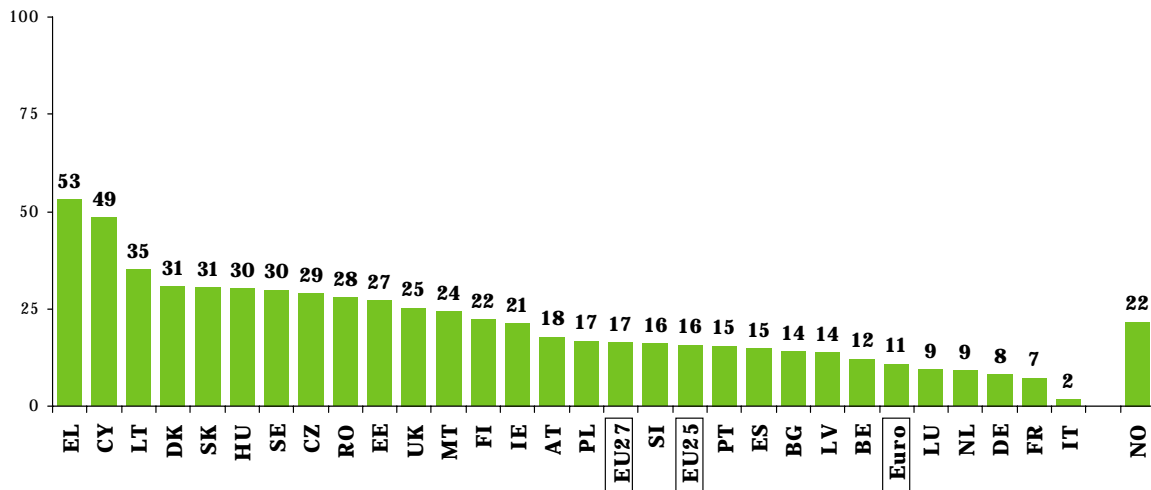
**Graph 5. Sales channels used for retail – sales through representatives visiting consumers in their homes**



Q1. Do you use any of the following sales channels for retail?  
 d) sales through representatives visiting consumers in their homes  
 Base: all respondents  
 % by country

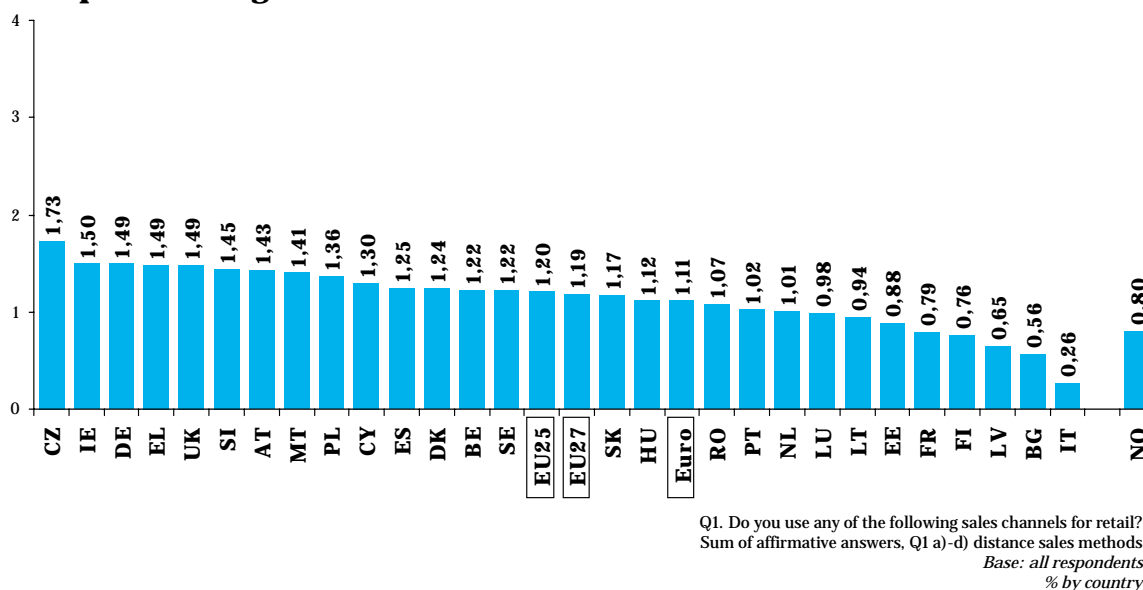
Retailers in Greece (53%) and Cyprus (49%) are the most likely to confirm that they sell via **call centres**. Around one-third of companies in Lithuania (35%), Denmark and Slovakia (both 31%) also offer telesales opportunities to their customers. This sales channel is the least used in Italy (2%) and relatively few retailers mentioned it in France (7%) and Germany (8%). Larger companies are much more likely than small ones to offer a telephone sales service; and the companies selling cross-border are also more liable to do this compared to those only selling domestically.

**Graph 6. Sales channels used for retail – telesales / call-centres**



Q1. Do you use any of the following sales channels for retail?  
 c) telesales / call-center  
 Base: all respondents  
 % by country

When analysing the average *number of distance sales channels* (i.e. mail order, e-commerce, telesales or sales at a consumer’s home) used for retail purposes, it appears that an average retailer in the EU offers at least one of these channels (1.19 for the EU27 and 1.20 when looking at the EU25 Member States ; this figure was 1.26 among the EU25 in 2006). The Czech (1.73), Irish (1.50) and German (1.49) retailers put the most emphasis on utilising multiple distance sales channels, while those in Italy (0.26), Bulgaria (0.56) and Latvia (0.65) seem to be show less interest.

**Graph 7. Average number of distance sales channels used for retail**

Small retail companies mentioned fewer distance sales channels than the medium-sized or large ones. The companies selling cross-border use on average more types of distance sales channels than those only selling domestically.

## 1.2. Cross-border sales in the EU

The survey's main focus was to explore the extent to which such cross-border B2C transactions are taking place across the EU. Furthermore, the report sets out to analyse the importance of several possible obstacles to cross-border trade and some potential ways of facilitating such transactions.

Respondents (senior managers, sales directors and other company leaders involved with the legal aspects of the sales activities) were presented with a definition of *cross-border sales* that restricted this to *distance forms* of selling (i.e. excluding sales in stores to people on a trip from another Member State.)

*“In our definition, a cross-border sale is a sale by phone, post or e-commerce or by a home visit to a final consumer (i.e. the general public) resident in a different EU Member State from that of the seller. The origin of the products sold is not relevant. Of prime importance is that the final customer is resident in a different EU country from the seller, when the transaction takes place. Sales in shops to people from another EU country, who are on holidays or on a shopping trip, do not qualify as cross-border transactions.”*

The chosen definition of cross-border sales excludes such sales in shops. The reason for excluding this specific type of transaction is that at the moment of the sale in a retail outlet, and except for specific type of contracts, it is very difficult to determine the consumer's usual place of residence. This definition was also adopted in view of the obstacles analysed in Chapter 2: most of them do not apply to sales in shops to consumers from another EU country. Nevertheless, this report includes an analysis of retail sales, in shops, to visitors from other EU countries at the beginning of section 1.3.1.

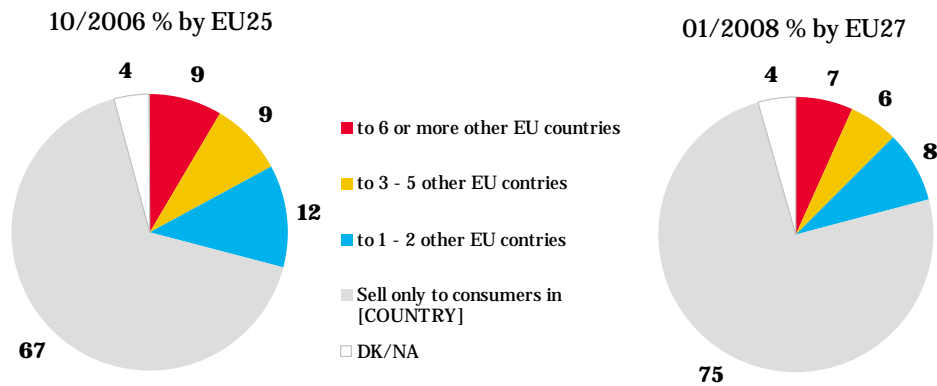
### 1.2.1 Importance of cross-border sales

Three-quarters of retailers from the EU27<sup>2</sup> sell in their domestic market using distance sales channels (75%); this ratio is higher than it was in 2006 (67%) among the EU25 countries. Eight percent of

<sup>2</sup> EU25: does not sell cross border: 74%, 1-2 countries: 9%. 3-5 countries: 6%, 6+ countries 7%

retailers within the EU27 claim to be selling goods to final consumers in one or two other EU Member States (down from 12% in 2006), 6% do so to between three and five countries (9% in 2006) and another 7% sell goods to six or more other EU countries (9% in 2006). Selling goods to six or more other EU countries is most commonly found in Malta (18%), Greece (14%), France and Denmark (both 12%), while it is the least common in Romania (no such companies exist), Bulgaria and Italy (both 2%).

**Graph 8. Current cross-border sales to final consumers**

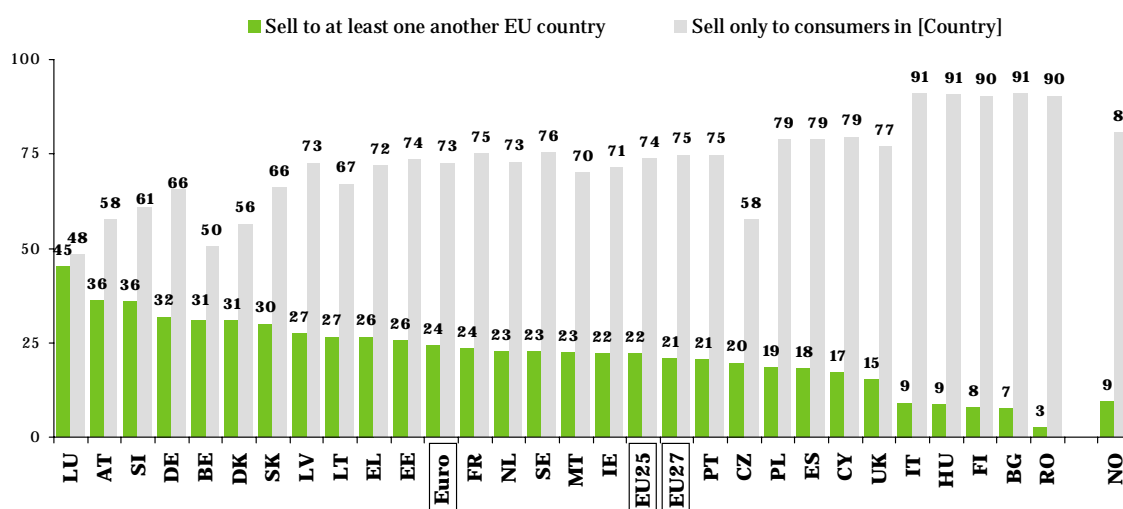


Q5. To how many EU countries do you currently make cross-border sales to final consumers?  
 Base: all respondents  
 % by EU27 in 2008 and EU25 in 2006

Overall, one in five enterprises interviewed in the EU27 (21%, or 22% if only the EU25 states are considered) claimed to be selling cross-border to at least one other EU country. This ratio was 29% in 2006 among the EU25 retail enterprises. Selling cross-border within the EU is more likely for retailers from Luxembourg (45%), Austria and Slovenia (both 36%), while the Romanian retailers (3%) are the least likely to do so. Selling only domestically is most characteristic for Italian and Hungarian (both 91%), Finnish and Romanian (both 90%) retailers. Luxembourgish companies were the least likely to follow this pattern (48%) - Luxembourg being the only country where slightly less than half of the retailers only sell in the home market. Considering distance sales methods, there is barely any difference in the amount of cross-border sales in the six largest Member States (where 75% of the retailers do *not* trade cross-border) compared to the rest of the EU (73%). In fact, if we do not include those who refused to answer or responded “don’t know”, the proportions are exactly the same (see table on the next page.)

It is interesting to note that the proportion of those unable to answer this question remains low (at an EU27 level of 4%; a similar figure to that of 2006). This indicates that most managers keep track, control and analyse the nationality, or at least the delivery address, of their consumers. However, in a few countries this proportion of “don’t know” answers is relatively high, namely in the Czech Republic (23%), Belgium (19%) and Denmark (13%).

### Graph 9. Current cross-border sales to final consumers



Q5. To how many EU countries do you currently make cross-border sales to final consumers?  
Base: all respondents  
% by country

Companies in the **medium-sized / large enterprise** segment are more involved in cross-border trade than the smaller ones (those having fewer than 50 employees).

| Table 1. Enterprise profiles<br>(% by category, across the EU27, DK/NA not shown) |                      |                          |
|---|----------------------|--------------------------|
|   | Trading cross-border | Not trading cross-border |
| <b>EU27</b>   | 22                   | 78                       |
| <b>Number of employees</b>  |                      |                          |
| Small businesses (10-49)  | 20                   | 80                       |
| Medium-sized and large businesses (50+)   | 29                   | 71                       |
| <b>Number of subsidiaries or retail outlets</b>                                   |                      |                          |
| In own country only   | 18                   | 82                       |
| 1-2 other EU countries  | 50                   | 50                       |
| 3+ other EU countries   | 60                   | 40                       |
| <b>Preparedness to use languages with consumers</b>                               |                      |                          |
| One language only   | 10                   | 90                       |
| 2 other EU languages  | 23                   | 77                       |
| 3 other EU languages  | 28                   | 72                       |
| 4 + other EU languages  | 43                   | 57                       |
| <b>Country size</b>   |                      |                          |
| The “big six” <sup>3</sup>  | 22                   | 78                       |
| Other Member States   | 22                   | 78                       |
| <b>Involvement in e-commerce</b>  |                      |                          |
| does e-commerce   | 31                   | 63                       |
| does not do e-commerce  | 10                   | 88                       |

Companies **with outlets in other Member States** are the most likely to be involved in cross-border distance retail trade. The table above emphasises this, as it shows that the companies most inclined to make cross-border sales are **those that operate a comprehensive network of retail stores** (i.e. stores in at least three other Member States).

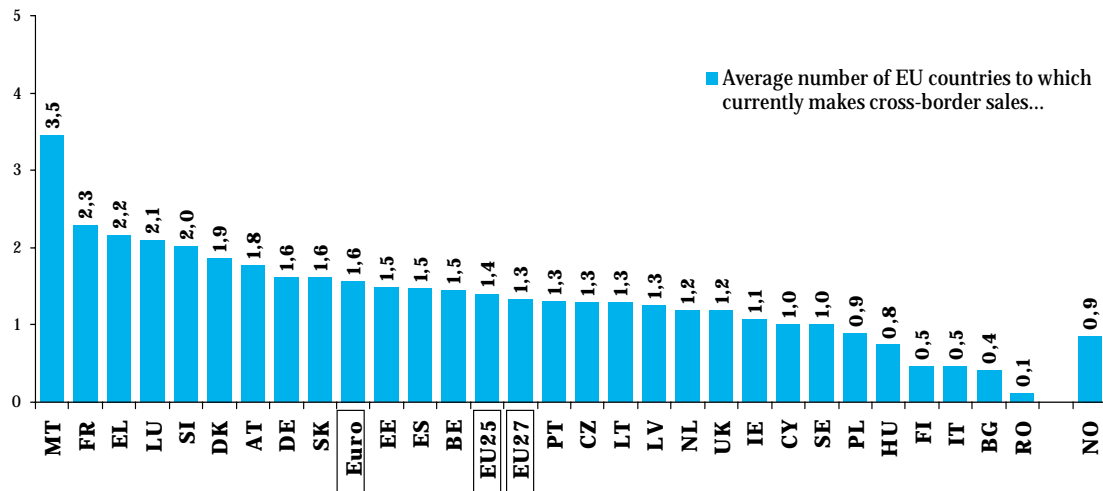
Finally, preparedness in terms of technology is a key factor: enterprises with current e-commerce facilities are three times as likely to trade cross border (31%) compared to those who do not utilise this sales channel (10%)

<sup>3</sup> Germany, France, Italy, Poland, Spain and the UK

A slightly different measure of cross-border activities is related to *intensity*, i.e. the average number of EU Member States where traders are actually carrying out cross-border sales transactions to consumers. On average, EU27 retailers sell cross-border to 1.3 other EU countries (the EU25 figure in 2008 was 1.4); this figure is lower than it was in 2006 among the EU25 retailers (1.7).

Comparison at the country level shows Maltese retailers being involved in cross-border trade with the most EU countries (average 3.5), followed by French (2.3), Greek (2.2) and Luxembourgish (2.1) companies. On average, Romanian (0.1), Bulgarian (0.4), Italian and Finnish (both 0.5) companies are the least involved in cross-border trade.

**Graph 10. Current cross-border sales to final consumers**



Q5. To how many EU countries do you currently make cross-border sales to final consumers?  
Base: all respondents  
% by country

**1.2.2 Cross-border marketing**

EU27 retailers were asked the following question: “Besides [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?”.

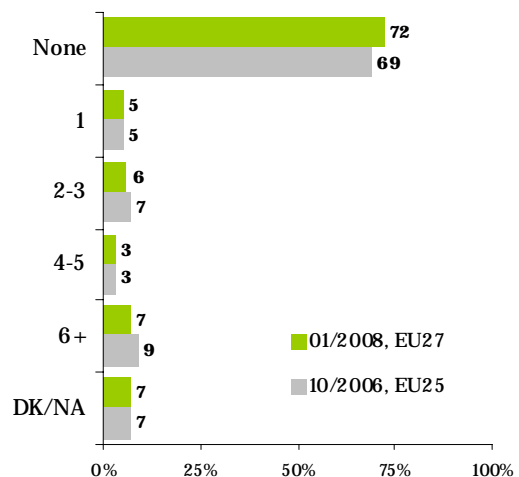
In 2006, the question was asked slightly differently (“Including [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?”) but after adjusting the results, the corresponding trends are illustrated by the graph on the right.

Overall, just one in five (21%) of EU retailers advertise to *at least one other* EU country. This figure was 24% in 2006 and 22% in 2008 among EU25 retailers.

Five percent of retailers advertise in only one other EU country (we measured a similar ratio in 2006); 6% advertise in 2-3 countries (7% in 2006), while 10% advertise in four or more other EU countries in order to facilitate cross-border sales (12% in 2006).

Generally, retailers in the six largest Member States are a little more likely to only advertise domestically (73%) compared to those in the rest of the EU (69%). In particular, Luxembourgish retailers are advertising to a great extent in other

**Graph 11. Number of EU countries actively market/advertise to**



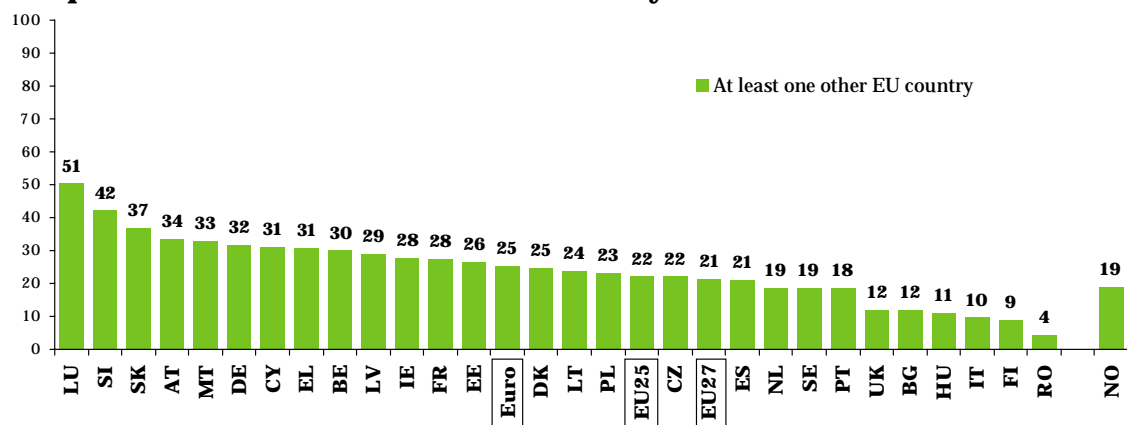
Q2. Besides [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?  
Base: all respondents. % by country

countries (51% advertise to at least one other EU Member State). Such activity is also higher-than-average in Slovenia (42%) and Slovakia (37%). The Romanian (4%) and Finnish (9%) retailers are the least likely to say that they advertise to at least one other EU country.

Advertisement in another country and cross-border sales are closely interconnected: about two thirds of cross border advertisers report having cross border (distance) sales activity as well (64%), and vice versa, 65% of those who sell cross border using distance methods indicate that they advertise in at least one other country.

As might be expected, companies selling cross-border via distance sales channels are more liable to market / advertise to final costumers in at least one other EU country than those companies who are selling only at home or who only have domestic experience. Nine percent of retailers who only sell domestically (but presumably attract foreign customers) also advertise in another country. Rather obviously, companies that have *outlets* in other EU countries are the ones the most prone to advertise in foreign countries (73%), some of this could be “domestic” advertising of those outlets themselves. For detailed data see Table 5b in the annex.

**Graph 12. Number of EU countries actively market/advertise to**



Q2. Besides [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?  
Base: all respondents  
% by country

### 1.2.3 Languages

Another important precursor of the ability to conduct cross-border trade is the number of languages that the companies are prepared to use with consumers.

The level of preparedness in the use of **languages** shows a polarised picture across the EU. Under two-thirds (59%) of retailers said they are prepared to carry out transactions with consumers in more than one language. This compares to a ratio of 64% in 2006. Almost all (90%) of the minority of retailers that are only prepared to work in one language report that they are not making cross-border sales with other EU Member States. The level of cross-border trade increases linearly with the number of languages where the retailers have proficiency.

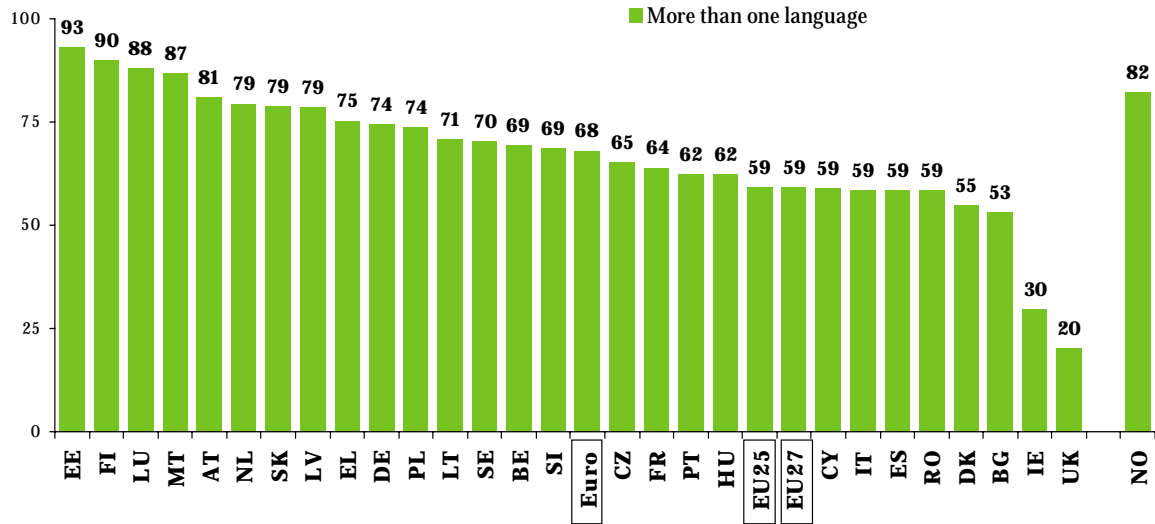
In several Member States, the ability to speak several languages is the norm. At the top end of the scale are Estonia (93%), Finland (90%), Luxembourg (88%) and Malta (87%), where business people universally speak at least two languages. They are followed by four further countries where more than three-quarters of retailers are able to conduct business in more than one language (i.e. Austria, Netherlands, Slovakia and Latvia). Note that Austria belongs to a group in which only speaking the national language is not necessarily a great barrier to cross-border trade. At the opposite end of the spectrum are countries - such as the UK and Ireland - that rely heavily on the fact that their native language is widely spoken in other Member States. In these countries, the vast majority of the retailers say they are only able to conduct business in English. Generally, retailers from the smaller Member States are more likely to be capable of doing business in more than one language (national language



only: 28%) compared to the six largest Member States, where 44% have no capability of trading in a non-national language.

The medium-sized and large companies are more likely than the small ones to say they are currently prepared to carry out transactions in more than one language. This is also truer for those companies who sell cross-border; who sell at distance and have cross-border experience; and for companies using Internet/e-commerce and those with cross-border experience, than for those companies with only domestic transactions and experience. (see Table 7b. in the annex)

**Graph 13. Number of EU languages that can be used with consumers**



Q4. In how many EU languages are you currently prepared to carry out transactions with consumers?  
 Base: all respondents  
 % by country

### 1.3. Proportion of cross-border sales by retailers

This section discusses the proportion of cross-border transactions by the sampled retailers across the various sales channels:

- The results are disaggregated according to the sales channel
- Only retailers using the given channel were asked about the proportion
- Answers are not weighted to reflect the size of the enterprises (97% of the respondents are SMEs). For instance, a major retailer accounting for a relatively high proportion of all retail sales in a given country will have the same weight as any other retailer in the sample with smaller proportions of all retail sales.

The percentages in this section, therefore, indicate *the average proportion of cross-border sales per sales channel for the retailers using this sales channel and not the average proportion of cross-border sales compared to total sales.*

#### 1.3.1 Proportion of retailers' cross-border sales by channel

The analysis of the proportion of cross-border transactions starts with the non-distance form of cross-border sales (i.e. **selling to foreign visitors, who are EU nationals, in retail stores** operating in their own country). On average, 10% of the revenue generated in EU retail stores can be attributed to transactions with people who do not permanently live in the Member State where the sales transaction takes place (this average was 9% in 2006 among the EU25 countries)

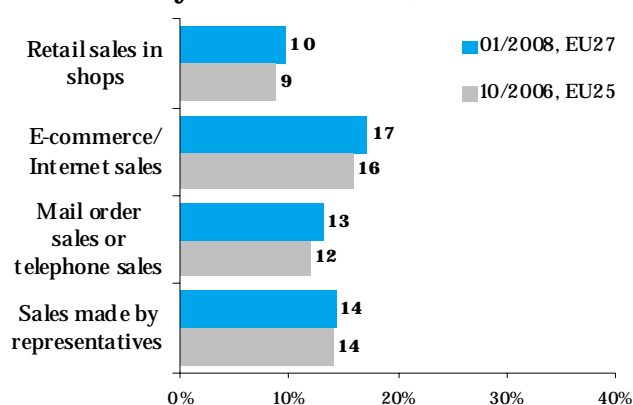
The highest proportion of cross-border trade in shops is to be found in Spain, Cyprus, Malta and Italy. In Spain 33% of stores' income is spent by visitors, and the figure is a quarter (24%) of sales in Malta and Cyprus. Italian retailers also rely significantly on incomes from tourists or other EU-foreign nationals (23%). Managers do not see any noteworthy income from EU visitors in Finland, the UK, Sweden and Lithuania (all 3% of retail store income). (see Table 10a. in the annex)

There is no significant difference in such income according to the size of an enterprise: 11% of medium-sized and large enterprises' - and 10% of the small retailers' - income is generated by EU visitors. However, a striking correlation can be observed between direct sales (i.e. transactions in stores to consumers from another Member State) and distance cross-border trade: retailers involved in the latter estimate that a more significant share of their income is also derived from EU cross-border visitors (14% vs. 6% selling at distance but only on the domestic market).

Selling to customers from foreign countries is most characteristic for those enterprises that have retail stores in other countries (20%). For detailed data see Table 6b. in the annex.

Turning to the importance of cross-border 'sales at distance' sales, for EU (-25 or -27 alike) retailers using the Internet, **cross-border Internet sales** represent 17% of their total Internet sales (this was 16% in 2006 among retailers from the EU25). E-commerce is especially used by foreign consumers from other EU countries in the 12 new Member States, where, on average, 29% of the sales are cross-

**Graph 14. Share of cross-border revenue by sales channel, 2006-2008**



Q3/Q6/Q7/Q8. Of the total value of your RETAIL SALES IN SHOPS / E-COMMERCE/INTERNET SALES / MAIL ORDER SALES or TELEPHONE SALES / sales made BY YOUR REPRESENTATIVES visiting consumers in their homes, can you estimate the percentage to consumers living in other EU countries?

% Base: those who use each sales channel for retail at least in one another EU country

border e-commerce. Four of the new Member States show the highest proportion of cross-border e-commerce revenue in their total e-commerce sales: Hungary (54%), Cyprus (48%), Malta (44%), and Bulgaria (37%). Internet sales to citizens from other EU countries are the least common in Sweden (4%).

(Please note that due to the low number of enterprises utilising the various distance sales channels, the country-by-country results are **indicative only**.)

The proportion of cross-border revenue generated by e-commerce is slightly higher for small businesses (small: 18%, medium-sized and large 14%) and especially significant among those enterprises that also have retail stores in other countries (21%). (Annex Tables 10a-b)

For the 47% of EU retailers that sell through telesales/call centres or mail orders/by post, the proportion of cross-border sales to EU consumers via **mail order sales or telephone sales** is 13%. This average ratio corresponds to the figure found in 2006 when 12% of EU25 retailers' sales via telesales came from another Member State.

The correlation observed regarding cross-border mail order/telephone sales and company size is similarly prevalent in this case. However the medium-sized and large companies are more likely than the small ones to say their mail order/telesales revenue comes from other Member States (small: 12% vs. medium-sized and large: 16%). Again, those enterprises that have a retail outlet (or at least one other store) in other EU countries derive a greater share of their mail order/telephone sales revenues from cross-border transactions (21%). (see Tables 11a-b. in the annex)

Using **sales representatives** to visit customers in their homes is also a dominantly domestic sales channel: for the 21% of EU27 retailers using this method, 14% of the generated income comes from other EU Member States. This figure was the same in 2006 among the EU25 retailers.

A great variance can be observed between countries, but the reader has to be reminded that the sample sizes can be extremely low: e.g. while almost two-thirds of the revenue from this source comes from cross-border sales in Cyprus (60%), this reflects the replies of two enterprises that use this sales channel. The proportion of cross-border income in sales via representatives is, on the other hand, non-existent or negligible in Finnish and Maltese (no examples were found) and Lithuanian (1%) enterprises that use this channel.

Differences according to company size are not relevant (small: 14%; medium-sized and large: 16%), but the existence of outlets in other countries is again significant. Companies with outlets (one or more) in other Member States report a higher share of cross-border income too (24%). (Annex Tables 12a-b)

### *1.3.2 Proportion of retailers' cross-border sales in all distance sales methods used*

After assessing the proportion of cross-border transactions in the various methods of distance retail channels, managers were asked to estimate the total proportion of EU cross-border sales from all of the distance sales channels used: i.e. via e-commerce, post, telephone or by home sales.

Managers of EU retail enterprises estimate that about 19% of the revenue generated via distance sales channels comes from customers living in other EU countries. There is a very slight increase in this figure compared to 17% in 2006 (in EU25 countries this ratio is 19% in 2008).

We see no significant differences in the average percentage of total sales to final customers by phone, post, e-commerce and 'home sales' - that are cross-border - by size of the companies (small: 20%, medium-sized and large: 18%). However, the companies with outlets in other EU countries give the highest percentage for this average (27%). For the detailed data see Tables 13a-13b. in the annex.

## 2. Obstacles to cross-border trade

After a careful analysis of the phenomenon of cross-border sales itself, we turn to discussing the various barriers that might prevent EU retailers from engaging in such trade – at all, or more actively. A sizeable proportion of the retail businesses in the EU are, however, not interested in developing cross-border sales (around 25% at the EU27 level). The managers of such firms often refused to discuss barriers to cross-border trade as they did not find them relevant to their business. In sections 2.1 and 2.2 (the practical and legal barriers to distance cross-border retailing within the EU), we only present the results among those respondents that did not immediately reject the possibility of making cross-border sales. The respective tables in the annex show the results for *all retailers* and the detailed breakdown of answers by country.

In some countries, a very high percentage of respondents do not have a clear opinion about the obstacles to cross-border trade. For those who consider such sales to be a potential opportunity, it is often seen as something to be considered in the future. Those respondents found it very difficult to assess the significance of potential obstacles, and they often replied that they did not know. Refer to the tables in the annex for the detailed breakdown of answers by country.

### 2.1. Practical barriers to cross-border trade

The formulation of the question regarding the obstacles that could be important in cross-border trade was slightly different in 2008 (with more emphasis on the cost aspects rather than difficulties in general, see below) than in 2006; however, the problem areas tested were the same. This allows for a comparison across the two time points, but the reader should be aware of the difference in the formulation of the question<sup>4</sup>.

Overall, the most important obstacle to cross-border trade identified by the retailers is the perceived cost of fraud and non-payments (of respondents that expressed at least a minimal interest in cross-

<sup>4</sup> The question from January 2008 survey was:

*Q11. [...]*

*Please tell me how important the following obstacles are to cross-border sales.*

*Very important / Fairly important / Fairly unimportant / Not important at all / [No interest in cross-border sales at all] / DK/NA*

- a) Additional costs of compliance with the different national fiscal regulations (VAT rules, etc.)*
- b) Additional costs of compliance with the different national laws regulating consumer transactions*
- c) Higher costs of cross-border delivery compared to domestic delivery*
- d) Potentially higher cost involved in resolving cross-border complaints and conflicts compared to domestic ones*
- e) Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic ones*
- f) Potentially higher costs in ensuring an efficient cross-border after-sales service compared to a domestic one*
- g) Additional costs arising from language differences*

While in 2006 the retailers were asked:

*Q15. [...]*

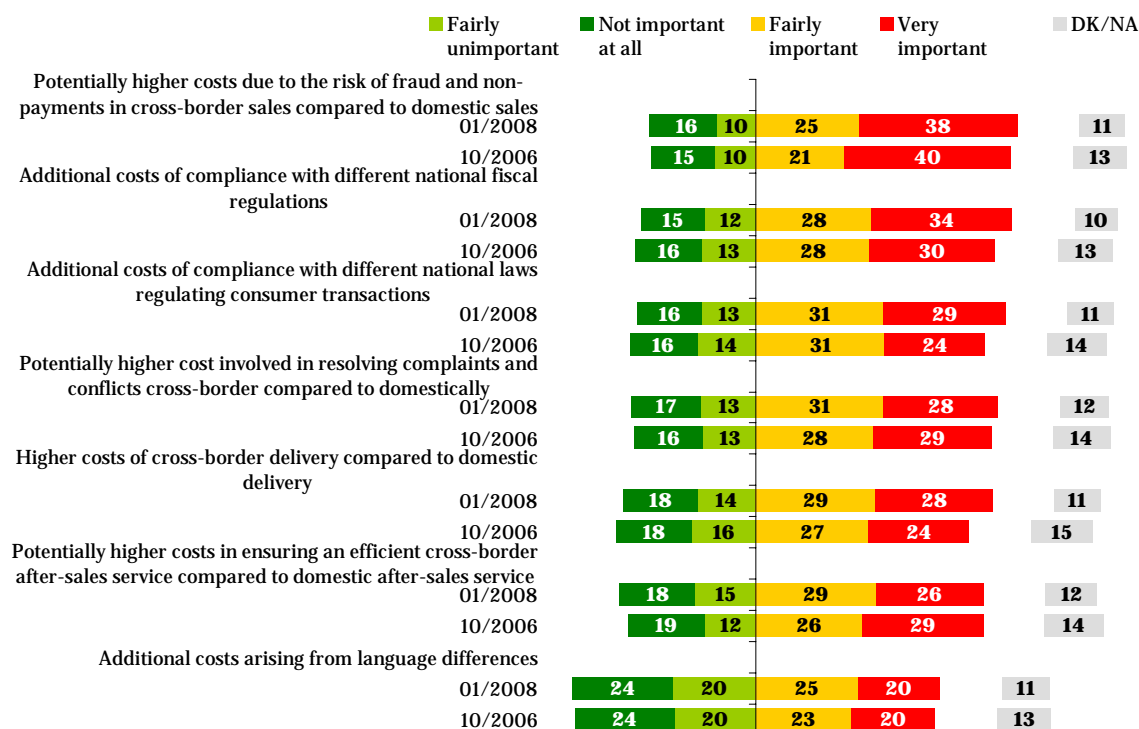
*Please tell me how important do you think these obstacles are to cross-border sales.*

*Very important / Fairly important / Fairly unimportant / Not important at all / [No interest in cross-border sales at all] / DK/NA*

- a) Extra costs of compliance with the different national fiscal regulations (VAT rules, etc.)*
- b) Extra costs of compliance with the different national laws regulating consumer transactions*
- c) Extra costs arising from cross-border delivery*
- d) Greater difficulty in resolving cross-border complaints and conflicts*
- e) Higher risk of fraud and non-payments in cross-border sales*
- f) Greater difficulty in ensuring an efficient after-sales service*
- g) Costs arising from language differences*

border trade, 63% consider it to be a *fairly important* or *very important* barrier). This ratio was similarly high (61%) in 2006 among EU25 retailers.

### Graph 15. Practical obstacles to B2C cross-border trade



Q11(2008)/Q15(2006). [...] Please tell me how important do you think these obstacles are to cross-border sales.  
 Base: those who did not spontaneously claimed that they are not interested at all in cross-border trade  
 % by EU27 in 2008 and EU25 in 2006

Other obstacles – apart from language difficulties, the area of least concern - are almost equal in terms of their perceived importance: retailers are concerned about different national fiscal regulations (62% vs. 58% in 2006 among the EU25), the differences in national laws regulating consumer transactions (60% vs. 55% in 2006), the difficulty in resolving cross-border complaints and conflicts (59% vs. 57% in 2006), the extra costs arising from cross-border deliveries (57% vs. 51% in 2006) and the difficulties in ensuring an efficient after-sales service (55%; no change from 2006). As indicated, only the costs arising from language differences seem to have less importance (45% vs. 43%).

The two most frequently confirmed practical obstacles were the same in 2008 and 2006 (“risk of fraud and non-payments” and “compliance with different national fiscal regulations”); while the obstacles mentioned in third and fourth places in 2006 swapped their rankings in the latest survey (“compliance with different national laws regulating consumer transactions” is now ahead of “resolving cross-border complaints and conflicts”); and similarly, the obstacles mentioned in the fifth and sixth places in 2006 also changed their rankings in 2008 (“costs of cross-border delivery” is now ahead of “cross-border after-sales service”). The obstacle mentioned in the last place in 2006 is the last one in 2008 as well (language problems).

The analysis of the intensity of the responses confirms that the primary barrier to cross-border retailing is the perceived fear that such sales could involve a higher risk of fraud and non-payment: 38% of retailers regarded this as a *very important* obstacle to cross-border trade (it was 40% in 2006). A third of the managers are also extremely concerned about extra compliance costs linked to national fiscal regulations (i.e. those of the consumers’ country – 34% versus 30% in 2006). Twenty-nine percent are very worried about the costs of compliance with different national laws regulating consumer transactions (compared to 24% in 2006), 28% about the greater difficulty in resolving cross-border complaints and conflicts (29% in 2006), 28% about the higher costs of cross-border delivery (24% in

2006) and about one in four (26%) about the greater difficulty in ensuring an efficient after-sales service (slightly down from 29% in 2006).

Retailers consider costs related to language differences to be the least important obstacle: only 20% indicated this to be a very important barrier.

Comparing the opinions of retailers who are involved in cross-border trade and those who are not (see the table below) should give an indication of the most important obstacles that *prevent* retailers from making cross-border sales to final customers.

| <b>Table 2. Perceived importance of various barriers among retailers who are trading - and who are not trading -cross-border (% , EU27)</b> |                             |                                 |
|---|-----------------------------|---------------------------------|
|   | <b>Trading cross-border</b> | <b>Not trading cross-border</b> |
| <b>Additional costs of compliance with the different national fiscal regulations (VAT rules, etc.)</b>                                      |                             |                                 |
| Very important  | 28                          | 37                              |
| Fairly important  | 26                          | 29                              |
| Fairly unimportant  | 17                          | 11                              |
| Not important at all  | 24                          | 12                              |
| DK/NA   | 5                           | 11                              |
| <b>Extra costs of compliance with the different national laws regulating consumer transactions</b>  |                             |                                 |
| Very important  | 22                          | 33                              |
| Fairly important  | 28                          | 33                              |
| Fairly unimportant  | 20                          | 10                              |
| Not important at all  | 25                          | 12                              |
| DK/NA   | 6                           | 12                              |
| <b>Extra costs arising from cross-border deliveries</b>   |                             |                                 |
| Very important  | 24                          | 30                              |
| Fairly important  | 23                          | 31                              |
| Fairly unimportant  | 18                          | 13                              |
| Not important at all  | 28                          | 14                              |
| DK/NA   | 6                           | 12                              |
| <b>Greater difficulty in resolving cross-border complaints and conflicts</b>  |                             |                                 |
| Very important  | 21                          | 31                              |
| Fairly important  | 28                          | 33                              |
| Fairly unimportant  | 19                          | 11                              |
| Not important at all  | 26                          | 13                              |
| DK/NA   | 6                           | 12                              |
| <b>Higher risk of fraud and non-payments in cross-border sales</b>  |                             |                                 |
| Very important  | 32                          | 42                              |
| Fairly important  | 23                          | 26                              |
| Fairly unimportant  | 14                          | 8                               |
| Not important at all  | 26                          | 13                              |
| DK/NA   | 5                           | 12                              |
| <b>Greater difficulty in ensuring an efficient after-sales service</b>  |                             |                                 |
| Very important  | 18                          | 29                              |
| Fairly important  | 25                          | 31                              |
| Fairly unimportant  | 19                          | 13                              |
| Not important at all  | 30                          | 14                              |
| DK/NA   | 8                           | 13                              |
| <b>Costs arising from language differences</b>  |                             |                                 |
| Very important  | 13                          | 23                              |
| Fairly important  | 19                          | 27                              |
| Fairly unimportant  | 27                          | 18                              |
| Not important at all  | 35                          | 20                              |
| DK/NA   | 6                           | 12                              |

One can immediately see that the obstacles appear to be less important for those already involved in cross-border retail trade: those saying the obstacles are (fairly or very) unimportant range from 41% to 62% for the different aspects of trade. Consequently, those who are not (yet) trading cross-border are

more likely to consider all of the obstacles to be important (combining the very+fairly important replies shows that between 50% and 68% of these managers feel this way). Those who are not trading cross-border are also more likely to say they do not know how to answer the question.

Two main issues are to be mentioned in this context – firstly the group of non-traders is much larger than the traders - so the potential in harmonising rules are bigger than suggested by the relative figures shown here, please see Graph 15. Also as retailers primarily trade with only one or two other countries – so they speak of their challenges in those countries – they might consider the barriers more important in countries where they are currently not trading. The survey did not address this aspect, attitudes were asked generally, not in a country-specific manner.

*Still, in every single question, those who have no direct experience with cross-border trade are much more concerned than those familiar with this form of trading.*

Regarding all of the different aspects, we found essentially similar gaps between the opinions of those who do and do not trade across borders – a difference of about 10 percentage points. Starting with compliance with the different national laws regulating consumer transactions; 22% of cross-border traders consider this to be a very important obstacle versus 33% of those who are selling only at home. The difficulty in ensuring an efficient after-sales service is regarded as such by, respectively, 18% and 29% of the two groups. The differences are similar in the aspects of difficulties in resolving cross-border complaints and conflicts (21% vs. 31%, respectively), in risk of fraud and non-payments (32% vs. 42%), in the costs arising from language difficulties (13% vs. 23%) and in the costs of compliance with different national fiscal regulations (28% vs. 37%).

The overview below gives a summary of the changes since 2006 among those who trade cross-border and those who do not. The first observation is that the smaller shifts described above are present in the opinions of both groups (e.g. that national fiscal regulation and national consumer protection laws are considered to be barriers more than they were in 2006). The table illustrates that the fundamental structure, i.e. the relative importance of the various barriers, has hardly changed since the last survey: in the few cases where the rankings have swapped places, the results are well within the margin of error (for example, they represented a difference of 1 percentage point between the 5<sup>th</sup> and 6<sup>th</sup> places in 2006 for those who trade cross-border, etc.)

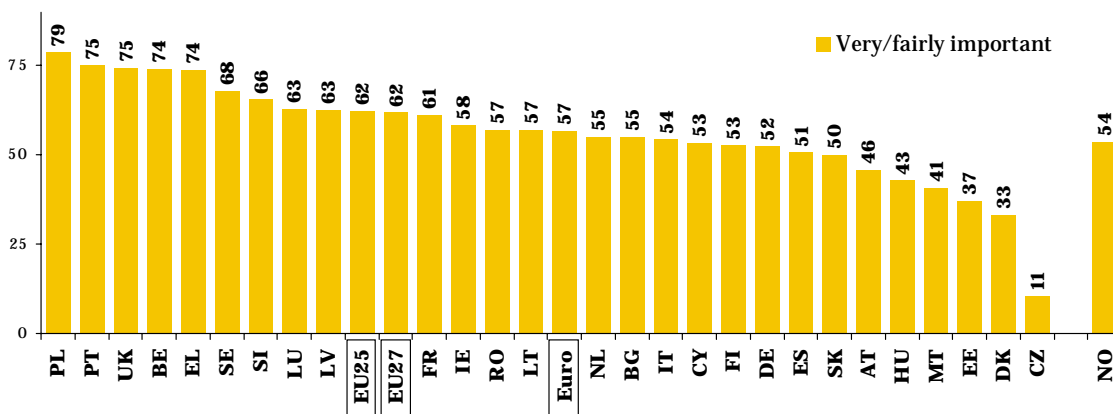
**Table 3. Rating of practical obstacles by those who are and who are not involved in cross-border trade**

|   | % fairly + very important, |      | 2008 rank (2006 rank) |
|---|----------------------------|------|-----------------------|
|   | 2008                       | 2006 |                       |
| <b>THOSE WHO TRADE...</b>                       |                            |      |                       |
| fraud and non-payments in cross-border sales    | 55                         | 54   | 1 (1)                 |
| national fiscal regulations (VAT rules, etc.)   | 54                         | 49   | 2 (2)                 |
| national laws regulating consumer transactions  | 50                         | 45   | 3 (4)                 |
| resolving complaints and conflicts cross-border | 49                         | 48   | 4 (3)                 |
| cross-border delivery                           | 47                         | 43   | 5 (6)                 |
| efficient after-sales service                   | 43                         | 44   | 6 (5)                 |
| language differences                            | 32                         | 33   | 7 (7)                 |
| <b>... AND NOT TRADE CROSS-BORDER</b>           |                            |      |                       |
| fraud and non-payments in cross-border sales    | 68                         | 66   | 1 (1)                 |
| national fiscal regulations (VAT rules, etc.)   | 66                         | 63   | 2 (2)                 |
| national laws regulating consumer transactions  | 66                         | 60   | 3 (4)                 |
| resolving complaints and conflicts cross-border | 64                         | 61   | 4 (3)                 |
| cross-border delivery                           | 61                         | 56   | 5 (6)                 |
| efficient after-sales service                   | 60                         | 60   | 6 (5)                 |
| language differences                            | 50                         | 48   | 7 (7)                 |

At the country level, there is a great variation in the retailers' opinions about the various possible barriers. It should be noted that the countries which show the lowest percentages on these rankings primarily do so because of the high proportion of “don't know” answers<sup>5</sup>. We are focusing, therefore, on the top of these rankings, discussing the proportion of “conscious concerns” among those who do not immediately say they are not (at all) interested in cross-border sales.

*The additional costs of compliance with national fiscal regulations* are perceived as particularly important barriers in Poland (79% believe it to be either a very important or fairly important obstacle), Portugal and the UK (both 75%), Belgium and Greece (both 74%). The retailers who think that legal compliance costs are important obstacles to cross-border trade are very likely to consider this aspect to be the most onerous of all (88%).

**Graph 16. Practical obstacles to B2C cross-border trade:  
Additional costs of compliance with different national fiscal regulations (VAT rules, etc.)**



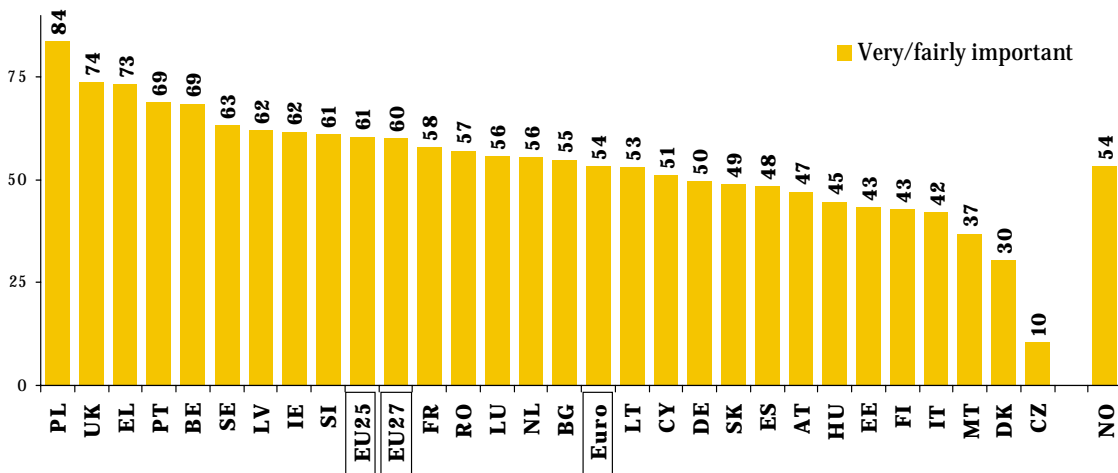
Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
a) Additional costs of compliance with different national fiscal regulations (VAT rules, etc.)  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

The *additional costs of compliance with national laws regulating consumer transactions* are most frequently cited as being an important (the sum of the *very and fairly* important responses) obstacle by Polish (84%), British (74%), Greek (73%), Portuguese and Belgian (both 69%) managers. According to retailer segments (see the annex), there are no significant differences beyond the normal variations. The size of the companies does not make a significant difference in this respect.

<sup>5</sup> The tables in the annex provide more details on the frequency distributions by country and also by company segments. The frequencies in the annex refer to **all** of the retailers interviewed.



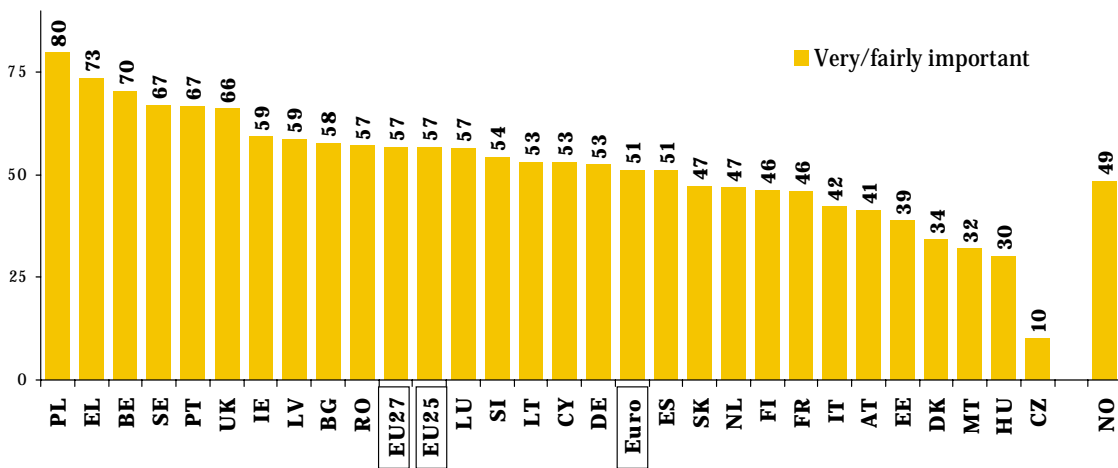
**Graph 17. Practical obstacles to B2C cross-border trade:  
Additional costs of compliance with different national laws regulating consumer transactions**



Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
b) Additional costs of compliance with different national laws regulating consumer transactions  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

Retailers in Poland (80%), Greece (73%) and Belgium (70%) are the most likely to believe that the *higher costs arising from cross-border delivery* constitute a major obstacle. There are no significant differences due to the companies' characteristics in this respect. However, those companies who see legal compliance costs as barriers to cross-border sales are also the most liable to think of the costs of cross-border delivery as an obstacle (79%), and companies with outlets in other EU countries are also very likely to think in this way (55%). Also, those using e-commerce are somewhat less concerned (55%) than those who are not (59%).

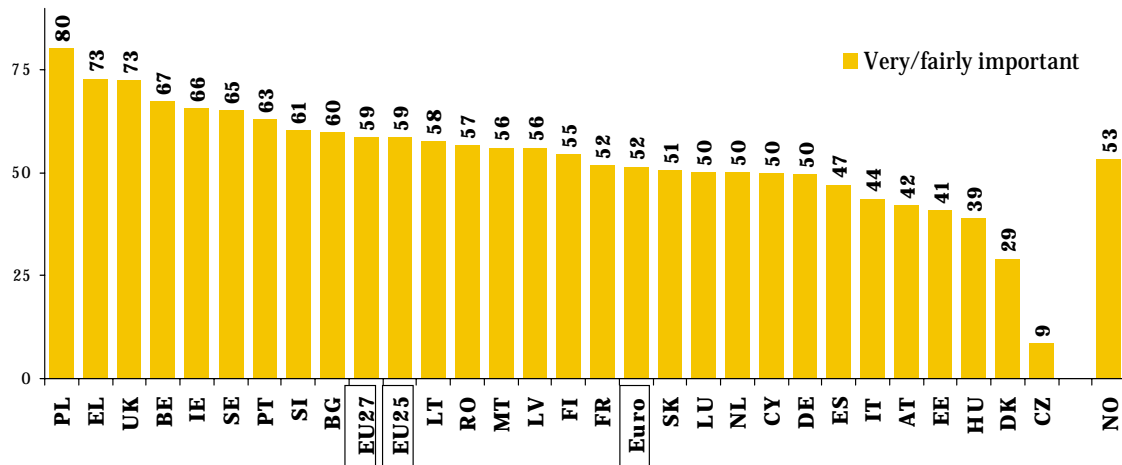
**Graph 18. Practical obstacles to B2C cross-border trade:  
Higher costs of cross-border delivery compared to domestic delivery**



Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
c) Higher costs of cross-border delivery compared to domestic delivery  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

The *potentially higher cost involved in resolving cross-border complaints and conflicts compared to domestic ones* is the fourth most important obstacle at the EU27 level. There is, however, a great variation in the Member States' responses, with 80% of the managers in Poland and around three-quarters of the managers in Greece and the UK (both 73%) considering this barrier to be either *very or fairly* important. Analysing the various retailer types, there are no significant differences. As in all previous cases, companies who see legal compliance costs as barriers to cross-border sales are also the most likely to think of the costs of resolving complaints to be an obstacle (82%).

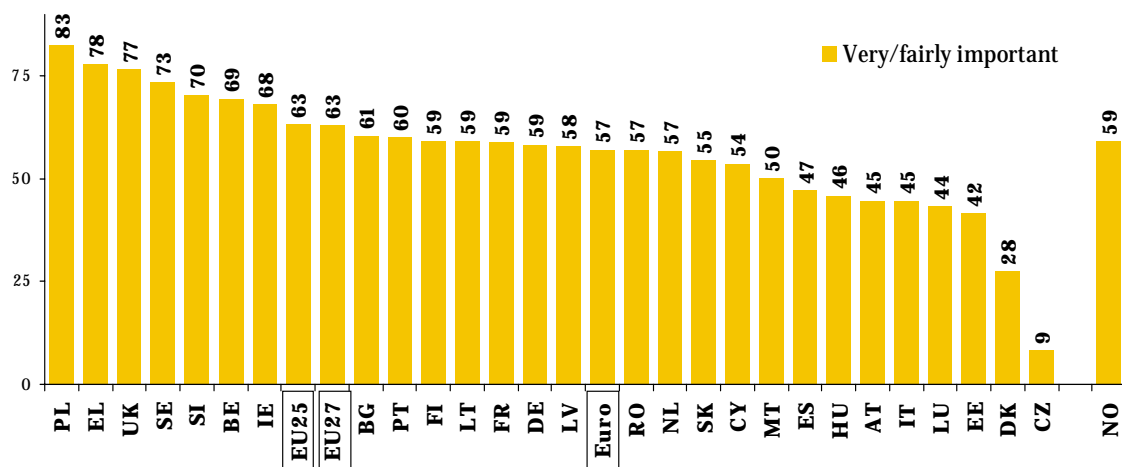
**Graph 19. Practical obstacles to B2C cross-border trade:  
Potentially higher cost involved in resolving complaints and conflicts cross-border compared to domestically**



Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
d) Potentially higher cost involved in resolving complaints and conflicts cross-border compared to domestically  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

The most widespread fear of retailers, *potentially higher costs due to risk of fraud and non-payments in cross-border sales compared to domestic ones*, is especially characteristic of managers of retail enterprises in Poland (83%), Greece (78%), the UK (77%), Sweden (73%) and Slovenia (70%). Companies with cross-border experience are less concerned about this issue than companies without cross-border experience (56% vs. 68%).

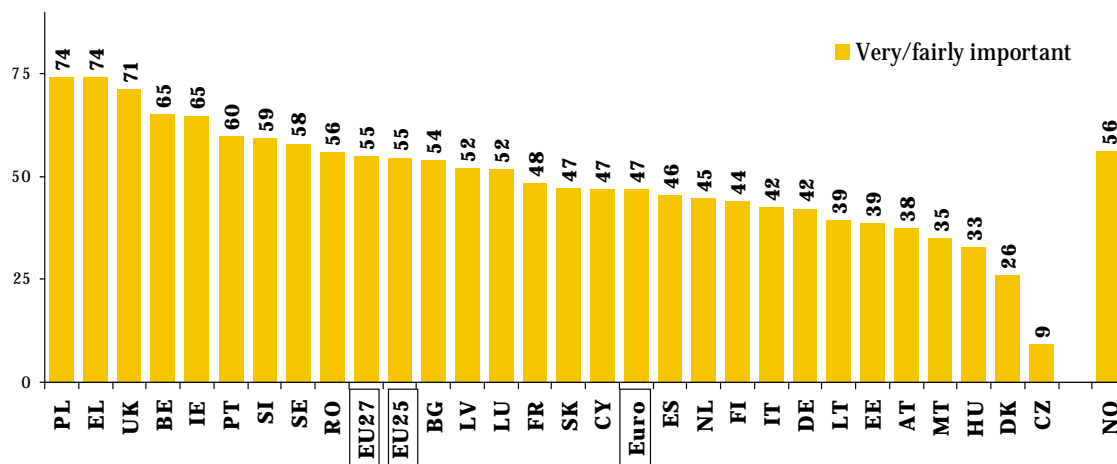
**Graph 20. Practical obstacles to B2C cross-border trade:  
Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic sales**



Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
e) Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic sales  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

Retailers, especially those in Poland and Greece (both 74%) and the UK (71%) are worried about the *potentially higher costs in ensuring an efficient after-sales service* in a cross-border scenario. Businesses from Belgium and Ireland (both 65%) and Portugal (60%) are also likely to share this opinion, those figures being well above the EU27 average. Those using Internet/e-commerce are less concerned (52%) than those who do not (58%). The most worried in this respect are those companies who see the legal compliance costs as barriers to cross-border sales (77%).

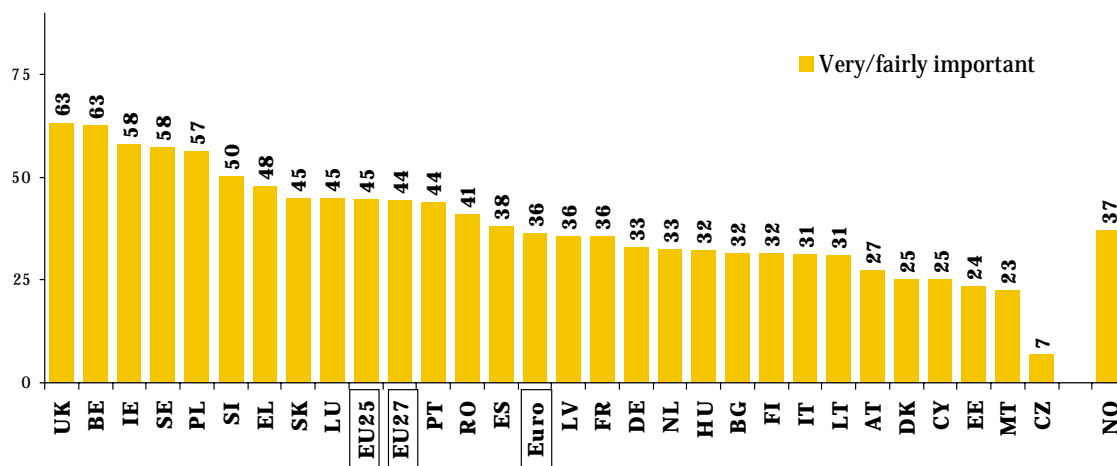
**Graph 21. Practical obstacles to B2C cross-border trade:  
Potentially higher costs in ensuring an efficient cross-border after-sales service  
compared to domestic after-sales service**



Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
f) Potentially higher costs in ensuring an efficient cross-border after-sales service compared to domestic after-sales service  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

Finally, the reportedly least important obstacle to cross-border trade, the *additional costs arising from language differences*, is nevertheless quite a widespread concern. Countries where most managers consider it to be important are the UK and Belgium (both 63%) and Ireland (58%). This concern is slightly more prevalent those who have no cross-border experience (selling at distance but only domestically: 49%; and using internet/e-commerce but only domestically: 48%). Companies who see legal compliance costs as barriers to cross-border sales were the most likely to mention that they were worried about costs arising from language difficulties (64%). Obviously, retailers with current capacity to carry out transactions in more than one language are less worried about this barrier (38%) compared to those who can do business in one language (55%).

**Graph 22. Practical obstacles to B2C cross-border trade:  
Additional costs arising from language differences**



Q11. [...] Please tell me how important do you think these obstacles are to cross-border sales.  
g) Additional costs arising from language differences  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

## 2.2. Differences in the legal provisions regulating consumer transactions in the EU

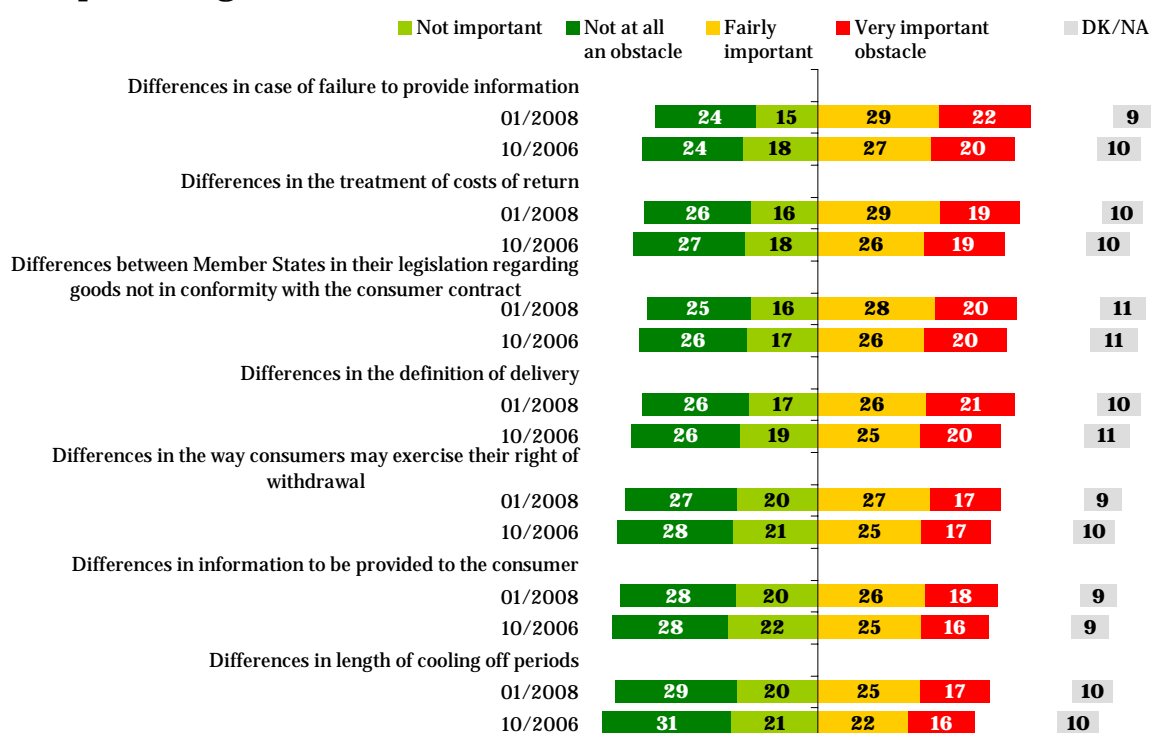
As seen in the previous section, divergent rules regulating consumer transactions are among the reasons that prevent retailers from engaging in distance cross-border sales to EU consumers. Seven possible examples of differences in the provisions regulating consumer transactions were tested. During the survey, a short explanation for each one was provided, in case the respondents had difficulties in interpretation.

Please note that, again, only the results based on the answers of those retailers who did not immediately reject the possibility of making cross-border sales are presented below. The respective results tables in the annex provide the results for *all* retailers.

The most obvious finding, reflected in the chart below, is that respondents tended not to differentiate much in their opinions about the various regulatory aspects. It seems that differences in regulations related to *failure to provide information*, or to *treatment of costs of return* are slightly more of a worry for retailers than the difference in the *cooling-off periods*, but the variations are not large.

Compared to 2006, each regulatory factor is now considered *important* by more retailers: the differences are between 2 and 4 percentage points. The legal differences in the case of the failure to provide information, in the treatment of the costs of return and in the length of cooling-off periods are now seen as obstacles by more EU retailers. Consequently, the ratios of those retailers who consider these problems to be unimportant are slightly lower than they were two years ago.

**Graph 23. Legal obstacles to B2C cross-border trade**



Q10(2008)/Q13(2006). [...] How important do you think these are as an obstacle to cross-border sales?  
Base: those who did not spontaneously claim that they are not interested at all in cross-border trade  
% by EU27 in 2008 and EU25 in 2006

The table on the next page shows that retailers who are trading cross-border are less concerned by the regulatory differences compared to those who have no experience of such activity (i.e. the retailers trading cross-border are more likely to say that the legal differences presented to them *are not important obstacles*). Again, those who are not trading cross-border are more reluctant to respond:

they are more likely to say they do not know how important these legal differences could be in regard to cross-border trade.

Again, one should not forget even those retailers who report cross border activity predominantly trade with only one or two other countries – so they might speak of their challenges in those countries – they might consider the barriers more important in countries where they are currently not trading. The survey did not address this aspect, attitudes were asked generally, not in a country-specific manner.

| <b>Table 4. Perceived importance of various barriers related to divergent legal provisions regulating consumer transactions (% , EU27)</b> |                             |                                 |
|--|-----------------------------|---------------------------------|
|  | <b>Trading cross-border</b> | <b>Not trading cross-border</b> |
| <b>Differences in the length of cooling-off periods</b>  |                             |                                 |
| Very important obstacle  | 13                          | 18                              |
| Fairly important obstacle  | 19                          | 28                              |
| Not an important obstacle  | 23                          | 19                              |
| Not at all an obstacle   | 39                          | 25                              |
| DK/NA  | 6                           | 10                              |
| <b>Differences in the information to be provided to the consumer</b>   |                             |                                 |
| Very important obstacle  | 14                          | 19                              |
| Fairly important obstacle  | 22                          | 28                              |
| Not an important obstacle  | 23                          | 19                              |
| Not at all an obstacle   | 37                          | 25                              |
| DK/NA  | 4                           | 9                               |
| <b>Differences in the case of failure to provide information</b>   |                             |                                 |
| Very important obstacle  | 19                          | 24                              |
| Fairly important obstacle  | 25                          | 32                              |
| Not an important obstacle  | 18                          | 14                              |
| Not at all an obstacle   | 33                          | 21                              |
| DK/NA  | 5                           | 10                              |
| <b>Differences in the way consumers may exercise their right of withdrawal</b>   |                             |                                 |
| Very important obstacle  | 15                          | 19                              |
| Fairly important obstacle  | 21                          | 30                              |
| Not an important obstacle  | 23                          | 19                              |
| Not at all an obstacle   | 36                          | 23                              |
| DK/NA  | 5                           | 9                               |
| <b>Differences in the treatment of the costs of return</b>   |                             |                                 |
| Very important obstacle  | 16                          | 21                              |
| Fairly important obstacle  | 23                          | 32                              |
| Not an important obstacle  | 18                          | 16                              |
| Not at all an obstacle   | 36                          | 21                              |
| DK/NA  | 7                           | 10                              |
| <b>Differences in the definition of delivery</b>   |                             |                                 |
| Very important obstacle  | 16                          | 24                              |
| Fairly important obstacle  | 21                          | 29                              |
| Not an important obstacle  | 19                          | 16                              |
| Not at all an obstacle   | 35                          | 22                              |
| DK/NA  | 9                           | 10                              |
| <b>Differences between Member States in their legislation regarding goods not conforming with the consumer's contract</b>                  |                             |                                 |
| Very important obstacle  | 14                          | 23                              |
| Fairly important obstacle  | 23                          | 31                              |
| Not an important obstacle  | 19                          | 15                              |
| Not at all an obstacle   | 36                          | 21                              |
| DK/NA  | 8                           | 11                              |

The ranking of problems in the two groups is somewhat different. This can partly be attributed to the random variation of some figures, which are very close (e.g. the difference between the obstacle that has the highest level of “very important” responses and the one with the lowest level - for businesses “currently trading cross-border” - is within the sampling error). The retailers trading cross-border consider *differences in the case of failure to provide information* (44%), *differences in the treatment of*

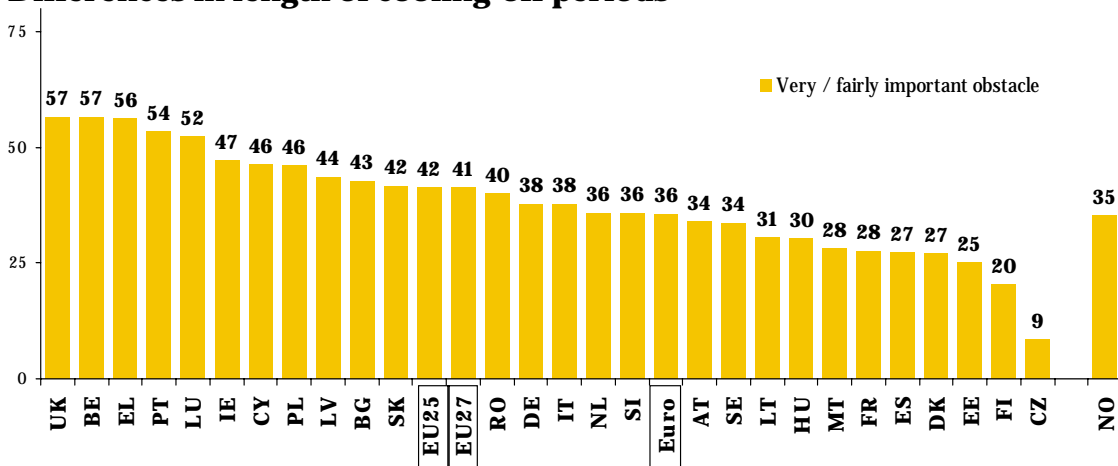
the costs of return (39%) and differences in the definition of delivery (37%), to be the most important obstacles (very important and fairly important combined). On the other hand, while retailers who are not trading cross-border mentioned the same item in the first place, *differences in the case of failure to provide information* (56%), they put *differences in the Member States' legislation regarding goods not in conformity with the consumer contract* (54%) in second place and *differences in the treatment of costs of return* (53%) in third place.

At the Member State level, there are significant variations in the retailers' assessment of these possible obstacles. It should be noted that the countries which show lower percentages on these rankings primarily do so because of the high proportion of "don't know" answers<sup>6</sup>). The following analysis will therefore focus on the top of these rankings and will investigate whether or not half of the managers (i.e. at least 50%) are concerned about a particular aspect. Please note that those figures represent only those respondents who did not immediately dismiss the idea of cross-border sales. Due to the high proportion of uninformed / uninterested respondents, and the very uniform assessment of the various regulatory areas, no clear trends could be identified for the different groups identified – beyond the one already discussed, i.e. those with previous experience of cross-border trade are generally less concerned about obstacles.

The differences in the length of cooling-off periods<sup>7</sup> mostly concern retailers in the UK and Belgium (in both countries, 57% say it can be either a very or fairly important obstacle), Greece (56%), Portugal (54%) and Luxemburg (52%). Companies who see the legal compliance costs as barriers to cross-border sales were the most likely to mention essentially all of the investigated aspects listed below, including the difference in the length of the cooling-off period as an important obstacle to cross-border sales (59%, see also annex tables 14b-20b. for more details of the various aspects).

**Graph 24.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:

### Differences in length of cooling-off periods



Q10. [...] How important do you think these are as an obstacle to cross-border sales?  
a) Differences in length of cooling off periods

% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

Managers in Bulgaria (72%), Greece (69%) and the UK (63%) are the most concerned about *differences in information to be provided to the consumer*<sup>8</sup>. Such difficulties are also perceived to be

<sup>6</sup> The annex tables provide more details on the frequency distributions by country and also by company segments. The frequencies in the annex refer to *all of the retailers* interviewed.

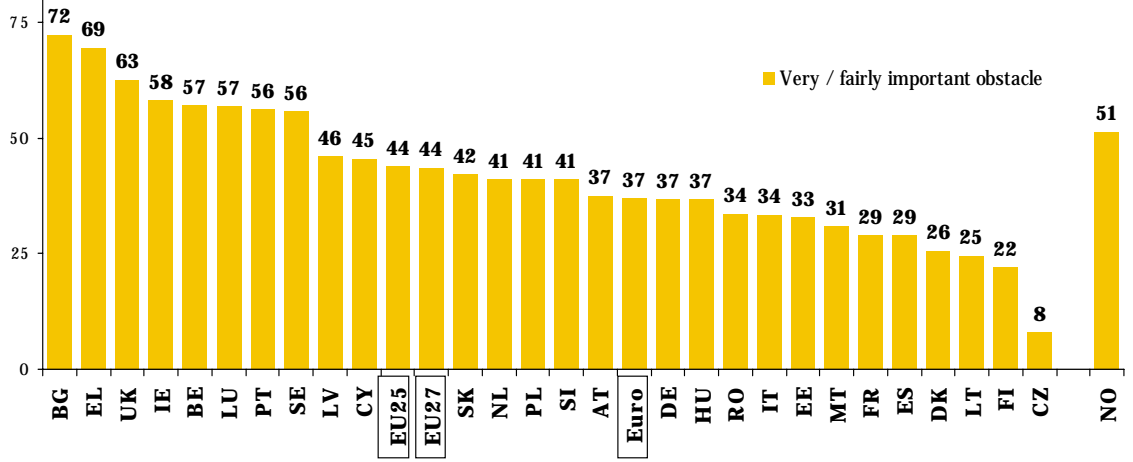
<sup>7</sup> When selling goods to consumers by phone, post, e-commerce or in the home, the consumer is entitled to change his mind and withdraw from the contract within a certain timeframe; this is known as a cooling-off period. Consumers in some countries have more time to return the goods than others: this time ranges from seven working days to 14 calendar days.

<sup>8</sup> When selling to consumers by phone, post, e-commerce or in the home, retailers have to provide certain information prior to, or at the time of, the conclusion of the contract. The content, (e.g. always providing the address) the timing and the format of the information may vary according to the consumer's country.

an important obstacle by Irish (58%), Belgian and Luxembourgish (both 57%), Portuguese and Swedish (both 56%) retailers.

**Graph 25.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:

**Differences in information to be provided to the consumer**



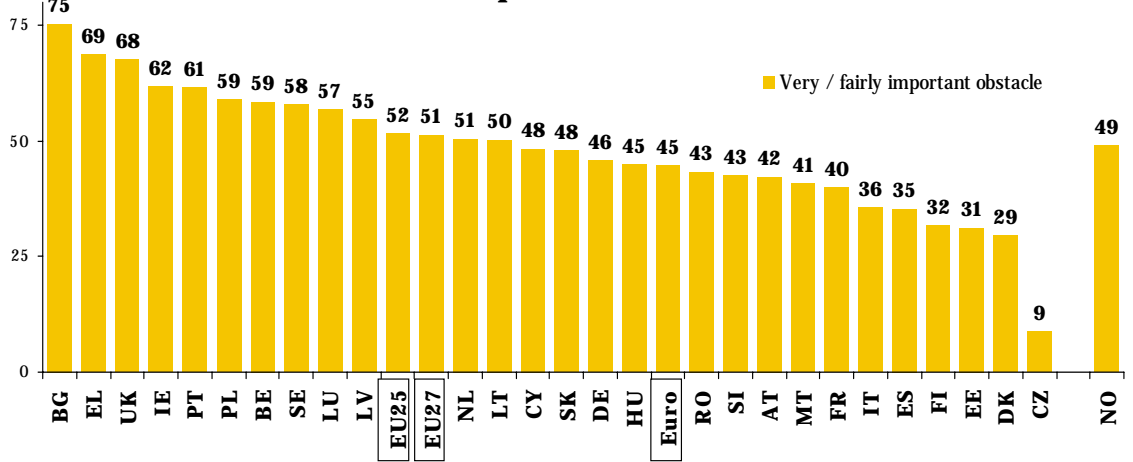
Q10. [...] How important do you think these are as an obstacle to cross-border sales?  
b) Differences in information to be provided to the consumer

% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

The differences in the case of failure to provide information<sup>9</sup> are real concerns for managers in a number of Member States, especially Bulgaria (75%), Greece (69%) and the UK (68%). In nine further EU countries, we found that about half or more of the retailers indicated that this is a very important obstacle. Similar to the previous aspects, the companies who see legal compliance costs as a barrier to cross-border sales were also the most likely to mention the differences in the case of failure to provide information as an important obstacle to cross-border sales (71%). The medium-sized and large businesses are also more likely than small ones to feel this way (55% vs. 51%).

**Graph 26.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:

**Differences in case of failure to provide information**



Q10. [...] How important do you think these are as an obstacle to cross-border sales?  
c) Differences in case of failure to provide information

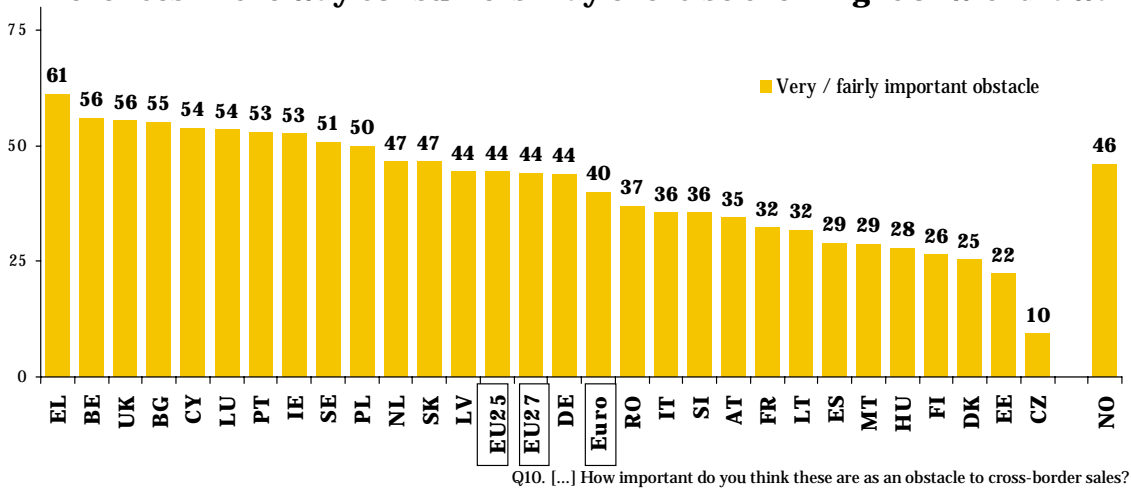
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

<sup>9</sup> The consequences that a retailer faces for failing to comply with information requirements are regulated differently across the EU. In some countries, the consumer may have contractual remedies (e.g. they may be entitled to terminate the contract), whereas consumers from other EU countries may have no such rights.

The differences in the way that consumers may exercise their right of withdrawal<sup>10</sup> are of most concern to Greek (61%), Belgian and British (both 56%) retailers. Half, or more than half, of the retailers are also worried about this problem in Bulgaria (55%), Cyprus and Luxemburg (both 54%), Portugal and Ireland (both 53%), Sweden (51%) and Poland (50%).

**Graph 27.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:

**Differences in the way consumers may exercise their right of withdrawal**



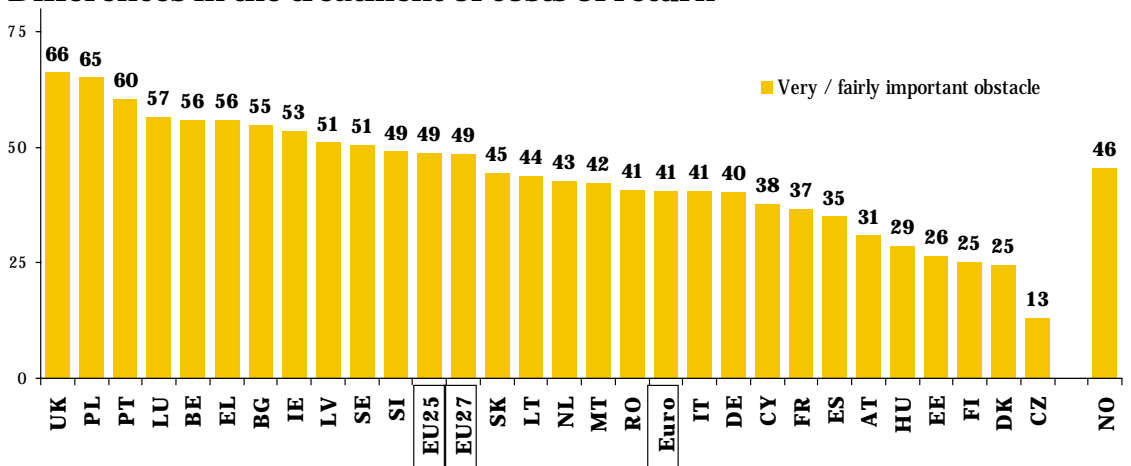
Q10. [...] How important do you think these are as an obstacle to cross-border sales?

d) Differences in the way consumers may exercise their right of withdrawal  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

The differences in the treatment of the costs of return<sup>11</sup> are an important concern for retailers from several countries, all of which reported unease from over half of the respondents: the UK (66%), Poland (65%), Portugal (60%), Luxemburg (57%), Belgium and Greece (both 56%), Bulgaria (55%), Ireland (53%), Latvia and Sweden (both 51%).

**Graph 28.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:

**Differences in the treatment of costs of return**



Q10. [...] How important do you think these are as an obstacle to cross-border sales?

e) Differences in the treatment of costs of return  
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

<sup>10</sup> In some countries, consumers may choose the way in which they notify retailers about their intentions regarding withdrawal from the contract (e.g. by sending an email or simply by returning the goods), whereas in others, they are obliged to use a certain procedure such as registered mail.

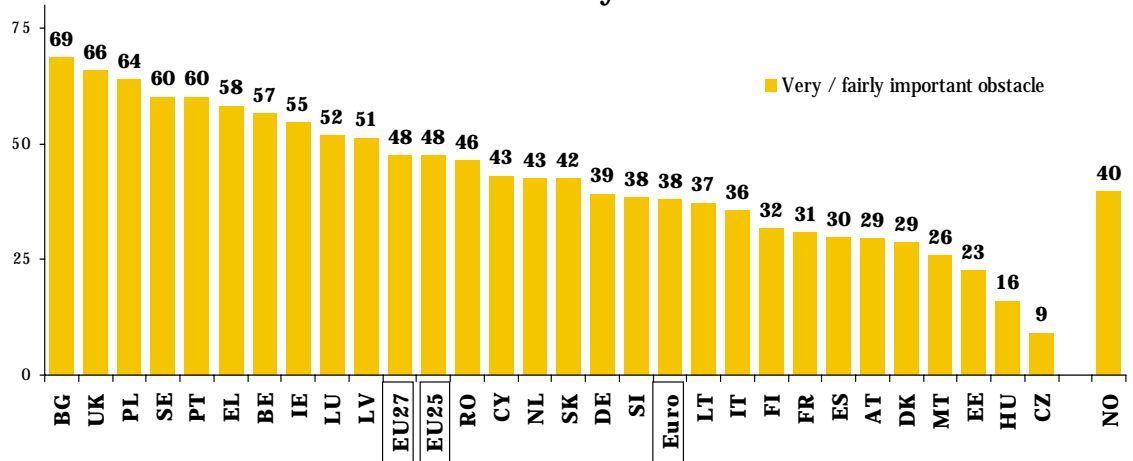
<sup>11</sup> Depending on the country, retailers are permitted to require consumers to pay some charges in the event of cancellation – e.g. the cost of returning the goods –, whereas in others they are not.



The differences in the definition of delivery<sup>12</sup> are mostly seen as either a very important or fairly important obstacle by Bulgarian (69%), British (66%) and Polish (64%) managers. In another seven Member States – Sweden, Portugal, Greece, Belgium, Ireland, Luxemburg and Latvia - at least half of retailers share these concerns. Looking at the companies' characteristics, we can make no other observations than in all of the previous cases. Again, companies seeing legal compliance costs as barriers to cross-border sales are also the most likely (68%) to see this obstacle as being an important barrier. Companies selling cross-border are the least likely to feel this way (37%).

**Graph 29.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:

**Differences in the definition of delivery**



Q10. [...] How important do you think these are as an obstacle to cross-border sales?

f) Differences in the definition of delivery

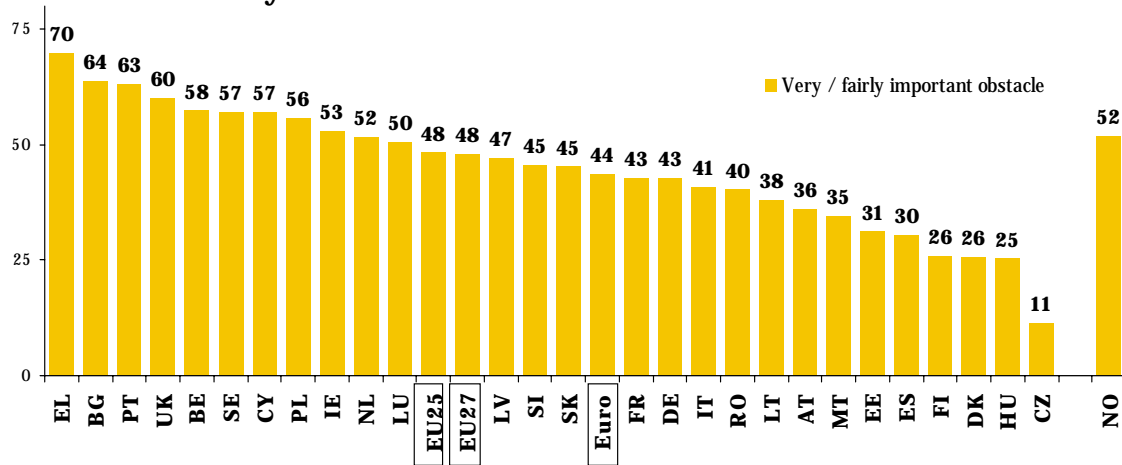
% by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

The differences between Member States in their *legislation regarding goods not conforming with a consumer's contracts*<sup>13</sup>, are a concern for at least 50% of managers in Greece (70%), Bulgaria (64%), Portugal (63%), UK (60%), Belgium (58%), Sweden and Cyprus (both 57%), Poland (56%), Ireland (53%), the Netherlands (52%) and Luxemburg (50%). Considering company characteristics, once again those who think of legal compliance costs as a barrier to cross-border trade are most likely (67%) to say that such differences are an important obstacle to cross-border trade, while companies selling cross-border are the least likely (37%) to feel this way.

<sup>12</sup> According to current regulations, depending on the country, the goods are considered to have been delivered to consumers at different moments (e.g. when the goods are physically handed over to the consumer or when they are put at his disposal at the retailer's place of business). These differences may have consequences in determining who bears responsibility for any deterioration or damage to the goods.

<sup>13</sup> Currently, consumers in some EU countries have more time than in others to demand that retailers repair, replace or 'reduce the price' of a product or service not in conformity with the contract.

**Graph 30.** Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade:  
**Differences between Member States in their legislation regarding goods not in conformity with the consumer contract**



Q10. [...] How important do you think these are as an obstacle to cross-border sales?  
 g) Differences in between Member States in their legislation regarding goods not in conformity with the consumer contract  
 % by country, base: those who did not spontaneously claimed that they are not interested at all in cross-border trade

### 3. Measures to facilitate cross-border trade

There are several ways to facilitate cross-border retail trade in the Internal Market, i.e. to encourage both retailers and consumers to engage in such transactions. This survey asked retailers for their opinions in relation to two possible areas of assistance:

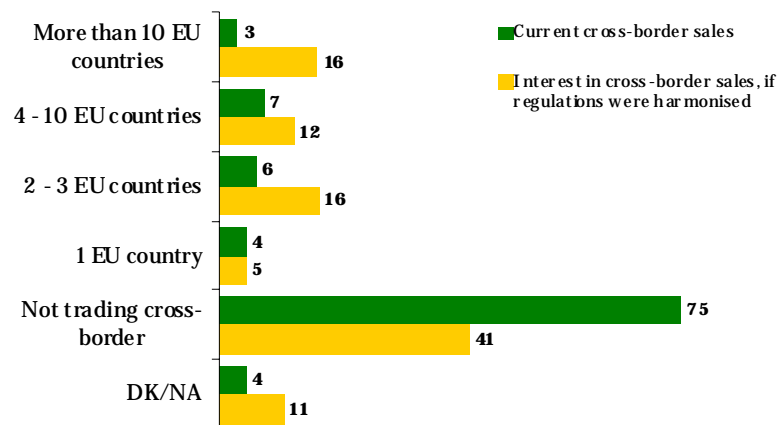
- whether harmonisation of the provisions regulating consumer transactions would encourage them to increase / establish cross-border sales activities, and
- whether they knew where to find relevant information about consumer protection rules in other EU countries.

#### 3.1. Harmonised regulations and willingness to trade cross-border

As seen in the previous section, divergent rules regulating consumer transactions are among the reasons that prevent retailers from engaging in distance cross-border sales to EU consumers. In the survey, a hypothetical question asked that if regulations in this regard were harmonised, to how many countries within the EU would retailers sell their products. This number was then compared to the number of countries in which they currently sell their products – using distance sales methods.

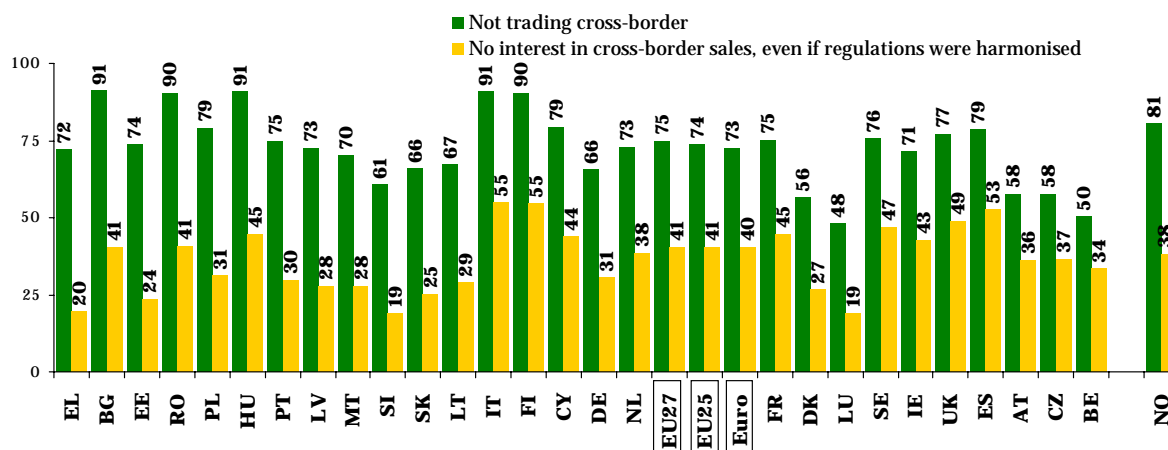
The striking difference shown on the chart on the right is not to be taken at face value; however it clearly indicates that retailers would be much more open to engage in cross-border sales if the risks of failing to comply with various national regulations could be eliminated (i.e. by establishing harmonised EU rules). The most spectacular difference is that instead of the 75% who do not currently sell cross-border, only 41% say that they would continue not to do so if regulations were harmonised. Again, this figure is rather an illustration and indication of potential rather than as an actual prediction of the outcome should such harmonisation be introduced.

**Graph 31. Harmonised regulations boosting cross border activity**



Q5. To how many EU countries do you currently make cross-border sales to final consumers?  
 Q13. If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU to how many EU countries would you be interested in making cross-border sales to final consumers?  
 Base: all respondents, % by EU27

Sixteen percent of all EU retailers state that they would be interested in making cross-border sales to 10 or more Member States compared to the current 3%; 12% would do so to 4-10 EU countries (compared to 7% today) and another 16% to 2-3 EU countries (in contrast to the current 6%).

**Graph 32. Harmonised regulations boosting cross border activity**

Q5. To how many EU countries do you currently make cross-border sales to final consumers?  
 Q13. If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU to how many EU countries would you be interested in making cross-border sales to final consumers?  
 Base: all respondents, % by country

Contrasts are striking at the country level as well: the greatest difference among those who expressed an interest in cross-border trade in a more harmonised regulatory environment are the Greeks (with a difference of +52 percentage points between current and expected involvement in cross-border retail), as well as the Bulgarian (+51), Estonian (+50) and Romanian (49%) respondents. This difference is the lowest in Belgium (+17), and in the Czech Republic and Austria (both +21). Effects of such harmonisation are seen slightly more optimistically by medium-sized and large enterprises (however, just over a third - 37% - would not trade cross-border even if the rules were harmonised) compared to small and micro-enterprises (41%). Still, the “gain” (the difference between actual and anticipated involvement) is higher in the small enterprise segment (+36) compared to medium-sized enterprises (+26). Obviously, attitudes do not directly translate to behaviour, but less than half, 42% of those companies that use distance sales methods *but do not currently sell cross-border* say they would not trade even if rules were harmonised. Current technology availability does not seem to help, the result is the same among those who currently do not trade cross border, but have e-commerce facility: 41%.

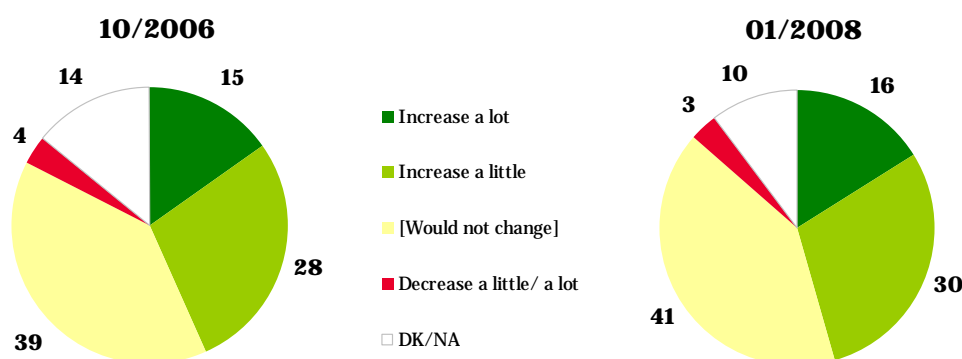
### 3.2. Harmonised regulations and cross-border sales volume

A hypothetical question tested whether harmonised regulations concerning consumer transactions throughout the EU could raise the level of retailers’ cross-border sales<sup>14</sup>. Retailers agree that such harmonisation would increase **the level** of their cross-border sales: at the EU27 level, 46% of businesses say that their cross-border sales would increase (30% say that sales would increase a little, and 16% say they would increase significantly).

However, comparing the data from the two waves, considering the fact that the questions were asked slightly differently, the figures show no significant change. In 2006, 43% of retailers thought their cross-border sales’ proportion would increase (46% felt this way in this survey, see above), while 4% said it would decrease a lot or a little (3% now say the same about the level of their cross-border sales). In the current survey, 41% said the level of cross-border sales would not change, a figure that is essentially unchanged since 2006 (39%).

<sup>14</sup> Although this question was asked differently in 2006 for the EU25 countries, the content of the two questions were very similar. In 2006, we asked the EU25 retailers (*q16a*) if the provisions of the laws regulating transactions with consumers were the same throughout the 25 member states of the EU do you think that ... **the proportion** of your cross-border sales would increase a lot; increase a little; decrease a little; decrease a lot or would not change. In 2008, the question was (*Q12*) If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU do you think that **the level** of your cross-border sales would ... increase a lot; increase a little; decrease a little; decrease a lot or would not change.

**Graph 33. If same provisions of the laws [...] throughout the 27 EU countries, the proportion of your cross-border sales would...**



Q12(2008). If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU do you think that the level of your cross-border sales would ...

Q16(2006). If the provisions of the laws regulating transactions with consumers were the same throughout the 25 member states of the EU do you think that ... (a) the proportion of your cross-border sales would ...

Base: all respondents, % by EU27 in 2008 and EU25 in 2006

The table below shows that the perception that there would be increased cross-border activity is consistent, regardless of the amount of cross-border trading experience. However, those not trading feel this more intensely than the others.

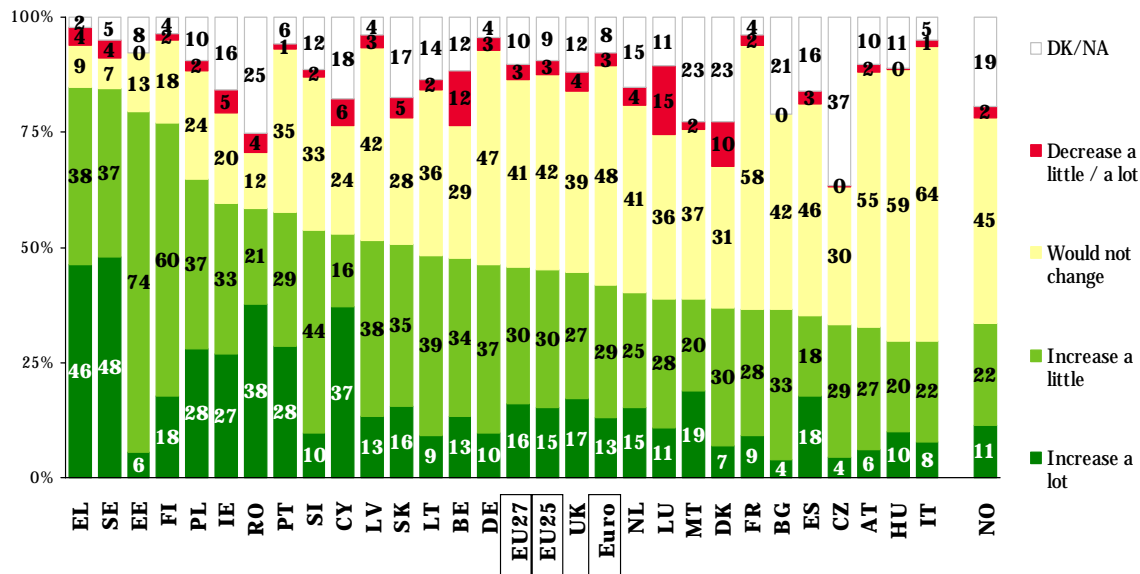
Those who currently conduct cross-border trade were more likely to say – on an unprompted basis, as this answer was not an option – that nothing would change compared to those without cross-border experience (43% vs. 35%). Almost the same number of retailers trading cross-border agree that such harmonisation of regulations could somewhat (or even significantly) facilitate cross-border activity (42%). However, the majority of retailers not trading cross-border (57%) expect such an influence.

Those who use e-commerce are more optimistic (with 51% anticipating an increased sales volume) than those who do not (40%), but these tend to be those who already have cross-border experience (57% vs. 49% of those e-traders who currently only sell domestically).

|                            | Trading cross-border | Not trading cross-border |
|----------------------------|----------------------|--------------------------|
| Decrease a lot or a little | 3                    | 4                        |
| Increase a little          | 27                   | 38                       |
| Increase a lot             | 15                   | 19                       |
| [Would not change]         | 43                   | 35                       |
| DK/NA                      | 12                   | 4                        |

At the country level, retailers in Greece (84%), Sweden (85%), Estonia (80%) and Finland (78%) are especially optimistic about the possible effects of harmonisation on the level of cross-border sales. Retailers in Italy and Hungary (both 30%) and Austria (33%) are the least confident in regard to the positive effects of such a measure. Italian (64%), Hungarian (59%), French (58%) and Austrian (55%) retailers were also the most likely to think that their cross-border sales' level would not change. Retailers from Luxemburg (15%), Belgium (12%) and Denmark (10%) are the most pessimistic.

**Graph 34. If same provisions of the laws [...] throughout the 27 EU countries, the proportion of your cross-border sales would...**



Q12. If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU do you think that the level of your cross-border sales would ...  
Base: all respondents  
% by country

Optimism is slightly higher among the medium-sized and large businesses (55% say it could increase cross-border sales activity vs. 44% among smaller businesses). Current e-traders are more optimistic (51%) compared to those who do not use e-commerce (40%). However, the largest number (63%) of those who say compliance with different regulations (would) imply significant extra costs for them are the most positive that harmonisation could increase the level of their cross-border sales.

### 3.3. Information about regulation on consumer protection

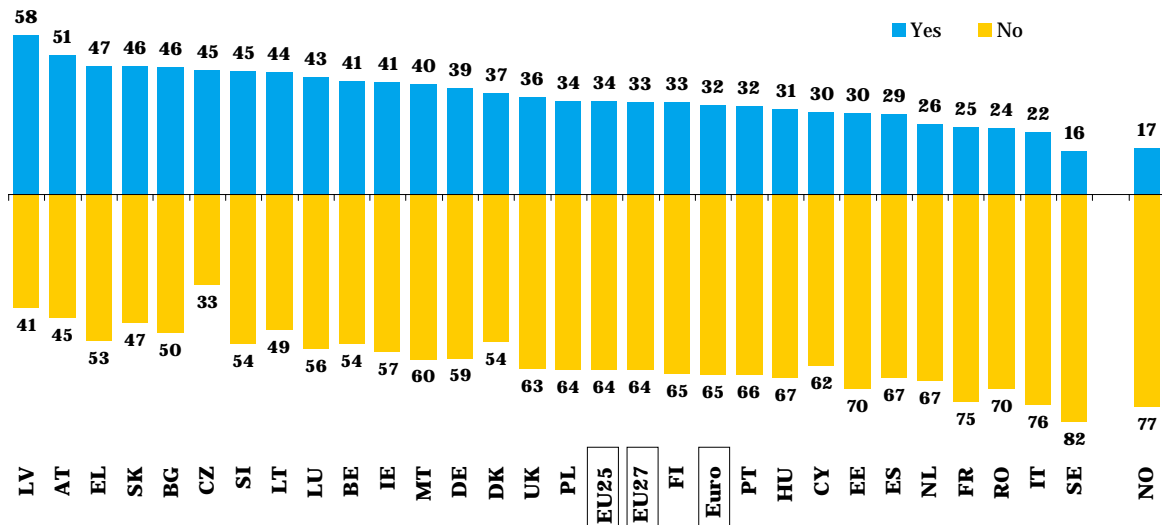
It is essential for cross-border retailers to be up-to-date regarding the laws that regulate consumer transactions. Retailers across the EU were asked: “Do you know where you can find relevant information about regulation on consumer protection in other EU countries?” Besides the simple *yes* and *no* answers, unprompted responses indicating European Consumer Centres (ECCs) were also recorded (1% in the EU, see Annex Table 30a).

Two-thirds of EU retailers are not sure where to obtain information on consumer regulations in the different Member States (64%; this figure did not significantly change from 62% in 2006 among EU25 retailers). However, one-third (33%; 35% in 2006) of those interviewed said they knew where to turn to if they needed such information.

There are only three countries where the ratio of retailers who know where to find relevant information about consumer protection regulation in EU outnumbers the ratio of those who do not know: in Latvia (58% vs. 41%), the Czech Republic (45% vs. 33%) and Austria (51% vs. 45%). However, in the Czech Republic the ratio of those who cannot answer the question is relatively high (22%) – the highest among the countries in the analysis.

The ratio of confident retailers, in terms of finding such information, is also relatively high in Greece (47%), Slovakia (46%), and Bulgaria (46%). The least informed – those who say they do not know where to find such information – are retailers from Sweden (82%), Norway (77%) and Italy (76%), but many from France (75%), Estonia and Romania (both 70%) said this as well.

**Graph 35. Awareness of information sources regarding consumer protection in other EU countries**



Q14. Do you know where you can find relevant information about regulation on consumer protection in other EU countries?  
 Base: all respondents, % by country

Just over half (59%) of those who are currently active in cross-border distance sales say they do not know where to find such information. However, this figure reaches two-thirds for those companies who are not currently trading cross-border, which could show a lack of interest or indicate a barrier: retailers might refrain from such business as they do not know where to find the relevant information. The ratio of those who *know* where to find this information is 39% among those retailers who trade cross-border and 31% among those who do not. Small retailers are less likely to be aware of such information (32%) compared to medium-sized and large retail firms (39%). Companies that have outlets in other EU countries and those selling cross-border (both 40%) are the most aware of where to find relevant information about regulation on consumer protection in other EU countries. Also, e-traders are more aware than the average (38%).

## 4. Consumer protection, product safety

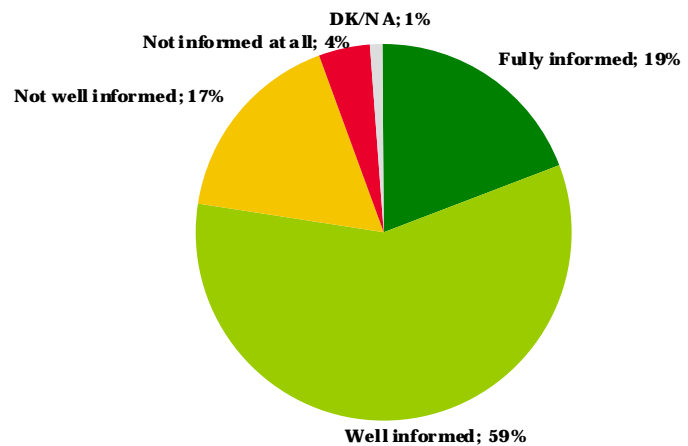
Apart from the discussion about the various obstacles to cross-border retail sales – including problems related to various consumer protection regulations across the EU – the survey asked retailers about consumer protection issues in a domestic context. They were asked to rate their own knowledge about the rules that regulate seller-consumer relations, issues related to product safety and the use of Alternative Dispute Resolution (ADR) mechanisms.

### 4.1. Awareness of legal obligations towards consumers

The overwhelming majority of EU27 retailers feel they are informed about the legal obligations toward their – domestic – consumers (78%). However, less than one in five of them say they are *fully informed* (19%) about this matter. On the other hand, one in five EU27 retailers say that they are not informed (not well and not informed at all) about these obligations (21%), while only 4% feel that they are *not informed at all*.

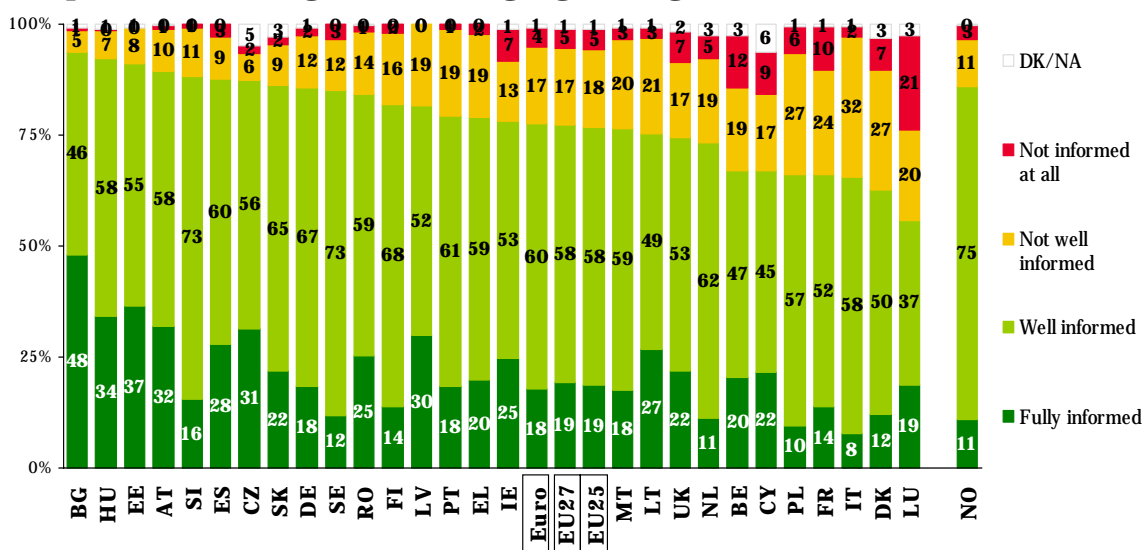
The retailers that feel the best informed (including those who are fully or at least well informed) are from Bulgaria (94%), Hungary and Estonia (both 92%), where more than nine out of 10 retailers answered positively. The Bulgarian (48%), Estonian (37%) and Hungarian (34%) retailers are also the most likely to consider themselves *fully informed*.

**Graph 36. Knowledge concerning legal obligations towards consumers**



Q15. How well are you informed about your legal obligations towards consumers arising from consumer protection legislation in your country?  
Base: all respondents  
% EU27

**Graph 37. Knowledge concerning legal obligations towards consumers**



Q15. How well are you informed about your legal obligations towards consumers arising from consumer protection legislation in your country?  
Base: all respondents  
% by country

In all countries, the ratio of those informed outnumbered the ratio of those who are not informed – especially in Bulgaria (94% vs. 5%), Hungary (92% vs. 7%), Estonia (92% vs. 8%) and the Czech



Republic (87% vs. 8%). The Luxembourgish retailers appear to be the least informed (56% well informed).

Looking at company characteristics, there are no particularly noteworthy variations. The most informed tend to be those companies using Internet / e-commerce but only on the domestic market (80%) and the least informed are those companies who have outlets in other EU countries (73%) – these results are all within a rather narrow - 7 percentage point - range. For more detailed data, see Table 31b. in the annex.

## 4.2. Product safety

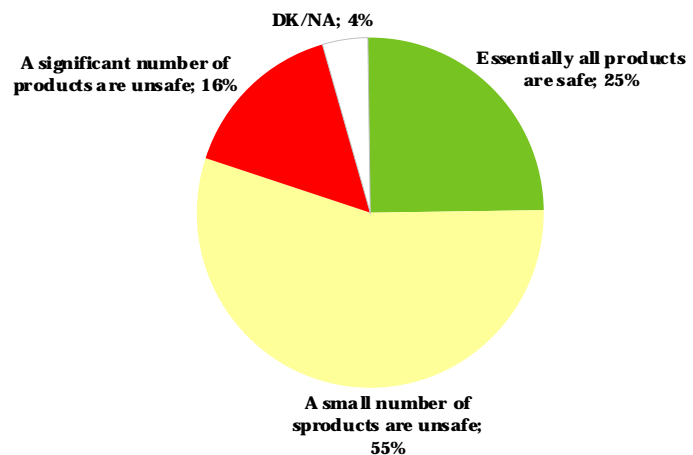
### 4.2.1. Safety of products on the domestic market

Asked about non-food products, a quarter of EU27 retailers agree that essentially all products marketed in their country are safe (25%). Sixteen percent of retailers think that a significant number of products are unsafe. The majority of the EU27 retailers share the assessment that a small number of such products currently marketed in their countries are unsafe (55%). **In total**, most managers (80%) indicated that essentially no products or just a small number of them are unsafe.

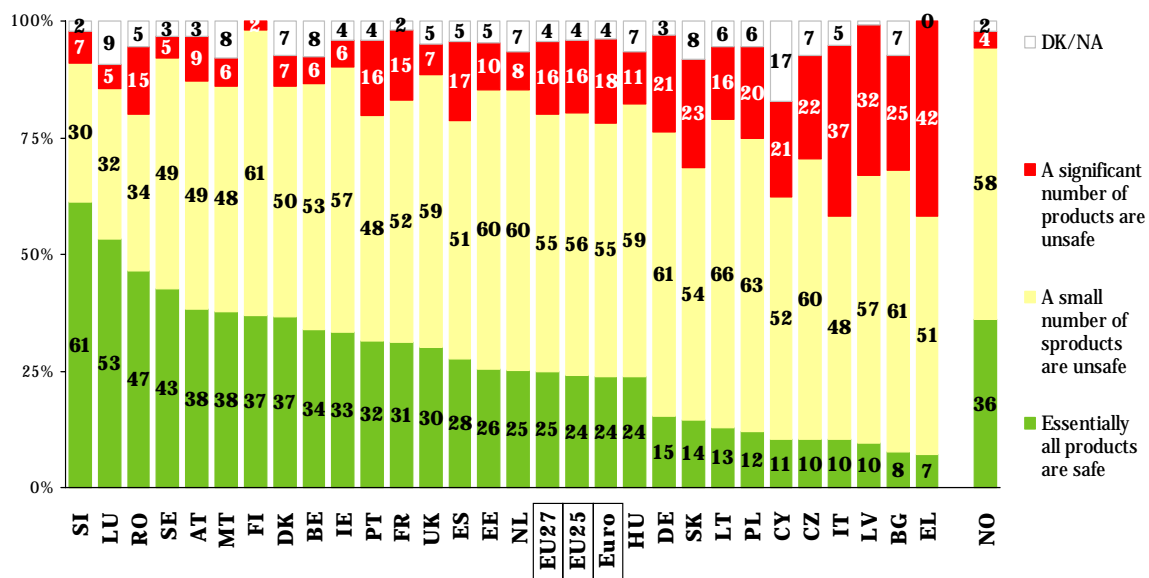
There are only two countries in the EU where the retailers who think that essentially all products are safe outnumber those with a less optimistic view: Slovenia (61% say all products are safe vs. 37% who selected another option) and Luxembourg (53% vs. 37%). Perceptions are spread evenly in Romania; the difference between the two groups is minimal (47% and 49%). At the same time, the retailers in these three countries were the most likely to state that essentially *all products are safe*.

The Greek (42%), Italian (37%) and Latvian (32%) retailers were the ones most likely to state that *a significant number of products are unsafe* in their country.

**Graph 38. Safety of the non-food products currently marketed in [COUNTRY]**



Q20. Considering all non-food products currently marketed in [COUNTRY], do you personally think that ...?  
Base: all respondents, % EU27

**Graph 39. Safety of the non-food products currently marketed in [COUNTRY]**

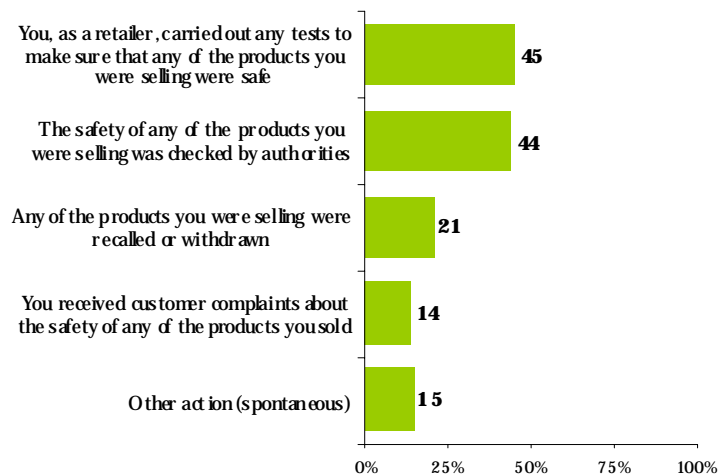
Q20. Considering all non-food products currently marketed in [COUNTRY], do you personally think that ...?  
Base: all respondents  
% by country

There are no large variations among the different company segments' opinions as to whether they think non-food products in their country are safe or not. However, small businesses are less likely than medium-sized or large businesses to think that all products are safe (small: 24%; medium-sized and large: 29%).

#### 4.2.2. Involvement in actions related to product safety

According to managers, retailers in the EU quite frequently carry out tests to make sure that the products they are selling are safe (45%); it is also relatively widely reported that the authorities checked the safety of the products that retailers are selling (44%). Involvement in other product-safety related actions is much more infrequent.

Even so, a relatively high proportion, about one in five retailers, indicated that some of the products they were selling had been recalled or withdrawn (21%) during the past 12 months. Fourteen percent of retailers received customer complaints about the safety of a product they sold during the same period.

**Graph 40. Events in relation to product safety**

Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?  
Base: all respondents, % by EU27

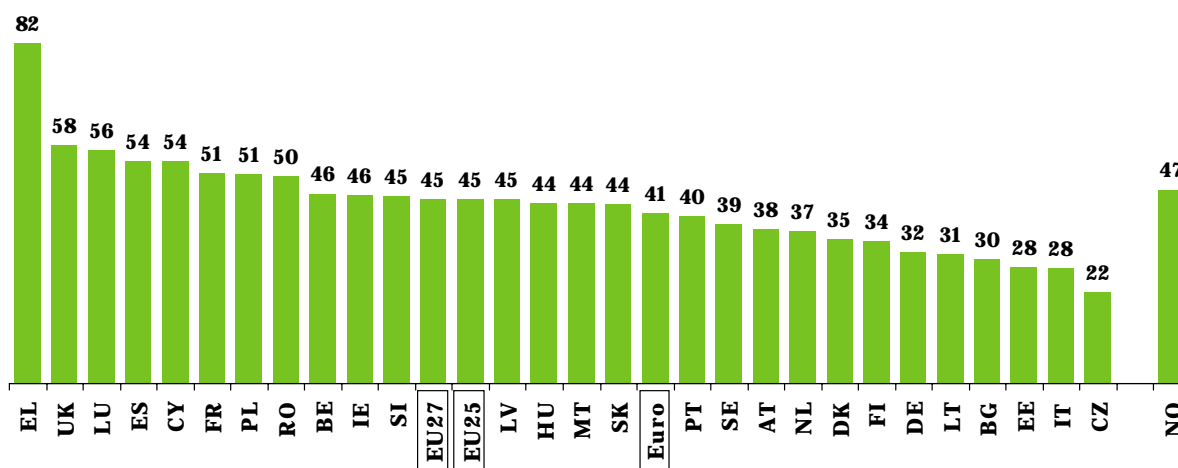
As for activities taking place in parallel, the two most frequently mentioned ones are those most likely to be mentioned by the same companies. Still, the correlation between authorities' checking procedures and self-initiated testing is rather weak at 0.24. However, it prevails even if the correlation is controlled for main activity (2-digit NACE code) and for country, indicating that this figure does not reflect national or industry-specific practices, but rather the behaviour of specific enterprises where self-testing and outside control is positively correlated. Other activities are also somewhat connected

to one another, but the level of association is even weaker, e.g. the correlation between customer complaints and self-testing is only 0.08.

The following analysis looks at the likelihood of these events and actions taking place in the last 12 months on a country basis.

As a retailer, *carrying out tests to make sure that the products they were selling were safe* was the most widespread in Greece (82%). However, over half of the businesses also mentioned this in UK (58%), Luxemburg (56%), Spain and Cyprus (both 54%), France and Poland (both 51%). Czech retailers were the least likely to mention having carried out any product safety tests (22%)

### Graph 41. Retailers carrying out tests to make sure that the products they sell are safe



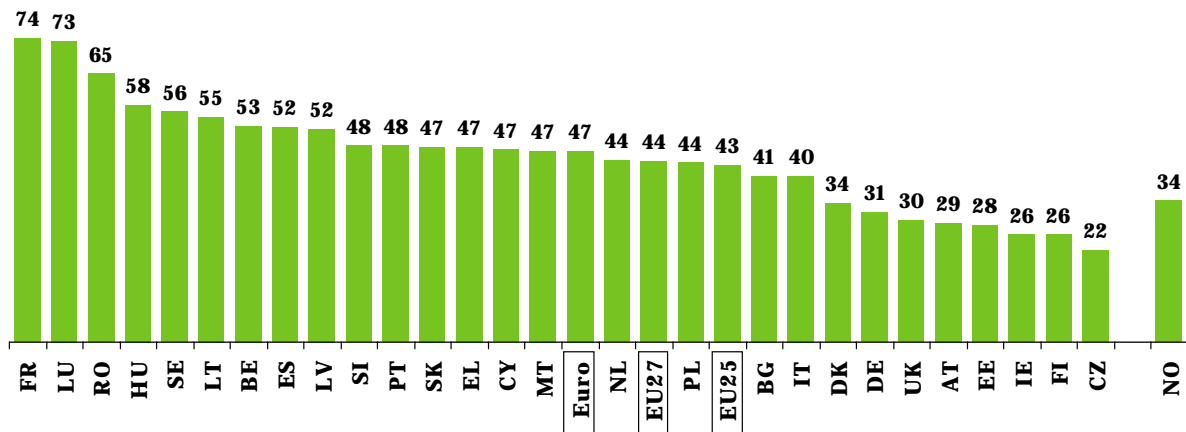
Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?  
 d) You, as a retailer, carried out any tests to make sure that any of the products you were selling were safe  
 Base: all respondents, % by country

Small businesses are also less likely than medium-sized or large businesses to carry out such actions (44% vs. 49%). Companies with outlets in other EU countries are the most likely to make such tests (54%). For detailed data see annex table 33b.

*Checks conducted by the authorities on the products sold* reached the highest levels in France (74%) and Luxemburg (73%). These checks were seen at more than half of the retailers in Romania (65%), Hungary (58%), Sweden (56%), Lithuania (55%), Belgium (53%), Spain and Latvia (both 52%). Again, the Czech retailers were the least likely to say that the authorities checked the safety of their products (22%).

As in the previous case, small businesses are less likely than medium-sized and large businesses to be checked by the authorities in this respect (43% vs. 50%); and companies with outlets in other EU countries are the most likely to be subject to such controls - probably due to the larger variety of products they are selling (53%).

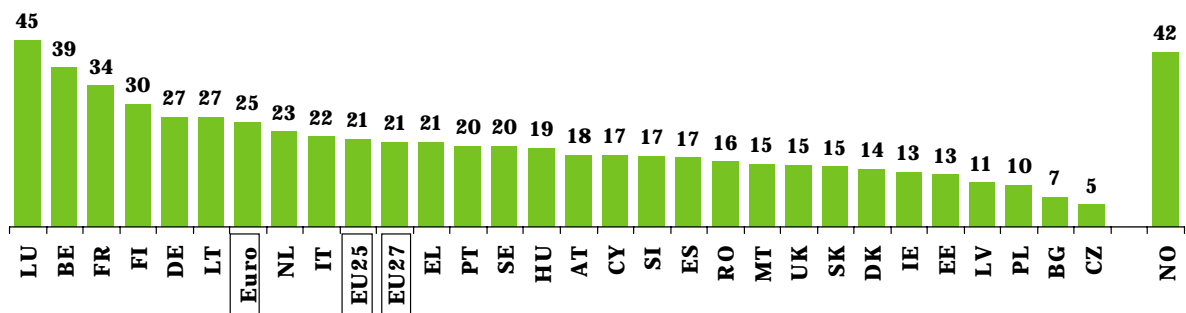
### Graph 42. Product safety checked by authorities



Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?  
 b) The safety of any of the products you were selling was checked by authorities  
 Base: all respondents, % by country

In each EU country, less than half of the retailers indicated that *any of their products have been recalled or withdrawn* in the last 12 months. There are relatively more retailers mentioning this in Luxembourg (45%), Norway (42%), Belgium (39%) and France (34%). Czech retailers are at the low end of this ranking, only 5% of them noting that some of their products were recalled or withdrawn. The levels of recalls were similar across all company segments.

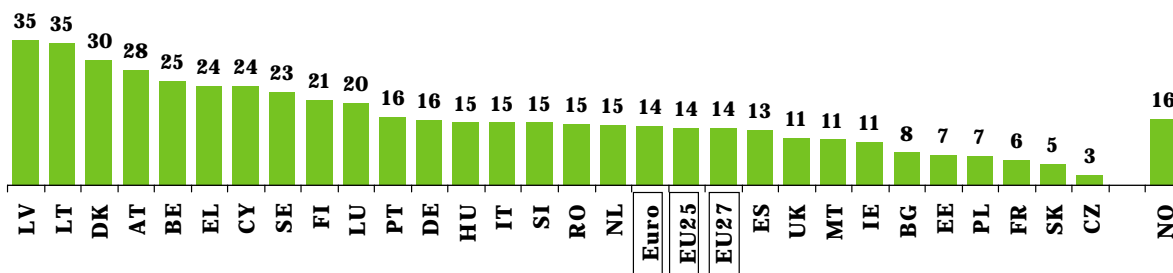
### Graph 43. Products recalled or withdrawn



Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?  
 c) Any of the products you were selling were recalled or withdrawn  
 Base: all respondents, % by country

The receipt of customer complaints specifically about the safety of products is not very common in any of the EU27 Member States. In three countries, approximately one-third of retailers received such complaints: Latvia and Lithuania (both 35%) and Denmark (30%). Once again, Czech retailers are at the bottom of the ranking, as only 3% received complaints about their product's safety. Medium-sized and large companies were the most likely to mention customer complaints in this regard (18%), while only 13% of small companies received customer complaints about product safety.

**Graph 44. Customer complaints about the safety of products sold**



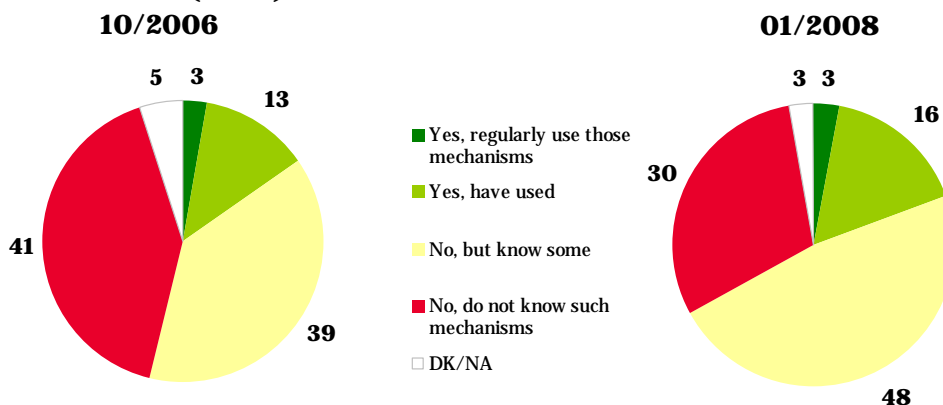
Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?  
 a) You received customer complaints about the safety of any of the products you sold  
 Base: all respondents, % by country

**4.1. ADR mechanisms**

The survey also asked managers about their experience with Alternative Dispute Resolution (ADR) mechanisms<sup>15</sup>. The most striking result is that very few retailers at the EU level use such mechanisms (only 3% say they regularly use ADRs and 16% claim to have some experience with them). These figures have not changed dramatically from 2006: 3%, and 13%, respectively.

The reason for not using ADR mechanisms is now seen to be more a case of lack of retailer interest (48% do not use such mechanisms but “know some of them”) than the fact that they are unaware of ADRs (30%). This represents a change since 2006, when awareness levels were lower. On the other hand, results confirm that more retailers know about and use ADR.

**Graph 45. Have you already used Alternative Dispute Resolution (ADR) mechanisms?**



Q16(2008)/Q19(2006). I will ask you now about disputes with consumers in [COUNTRY], and regardless of whether it is a cross-border or a normal sales situation. Have you already used Alternative Dispute Resolution (ADR) mechanisms (i.e. arbitrators, ombudsmen, conciliation bodies, other out-of-court dispute resolution bodies) to settle disputes with consumers?  
 Base: all respondents, % by EU27 in 2008 and EU25 in 2006

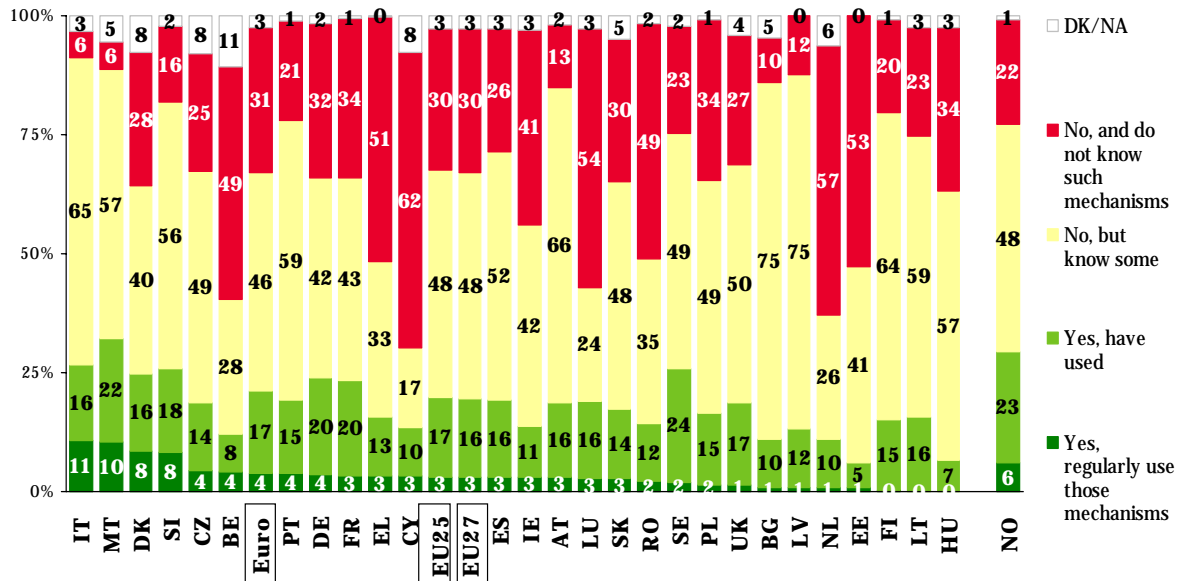
Retailers in Malta (32%), Norway (29%) and Italy (27%) are the most likely to have some practical experience with ADR mechanisms, but even there, rather few retailers use them regularly (10%, 6% and 11%, respectively). Frequent reliance on such mechanisms are also common, in relative terms, in Sweden and Slovenia (both 26%), Denmark (25%), Germany (24%) and France (23%), where the ratios of “yes” answers were above the EU27 average.

<sup>15</sup> Q16. I will ask you now about disputes with consumers in [COUNTRY], and regardless of whether it is a cross-border or a normal sales situation. Have you already used Alternative Dispute Resolution (ADR) mechanisms (i.e. arbitrators, ombudsmen, conciliation bodies, other out-of-court dispute resolution bodies) to settle disputes with consumers?

The proportion of those not using ADR mechanisms is the highest in Estonia (94%) and Hungary (91%), but eight out of 10 retailers also answered negatively in Latvia, Bulgaria, Finland, Romania, Greece, Ireland, Poland, the Netherlands, Lithuania and Portugal.

The highest indications of a lack of interest (in the sense that managers do not use ADRs despite being aware of such options) are found among Bulgarian and Latvian (both 75%) and Austrian (66%) retailers, while the highest levels of a lack of knowledge were detected among Cypriot (62%), Dutch (57%) and Luxembourgish (54%) retailers.

**Graph 46. Use of Alternative Dispute Resolution (ADR) mechanisms**



Q16. I will ask you now about disputes with consumers in [COUNTRY], and regardless of whether it is a cross-border or a normal sales situation. Have you already used Alternative Dispute Resolution (ADR) mechanisms (i.e. arbitrators, ombudsmen, conciliation bodies, other out-of-court dispute resolution bodies) to settle disputes with consumers?  
Base: all respondents, % by country

Medium-sized and large enterprises are more likely than small ones to have experience with ADRs (27% vs. 18% respectively) and are also more likely to use them regularly (5% vs. 3% respectively). Not independently from the above described pattern, e-traders are slightly more likely to have such experience (23%) compared to the average. The use of out-of-court dispute resolution mechanisms is not widespread in any retail segment in the EU.

Flash EB Series #224

Consumer Protection

# Annex Tables and Survey Details

(Note: The provided percentages are row percentages within the segments analysed, listed in the leftmost column in each table)

THE GALLUP ORGANIZATION

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Table 1a. Number of employees

QUESTION: D1. How many employees do you have in your company?






























|  | Total N | % Less than 10 | % 10-49 | % 50-249 | % 250-499 | % 500 or more | % DK/NA |
|--|---------|----------------|---------|----------|-----------|---------------|---------|
|  <b>EU27</b>      | 7002    | 0              | 84,7    | 12       | 1,2       | 1,6           | 0,5     |
| <b>EU25</b>  | 6319    | 0              | 84,5    | 12,1     | 1,2       | 1,6           | 0,5     |
| <b>COUNTRY</b>   |         |                |         |          |           |               |         |
|  Belgium          | 280     | 0              | 86,7    | 8,6      | 1,3       | 0,9           | 2,6     |
|  Bulgaria         | 283     | 0              | 84,5    | 12,9     | 1,1       | 0,6           | 0,9     |
|  Czech Rep.       | 281     | 0              | 85      | 11,4     | 1,2       | 1             | 1,3     |
|  Denmark          | 151     | 0              | 86,2    | 11,5     | 0,8       | 1,5           | 0       |
|  Germany          | 400     | 0              | 84,9    | 12,3     | 1,1       | 1,5           | 0,3     |
|  Estonia          | 150     | 0              | 76,3    | 20,2     | 1,7       | 1,7           | 0       |
|  Greece           | 150     | 0              | 75,1    | 18,9     | 2,3       | 3,7           | 0       |
|  Spain            | 401     | 0              | 86      | 11       | 0,8       | 1,3           | 0,9     |
|  France           | 400     | 0              | 85,5    | 11,5     | 1,2       | 1,8           | 0       |
|  Ireland          | 281     | 0              | 77,8    | 18,4     | 1,6       | 2,2           | 0       |
|  Italy            | 402     | 0              | 91,4    | 7,3      | 0,4       | 0,5           | 0,3     |
|  Cyprus         | 75      | 0              | 78,3    | 18,8     | 2,4       | 0,6           | 0       |
|  Latvia         | 140     | 0              | 87      | 11,5     | 0,7       | 0,7           | 0       |
|  Lithuania      | 140     | 0              | 83,2    | 14,9     | 1,3       | 0,6           | 0       |
|  Luxembourg     | 75      | 0              | 72,4    | 13,1     | 3,9       | 2,6           | 7,9     |
|  Hungary        | 286     | 0              | 84,1    | 13,7     | 0,8       | 1,4           | 0       |
|  Malta          | 75      | 0              | 73,1    | 23,5     | 2,9       | 0,6           | 0       |
|  Netherlands    | 283     | 0              | 85,6    | 11,4     | 1,4       | 1,6           | 0       |
|  Austria        | 280     | 0              | 84,2    | 12,5     | 1,5       | 1,4           | 0,4     |
|  Poland         | 402     | 0              | 84,6    | 11,7     | 1,1       | 0,6           | 2       |
|  Portugal       | 281     | 0              | 87      | 11,2     | 1         | 0,4           | 0,4     |
|  Romania        | 400     | 0              | 89,5    | 8,8      | 0,4       | 0,8           | 0,5     |
|  Slovenia       | 140     | 0              | 72,5    | 21,2     | 4,5       | 1,7           | 0       |
|  Slovakia       | 286     | 0              | 86,9    | 10,1     | 1,3       | 1,8           | 0       |
|  Finland        | 280     | 0              | 86,5    | 10       | 1,5       | 2             | 0       |
|  Sweden         | 280     | 0              | 84,2    | 13,6     | 1         | 1,2           | 0       |
|  United Kingdom | 400     | 0              | 80,7    | 13,9     | 1,8       | 3             | 0,6     |
|  Norway         | 280     | 0              | 93,3    | 5        | 0,3       | 0,9           | 0,4     |

Table 1b. Number of employees

QUESTION: D1. How many employees do you have in your company?


|   | Total N | % Less<br>than 10 | % 10-49 | % 50-<br>249 | % 250-<br>499 | % 500 or<br>more | %<br>DK/NA |
|---|---------|-------------------|---------|--------------|---------------|------------------|------------|
|  <b>EU27</b> | 7002    | 0                 | 84,7    | 12           | 1,2           | 1,6              | 0,5        |
| <b>COMPANIES THAT...</b>  |         |                   |         |              |               |                  |            |
| ... have outlets in other EU countries  | 780     | 0                 | 69,7    | 21           | 2,9           | 5,8              | 0,6        |
| ... are small businesses  | 5932    | 0                 | 100     | 0            | 0             | 0                | 0          |
| ... are medium-sized or large businesses  | 1034    | 0                 | 0       | 81,1         | 8,1           | 10,8             | 0          |
| ... do cross-border sales   | 1459    | 0                 | 79,8    | 15,4         | 2             | 2,2              | 0,6        |
| ... do domestic sales only  | 5235    | 0                 | 86,5    | 10,9         | 0,9           | 1,2              | 0,4        |
| ... do distance cross-border sales  | 1217    | 0                 | 79,7    | 15,7         | 2             | 1,9              | 0,7        |
| ... do distance domestic-only sales   | 2794    | 0                 | 83,4    | 13,5         | 1,2           | 1,5              | 0,4        |
| ... do e-commerce and cross-border sales  | 1125    | 0                 | 79,2    | 16           | 2,1           | 1,9              | 0,7        |
| ... do e-commerce but domestic-only sales   | 2243    | 0                 | 82,3    | 14,3         | 1,3           | 1,6              | 0,5        |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 0                 | 83,3    | 12,8         | 1,3           | 1,9              | 0,7        |

Table 2a. Direct sales to final consumers (to the general public)

QUESTION: D2. Does your company sell directly to final consumers, meaning the general public?































|  | Total N | % Yes | % No | % DK/NA |
|--|---------|-------|------|---------|
|  <b>EU27</b>      | 7002    | 100   | 0    | 0       |
|  <b>EU25</b>      | 6319    | 100   | 0    | 0       |
| <b>COUNTRY</b>   |         |       |      |         |
|  Belgium          | 280     | 100   | 0    | 0       |
|  Bulgaria         | 283     | 100   | 0    | 0       |
|  Czech Rep.       | 281     | 100   | 0    | 0       |
|  Denmark          | 151     | 100   | 0    | 0       |
|  Germany          | 400     | 100   | 0    | 0       |
|  Estonia          | 150     | 100   | 0    | 0       |
|  Greece           | 150     | 100   | 0    | 0       |
|  Spain            | 401     | 100   | 0    | 0       |
|  France           | 400     | 100   | 0    | 0       |
|  Ireland          | 281     | 100   | 0    | 0       |
|  Italy            | 402     | 100   | 0    | 0       |
|  Cyprus          | 75      | 100   | 0    | 0       |
|  Latvia         | 140     | 100   | 0    | 0       |
|  Lithuania      | 140     | 100   | 0    | 0       |
|  Luxembourg     | 75      | 100   | 0    | 0       |
|  Hungary        | 286     | 100   | 0    | 0       |
|  Malta          | 75      | 100   | 0    | 0       |
|  Netherlands    | 283     | 100   | 0    | 0       |
|  Austria        | 280     | 100   | 0    | 0       |
|  Poland         | 402     | 100   | 0    | 0       |
|  Portugal       | 281     | 100   | 0    | 0       |
|  Romania        | 400     | 100   | 0    | 0       |
|  Slovenia       | 140     | 100   | 0    | 0       |
|  Slovakia       | 286     | 100   | 0    | 0       |
|  Finland        | 280     | 100   | 0    | 0       |
|  Sweden         | 280     | 100   | 0    | 0       |
|  United Kingdom | 400     | 100   | 0    | 0       |
|  Norway         | 280     | 100   | 0    | 0       |

Table 2b. Direct sales to final consumers (to the general public)

QUESTION: D2. Does your company sell directly to final consumers, meaning the general public?


|   | Total N | % Yes | % No | % DK/NA |
|---|---------|-------|------|---------|
|  <b>EU27</b> | 7002    | 100   | 0    | 0       |
| <b>COMPANIES THAT...</b>  |         |       |      |         |
| ... have outlets in other EU countries  | 780     | 100   | 0    | 0       |
| ... are small businesses  | 5932    | 100   | 0    | 0       |
| ... are medium-sized or large businesses  | 1034    | 100   | 0    | 0       |
| ... do cross-border sales   | 1459    | 100   | 0    | 0       |
| ... do domestic sales only  | 5235    | 100   | 0    | 0       |
| ... do distance cross-border sales  | 1217    | 100   | 0    | 0       |
| ... do distance domestic-only sales   | 2794    | 100   | 0    | 0       |
| ... do e-commerce and cross-border sales  | 1125    | 100   | 0    | 0       |
| ... do e-commerce but domestic-only sales   | 2243    | 100   | 0    | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 100   | 0    | 0       |

Table 3a. Number of subsidiaries or retail outlets in EU countries

QUESTION: D4. Besides [COUNTRY], in how many EU countries do you have subsidiaries or retail outlets?






























|  | Total N | % None | 1%   | % 2 - 3 | % 4 + | % DK/NA |
|--|---------|--------|------|---------|-------|---------|
|  <b>EU27</b>      | 7002    | 82,7   | 4,2  | 2,7     | 4,2   | 6,2     |
| <b>EU25</b>  | 6319    | 82,9   | 4,4  | 2,8     | 4,4   | 5,5     |
| <b>COUNTRY</b>   |         |        |      |         |       |         |
|  Belgium          | 280     | 49,9   | 6    | 11,7    | 9,1   | 23,4    |
|  Bulgaria         | 283     | 94,6   | 1,5  | 0,6     | 2,4   | 0,9     |
|  Czech Rep.       | 281     | 74     | 4,8  | 3,3     | 4,4   | 13,4    |
|  Denmark          | 151     | 56,6   | 5    | 9,9     | 15,3  | 13,2    |
|  Germany          | 400     | 90     | 4,5  | 1,1     | 2,6   | 1,7     |
|  Estonia          | 150     | 81,2   | 5,6  | 9,5     | 3,8   | 0       |
|  Greece           | 150     | 93,9   | 2,2  | 1,9     | 1,9   | 0       |
|  Spain            | 401     | 74     | 4    | 3,2     | 5,9   | 12,9    |
|  France           | 400     | 75,7   | 9,1  | 5       | 8,4   | 1,8     |
|  Ireland          | 281     | 83,8   | 5    | 2,3     | 3,7   | 5,3     |
|  Italy            | 402     | 97,5   | 0,7  | 0,7     | 1     | 0,1     |
|  Cyprus         | 75      | 91,4   | 4    | 0       | 1,9   | 2,7     |
|  Latvia         | 140     | 50,4   | 1,9  | 6,2     | 6,4   | 35,1    |
|  Lithuania      | 140     | 75,6   | 1,4  | 3,5     | 0,9   | 18,7    |
|  Luxembourg     | 75      | 64     | 5,4  | 13,2    | 10,5  | 6,9     |
|  Hungary        | 286     | 94,8   | 0,3  | 1,6     | 1,4   | 1,9     |
|  Malta          | 75      | 78,1   | 1,9  | 5,8     | 6     | 8,2     |
|  Netherlands    | 283     | 79,7   | 4    | 3,6     | 5,5   | 7,3     |
|  Austria        | 280     | 90,5   | 3,6  | 2,1     | 3     | 0,8     |
|  Poland         | 402     | 81,1   | 3,6  | 2,8     | 6,1   | 6,4     |
|  Portugal       | 281     | 76     | 7    | 4,4     | 4,5   | 8,1     |
|  Romania        | 400     | 76     | 1,1  | 0,5     | 1,1   | 21,3    |
|  Slovenia       | 140     | 90,1   | 4,3  | 1,2     | 3,9   | 0,6     |
|  Slovakia       | 286     | 74     | 10,4 | 2,9     | 5,2   | 7,5     |
|  Finland        | 280     | 95,1   | 0,9  | 0,5     | 2,6   | 0,9     |
|  Sweden         | 280     | 84,5   | 3,2  | 1,9     | 7     | 3,4     |
|  United Kingdom | 400     | 89,5   | 3,4  | 1,5     | 2,1   | 3,5     |
|  Norway         | 280     | 73,4   | 3,2  | 7,2     | 7,7   | 8,6     |

Table 3b. Number of subsidiaries or retail outlets in EU countries

QUESTION: D4. Besides [COUNTRY], in how many EU countries do you have subsidiaries or retail outlets?


|   | Total N | % None | 1%   | % 2 - 3 | % 4 + | %<br>DK/NA |
|---|---------|--------|------|---------|-------|------------|
|  <b>EU27</b> | 7002    | 82,7   | 4,2  | 2,7     | 4,2   | 6,2        |
| <b>COMPANIES THAT...</b>  |         |        |      |         |       |            |
| ... have outlets in other EU countries  | 780     | 0      | 37,8 | 24,2    | 38    | 0          |
| ... are small businesses  | 5932    | 84,8   | 3,9  | 2,2     | 3     | 6          |
| ... are medium-sized or large businesses  | 1034    | 71     | 6    | 5,1     | 11,3  | 6,7        |
| ... do cross-border sales   | 1459    | 67,8   | 8,7  | 7,7     | 11,3  | 4,5        |
| ... do domestic sales only  | 5235    | 88,3   | 3    | 1,3     | 2     | 5,4        |
| ... do distance cross-border sales  | 1217    | 70,1   | 8,4  | 6,7     | 11,7  | 3,2        |
| ... do distance domestic-only sales   | 2794    | 86,9   | 3,4  | 1,6     | 2,7   | 5,4        |
| ... do e-commerce and cross-border sales  | 1125    | 70,1   | 8,5  | 6,7     | 11,7  | 2,9        |
| ... do e-commerce but domestic-only sales   | 2243    | 86,8   | 3,6  | 1,8     | 2,5   | 5,2        |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 81,5   | 4,5  | 3,5     | 4,9   | 5,5        |



Table 4a. Sales channels used for retail

QUESTION: Q1\_A-E. Do you use any of the following sales channels for retail?

% of “Yes” shown






























|  | Total N | e-commerce / Internet | mail order (by post) | telesales / call-centre | sales through representatives visiting consumers in their homes | direct retail sale (i.e. shops) |
|--|---------|-----------------------|----------------------|-------------------------|---|---------------------------------|
|  <b>EU27</b>      | 7002    | 51,1                  | 29,7                 | 16,5                    | 21,3  | 79,1                            |
| <b>EU25</b>  | 6319    | 52,9                  | 29,9                 | 15,9                    | 21,3  | 78,2                            |
| <b>COUNTRY</b>   |         |                       |                      |                         |   |                                 |
|  Belgium          | 280     | 61,8                  | 18,8                 | 12,2                    | 29,4  | 76,8                            |
|  Bulgaria         | 283     | 23,9                  | 9,6                  | 14,2                    | 8,2   | 93,4                            |
|  Czech Rep.       | 281     | 69,3                  | 38,9                 | 28,9                    | 35,6  | 73,7                            |
|  Denmark          | 151     | 55,4                  | 16,7                 | 30,8                    | 21,4  | 65,2                            |
|  Germany          | 400     | 63,6                  | 54,8                 | 8,3                     | 22,5  | 80,4                            |
|  Estonia          | 150     | 40,8                  | 14,9                 | 27,3                    | 4,7   | 95,3                            |
|  Greece           | 150     | 48                    | 28,7                 | 53,1                    | 19  | 90                              |
|  Spain           | 401     | 47                    | 26,6                 | 14,7                    | 36,3  | 83,3                            |
|  France         | 400     | 46,1                  | 8,1                  | 7,1                     | 17,7  | 85,3                            |
|  Ireland        | 281     | 67,7                  | 42,8                 | 21,2                    | 18,4  | 59,6                            |
|  Italy          | 402     | 19,1                  | 2,8                  | 1,8                     | 2,8   | 95,2                            |
|  Cyprus         | 75      | 38,2                  | 21,3                 | 48,6                    | 21,6  | 82,4                            |
|  Latvia         | 140     | 20,5                  | 13,4                 | 13,9                    | 16,8  | 94,3                            |
|  Lithuania      | 140     | 33                    | 17,7                 | 35,1                    | 8,1   | 79,6                            |
|  Luxembourg     | 75      | 48,2                  | 17,5                 | 9,4                     | 23,1  | 74,6                            |
|  Hungary        | 286     | 35,8                  | 23,4                 | 30,2                    | 22,6  | 90,3                            |
|  Malta          | 75      | 59,3                  | 38,8                 | 24,4                    | 18  | 73,6                            |
|  Netherlands    | 283     | 64,2                  | 8                    | 9,3                     | 19,4  | 72                              |
|  Austria        | 280     | 60,2                  | 41,7                 | 17,6                    | 23,1  | 88,6                            |
|  Poland         | 402     | 50,9                  | 41,2                 | 16,6                    | 27,3  | 77                              |
|  Portugal       | 281     | 34                    | 25,3                 | 15,3                    | 27,6  | 86,4                            |
|  Romania        | 400     | 25                    | 30,6                 | 27,9                    | 23,9  | 91,7                            |
|  Slovenia       | 140     | 61,4                  | 47,9                 | 16                      | 19,5  | 76,4                            |
|  Slovakia       | 286     | 35,3                  | 25                   | 30,5                    | 26,4  | 76,6                            |
|  Finland        | 280     | 38,6                  | 10,6                 | 22,3                    | 4,7   | 93,9                            |
|  Sweden         | 280     | 59,1                  | 12,1                 | 30                      | 20,7  | 77,5                            |
|  United Kingdom | 400     | 64,8                  | 38,8                 | 25,2                    | 19,9  | 63,3                            |
|  Norway         | 280     | 39                    | 10,8                 | 21,8                    | 8,3   | 88,9                            |

Table 4b. Sales channels used for retail

QUESTION: Q1\_A-E. Do you use any of the following sales channels for retail?

% of “Yes” shown


|   | Total N | e-commerce / Internet | mail order (by post) | telesales / call-centre | sales through representatives visiting consumers in their homes | direct retail sale (i.e. shops) |
|---|---------|-----------------------|----------------------|-------------------------|---|---------------------------------|
|  <b>EU27</b> | 7002    | 51,1                  | 29,7                 | 16,5                    | 21,3  | 79,1                            |
| <b>COMPANIES THAT...</b>  |         |                       |                      |                         |   |                                 |
| ... have outlets in other EU countries  | 780     | 66,8                  | 34,1                 | 27,5                    | 30  | 77,9                            |
| ... are small businesses  | 5932    | 48,8                  | 28,9                 | 14,6                    | 19,7  | 79,6                            |
| ... are medium-sized or large businesses  | 1034    | 63,8                  | 34,2                 | 27,3                    | 30,4  | 76,2                            |
| ... do cross-border sales   | 1459    | 77,1                  | 42,9                 | 22,9                    | 27,8  | 70                              |
| ... do domestic sales only  | 5235    | 42,9                  | 25,3                 | 14,3                    | 19,3  | 82,3                            |
| ... do distance cross-border sales  | 1217    | 92,4                  | 51,4                 | 27,4                    | 28,6  | 69,1                            |
| ... do distance domestic-only sales   | 2794    | 80,3                  | 47,3                 | 26,8                    | 27,7  | 75,3                            |
| ... do e-commerce and cross-border sales  | 1125    | 100                   | 49,9                 | 26                      | 28,1  | 69                              |
| ... do e-commerce but domestic-only sales   | 2243    | 100                   | 41,7                 | 22,6                    | 27,2  | 74,7                            |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 56,3                  | 33,6                 | 19,1                    | 23,1  | 76,8                            |

Table 5a. Number of EU countries with active marketing and advertising

QUESTION: Q2. Besides [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?






























|  | Total N | % None | 1%   | % 2 - 3 | % 4 - 5 | % 6+ | % DK/NA |
|--|---------|--------|------|---------|---------|------|---------|
|  <b>EU27</b>      | 7002    | 71,8   | 5,3  | 6       | 3,3     | 6,8  | 7       |
| <b>EU25</b>  | 6319    | 71,4   | 5,6  | 6,3     | 3,3     | 7,1  | 6,3     |
| <b>COUNTRY</b>   |         |        |      |         |         |      |         |
|  Belgium          | 280     | 47,2   | 7    | 15      | 3,2     | 4,8  | 22,9    |
|  Bulgaria         | 283     | 85,7   | 2    | 3       | 3,6     | 3,2  | 2,4     |
|  Czech Rep.       | 281     | 55,2   | 6,8  | 8,5     | 3,1     | 3,6  | 22,8    |
|  Denmark          | 151     | 57     | 4,1  | 5,9     | 7       | 7,5  | 18,5    |
|  Germany          | 400     | 64,7   | 6,9  | 8,4     | 6,3     | 10,2 | 3,4     |
|  Estonia          | 150     | 71,3   | 4    | 15,8    | 2,1     | 4,4  | 2,3     |
|  Greece           | 150     | 69,3   | 4    | 6,3     | 5,7     | 14,7 | 0       |
|  Spain            | 401     | 69,5   | 4,3  | 5,7     | 2,2     | 9    | 9,5     |
|  France           | 400     | 71,2   | 8    | 5,8     | 3       | 10,7 | 1,4     |
|  Ireland          | 281     | 67,6   | 6,9  | 9       | 4,4     | 7,6  | 4,5     |
|  Italy           | 402     | 89,7   | 2,1  | 3,3     | 2,5     | 1,9  | 0,6     |
|  Cyprus         | 75      | 62,4   | 9,3  | 2,7     | 12,1    | 6,9  | 6,6     |
|  Latvia         | 140     | 43,6   | 2,6  | 15,1    | 6,3     | 5,1  | 27,2    |
|  Lithuania      | 140     | 62,2   | 4,7  | 7,5     | 2,4     | 9,2  | 14      |
|  Luxembourg     | 75      | 44     | 5,4  | 27,9    | 10,5    | 6,7  | 5,4     |
|  Hungary        | 286     | 87,2   | 0,5  | 4,3     | 1,9     | 4,4  | 1,7     |
|  Malta          | 75      | 59,4   | 2,8  | 3,3     | 4,3     | 22,4 | 7,8     |
|  Netherlands    | 283     | 74,1   | 7,4  | 6,3     | 1,2     | 3,8  | 7,2     |
|  Austria        | 280     | 62,8   | 7,7  | 11,7    | 5       | 9,2  | 3,6     |
|  Poland         | 402     | 69,3   | 6,9  | 8,9     | 2,4     | 5    | 7,4     |
|  Portugal       | 281     | 73,9   | 6,1  | 5,6     | 1,5     | 5,2  | 7,7     |
|  Romania        | 400     | 74,8   | 0,8  | 0,7     | 1,9     | 0,8  | 21      |
|  Slovenia       | 140     | 57,1   | 10,9 | 12,5    | 6,4     | 12,3 | 0,8     |
|  Slovakia       | 286     | 58,5   | 13   | 9,6     | 6,9     | 7,3  | 4,8     |
|  Finland        | 280     | 90,3   | 3,8  | 1,7     | 0,8     | 2,6  | 0,8     |
|  Sweden         | 280     | 78,3   | 6,9  | 5,4     | 2,1     | 4,2  | 3       |
|  United Kingdom | 400     | 80,8   | 3,2  | 1,9     | 1,6     | 5,2  | 7,3     |
|  Norway         | 280     | 70,5   | 3,3  | 8,7     | 3,4     | 3,5  | 10,5    |

Table 5b. Number of EU countries with active marketing and advertising

QUESTION: Q2. Besides [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?


|   | Total N | % None | 1%   | % 2 - 3 | % 4 - 5 | % 6+ | %<br>DK/NA |
|---|---------|--------|------|---------|---------|------|------------|
|  <b>EU27</b> | 7002    | 71,8   | 5,3  | 6       | 3,3     | 6,8  | 7          |
| <b>COMPANIES THAT...</b>  |         |        |      |         |         |      |            |
| ... have outlets in other EU countries  | 780     | 21,6   | 24,6 | 17,4    | 9,1     | 22,2 | 5,1        |
| ... are small businesses  | 5932    | 73,5   | 5,1  | 5,8     | 2,9     | 5,8  | 6,9        |
| ... are medium-sized or large businesses  | 1034    | 62,3   | 6,3  | 6,9     | 5,4     | 12,3 | 6,8        |
| ... do cross-border sales   | 1459    | 31,2   | 12,9 | 18      | 10,7    | 23,3 | 3,9        |
| ... do domestic sales only  | 5235    | 85,5   | 3,3  | 2,7     | 1,2     | 1,8  | 5,5        |
| ... do distance cross-border sales  | 1217    | 30,7   | 11,9 | 17      | 11,5    | 25,5 | 3,4        |
| ... do distance domestic-only sales   | 2794    | 82,7   | 3,4  | 3,4     | 1,7     | 2,7  | 6          |
| ... do e-commerce and cross-border sales  | 1125    | 30,1   | 12,1 | 16,6    | 11,6    | 26,4 | 3,3        |
| ... do e-commerce but domestic-only sales   | 2243    | 81,7   | 3,8  | 3,7     | 1,5     | 3,3  | 6          |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 70,4   | 5,8  | 7,2     | 3,1     | 6,7  | 6,8        |

Table 6a. Cross-border share of retailers' total sales in shops

QUESTION: Q3. Of your RETAIL SALES IN SHOPS, can you estimate the percentage of the total value of your sales which are made to consumers living in other EU countries, who are on holidays or on a shopping trip?

Base: those who use direct retail sale






























|  | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE | % DK/NA |
|--|---------|------|---------|----------|--------|------------------|---------|
|  <b>EU27</b>      | 5539    | 27,6 | 28      | 4,7      | 11,8   | 8,1              | 19,8    |
| <b>EU25</b>  | 4943    | 28,1 | 28,7    | 4,7      | 12,1   | 7,9              | 18,6    |
| <b>COUNTRY</b>   |         |      |         |          |        |                  |         |
|  Belgium          | 215     | 20,4 | 16,9    | 4,3      | 19,5   | 6,4              | 32,6    |
|  Bulgaria         | 264     | 10,1 | 26,2    | 2,2      | 13,5   | 26,3             | 21,7    |
|  Czech Rep.       | 207     | 16,7 | 8       | 2,7      | 4,9    | 22,8             | 44,9    |
|  Denmark          | 72      | 27,5 | 9,6     | 1,7      | 18,3   | 29,2             | 13,7    |
|  Germany          | 322     | 36,4 | 36,3    | 4,8      | 5,7    | 5,8              | 11      |
|  Estonia          | 143     | 20,6 | 41,3    | 7,1      | 6,8    | 0,8              | 23,4    |
|  Greece           | 135     | 17,9 | 27,3    | 8        | 14,1   | 5,3              | 27,5    |
|  Spain            | 334     | 18,9 | 12,3    | 4,9      | 31,1   | 12,3             | 20,6    |
|  France           | 341     | 24,8 | 36,8    | 5,3      | 17,9   | 6,4              | 8,9     |
|  Ireland        | 167     | 26,3 | 22,8    | 6,2      | 10,8   | 4,8              | 29,1    |
|  Italy          | 383     | 27,9 | 29,7    | 5,7      | 25,2   | 3,5              | 8       |
|  Cyprus         | 62      | 8,5  | 4,8     | 6,9      | 18,2   | 15,2             | 46,3    |
|  Latvia         | 132     | 8,8  | 26,2    | 5,1      | 9,3    | 22,6             | 27,9    |
|  Lithuania      | 111     | 14,5 | 22,2    | 4,8      | 1      | 20,3             | 37,2    |
|  Luxembourg     | 56      | 21,4 | 18      | 1,8      | 10,6   | 0                | 48,2    |
|  Hungary        | 258     | 26,5 | 25      | 3,5      | 9      | 17,8             | 18,2    |
|  Malta          | 55      | 17,1 | 16,6    | 0        | 29,5   | 4,8              | 32,1    |
|  Netherlands    | 204     | 26,4 | 29      | 6,7      | 7,1    | 13,1             | 17,6    |
|  Austria        | 248     | 17,2 | 34,5    | 5        | 16,1   | 8,8              | 18,4    |
|  Poland         | 310     | 26,9 | 27,3    | 4,6      | 5,1    | 9                | 27,1    |
|  Portugal       | 243     | 18,8 | 25,4    | 2,7      | 9,3    | 11,2             | 32,5    |
|  Romania        | 367     | 25,6 | 18,8    | 4,5      | 5,5    | 6,3              | 39,4    |
|  Slovenia       | 107     | 22,5 | 39,5    | 4,9      | 14     | 5,6              | 13,5    |
|  Slovakia       | 219     | 18   | 23,5    | 8,9      | 16,3   | 8,9              | 24,4    |
|  Finland        | 263     | 57,9 | 25,6    | 2,8      | 3,6    | 1,6              | 8,5     |
|  Sweden         | 217     | 25,6 | 46,6    | 5        | 3,4    | 3,6              | 15,8    |
|  United Kingdom | 253     | 37,6 | 25,5    | 3,4      | 4,2    | 3,4              | 25,9    |
|  Norway         | 249     | 21,8 | 26,5    | 3,1      | 6,4    | 2,9              | 39,3    |

Table 6b. Cross-border share of retailers' total sales in shops

QUESTION: Q3. Of your RETAIL SALES IN SHOPS, can you estimate the percentage of the total value of your sales which are made to consumers living in other EU countries, who are on holidays or on a shopping trip?

Base: those who use direct retail sale


|   | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE | % DK/NA |
|---|---------|------|---------|----------|--------|------------------|---------|
|  <b>EU27</b> | 5539    | 27,6 | 28      | 4,7      | 11,8   | 8,1              | 19,8    |
| <b>COMPANIES THAT...</b>  |         |      |         |          |        |                  |         |
| ... have outlets in other EU countries  | 608     | 12,6 | 23,7    | 4,7      | 26,4   | 4,5              | 28      |
| ... are small businesses  | 4720    | 28,3 | 27,9    | 4,8      | 11,6   | 8,2              | 19,2    |
| ... are medium-sized or large businesses  | 788     | 24,6 | 29,4    | 4,3      | 13,2   | 7,2              | 21,4    |
| ... do cross-border sales   | 1021    | 16,7 | 34,2    | 6,2      | 22,5   | 4,3              | 16,1    |
| ... do domestic sales only  | 4309    | 31,4 | 27,7    | 4,5      | 9      | 9                | 18,5    |
| ... do distance cross-border sales  | 840     | 17,2 | 35,7    | 6,2      | 21,5   | 4,1              | 15,3    |
| ... do distance domestic-only sales   | 2103    | 34   | 24,3    | 4,5      | 8,8    | 9,2              | 19,2    |
| ... do e-commerce and cross-border sales  | 776     | 18,3 | 34,7    | 5,9      | 21,9   | 4,3              | 14,9    |
| ... do e-commerce but domestic-only sales   | 1676    | 35,1 | 23,3    | 4,5      | 9,1    | 9,5              | 18,5    |
| ... say legal compliance costs are barriers to cross-border sales                             | 2446    | 28,1 | 31,1    | 5,1      | 9,2    | 6,4              | 20,1    |

Table 7a. Number of EU languages that can be used with consumers

QUESTION: Q4. In how many EU languages are you currently prepared to carry out transactions with consumers?






























|  | Total N | % None | % In<br>[COUNTRY]<br>language<br>only | 2%   | 3%   | % 4 + | %<br>DK/NA |
|--|---------|--------|---------------------------------------|------|------|-------|------------|
|  <b>EU27</b>      | 7002    | 0      | 38,9                                  | 24,6 | 19,2 | 15,3  | 2          |
| <b>EU25</b>  | 6319    | 0      | 38,9                                  | 24,4 | 19,2 | 15,6  | 1,9        |
| <b>COUNTRY</b>   |         |        |                                       |      |      |       |            |
|  Belgium          | 280     | 0      | 23,4                                  | 17,2 | 21,6 | 30,4  | 7,5        |
|  Bulgaria         | 283     | 0      | 46,9                                  | 17,4 | 18,5 | 17,3  | 0          |
|  Czech Rep.       | 281     | 0      | 28,2                                  | 29,6 | 20,7 | 14,9  | 6,6        |
|  Denmark          | 151     | 0      | 37,4                                  | 16,7 | 19,2 | 18,9  | 7,8        |
|  Germany          | 400     | 0      | 25,4                                  | 35,2 | 19,8 | 19,3  | 0,3        |
|  Estonia          | 150     | 0      | 4,8                                   | 23,8 | 35,1 | 34    | 2,3        |
|  Greece           | 150     | 0      | 24,6                                  | 36,5 | 14,2 | 24,6  | 0          |
|  Spain            | 401     | 0      | 40,1                                  | 25,3 | 17,1 | 16,2  | 1,2        |
|  France           | 400     | 0      | 35,3                                  | 25,9 | 21,2 | 16,8  | 0,8        |
|  Ireland         | 281     | 0      | 66,9                                  | 13   | 9    | 7,6   | 3,6        |
|  Italy          | 402     | 0      | 40,7                                  | 25,7 | 24,2 | 8,8   | 0,6        |
|  Cyprus         | 75      | 0      | 39,8                                  | 38,5 | 7,6  | 12,7  | 1,3        |
|  Latvia         | 140     | 0      | 20,1                                  | 26,8 | 40,1 | 11,7  | 1,3        |
|  Lithuania      | 140     | 0      | 28,2                                  | 25,4 | 25,7 | 19,7  | 1          |
|  Luxembourg     | 75      | 0      | 7,9                                   | 12   | 32   | 44    | 4,1        |
|  Hungary        | 286     | 0      | 37,2                                  | 27,3 | 22,6 | 12,3  | 0,7        |
|  Malta          | 75      | 0      | 12,4                                  | 15,4 | 39,3 | 31,9  | 0,9        |
|  Netherlands    | 283     | 0      | 18                                    | 14   | 38,3 | 27,1  | 2,6        |
|  Austria        | 280     | 0      | 16,7                                  | 45,2 | 18,2 | 17,5  | 2,4        |
|  Poland         | 402     | 0      | 25,4                                  | 37,4 | 26   | 10,3  | 0,9        |
|  Portugal       | 281     | 0      | 36,8                                  | 15,5 | 20,3 | 26,5  | 1          |
|  Romania        | 400     | 0      | 36,6                                  | 29,9 | 19,7 | 9     | 4,9        |
|  Slovenia       | 140     | 0      | 31,2                                  | 27,1 | 25,1 | 16,5  | 0          |
|  Slovakia       | 286     | 0      | 18,5                                  | 28,8 | 23,7 | 26,4  | 2,7        |
|  Finland        | 280     | 0      | 9,1                                   | 18,3 | 44   | 27,6  | 1          |
|  Sweden         | 280     | 0      | 27,3                                  | 34,3 | 18,9 | 17,2  | 2,2        |
|  United Kingdom | 400     | 0      | 76                                    | 8,5  | 4,8  | 6,8   | 3,9        |
|  Norway         | 280     | 0,4    | 7,1                                   | 23,6 | 19,9 | 38,8  | 10,2       |

Table 7b. Number of EU languages that can be used with consumers

QUESTION: Q4. In how many EU languages are you currently prepared to carry out transactions with consumers?


|   | Total N | % None | % In<br>[COUNTRY]<br>language<br>only | 2%   | 3%   | % 4 + | %<br>DK/NA |
|---|---------|--------|---------------------------------------|------|------|-------|------------|
|  <b>EU27</b> | 7002    | 0      | 38,9                                  | 24,6 | 19,2 | 15,3  | 2          |
| <b>COMPANIES THAT...</b>  |         |        |                                       |      |      |       |            |
| ... have outlets in other EU countries  | 780     | 0      | 24,9                                  | 20,6 | 21   | 31,9  | 1,7        |
| ... are small businesses  | 5932    | 0      | 39,6                                  | 25,4 | 18,9 | 14,3  | 1,9        |
| ... are medium-sized or large businesses  | 1034    | 0      | 35                                    | 20,8 | 20,8 | 20,9  | 2,5        |
| ... do cross-border sales   | 1459    | 0      | 18                                    | 26,1 | 24,7 | 30,1  | 1,1        |
| ... do domestic sales only  | 5235    | 0      | 45                                    | 24,8 | 17,9 | 10,9  | 1,4        |
| ... do distance cross-border sales  | 1217    | 0      | 18,2                                  | 26   | 23,7 | 31,3  | 0,8        |
| ... do distance domestic-only sales   | 2794    | 0      | 42,2                                  | 24,1 | 18,7 | 13,6  | 1,3        |
| ... do e-commerce and cross-border sales  | 1125    | 0      | 17,1                                  | 26,5 | 23,6 | 32    | 0,9        |
| ... do e-commerce but domestic-only sales   | 2243    | 0      | 41,5                                  | 22,7 | 19,5 | 14,7  | 1,5        |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 0      | 41                                    | 25,5 | 17,5 | 14    | 2          |



Table 8a. Breakdown of current cross-border sales to final consumers

QUESTION: Q5. To how many EU countries do you currently make cross-border sales to final consumers?






























|  | Total N | % I sell only to consumers in [COUNTRY] | % 1 - 2 | % 3 - 5 | % 6 + | % DK/NA |
|--|---------|---|---------|---------|-------|---------|
|  <b>EU27</b>      | 7002    | 74,8                                    | 8,2     | 6       | 6,6   | 4,4     |
| <b>EU25</b>  | 6319    | 73,7                                    | 8,7     | 6,3     | 7     | 4,3     |
| <b>COUNTRY</b>   |         |   |         |         |       |         |
|  Belgium          | 280     | 50,4                                    | 17,1    | 10,4    | 3,3   | 19      |
|  Bulgaria         | 283     | 91,1                                    | 3,6     | 2,1     | 1,7   | 1,4     |
|  Czech Rep.       | 281     | 57,5                                    | 9,4     | 6       | 4,2   | 22,9    |
|  Denmark          | 151     | 56,4                                    | 12,3    | 6,5     | 12    | 12,9    |
|  Germany          | 400     | 65,7                                    | 11,2    | 12,6    | 7,9   | 2,7     |
|  Estonia          | 150     | 73,6                                    | 10,5    | 9       | 6,1   | 0,8     |
|  Greece           | 150     | 72                                      | 7,2     | 5,7     | 13,5  | 1,7     |
|  Spain            | 401     | 78,8                                    | 6,9     | 4,5     | 6,6   | 3,1     |
|  France           | 400     | 75,2                                    | 6,5     | 4,8     | 12,2  | 1,3     |
|  Ireland        | 281     | 71,4                                    | 12,3    | 4       | 5,7   | 6,6     |
|  Italy          | 402     | 90,9                                    | 4,9     | 2,1     | 2,1   | 0       |
|  Cyprus         | 75      | 79,3                                    | 5,3     | 6,8     | 5     | 3,6     |
|  Latvia         | 140     | 72,7                                    | 12      | 10,5    | 4,9   | 0       |
|  Lithuania      | 140     | 67,1                                    | 7,5     | 11,5    | 7,5   | 6,4     |
|  Luxembourg     | 75      | 48,2                                    | 17,1    | 22,7    | 5,4   | 6,6     |
|  Hungary        | 286     | 90,8                                    | 1,3     | 3,4     | 3,9   | 0,7     |
|  Malta          | 75      | 70,2                                    | 0,9     | 3,5     | 18,1  | 7,3     |
|  Netherlands    | 283     | 73                                      | 9,6     | 6,5     | 6,6   | 4,2     |
|  Austria        | 280     | 57,5                                    | 18,5    | 9,2     | 8,4   | 6,4     |
|  Poland         | 402     | 78,9                                    | 11,8    | 3,1     | 3,6   | 2,6     |
|  Portugal       | 281     | 74,7                                    | 11,4    | 3,4     | 5,7   | 4,8     |
|  Romania        | 400     | 90,3                                    | 0,5     | 1,8     | 0,3   | 7       |
|  Slovenia       | 140     | 60,6                                    | 18,1    | 9,3     | 8,4   | 3,5     |
|  Slovakia       | 286     | 65,9                                    | 14,4    | 8,1     | 7,3   | 4,2     |
|  Finland        | 280     | 90,4                                    | 3,3     | 1,9     | 2,6   | 1,8     |
|  Sweden         | 280     | 75,5                                    | 10,2    | 7,6     | 4,8   | 1,9     |
|  United Kingdom | 400     | 77                                      | 5,2     | 3,4     | 6,7   | 7,7     |
|  Norway         | 280     | 80,7                                    | 2,1     | 3       | 4,2   | 10      |

Table 8b. Breakdown of current cross-border sales to final consumers

QUESTION: Q5. To how many EU countries do you currently make cross-border sales to final consumers?


|   | Total N | % I sell only to consumers in [COUNTRY] | % 1 - 2 | % 3 - 5 | % 6 + | % DK/NA |
|---|---------|---|---------|---------|-------|---------|
|  <b>EU27</b> | 7002    | 74,8                                    | 8,2     | 6       | 6,6   | 4,4     |
| <b>COMPANIES THAT...</b>  |         |   |         |         |       |         |
| ... have outlets in other EU countries  | 780     | 42,5                                    | 19,5    | 12,9    | 19,3  | 5,8     |
| ... are small businesses  | 5932    | 76,4                                    | 7,9     | 6       | 5,8   | 4       |
| ... are medium-sized or large businesses  | 1034    | 66,3                                    | 10,3    | 6,2     | 11,2  | 6       |
| ... do cross-border sales   | 1459    | 0                                       | 39,4    | 28,8    | 31,8  | 0       |
| ... do domestic sales only  | 5235    | 100                                     | 0       | 0       | 0     | 0       |
| ... do distance cross-border sales  | 1217    | 0                                       | 35,5    | 30,3    | 34,2  | 0       |
| ... do distance domestic-only sales   | 2794    | 100                                     | 0       | 0       | 0     | 0       |
| ... do e-commerce and cross-border sales  | 1125    | 0                                       | 34,4    | 30,1    | 35,4  | 0       |
| ... do e-commerce but domestic-only sales   | 2243    | 100                                     | 0       | 0       | 0     | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 73,9                                    | 9,3     | 6,4     | 6     | 4,4     |

Table 9a. Cross-border-sales by product categories

QUESTION: D3. Which of the following product categories is the largest in your cross-border sales?






























|  | Total N | % Cars, motor vehicles and parts | % Furniture, decoration | % Household appliances | % Electronic goods | % Books and audiovisual material | % Clothing and accessories | % Health and beauty products | % Food and drink | % Other product categories | % None of the above | % Does not sell any of the above | % Does not sell cross-border | % DK/NA |
|--|---------|----------------------------------|-------------------------|------------------------|--------------------|----------------------------------|----------------------------|------------------------------|------------------|----------------------------|---------------------|----------------------------------|------------------------------|---------|
|  <b>EU27</b>      | 7002    | 6,8                              | 1,2                     | 0,3                    | 0,6                | 0,5                              | 1                          | 0,6                          | 1,8              | 7                          | 3,4                 | 1,7                              | 74,8                         | 0,5     |
| <b>EU25</b>  | 6319    | 7,3                              | 1,2                     | 0,3                    | 0,6                | 0,5                              | 1                          | 0,6                          | 1,8              | 7,3                        | 3,5                 | 1,7                              | 73,7                         | 0,5     |
| <b>COUNTRY</b>   |         |                                  |                         |                        |                    |                                  |                            |                              |                  |                            |                     |                                  |                              |         |
|  Belgium          | 280     | 13,2                             | 2,8                     | 2                      | 2,3                | 0,9                              | 3,4                        | 1,3                          | 4,9              | 6,7                        | 4,3                 | 6,3                              | 50,4                         | 1,6     |
|  Bulgaria         | 283     | 1,8                              | 0                       | 0                      | 0,5                | 0                                | 0                          | 0,5                          | 0,7              | 4,2                        | 1,2                 | 0                                | 91,1                         | 0       |
|  Czech Rep.       | 281     | 8,3                              | 0,4                     | 0,1                    | 0,9                | 0                                | 0,4                        | 0,4                          | 0,9              | 12,3                       | 4,6                 | 2,8                              | 57,5                         | 11,2    |
|  Denmark         | 151     | 4,7                              | 3,2                     | 0,4                    | 4                  | 1,2                              | 1,6                        | 0,8                          | 5,3              | 15,7                       | 5,8                 | 0,9                              | 56,4                         | 0       |
|  Germany        | 400     | 18,7                             | 2,2                     | 0                      | 1                  | 0,2                              | 1,2                        | 0,8                          | 0,5              | 6,2                        | 1,5                 | 2,1                              | 65,7                         | 0       |
|  Estonia        | 150     | 6,4                              | 0,8                     | 1,6                    | 0                  | 0                                | 1                          | 1,6                          | 0                | 7                          | 7,3                 | 0,8                              | 73,6                         | 0       |
|  Greece         | 150     | 2,7                              | 0,9                     | 0                      | 1,3                | 0,9                              | 0                          | 0                            | 0,8              | 12,3                       | 9,1                 | 0                                | 72                           | 0       |
|  Spain          | 401     | 5                                | 0,6                     | 0,3                    | 0                  | 0,3                              | 0,5                        | 0                            | 0,8              | 7,4                        | 2,7                 | 3,2                              | 78,8                         | 0,3     |
|  France         | 400     | 3,4                              | 0,5                     | 0,3                    | 0,3                | 0,7                              | 0,2                        | 0,7                          | 1                | 6,9                        | 9,8                 | 1                                | 75,2                         | 0       |
|  Ireland        | 281     | 3,5                              | 1,8                     | 1,3                    | 0,4                | 0                                | 1,9                        | 0,2                          | 5,2              | 7,2                        | 5,5                 | 1,6                              | 71,4                         | 0       |
|  Italy          | 402     | 3,8                              | 0,6                     | 0                      | 0                  | 0                                | 1                          | 0,3                          | 0,8              | 1,8                        | 0,6                 | 0,3                              | 90,9                         | 0       |
|  Cyprus         | 75      | 3                                | 0                       | 0                      | 1,3                | 1,3                              | 2,7                        | 0                            | 0                | 1,7                        | 3                   | 7,6                              | 79,3                         | 0       |
|  Latvia         | 140     | 3,1                              | 1,8                     | 0,9                    | 1,8                | 0                                | 0,9                        | 2,6                          | 0                | 12,6                       | 3,8                 | 0                                | 72,7                         | 0       |
|  Lithuania      | 140     | 6,4                              | 2,2                     | 0                      | 0,8                | 1,7                              | 0,7                        | 1,2                          | 2,5              | 5,5                        | 9,3                 | 1,7                              | 67,1                         | 0,8     |
|  Luxembourg     | 75      | 16,1                             | 5,3                     | 0                      | 0                  | 2,6                              | 6,6                        | 1,3                          | 1,3              | 10,7                       | 3,9                 | 3,9                              | 48,2                         | 0       |
|  Hungary        | 286     | 0,3                              | 0,7                     | 0,5                    | 1,1                | 0,6                              | 0,2                        | 0,3                          | 2,2              | 1,9                        | 0,8                 | 0,6                              | 90,8                         | 0       |
|  Malta          | 75      | 0                                | 0                       | 0                      | 0                  | 0                                | 0                          | 0                            | 1,7              | 8,4                        | 16,2                | 3,5                              | 70,2                         | 0       |
|  Netherlands    | 283     | 5,4                              | 1                       | 0,4                    | 0                  | 1,2                              | 0,8                        | 1,5                          | 2,8              | 6,6                        | 2,4                 | 1,3                              | 73                           | 3,6     |
|  Austria        | 280     | 13,7                             | 1,3                     | 0                      | 0,4                | 0,8                              | 3                          | 0,5                          | 0,9              | 17                         | 2,3                 | 2,2                              | 57,5                         | 0,3     |
|  Poland         | 402     | 4,8                              | 1,4                     | 0                      | 0,8                | 0,5                              | 1,1                        | 0,6                          | 0,9              | 6,4                        | 2,8                 | 1,6                              | 78,9                         | 0,2     |
|  Portugal       | 281     | 5,6                              | 1,8                     | 0,8                    | 0                  | 0                                | 1,1                        | 0                            | 1,1              | 4,9                        | 6                   | 2,3                              | 74,7                         | 1,6     |
|  Romania        | 400     | 0,3                              | 0,7                     | 0,5                    | 0,3                | 0                                | 0,4                        | 0,9                          | 1,2              | 2,5                        | 1,1                 | 1                                | 90,3                         | 0,7     |
|  Slovenia       | 140     | 7,8                              | 0,8                     | 0                      | 0                  | 1,3                              | 0,8                        | 0,8                          | 3,9              | 11,3                       | 7,8                 | 4,9                              | 60,6                         | 0       |
|  Slovakia       | 286     | 2,8                              | 1,8                     | 0                      | 0,2                | 0                                | 1,8                        | 2,5                          | 2,9              | 7,9                        | 8,1                 | 4,7                              | 65,9                         | 1,3     |
|  Finland        | 280     | 1,3                              | 1                       | 0                      | 0,4                | 0                                | 0,4                        | 0,1                          | 0,2              | 4,7                        | 1,3                 | 0,2                              | 90,4                         | 0       |
|  Sweden         | 280     | 7,7                              | 0,4                     | 0                      | 1,9                | 0,4                              | 0,1                        | 0,4                          | 2,1              | 5,2                        | 3,7                 | 2,2                              | 75,5                         | 0,5     |
|  United Kingdom | 400     | 3,5                              | 0,8                     | 0,6                    | 0,3                | 0,7                              | 1,4                        | 0                            | 4,1              | 8,5                        | 1,9                 | 1,4                              | 77                           | 0       |
|  Norway         | 280     | 0,8                              | 0,5                     | 0,1                    | 1,3                | 0,4                              | 0                          | 0,4                          | 3,2              | 4,4                        | 0,2                 | 1,2                              | 80,7                         | 6,8     |

Table 9b. Cross-border-sales by product categories

QUESTION: D3. Which of the following product categories is the largest in your cross-border sales?


|   | Total N | % Cars, motor vehicles and parts | % Furniture, decoration | % Household appliances | % Electronic goods | % Books and audiovisual material | % Clothing and accessories | % Health and beauty products | % Food and drink | % Other product categories | % None of the above | % Does not sell any of the above | % Does not sell cross-border | % DK/NA |
|---|---------|----------------------------------|-------------------------|------------------------|--------------------|----------------------------------|----------------------------|------------------------------|------------------|----------------------------|---------------------|----------------------------------|------------------------------|---------|
|  <b>EU27</b> | 7002    | 6,8                              | 1,2                     | 0,3                    | 0,6                | 0,5                              | 1                          | 0,6                          | 1,8              | 7                          | 3,4                 | 1,7                              | 74,8                         | 0,5     |
| <b>COMPANIES THAT...</b>  |         |                                  |                         |                        |                    |                                  |                            |                              |                  |                            |                     |                                  |                              |         |
| ... have outlets in other EU countries  | 780     | 8,6                              | 3,5                     | 1                      | 1,6                | 1,7                              | 3,1                        | 2,6                          | 3,4              | 19,5                       | 8,6                 | 3,6                              | 42,5                         | 0,3     |
| ... are small businesses  | 5932    | 6,3                              | 1,2                     | 0,4                    | 0,6                | 0,4                              | 0,9                        | 0,5                          | 1,7              | 6,5                        | 3,2                 | 1,6                              | 76,4                         | 0,5     |
| ... are medium-sized or large businesses  | 1034    | 9,4                              | 1,2                     | 0,1                    | 0,3                | 0,9                              | 1,8                        | 1                            | 2,3              | 9,9                        | 4,2                 | 2                                | 66,3                         | 0,5     |
| ... do cross-border sales   | 1459    | 29,4                             | 5                       | 1,4                    | 2,5                | 1,5                              | 3,9                        | 2,4                          | 5,4              | 27,8                       | 14,4                | 6                                | 0                            | 0,3     |
| ... do domestic sales only  | 5235    | 0                                | 0                       | 0                      | 0                  | 0                                | 0                          | 0                            | 0                | 0                          | 0                   | 0                                | 100                          | 0       |
| ... do distance cross-border sales  | 1217    | 30,5                             | 4,4                     | 1,4                    | 2,4                | 1,7                              | 3,1                        | 2,1                          | 4,5              | 28,9                       | 14,5                | 6,2                              | 0                            | 0,2     |
| ... do distance domestic-only sales   | 2794    | 0                                | 0                       | 0                      | 0                  | 0                                | 0                          | 0                            | 0                | 0                          | 0                   | 0                                | 100                          | 0       |
| ... do e-commerce and cross-border sales  | 1125    | 30,7                             | 3,4                     | 1,4                    | 2,5                | 1,8                              | 2,9                        | 2                            | 4                | 29,8                       | 15,2                | 6,3                              | 0                            | 0,1     |
| ... do e-commerce but domestic-only sales   | 2243    | 0                                | 0                       | 0                      | 0                  | 0                                | 0                          | 0                            | 0                | 0                          | 0                   | 0                                | 100                          | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 7,4                              | 1,2                     | 0,4                    | 0,5                | 0,5                              | 1,1                        | 0,4                          | 2,4              | 7,8                        | 2,9                 | 1,4                              | 73,9                         | 0,2     |

Table 10a. Cross-border share of retailers' e-commerce/Internet sales

QUESTION: Q6. Of the total value of your E-COMMERCE/INTERNET SALES, can you estimate the percentage to consumers living in other EU countries?

Base: those who use e-commerce/Internet sales for retail at least in one another EU country






























|  | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE<br>-No internet sales | % DK/NA |
|--|---------|------|---------|----------|--------|--|---------|
|  <b>EU27</b>      | 1125    | 10,5 | 31      | 11,6     | 28,3   | 4,1                                    | 14,6    |
| <b>EU25</b>  | 1078    | 10,6 | 31,1    | 11,6     | 28,1   | 4,1                                    | 14,6    |
| <b>COUNTRY</b>   |         |      |         |          |        |  |         |
|  Belgium          | 62      | 6,4  | 20,7    | 18,1     | 26,8   | 3,9                                    | 24,2    |
|  Bulgaria         | 13      | 10,2 | 10,2    | 10,2     | 43,3   | 0                                      | 26,1    |
|  Czech Rep.       | 41      | 5    | 7,4     | 8,9      | 13,9   | 0                                      | 64,9    |
|  Denmark          | 28      | 6,4  | 32,9    | 0        | 35     | 12,8                                   | 12,9    |
|  Germany          | 107     | 18,4 | 35,2    | 17,3     | 17,3   | 3,1                                    | 8,7     |
|  Estonia          | 23      | 20,3 | 12,7    | 0        | 26,3   | 5,1                                    | 35,6    |
|  Greece           | 35      | 9,4  | 24,2    | 9,9      | 38,2   | 0                                      | 18,4    |
|  Spain           | 54      | 1,4  | 18,2    | 9,5      | 47,1   | 3,6                                    | 20,2    |
|  France         | 74      | 3,9  | 18,2    | 15,3     | 50,7   | 3,9                                    | 8,1     |
|  Ireland        | 52      | 6,9  | 27,5    | 6,1      | 31,3   | 2,4                                    | 25,7    |
|  Italy          | 14      | 12,1 | 32,5    | 25,4     | 27,7   | 0                                      | 2,3     |
|  Cyprus         | 7       | 0    | 6,2     | 13,7     | 66,5   | 0                                      | 13,7    |
|  Latvia         | 16      | 7,5  | 5,4     | 18,7     | 49,7   | 7,5                                    | 11,2    |
|  Lithuania      | 22      | 4,5  | 16,1    | 12,2     | 31,3   | 21,5                                   | 14,3    |
|  Luxembourg     | 21      | 19,4 | 4,7     | 0        | 14,1   | 4,7                                    | 57,1    |
|  Hungary        | 19      | 2,3  | 19,3    | 1,8      | 58,5   | 2,3                                    | 15,9    |
|  Malta          | 14      | 0    | 8,6     | 30,1     | 61,3   | 0                                      | 0       |
|  Netherlands    | 54      | 18,2 | 32      | 2        | 21,7   | 6,3                                    | 19,7    |
|  Austria        | 78      | 12,6 | 42,6    | 1,3      | 19,7   | 5,6                                    | 18,1    |
|  Poland         | 50      | 4    | 36,9    | 4        | 31,6   | 4,2                                    | 19,4    |
|  Portugal       | 39      | 0    | 21,9    | 12,2     | 19,7   | 11,2                                   | 35      |
|  Romania        | 2       | 0    | 0       | 0        | 100    | 0                                      | 0       |
|  Slovenia       | 38      | 4,3  | 29,8    | 10,6     | 36,9   | 8,5                                    | 9,9     |
|  Slovakia       | 44      | 11,6 | 20,1    | 2,7      | 29,7   | 8,7                                    | 27,1    |
|  Finland        | 14      | 16,4 | 39,7    | 2,3      | 23     | 8,2                                    | 10,5    |
|  Sweden         | 48      | 14   | 49      | 2,2      | 8,1    | 6,8                                    | 19,9    |
|  United Kingdom | 56      | 8,4  | 43,3    | 9,7      | 22,6   | 2                                      | 13,9    |
|  Norway         | 18      | 13,8 | 51,7    | 6,1      | 7,7    | 6,1                                    | 14,7    |

Table 10b. Cross-border share of retailers' e-commerce/Internet sales

**QUESTION: Q6. Of the total value of your E-COMMERCE/INTERNET SALES, can you estimate the percentage to consumers living in other EU countries?**

*Base: those who use e-commerce/Internet sales for retail at least in one another EU country*


|   | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE<br>-No internet sales | % DK/NA |
|---|---------|------|---------|----------|--------|--|---------|
|  <b>EU27</b> | 1125    | 10,5 | 31      | 11,6     | 28,3   | 4,1                                    | 14,6    |
| <b>COMPANIES THAT...</b>  |         |      |         |          |        |  |         |
| ... have outlets in other EU countries  | 303     | 9,6  | 24,9    | 7,7      | 34,5   | 3,1                                    | 20,3    |
| ... are small businesses  | 891     | 10,1 | 31,6    | 11,6     | 29,6   | 3,6                                    | 13,5    |
| ... are medium-sized or large businesses  | 225     | 12,8 | 29,5    | 11,7     | 23,3   | 5,2                                    | 17,5    |
| ... do cross-border sales   | 1125    | 10,5 | 31      | 11,6     | 28,3   | 4,1                                    | 14,6    |
| ... do domestic sales only  | 0       | 0    | 0       | 0        | 0      | 0                                      | 0       |
| ... do distance cross-border sales  | 1125    | 10,5 | 31      | 11,6     | 28,3   | 4,1                                    | 14,6    |
| ... do distance domestic-only sales   | 0       | 0    | 0       | 0        | 0      | 0                                      | 0       |
| ... do e-commerce and cross-border sales  | 1125    | 10,5 | 31      | 11,6     | 28,3   | 4,1                                    | 14,6    |
| ... do e-commerce but domestic-only sales   | 0       | 0    | 0       | 0        | 0      | 0                                      | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 541     | 10,2 | 34,8    | 12,8     | 24,5   | 3,2                                    | 14,5    |

Table 11a. Cross-border share of retailers' mail order/telephone

QUESTION: Q7. Of the total value of your MAIL ORDER SALES or TELEPHONE SALES, can you estimate the percentage made to consumers living in other EU countries?

Base: those who use mail order sales or telephone sales for retail at least in one another EU country






























|  | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE<br>-No mail order or telesales | % DK/NA |
|--|---------|------|---------|----------|--------|---|---------|
|  <b>EU27</b>      | 792     | 15,9 | 28,3    | 10,5     | 20,5   | 9,4   | 15,5    |
| <b>EU25</b>  | 756     | 16   | 28,3    | 10,5     | 20,4   | 9,4   | 15,3    |
| <b>COUNTRY</b>   |         |      |         |          |        |   |         |
|  Belgium          | 44      | 5,4  | 20,9    | 11,8     | 28,9   | 2,8   | 30,2    |
|  Bulgaria         | 7       | 0    | 56      | 0        | 23,1   | 0   | 20,9    |
|  Czech Rep.       | 35      | 8,6  | 5,1     | 10,3     | 7,5    | 1,7   | 66,7    |
|  Denmark          | 17      | 21   | 22,1    | 0        | 22,1   | 20,8  | 14,1    |
|  Germany          | 91      | 28,8 | 24,7    | 10,1     | 17,9   | 11  | 7,5     |
|  Estonia          | 14      | 9,6  | 26      | 0        | 26     | 0   | 38,4    |
|  Greece          | 31      | 6,3  | 25,8    | 24,9     | 11,6   | 4,4   | 27,1    |
|  Spain          | 35      | 0    | 24,2    | 19       | 28,1   | 3,4   | 25,3    |
|  France         | 28      | 0    | 24,9    | 8,4      | 35,9   | 13,9  | 16,8    |
|  Ireland        | 41      | 12,4 | 18,3    | 7,7      | 33,7   | 6,1   | 21,8    |
|  Italy          | 4       | 0    | 17,5    | 31       | 33,9   | 14,7  | 2,8     |
|  Cyprus         | 10      | 0    | 4,7     | 13,4     | 37,2   | 10,4  | 34,3    |
|  Latvia         | 17      | 18,5 | 2,7     | 7,5      | 29,6   | 23,2  | 18,5    |
|  Lithuania      | 24      | 9    | 10,8    | 12,9     | 25,8   | 19,6  | 21,9    |
|  Luxembourg     | 9       | 11   | 11      | 45,1     | 11     | 0   | 22      |
|  Hungary        | 17      | 2,5  | 9,7     | 22       | 16,3   | 12,2  | 37,3    |
|  Malta          | 11      | 0    | 6,7     | 0        | 47,9   | 6,7   | 38,7    |
|  Netherlands    | 14      | 20,1 | 36,9    | 5        | 8      | 20,1  | 10      |
|  Austria        | 64      | 22,7 | 29,4    | 5,5      | 18     | 4   | 20,3    |
|  Poland         | 41      | 5,2  | 39,5    | 8,9      | 16,8   | 1,2   | 28,4    |
|  Portugal       | 30      | 0    | 7,4     | 4,4      | 29,2   | 19,4  | 39,5    |
|  Romania        | 5       | 0    | 0       | 20       | 40     | 0   | 40      |
|  Slovenia       | 33      | 12,6 | 41,2    | 6,7      | 11,8   | 5,9   | 21,8    |
|  Slovakia       | 44      | 22,3 | 19,4    | 5,5      | 13,7   | 8,8   | 30,4    |
|  Finland        | 8       | 23,1 | 42,4    | 0        | 4,2    | 15,1  | 15,1    |
|  Sweden         | 37      | 34,3 | 38,7    | 3,2      | 2,4    | 3,6   | 17,7    |
|  United Kingdom | 42      | 8,4  | 46,3    | 13       | 18,7   | 8,2   | 5,4     |
|  Norway         | 15      | 32,4 | 21,4    | 0        | 20,3   | 0   | 25,9    |

Table 11b. Cross-border share of retailers' mail order/telephone

**QUESTION: Q7. Of the total value of your MAIL ORDER SALES or TELEPHONE SALES, can you estimate the percentage made to consumers living in other EU countries?**

*Base: those who use mail order sales or telephone sales for retail at least in one another EU country*


|   | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE<br>-No mail order or telesales | % DK/NA |
|---|---------|------|---------|----------|--------|---|---------|
|  <b>EU27</b> | 792     | 15,9 | 28,3    | 10,5     | 20,5   | 9,4   | 15,5    |
| <b>COMPANIES THAT...</b>  |         |      |         |          |        |   |         |
| ... have outlets in other EU countries  | 213     | 9,4  | 24,9    | 5,1      | 31,3   | 6,9   | 22,4    |
| ... are small businesses  | 623     | 15,4 | 29,5    | 11,2     | 19,4   | 9,8   | 14,6    |
| ... are medium-sized or large businesses  | 165     | 18,2 | 24,2    | 8,3      | 24,9   | 7,7   | 16,8    |
| ... do cross-border sales   | 792     | 15,9 | 28,3    | 10,5     | 20,5   | 9,4   | 15,5    |
| ... do domestic sales only  | 0       | 0    | 0       | 0        | 0      | 0   | 0       |
| ... do distance cross-border sales  | 792     | 15,9 | 28,3    | 10,5     | 20,5   | 9,4   | 15,5    |
| ... do distance domestic-only sales   | 0       | 0    | 0       | 0        | 0      | 0   | 0       |
| ... do e-commerce and cross-border sales  | 700     | 15,7 | 28,5    | 9,5      | 22,3   | 9   | 14,9    |
| ... do e-commerce but domestic-only sales   | 0       | 0    | 0       | 0        | 0      | 0   | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 408     | 12,3 | 35      | 10,6     | 21,6   | 7   | 13,5    |



Table 12a. Cross-border share of retailers' sales by representatives

QUESTION: Q8. Of the total value of your sales made BY YOUR REPRESENTATIVES visiting consumers in their homes, can you estimate the percentage made by your representatives visiting consumers in other EU countries?

Base: those who use sales by representatives for retail at least in one another EU country































|  | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE - No sales by representatives | % DK/NA |
|--|---------|------|---------|----------|--------|--|---------|
|  <b>EU27</b>      | 406     | 24,8 | 16,8    | 8,1      | 23,6   | 12,5   | 14,2    |
| <b>EU25</b>  | 390     | 24,9 | 16,7    | 8,1      | 23,7   | 12,3   | 14,2    |
| <b>COUNTRY</b>   |         |      |         |          |        |  |         |
|  Belgium          | 36      | 7,7  | 16,8    | 11       | 31     | 9,9  | 23,6    |
|  Bulgaria         | 0       | 0    | 0       | 50       | 0      | 0  | 50      |
|  Czech Rep.       | 27      | 14   | 8,8     | 11       | 13,2   | 4,4  | 48,7    |
|  Denmark          | 16      | 11,3 | 8,9     | 7,5      | 41,1   | 22,4   | 8,9     |
|  Germany          | 35      | 47,2 | 12      | 7,2      | 12,9   | 18,4   | 2,4     |
|  Estonia          | 1       | 0    | 0       | 0        | 100    | 0  | 0       |
|  Greece           | 6       | 45,3 | 45,3    | 0        | 9,4    | 0  | 0       |
|  Spain           | 42      | 7,3  | 2,9     | 6,5      | 56,8   | 4,7  | 21,8    |
|  France         | 19      | 10,9 | 20,8    | 15,3     | 12,6   | 25,1   | 15,3    |
|  Ireland        | 15      | 25   | 17,1    | 0        | 21     | 21   | 15,9    |
|  Italy          | 2       | 0    | 0       | 0        | 100    | 0  | 0       |
|  Cyprus         | 2       | 0    | 0       | 0        | 56,2   | 43,8   | 0       |
|  Latvia         | 12      | 10,7 | 14,5    | 32,1     | 10,7   | 0  | 32,1    |
|  Lithuania      | 5       | 0    | 15,5    | 0        | 0      | 24,3   | 60,1    |
|  Luxembourg     | 11      | 17,7 | 18,6    | 0        | 27,4   | 0  | 36,3    |
|  Hungary        | 10      | 6,1  | 4,4     | 5,1      | 4,4    | 35,5   | 44,4    |
|  Malta          | 3       | 0    | 0       | 0        | 0      | 0  | 100     |
|  Netherlands    | 19      | 30   | 36,4    | 3        | 9,5    | 5,8  | 15,3    |
|  Austria        | 38      | 34,8 | 29,9    | 10,5     | 5,2    | 7,4  | 12,3    |
|  Poland         | 24      | 16,9 | 32,8    | 1,5      | 25,1   | 10,2   | 13,5    |
|  Portugal       | 26      | 10,8 | 11,8    | 0        | 41,7   | 10,8   | 24,9    |
|  Romania        | 2       | 0    | 36,8    | 0        | 0      | 63,2   | 0       |
|  Slovenia       | 8       | 19,8 | 33,2    | 10,1     | 23,5   | 0  | 13,4    |
|  Slovakia       | 31      | 5,6  | 24,6    | 9,7      | 22,2   | 14,9   | 23      |
|  Finland        | 0       | 0    | 0       | 0        | 0      | 0  | 0       |
|  Sweden         | 16      | 55,7 | 5,7     | 0        | 22,6   | 7,5  | 8,5     |
|  United Kingdom | 9       | 28,9 | 24,9    | 12,4     | 21,6   | 4,1  | 8,1     |
|  Norway         | 6       | 34,4 | 17,2    | 0        | 31,2   | 17,2   | 0       |

Table 12b. Cross-border share of retailers' sales by representatives

**QUESTION: Q8. Of the total value of your sales made BY YOUR REPRESENTATIVES visiting consumers in their homes, can you estimate the percentage made by your representatives visiting consumers in other EU countries?**






























*Base: those who use sales by representatives for retail at least in one another EU country*

|   | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE - No sales by representatives | Total N |
|---|---------|------|---------|----------|--------|--|---------|
|  <b>EU27</b> | 406     | 24,8 | 16,8    | 8,1      | 23,6   | 12,5   | 14,2    |
| <b>COMPANIES THAT...</b>  |         |      |         |          |        |  |         |
| ... have outlets in other EU countries  | 137     | 7,7  | 13,7    | 6,8      | 45,5   | 3,8  | 22,5    |
| ... are small businesses  | 289     | 27,9 | 17,4    | 8,7      | 25,3   | 8,5  | 12,3    |
| ... are medium-sized or large businesses  | 115     | 17,4 | 15,6    | 6,8      | 19,7   | 22,9   | 17,6    |
| ... do cross-border sales   | 406     | 24,8 | 16,8    | 8,1      | 23,6   | 12,5   | 14,2    |
| ... do domestic sales only  | 0       | 0    | 0       | 0        | 0      | 0  | 0       |
| ... do distance cross-border sales  | 348     | 27,2 | 16,6    | 6,1      | 22,8   | 12,4   | 14,9    |
| ... do distance domestic-only sales   | 0       | 0    | 0       | 0        | 0      | 0  | 0       |
| ... do e-commerce and cross-border sales  | 317     | 28,7 | 17,2    | 5,9      | 22,1   | 11,4   | 14,7    |
| ... do e-commerce but domestic-only sales   | 0       | 0    | 0       | 0        | 0      | 0  | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 192     | 22,3 | 22,6    | 8,2      | 22,5   | 10,5   | 13,8    |

**Table 13a. Cross-border share of total retailers' sales by phone/post/e-commerce/representatives**

**QUESTION: Q9. Now, summing up, can you estimate what percentage of your total sales to final consumers by phone, post, e-commerce and home-visit are cross-border sales to EU countries?**


*Base: those who use e-commerce/Internet or mail order or telephone sales or sales by representatives for retail at least in one another EU country*

|  | Total N | 0%   | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE - No remote sales to consumers located in a different country | % DK/NA |
|--|---------|------|---------|----------|--------|--|---------|
|  <b>EU27</b>      | 1275    | 7,6  | 30,5    | 9,3      | 31,7   | 6,5  | 14,5    |
| <b>EU25</b>  | 1219    | 7,6  | 30,7    | 9,3      | 31,5   | 6,5  | 14,5    |
| <b>COUNTRY</b>   |         |      |         |          |        |  |         |
|  Belgium          | 73      | 4,9  | 15,8    | 8,7      | 28,8   | 6,5  | 35,3    |
|  Bulgaria         | 14      | 9,2  | 9,2     | 9,2      | 38,8   | 13,2   | 20,5    |
|  Czech Rep.       | 49      | 6,7  | 2,5     | 6,2      | 17,1   | 6,2  | 61,3    |
|  Denmark         | 40      | 13,8 | 31,1    | 4,6      | 21,9   | 12,1   | 16,4    |
|  Germany        | 118     | 6,3  | 42      | 8,7      | 26     | 8,7  | 8,4     |
|  Estonia        | 24      | 24,2 | 4,8     | 5,7      | 9,7    | 4,8  | 50,9    |
|  Greece         | 38      | 5,1  | 12,3    | 16,6     | 36,7   | 0  | 29,3    |
|  Spain          | 64      | 6,1  | 6,9     | 5,1      | 58,7   | 4,9  | 18,3    |
|  France         | 79      | 5,2  | 20,6    | 15,3     | 47,4   | 4,9  | 6,7     |
|  Ireland        | 56      | 3,4  | 32,7    | 9        | 33,4   | 2,2  | 19,4    |
|  Italy          | 15      | 0    | 15,2    | 27,1     | 40,4   | 15,2   | 2,1     |
|  Cyprus         | 12      | 0    | 0       | 3,9      | 53     | 8,6  | 34,5    |
|  Latvia         | 24      | 7,5  | 11,7    | 17,5     | 33,2   | 20,1   | 10      |
|  Lithuania      | 32      | 3    | 13      | 9,5      | 23,8   | 21,5   | 29,2    |
|  Luxembourg     | 29      | 6,8  | 6,8     | 10,2     | 10,2   | 7,2  | 58,7    |
|  Hungary        | 22      | 4    | 9,8     | 16,8     | 51,6   | 6  | 11,8    |
|  Malta          | 16      | 0    | 8       | 8        | 60,9   | 4,5  | 18,7    |
|  Netherlands    | 58      | 21,5 | 31,2    | 5        | 23,1   | 4,8  | 14,5    |
|  Austria        | 89      | 14,7 | 37,6    | 6,2      | 16,2   | 1,3  | 24      |
|  Poland         | 65      | 5    | 28,8    | 4,9      | 32,3   | 2,7  | 26,2    |
|  Portugal       | 50      | 4,7  | 14,5    | 6,4      | 25,8   | 16   | 32,5    |
|  Romania        | 6       | 0    | 0       | 28,3     | 71,7   | 0  | 0       |
|  Slovenia       | 46      | 11,3 | 31,9    | 10,7     | 35,4   | 2,4  | 8,3     |
|  Slovakia       | 66      | 8,3  | 15,6    | 9        | 36,8   | 9  | 21,3    |
|  Finland        | 16      | 14,8 | 51      | 2,1      | 3,9    | 0  | 28,2    |
|  Sweden         | 55      | 17,9 | 46,2    | 6,7      | 15,1   | 2,7  | 11,3    |
|  United Kingdom | 58      | 6,5  | 44,4    | 9,8      | 27,2   | 3,4  | 8,6     |
|  Norway         | 20      | 16,8 | 41,2    | 0        | 22,9   | 0  | 19,1    |

**Table 13b. Cross-border share of total retailers' sales by phone/post/e-commerce/representatives**






























**QUESTION: Q9. Now, summing up, can you estimate what percentage of your total sales to final consumers by phone, post, e-commerce and home-visit are cross-border sales to EU countries?**

*Base: those who use e-commerce/Internet or mail order or telephone sales or sales by representatives for retail at least in one another EU country*

|   | Total N | 0%  | % 1 - 5 | % 6 - 10 | % 11 + | % NOT APPLICABLE - No remote sales to consumers located in a different country | % DK/NA |
|---|---------|-----|---------|----------|--------|--|---------|
|  <b>EU27</b> | 1275    | 7,6 | 30,5    | 9,3      | 31,7   | 6,5  | 14,5    |
| <b>COMPANIES THAT...</b>  |         |     |         |          |        |  |         |
| ... have outlets in other EU countries  | 346     | 9,7 | 19,5    | 8        | 37,2   | 3,6  | 21,9    |
| ... are small businesses  | 1016    | 7,7 | 29,8    | 9,5      | 32,6   | 6,6  | 13,8    |
| ... are medium-sized or large businesses  | 251     | 7,2 | 33,6    | 9        | 27,8   | 6,2  | 16,2    |
| ... do cross-border sales   | 1275    | 7,6 | 30,5    | 9,3      | 31,7   | 6,5  | 14,5    |
| ... do domestic sales only  | 0       | 0   | 0       | 0        | 0      | 0  | 0       |
| ... do distance cross-border sales  | 1217    | 7,3 | 31,3    | 9,3      | 31,8   | 6  | 14,4    |
| ... do distance domestic-only sales   | 0       | 0   | 0       | 0        | 0      | 0  | 0       |
| ... do e-commerce and cross-border sales  | 1125    | 6,9 | 32,2    | 9,4      | 32,6   | 5,2  | 13,7    |
| ... do e-commerce but domestic-only sales   | 0       | 0   | 0       | 0        | 0      | 0  | 0       |
| ... say legal compliance costs are barriers to cross-border sales                             | 624     | 7,9 | 33,5    | 9,4      | 28,7   | 5,3  | 15,2    |


**Table 14a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the length of cooling-off periods**

**QUESTION: Q10\_A. How important do you think these are as an obstacle to cross-border sales? - Differences in length of cooling-off periods**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 12,4                      | 18,8                        | 14,7                        | 22                       | 24,9                                       | 7,3     |
| <b>EU25</b>  | 6319    | 12,8                      | 18,9                        | 15,1                        | 22,5                     | 23,6                                       | 7,1     |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 11                        | 28,5                        | 12,5                        | 10,7                     | 30,1                                       | 7,2     |
|  Bulgaria         | 283     | 2                         | 8,6                         | 7,2                         | 5,2                      | 75,3                                       | 1,7     |
|  Czech Rep.       | 281     | 1,7                       | 3,1                         | 7,7                         | 16,2                     | 44,1                                       | 27,2    |
|  Denmark          | 151     | 3,2                       | 17,4                        | 27,7                        | 21,6                     | 24,2                                       | 5,9     |
|  Germany          | 400     | 11,8                      | 17,7                        | 16,5                        | 27,4                     | 22   | 4,6     |
|  Estonia          | 150     | 1,6                       | 14                          | 16,2                        | 22,2                     | 37,8                                       | 8,2     |
|  Greece           | 150     | 16                        | 38,3                        | 18,7                        | 23,4                     | 3,6  | 0       |
|  Spain          | 401     | 6,9                       | 10,4                        | 11,7                        | 24,8                     | 37   | 9,2     |
|  France         | 400     | 6,5                       | 14                          | 7,8                         | 44,5                     | 26,1                                       | 1       |
|  Ireland        | 281     | 26,8                      | 19,3                        | 9,8                         | 24,2                     | 2,4  | 17,4    |
|  Italy          | 402     | 2                         | 9,7                         | 6                           | 9,8                      | 68,9                                       | 3,5     |
|  Cyprus         | 75      | 12,7                      | 18,4                        | 8,4                         | 14                       | 33   | 13,5    |
|  Latvia         | 140     | 9,6                       | 26,1                        | 31,9                        | 11,7                     | 18   | 2,7     |
|  Lithuania      | 140     | 8                         | 15,8                        | 37,3                        | 4,3                      | 22,4                                       | 12,2    |
|  Luxembourg     | 75      | 14,8                      | 30,7                        | 16,2                        | 9,2                      | 13,3                                       | 15,8    |
|  Hungary        | 286     | 3,5                       | 3,6                         | 7,3                         | 7,1                      | 76,3                                       | 2,1     |
|  Malta          | 75      | 15                        | 3,9                         | 5,9                         | 11,7                     | 33   | 30,5    |
|  Netherlands    | 283     | 10,6                      | 15,3                        | 18,8                        | 16,5                     | 27,8                                       | 11,1    |
|  Austria        | 280     | 8,5                       | 11,9                        | 11,4                        | 18,9                     | 39,8                                       | 9,4     |
|  Poland         | 402     | 13,9                      | 23,4                        | 20,6                        | 19,3                     | 18,9                                       | 3,9     |
|  Portugal       | 281     | 15,7                      | 23,9                        | 13,6                        | 13,4                     | 26,2                                       | 7,3     |
|  Romania        | 400     | 7,3                       | 18,5                        | 8,8                         | 16,7                     | 35,5                                       | 13,3    |
|  Slovenia       | 140     | 13,8                      | 17,5                        | 25,5                        | 20,1                     | 12,3                                       | 10,7    |
|  Slovakia       | 286     | 10,3                      | 24,5                        | 20,9                        | 15,2                     | 16,5                                       | 12,6    |
|  Finland        | 280     | 1,7                       | 16,3                        | 27,2                        | 36,1                     | 12,1                                       | 6,6     |
|  Sweden         | 280     | 9,5                       | 21,7                        | 31,6                        | 23                       | 7,5  | 6,6     |
|  United Kingdom | 400     | 27,5                      | 28,8                        | 15,1                        | 16,2                     | 0,7  | 11,9    |
|  Norway         | 280     | 8,7                       | 12,6                        | 12,9                        | 11,8                     | 39,7                                       | 14,3    |






























**Table 14b. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the length of cooling-off periods**

**QUESTION: Q10\_A. How important do you think these are as an obstacle to cross-border sales? - Differences in length of cooling-off periods**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 12,4                      | 18,8                        | 14,7                        | 22                       | 24,9                                       | 7,3     |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 13,2                      | 20,7                        | 19                          | 32,6                     | 7,6  | 7       |
| ... are small businesses  | 5932    | 11,9                      | 18,8                        | 14,5                        | 21,7                     | 25,8                                       | 7,4     |
| ... are medium-sized or large businesses  | 1034    | 15,4                      | 18,5                        | 15,1                        | 24,1                     | 20,1                                       | 6,8     |
| ... do cross-border sales   | 1459    | 12,3                      | 17,9                        | 21,7                        | 37,8                     | 4,1  | 6,2     |
| ... do domestic sales only  | 5235    | 12,4                      | 19                          | 12,8                        | 17,3                     | 31,8                                       | 6,7     |
| ... do distance cross-border sales  | 1217    | 12,9                      | 18,9                        | 21,8                        | 36,3                     | 4,2  | 5,8     |
| ... do distance domestic-only sales   | 2794    | 16,4                      | 21,8                        | 13,3                        | 17,5                     | 23,9                                       | 7,1     |
| ... do e-commerce and cross-border sales  | 1125    | 12,8                      | 18,4                        | 21,5                        | 37,6                     | 3,7  | 6       |
| ... do e-commerce but domestic-only sales   | 2243    | 16,6                      | 21,2                        | 13                          | 18,5                     | 23,9                                       | 6,8     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 23,5                      | 32                          | 18,1                        | 17,3                     | 5,6  | 3,5     |


**Table 15a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the information to be provided to consumers**

**QUESTION: Q10\_B. How important do you think these are as an obstacle to cross-border sales? - Differences in information to be provided to the consumer**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 13,3                      | 19,7                        | 15,1                        | 21,2                     | 24,2                                       | 6,6     |
| <b>EU25</b>  | 6319    | 13,7                      | 20,1                        | 15,6                        | 21,4                     | 23   | 6,3     |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 10,7                      | 28,9                        | 15                          | 9                        | 30,8                                       | 5,6     |
|  Bulgaria         | 283     | 10,2                      | 9,3                         | 3,4                         | 3,2                      | 73,1                                       | 0,8     |
|  Czech Rep.       | 281     | 0,6                       | 4                           | 8,5                         | 17,6                     | 43   | 26,3    |
|  Denmark          | 151     | 6,6                       | 13,1                        | 29                          | 21,2                     | 23,1                                       | 7       |
|  Germany          | 400     | 11,8                      | 17,4                        | 19,7                        | 26,3                     | 20,1                                       | 4,7     |
|  Estonia          | 150     | 4,7                       | 15,7                        | 12,2                        | 21,4                     | 37,8                                       | 8,2     |
|  Greece           | 150     | 27,9                      | 39,5                        | 9,5                         | 19,3                     | 2,9  | 0,9     |
|  Spain          | 401     | 6,8                       | 12,3                        | 14,2                        | 26,9                     | 34,1                                       | 5,7     |
|  France         | 400     | 7,2                       | 14,2                        | 10,8                        | 39,5                     | 26,5                                       | 1,8     |
|  Ireland        | 281     | 31,8                      | 25,2                        | 6,8                         | 19,4                     | 2,3  | 14,5    |
|  Italy          | 402     | 1,9                       | 8,7                         | 7,9                         | 10                       | 68,3                                       | 3,1     |
|  Cyprus         | 75      | 18,9                      | 10,9                        | 7,2                         | 14,6                     | 34,3                                       | 14      |
|  Latvia         | 140     | 9,8                       | 28,6                        | 31,8                        | 11,3                     | 16,6                                       | 1,9     |
|  Lithuania      | 140     | 6,5                       | 11,8                        | 42                          | 4,2                      | 25,2                                       | 10,4    |
|  Luxembourg     | 75      | 14,8                      | 32,2                        | 10,7                        | 11,8                     | 17,4                                       | 13,2    |
|  Hungary        | 286     | 3,5                       | 4,9                         | 3,8                         | 9,9                      | 76,9                                       | 1       |
|  Malta          | 75      | 14,9                      | 5,8                         | 10,9                        | 15,2                     | 33   | 20,2    |
|  Netherlands    | 283     | 12                        | 18                          | 17,2                        | 16,8                     | 27,2                                       | 8,8     |
|  Austria        | 280     | 9,7                       | 12,6                        | 10,7                        | 18,3                     | 40,2                                       | 8,4     |
|  Poland         | 402     | 8,7                       | 24,6                        | 24,4                        | 19,1                     | 18,7                                       | 4,6     |
|  Portugal       | 281     | 17,7                      | 24,8                        | 17,1                        | 10,1                     | 24,6                                       | 5,8     |
|  Romania        | 400     | 7,6                       | 14,7                        | 9,6                         | 21,5                     | 33,7                                       | 13      |
|  Slovenia       | 140     | 11,1                      | 25,9                        | 18,5                        | 29,1                     | 9,8  | 5,7     |
|  Slovakia       | 286     | 7,9                       | 27,4                        | 21,4                        | 16,4                     | 16,3                                       | 10,7    |
|  Finland        | 280     | 3                         | 16,5                        | 23,4                        | 38,8                     | 11,7                                       | 6,7     |
|  Sweden         | 280     | 14                        | 38,3                        | 18,8                        | 17                       | 5,9  | 5,9     |
|  United Kingdom | 400     | 31                        | 30,7                        | 11,7                        | 15                       | 1,2  | 10,4    |
|  Norway         | 280     | 15,9                      | 15,3                        | 7,8                         | 8,4                      | 39,3                                       | 13,3    |

**Table 15b. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the information to be provided to consumers**






























**QUESTION: Q10\_B. How important do you think these are as an obstacle to cross-border sales? - Differences in information to be provided to the consumer**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 13,3                      | 19,7                        | 15,1                        | 21,2                     | 24,2                                       | 6,6     |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 15,2                      | 24,8                        | 17,9                        | 27,7                     | 8  | 6,3     |
| ... are small businesses  | 5932    | 12,7                      | 19,3                        | 15,4                        | 20,6                     | 25,2                                       | 6,8     |
| ... are medium and large businesses   | 1034    | 16,8                      | 21,5                        | 13,6                        | 23,9                     | 19,1                                       | 5,1     |
| ... do cross-border sales   | 1459    | 13,6                      | 21,4                        | 21,9                        | 35,4                     | 3,6  | 4,2     |
| ... do domestic sales only  | 5235    | 13,1                      | 19,1                        | 13,3                        | 17                       | 31,1                                       | 6,3     |
| ... do distance cross-border sales  | 1217    | 14                        | 22,4                        | 21,6                        | 34,8                     | 3,6  | 3,7     |
| ... do distance domestic-only sales   | 2794    | 16,8                      | 21,3                        | 14,3                        | 18                       | 22,9                                       | 6,7     |
| ... do e-commerce and cross-border sales  | 1125    | 14                        | 21,6                        | 21,6                        | 35,9                     | 3  | 3,8     |
| ... do e-commerce but domestic-only sales   | 2243    | 17,3                      | 21                          | 14,4                        | 18,4                     | 22,7                                       | 6,2     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 24,2                      | 32,7                        | 18                          | 16,1                     | 5,7  | 3,4     |




**Table 16a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the case of the failure to provide information**

**QUESTION: Q10\_C. How important do you think these are as an obstacle to cross-border sales? - Differences in case of failure to provide information**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 16,7                      | 22,1                        | 11,4                        | 18,2                     | 24,6                                       | 7,1     |
| <b>EU25</b>  | 6319    | 17,2                      | 22,3                        | 11,6                        | 18,5                     | 23,5                                       | 6,8     |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 13,6                      | 26,7                        | 11                          | 11,3                     | 31,4                                       | 6       |
|  Bulgaria         | 283     | 10,8                      | 9,6                         | 3                           | 2,7                      | 72,8                                       | 1       |
|  Czech Rep.       | 281     | 1,8                       | 3,1                         | 8,5                         | 17,6                     | 43,9                                       | 25,2    |
|  Denmark          | 151     | 5,5                       | 16                          | 25,3                        | 17,6                     | 26,7                                       | 8,8     |
|  Germany          | 400     | 18,7                      | 17,5                        | 13,5                        | 23                       | 21,1                                       | 6,2     |
|  Estonia          | 150     | 3,1                       | 16,6                        | 12,1                        | 22,3                     | 36,9                                       | 9       |
|  Greece           | 150     | 29,5                      | 36,9                        | 10,9                        | 18,1                     | 3,3  | 1,3     |
|  Spain          | 401     | 9,2                       | 13,5                        | 11,6                        | 25,1                     | 35,5                                       | 5,1     |
|  France         | 400     | 8,8                       | 19,9                        | 7,8                         | 33,8                     | 28,1                                       | 1,7     |
|  Ireland        | 281     | 32,7                      | 27,4                        | 8,8                         | 15,4                     | 2,8  | 12,8    |
|  Italy          | 402     | 1,5                       | 9,9                         | 6,6                         | 10,2                     | 68,2                                       | 3,6     |
|  Cyprus         | 75      | 11,6                      | 18,2                        | 8,6                         | 10,6                     | 38,3                                       | 12,7    |
|  Latvia         | 140     | 18,2                      | 26,1                        | 27,4                        | 8,1                      | 18,8                                       | 1,4     |
|  Lithuania      | 140     | 5,7                       | 32,7                        | 21,7                        | 2,5                      | 23,2                                       | 14,2    |
|  Luxembourg     | 75      | 14,8                      | 33,6                        | 9,2                         | 13,2                     | 14,8                                       | 14,5    |
|  Hungary        | 286     | 4,5                       | 5,6                         | 3,3                         | 7,5                      | 77,4                                       | 1,5     |
|  Malta          | 75      | 18,8                      | 7,8                         | 6,9                         | 10                       | 34,7                                       | 21,9    |
|  Netherlands    | 283     | 17,5                      | 18,8                        | 11                          | 13,1                     | 28   | 11,6    |
|  Austria        | 280     | 11,8                      | 13,4                        | 10                          | 17,4                     | 40,2                                       | 7,2     |
|  Poland         | 402     | 16,1                      | 31,8                        | 16,5                        | 12,9                     | 18,9                                       | 3,9     |
|  Portugal       | 281     | 17,7                      | 28,9                        | 14,9                        | 8,5                      | 24,2                                       | 5,9     |
|  Romania        | 400     | 8,2                       | 20,5                        | 8,7                         | 15,8                     | 33,5                                       | 13,3    |
|  Slovenia       | 140     | 15,2                      | 23                          | 22                          | 21,2                     | 10,3                                       | 8,2     |
|  Slovakia       | 286     | 11,5                      | 29,2                        | 15,5                        | 13,1                     | 15,3                                       | 15,4    |
|  Finland        | 280     | 5                         | 23                          | 19,4                        | 31                       | 11,5                                       | 10,2    |
|  Sweden         | 280     | 11,7                      | 42,1                        | 18,4                        | 13,4                     | 7  | 7,4     |
|  United Kingdom | 400     | 35,1                      | 32,1                        | 8,3                         | 13,4                     | 0,4  | 10,7    |
|  Norway         | 280     | 12,2                      | 18                          | 9,2                         | 6,8                      | 38,5                                       | 15,4    |






























**Table 16b. Different legal provisions regulating consumer transactions as barriers of B2C cross-border trade: Differences in the case of the failure to provide information**

**QUESTION: Q10\_C. How important do you think these are as an obstacle to cross-border sales? - Differences in case of failure to provide information**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 16,7                      | 22,1                        | 11,4                        | 18,2                     | 24,6                                       | 7,1     |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 18,1                      | 26,9                        | 14,2                        | 26,7                     | 8  | 6,1     |
| ... are small businesses  | 5932    | 15,9                      | 21,9                        | 11,4                        | 17,9                     | 25,7                                       | 7,2     |
| ... are medium-sized or large businesses  | 1034    | 21,6                      | 22,5                        | 10,2                        | 20                       | 19,3                                       | 6,4     |
| ... do cross-border sales   | 1459    | 18,2                      | 24,1                        | 17,6                        | 31,6                     | 3,8  | 4,7     |
| ... do domestic sales only  | 5235    | 16,3                      | 21,8                        | 9,5                         | 14,1                     | 31,6                                       | 6,7     |
| ... do distance cross-border sales  | 1217    | 19,6                      | 24,9                        | 16,6                        | 30,7                     | 3,8  | 4,2     |
| ... do distance domestic-only sales   | 2794    | 20,5                      | 23                          | 11                          | 14,6                     | 23,9                                       | 6,9     |
| ... do e-commerce and cross-border sales  | 1125    | 19,3                      | 24,9                        | 16,5                        | 31,8                     | 3,3  | 4,2     |
| ... do e-commerce but domestic-only sales   | 2243    | 20,9                      | 23                          | 10,5                        | 15,3                     | 24   | 6,4     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 29,7                      | 37,2                        | 12,3                        | 11,5                     | 5,7  | 3,7     |


**Table 17a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the way consumers may exercise their right of withdrawal**

**QUESTION: Q10\_D. How important do you think these are as an obstacle to cross-border sales? - Differences in the way consumers may exercise their right of withdrawal**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 13                        | 20,3                        | 14,7                        | 20,5                     | 24,6                                       | 7       |
| <b>EU25</b>  | 6319    | 13,4                      | 20,6                        | 15,1                        | 20,8                     | 23,3                                       | 6,7     |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 13,6                      | 24,8                        | 13,3                        | 10,4                     | 31,4                                       | 6,4     |
|  Bulgaria         | 283     | 8,6                       | 5,8                         | 3,2                         | 5,9                      | 74   | 2,6     |
|  Czech Rep.       | 281     | 1,9                       | 3,5                         | 9,8                         | 16,5                     | 42,7                                       | 25,6    |
|  Denmark          | 151     | 2,8                       | 16,7                        | 28,4                        | 22,8                     | 22,9                                       | 6,4     |
|  Germany          | 400     | 14,1                      | 20,6                        | 14,3                        | 24,8                     | 21,1                                       | 5,2     |
|  Estonia          | 150     | 1,6                       | 12,5                        | 17                          | 21,4                     | 37   | 10,5    |
|  Greece          | 150     | 19,8                      | 38,6                        | 18,8                        | 16,4                     | 4,6  | 1,8     |
|  Spain          | 401     | 7,9                       | 11,2                        | 12,3                        | 29,1                     | 34,2                                       | 5,2     |
|  France         | 400     | 7                         | 16,6                        | 8,7                         | 39,1                     | 27,1                                       | 1,5     |
|  Ireland        | 281     | 31,2                      | 20,4                        | 9                           | 24,4                     | 2,4  | 12,7    |
|  Italy          | 402     | 2,5                       | 8,5                         | 7,2                         | 9,5                      | 69,1                                       | 3,2     |
|  Cyprus         | 75      | 14,2                      | 19,5                        | 4,6                         | 8,2                      | 37,3                                       | 16,1    |
|  Latvia         | 140     | 14,1                      | 21,6                        | 32,6                        | 11,2                     | 19,7                                       | 0,9     |
|  Lithuania      | 140     | 3,9                       | 20,4                        | 34,6                        | 7,6                      | 23,2                                       | 10,2    |
|  Luxembourg     | 75      | 13,4                      | 32,2                        | 15,9                        | 9,2                      | 14,8                                       | 14,5    |
|  Hungary        | 286     | 2,9                       | 3,9                         | 6,8                         | 9,9                      | 75,5                                       | 1,1     |
|  Malta          | 75      | 13,4                      | 4,8                         | 10,2                        | 13,4                     | 36,3                                       | 21,9    |
|  Netherlands    | 283     | 11,1                      | 22,9                        | 14,3                        | 13,2                     | 27,2                                       | 11,2    |
|  Austria        | 280     | 11,2                      | 9,6                         | 10,9                        | 19                       | 39,8                                       | 9,4     |
|  Poland         | 402     | 12,1                      | 28,3                        | 20,3                        | 16,6                     | 18,8                                       | 3,9     |
|  Portugal       | 281     | 16,3                      | 23,6                        | 19,4                        | 10,1                     | 24,8                                       | 5,9     |
|  Romania        | 400     | 6,2                       | 18,1                        | 10                          | 18,5                     | 34,4                                       | 13      |
|  Slovenia       | 140     | 8,3                       | 23,6                        | 28,1                        | 23                       | 10,2                                       | 6,8     |
|  Slovakia       | 286     | 8,6                       | 31,1                        | 20,4                        | 13,2                     | 15   | 11,7    |
|  Finland        | 280     | 4,9                       | 18,6                        | 23,8                        | 32,4                     | 11,2                                       | 9       |
|  Sweden         | 280     | 14,1                      | 33                          | 26,1                        | 13                       | 7,1  | 6,7     |
|  United Kingdom | 400     | 26,5                      | 28,4                        | 17,3                        | 15,2                     | 1,2  | 11,5    |
|  Norway         | 280     | 14                        | 14,3                        | 9,1                         | 9,3                      | 38,5                                       | 14,8    |






























**Table 17b. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the way consumers may exercise their right of withdrawal**

**QUESTION: Q10\_D. How important do you think these are as an obstacle to cross-border sales? - Differences in the way consumers may exercise their right of withdrawal**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 13                        | 20,3                        | 14,7                        | 20,5                     | 24,6                                       | 7       |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 13,6                      | 23,4                        | 20                          | 27,7                     | 8,9  | 6,4     |
| ... are small businesses  | 5932    | 12,5                      | 20,2                        | 14,5                        | 20                       | 25,6                                       | 7,1     |
| ... are medium-sized or large businesses  | 1034    | 16                        | 20,4                        | 14,9                        | 23,3                     | 19,4                                       | 5,9     |
| ... do cross-border sales   | 1459    | 14,3                      | 20                          | 22,1                        | 35                       | 3,8  | 4,9     |
| ... do domestic sales only  | 5235    | 12,9                      | 20,4                        | 12,8                        | 16                       | 31,4                                       | 6,5     |
| ... do distance cross-border sales  | 1217    | 14,7                      | 21,3                        | 22,3                        | 33,1                     | 3,8  | 4,7     |
| ... do distance domestic-only sales   | 2794    | 15,6                      | 23,2                        | 14,3                        | 17,1                     | 23,5                                       | 6,4     |
| ... do e-commerce and cross-border sales  | 1125    | 14,8                      | 20,8                        | 22,1                        | 34,4                     | 3,3  | 4,6     |
| ... do e-commerce but domestic-only sales   | 2243    | 15,9                      | 22,9                        | 14,4                        | 17,5                     | 23,6                                       | 5,7     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 24,4                      | 34,2                        | 17,2                        | 15                       | 5,7  | 3,4     |


**Table 18a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the treatment of the costs of return**

**QUESTION: Q10\_E. How important do you think these are as an obstacle to cross-border sales? - Differences in the treatment of costs of return**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 14,4                      | 22                          | 12                          | 19,3                     | 25   | 7,3     |
| <b>EU25</b>  | 6319    | 14,9                      | 22,3                        | 12,3                        | 19,8                     | 23,8                                       | 7       |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 12,7                      | 25,5                        | 14,4                        | 10,6                     | 31,7                                       | 5       |
|  Bulgaria         | 283     | 6,1                       | 8,1                         | 4,8                         | 5                        | 74,1                                       | 1,9     |
|  Czech Rep.       | 281     | 1,3                       | 6,1                         | 8,8                         | 14,5                     | 43,5                                       | 25,8    |
|  Denmark          | 151     | 6,2                       | 12,5                        | 27,7                        | 22,4                     | 23,9                                       | 7,4     |
|  Germany          | 400     | 13                        | 18,5                        | 13,4                        | 26,4                     | 21,7                                       | 7,1     |
|  Estonia          | 150     | 3,1                       | 13,5                        | 15,2                        | 22,2                     | 37   | 9       |
|  Greece           | 150     | 22,4                      | 31,9                        | 18,6                        | 21,4                     | 2,9  | 2,9     |
|  Spain          | 401     | 11                        | 11,4                        | 11,4                        | 24                       | 36,2                                       | 6,1     |
|  France         | 400     | 6,2                       | 20,4                        | 6                           | 38,2                     | 27,5                                       | 1,7     |
|  Ireland        | 281     | 24,7                      | 27,1                        | 11,3                        | 17,5                     | 3  | 16,3    |
|  Italy          | 402     | 2,2                       | 10,5                        | 7                           | 8,2                      | 68,8                                       | 3,4     |
|  Cyprus         | 75      | 11                        | 11,8                        | 5,3                         | 13,5                     | 39,6                                       | 18,8    |
|  Latvia         | 140     | 17,6                      | 23,9                        | 28,4                        | 10,7                     | 18,4                                       | 1       |
|  Lithuania      | 140     | 10,8                      | 23,2                        | 27,9                        | 5,5                      | 22,4                                       | 10,2    |
|  Luxembourg     | 75      | 18,9                      | 29,4                        | 15,8                        | 6,7                      | 14,8                                       | 14,5    |
|  Hungary        | 286     | 1,4                       | 5,2                         | 7,6                         | 7,7                      | 76,9                                       | 1,2     |
|  Malta          | 75      | 19,1                      | 9,2                         | 6,1                         | 13                       | 33   | 19,5    |
|  Netherlands    | 283     | 10,9                      | 19,7                        | 14,1                        | 14,2                     | 28,6                                       | 12,5    |
|  Austria        | 280     | 8,7                       | 9,8                         | 9,9                         | 20,7                     | 40,2                                       | 10,8    |
|  Poland         | 402     | 19,8                      | 32,9                        | 14,1                        | 9,5                      | 19,1                                       | 4,6     |
|  Portugal       | 281     | 19,8                      | 25,5                        | 13,8                        | 10,7                     | 25,1                                       | 5,2     |
|  Romania        | 400     | 6,7                       | 19,8                        | 9,3                         | 14,3                     | 34,9                                       | 15,1    |
|  Slovenia       | 140     | 12,9                      | 29,8                        | 18,3                        | 18,3                     | 13,3                                       | 7,4     |
|  Slovakia       | 286     | 8,2                       | 29,4                        | 17,1                        | 15,7                     | 15,6                                       | 14,1    |
|  Finland        | 280     | 4,5                       | 17,7                        | 22                          | 32,7                     | 12,1                                       | 11      |
|  Sweden         | 280     | 10,2                      | 37,3                        | 23,4                        | 14,8                     | 5,9  | 8,4     |
|  United Kingdom | 400     | 31                        | 34,3                        | 10,2                        | 13,8                     | 1,3  | 9,3     |
|  Norway         | 280     | 10,6                      | 16,5                        | 8,4                         | 7,3                      | 40,5                                       | 16,7    |































**Table 18b. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the treatment of the costs of return**

**QUESTION: Q10\_E. How important do you think these are as an obstacle to cross-border sales? - Differences in the treatment of costs of return**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 14,4                      | 22                          | 12                          | 19,3                     | 25   | 7,3     |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 16,1                      | 27,5                        | 14,9                        | 26,6                     | 8,2  | 6,7     |
| ... are small businesses  | 5932    | 14,5                      | 21,7                        | 11,7                        | 18,7                     | 26   | 7,3     |
| ... are medium-sized or large businesses  | 1034    | 13,5                      | 23,4                        | 13,3                        | 22,6                     | 20,1                                       | 7       |
| ... do cross-border sales   | 1459    | 15,5                      | 22,3                        | 17,1                        | 34,1                     | 4,7  | 6,4     |
| ... do domestic sales only  | 5235    | 14                        | 22,1                        | 10,7                        | 14,6                     | 31,8                                       | 6,7     |
| ... do distance cross-border sales  | 1217    | 16,5                      | 23,2                        | 16,7                        | 32,7                     | 4,7  | 6,3     |
| ... do distance domestic-only sales   | 2794    | 17,4                      | 24,5                        | 11,6                        | 15,4                     | 24,2                                       | 7       |
| ... do e-commerce and cross-border sales  | 1125    | 16,5                      | 22,5                        | 16,2                        | 34,1                     | 4,2  | 6,5     |
| ... do e-commerce but domestic-only sales   | 2243    | 18,3                      | 24                          | 11,4                        | 15,8                     | 24,2                                       | 6,4     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 26,4                      | 37,4                        | 13,9                        | 12,5                     | 6,1  | 3,7     |


**Table 19a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the definition of delivery**

**QUESTION: Q10\_F. How important do you think these are as an obstacle to cross-border sales? - Differences in the definition of delivery**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 16,1                      | 19,7                        | 12,5                        | 19,2                     | 24,6                                       | 7,8     |
|  <b>EU25</b>      | 6319    | 16,5                      | 19,9                        | 12,9                        | 19,7                     | 23,4                                       | 7,6     |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 12,8                      | 26,6                        | 13                          | 10,5                     | 30,2                                       | 6,8     |
|  Bulgaria         | 283     | 11,2                      | 6,6                         | 2,7                         | 3                        | 74,2                                       | 2,3     |
|  Czech Rep.       | 281     | 1,3                       | 4                           | 8,3                         | 16,1                     | 43,3                                       | 27,2    |
|  Denmark          | 151     | 5,1                       | 16,8                        | 26,7                        | 20,8                     | 23,8                                       | 6,7     |
|  Germany          | 400     | 16,9                      | 14,2                        | 15,6                        | 26,5                     | 20,6                                       | 6,2     |
|  Estonia          | 150     | 0,8                       | 13,2                        | 17                          | 22,1                     | 37,8                                       | 9,1     |
|  Greece           | 150     | 26,4                      | 30,7                        | 13,4                        | 25,3                     | 2  | 2,2     |
|  Spain          | 401     | 8,5                       | 10,4                        | 12,2                        | 24,6                     | 36,4                                       | 7,9     |
|  France         | 400     | 7                         | 15,6                        | 9,7                         | 39,1                     | 27   | 1,7     |
|  Ireland        | 281     | 32,2                      | 20,9                        | 8,9                         | 15,9                     | 2,6  | 19,6    |
|  Italy          | 402     | 1,8                       | 9,5                         | 7,1                         | 9,4                      | 68,3                                       | 3,9     |
|  Cyprus         | 75      | 13,6                      | 13,9                        | 8,2                         | 12                       | 36   | 16,3    |
|  Latvia         | 140     | 23,3                      | 18,8                        | 30,4                        | 9,4                      | 18   | 0,2     |
|  Lithuania      | 140     | 6,7                       | 21,3                        | 29,7                        | 5,8                      | 24,7                                       | 11,7    |
|  Luxembourg     | 75      | 15,9                      | 28,2                        | 11,8                        | 14,8                     | 14,8                                       | 14,5    |
|  Hungary        | 286     | 2,3                       | 1,3                         | 6,8                         | 8,8                      | 77,4                                       | 3,3     |
|  Malta          | 75      | 12,1                      | 5,8                         | 5                           | 14,7                     | 31,3                                       | 31,2    |
|  Netherlands    | 283     | 13,4                      | 17,5                        | 15,3                        | 15,7                     | 27,3                                       | 10,9    |
|  Austria        | 280     | 6,2                       | 11,4                        | 11                          | 20,5                     | 40,2                                       | 10,7    |
|  Poland         | 402     | 19,4                      | 32,1                        | 14,6                        | 10,7                     | 19,4                                       | 3,9     |
|  Portugal       | 281     | 19,7                      | 25,4                        | 14,2                        | 9,9                      | 25   | 5,8     |
|  Romania        | 400     | 10,2                      | 20,1                        | 7,5                         | 14                       | 34,6                                       | 13,6    |
|  Slovenia       | 140     | 16                        | 18,1                        | 20,9                        | 23,4                     | 11,1                                       | 10,5    |
|  Slovakia       | 286     | 10,3                      | 24,8                        | 17,4                        | 14,5                     | 17,2                                       | 15,8    |
|  Finland        | 280     | 6,3                       | 21,7                        | 19,4                        | 30,7                     | 12,1                                       | 9,9     |
|  Sweden         | 280     | 16,3                      | 38,8                        | 17,5                        | 12,1                     | 8,3  | 7       |
|  United Kingdom | 400     | 34,2                      | 31,4                        | 9,4                         | 12                       | 0,6  | 12,4    |
|  Norway         | 280     | 11,2                      | 13,2                        | 12,3                        | 8,3                      | 38,5                                       | 16,5    |

**Table 19b. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences in the definition of delivery**






























**QUESTION: Q10\_F. How important do you think these are as an obstacle to cross-border sales? - Differences in the definition of delivery**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 16,1                      | 19,7                        | 12,5                        | 19,2                     | 24,6                                       | 7,8     |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 16,9                      | 22,4                        | 16,6                        | 28,4                     | 7,9  | 7,9     |
| ... are small businesses  | 5932    | 16                        | 19,6                        | 12,3                        | 18,7                     | 25,6                                       | 7,7     |
| ... are medium-sized or large businesses  | 1034    | 16,7                      | 19,2                        | 13,3                        | 22,5                     | 19,7                                       | 8,5     |
| ... do cross-border sales   | 1459    | 15,1                      | 19,9                        | 18,2                        | 33,9                     | 4,5  | 8,5     |
| ... do domestic sales only  | 5235    | 16,4                      | 19,9                        | 10,9                        | 14,9                     | 31,3                                       | 6,6     |
| ... do distance cross-border sales  | 1217    | 16,1                      | 20,7                        | 17,4                        | 32,7                     | 4,6  | 8,5     |
| ... do distance domestic-only sales   | 2794    | 20,3                      | 21                          | 12,3                        | 16                       | 23,5                                       | 6,9     |
| ... do e-commerce and cross-border sales  | 1125    | 15,8                      | 20,5                        | 16,7                        | 33,8                     | 4,2  | 9       |
| ... do e-commerce but domestic-only sales   | 2243    | 19,8                      | 21,2                        | 12,7                        | 16,6                     | 23,4                                       | 6,2     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 30,6                      | 33,5                        | 13,4                        | 13,8                     | 5,4  | 3,4     |




**Table 20a. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences between Member States' legislation regarding goods not in conformity with the consumer's contract**

**QUESTION: Q10\_G. How important do you think these are as an obstacle to cross-border sales? - Differences between Member States in their legislation regarding goods not in conformity with the consumer contract**

|  | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|--|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 14,8                      | 21,2                        | 12,1                        | 18,6                     | 25,1                                       | 8,2     |
| <b>EU25</b>  | 6319    | 15,3                      | 21,5                        | 12,5                        | 18,9                     | 23,9                                       | 7,8     |
| <b>COUNTRY</b>   |         |                           |                             |                             |                          |  |         |
|  Belgium          | 280     | 11,1                      | 28,7                        | 14,9                        | 10,1                     | 30,9                                       | 4,3     |
|  Bulgaria         | 283     | 8,8                       | 8,3                         | 3,4                         | 4,8                      | 73,3                                       | 1,5     |
|  Czech Rep.       | 281     | 1,2                       | 5,2                         | 8,1                         | 14,9                     | 43,6                                       | 27      |
|  Denmark          | 151     | 4,2                       | 14,8                        | 27,9                        | 20,5                     | 26   | 6,6     |
|  Germany          | 400     | 14                        | 19,1                        | 11,9                        | 25,8                     | 22,4                                       | 6,8     |
|  Estonia          | 150     | 3,1                       | 16,5                        | 12,2                        | 21,4                     | 37   | 9,7     |
|  Greece          | 150     | 34                        | 33,6                        | 9,9                         | 17,4                     | 3,3  | 1,8     |
|  Spain          | 401     | 9                         | 10,4                        | 10,2                        | 25,9                     | 36,3                                       | 8,2     |
|  France         | 400     | 11,5                      | 19,7                        | 7                           | 32,9                     | 27,1                                       | 1,8     |
|  Ireland        | 281     | 25,5                      | 26,1                        | 11                          | 17,1                     | 3  | 17,4    |
|  Italy          | 402     | 2,5                       | 10,4                        | 7,5                         | 8                        | 68,2                                       | 3,4     |
|  Cyprus         | 75      | 15,8                      | 19,9                        | 4                           | 6,7                      | 37,3                                       | 16,3    |
|  Latvia         | 140     | 17,3                      | 20,9                        | 29,5                        | 12,1                     | 18,9                                       | 1,3     |
|  Lithuania      | 140     | 4,7                       | 24,4                        | 28,6                        | 6,7                      | 23,5                                       | 12      |
|  Luxembourg     | 75      | 16,1                      | 26,9                        | 17,3                        | 9,2                      | 14,8                                       | 15,8    |
|  Hungary        | 286     | 3,4                       | 2,4                         | 6,5                         | 7,4                      | 77,2                                       | 3,1     |
|  Malta          | 75      | 17                        | 6,1                         | 4,8                         | 7,2                      | 33   | 31,8    |
|  Netherlands    | 283     | 13,4                      | 23,4                        | 11,6                        | 14,2                     | 28,6                                       | 8,9     |
|  Austria        | 280     | 7,8                       | 13,9                        | 7,9                         | 18,9                     | 39,8                                       | 11,5    |
|  Poland         | 402     | 16,4                      | 28,4                        | 19,4                        | 11,7                     | 19,4                                       | 4,6     |
|  Portugal       | 281     | 19,6                      | 27,8                        | 14,9                        | 7                        | 25   | 5,7     |
|  Romania        | 400     | 7,9                       | 18,6                        | 7,6                         | 15,3                     | 34,3                                       | 16,3    |
|  Slovenia       | 140     | 11,1                      | 29,4                        | 20,3                        | 17,6                     | 10,7                                       | 10,9    |
|  Slovakia       | 286     | 6,3                       | 31,1                        | 16,5                        | 15,9                     | 17,5                                       | 12,8    |
|  Finland        | 280     | 6,3                       | 16,4                        | 28,2                        | 27,9                     | 12,1                                       | 9,2     |
|  Sweden         | 280     | 18,5                      | 33,8                        | 19,8                        | 12,8                     | 8,4  | 6,7     |
|  United Kingdom | 400     | 29,1                      | 30,4                        | 12                          | 13,6                     | 1,1  | 13,8    |
|  Norway         | 280     | 14                        | 17,5                        | 7,1                         | 8,2                      | 39,1                                       | 14,1    |






























**Table 20b. Different legal provisions regulating consumer transactions as barriers to B2C cross-border trade: Differences between Member States' legislation regarding goods not in conformity with the consumer's contract**

**QUESTION: Q10\_G. How important do you think these are as an obstacle to cross-border sales? - Differences between Member States in their legislation regarding goods not in conformity with the consumer contract**

|   | Total N | % Very important obstacle | % Fairly important obstacle | % Not an important obstacle | % Not at all an obstacle | % No interest in cross-border sales at all | % DK/NA |
|---|---------|---------------------------|-----------------------------|-----------------------------|--------------------------|--|---------|
|  <b>EU27</b> | 7002    | 14,8                      | 21,2                        | 12,1                        | 18,6                     | 25,1                                       | 8,2     |
| <b>COMPANIES THAT...</b>  |         |                           |                             |                             |                          |  |         |
| ... have outlets in other EU countries  | 780     | 15,4                      | 26,6                        | 14,9                        | 27,7                     | 8,9  | 6,5     |
| ... are small businesses  | 5932    | 14,5                      | 21                          | 11,8                        | 18,3                     | 26,2                                       | 8,3     |
| ... are medium-sized or large businesses  | 1034    | 16,1                      | 22,4                        | 13,9                        | 20,4                     | 19,5                                       | 7,7     |
| ... do cross-border sales   | 1459    | 13,6                      | 21,8                        | 17,8                        | 34,7                     | 4,8  | 7,3     |
| ... do domestic sales only  | 5235    | 15,5                      | 21                          | 10,4                        | 14                       | 31,9                                       | 7,3     |
| ... do distance cross-border sales  | 1217    | 13,9                      | 23,5                        | 17,1                        | 34                       | 4,3  | 7,1     |
| ... do distance domestic-only sales   | 2794    | 18,4                      | 23,5                        | 10,8                        | 15,1                     | 24,2                                       | 7,9     |
| ... do e-commerce and cross-border sales  | 1125    | 13,6                      | 22,7                        | 16,8                        | 35,8                     | 3,9  | 7,3     |
| ... do e-commerce but domestic-only sales   | 2243    | 18,7                      | 23,4                        | 11                          | 15,3                     | 24,3                                       | 7,3     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 28,4                      | 35                          | 13,9                        | 12,3                     | 5,6  | 4,9     |


**Table 21a. Practical obstacles to B2C cross-border trade: Additional costs of compliance with the different national fiscal regulations**

**QUESTION: Q11\_A. How important are the following obstacles to cross-border sales: Additional costs of compliance with different national fiscal regulations**

|  | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|--|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b>      | 7002       | 25,8                | 21,1                  | 9,3                     | 11,7                         | 0                            | 24,2  | 7,9        |
| <b>EU25</b>  | 6319       | 26,3                | 21,4                  | 9,8                     | 12                           | 0                            | 23,3  | 7,3        |
| <b>COUNTRY</b>   |            |                     |                       |                         |                              |                              |   |            |
|  Belgium          | 280        | 21,6                | 29,3                  | 5,9                     | 7                            | 0                            | 31,4  | 4,8        |
|  Bulgaria         | 283        | 12,1                | 9,7                   | 4,2                     | 4,6                          | 0                            | 60,4  | 9          |
|  Czech Rep.       | 281        | 2                   | 4,5                   | 8,8                     | 7,4                          | 0                            | 39,6  | 37,7       |
|  Denmark          | 151        | 7,8                 | 17,3                  | 17,4                    | 17,5                         | 0                            | 24,5  | 15,5       |
|  Germany          | 400        | 26,4                | 17,6                  | 17,4                    | 17,3                         | 0                            | 16,1  | 5,2        |
|  Estonia         | 150        | 13,9                | 10,9                  | 9,6                     | 20,5                         | 0                            | 33,6  | 11,4       |
|  Greece         | 150        | 29,1                | 40,7                  | 10,4                    | 13                           | 0                            | 5,5   | 1,3        |
|  Spain          | 401        | 19,2                | 8,5                   | 6,9                     | 13,4                         | 0                            | 45,4  | 6,6        |
|  France         | 400        | 25,5                | 19,2                  | 7,9                     | 19                           | 0                            | 27,1  | 1,3        |
|  Ireland        | 281        | 32,9                | 21,3                  | 5,5                     | 16,1                         | 0                            | 7,3   | 16,9       |
|  Italy          | 402        | 4,2                 | 14,9                  | 5,5                     | 8,6                          | 0                            | 64,8  | 1,9        |
|  Cyprus         | 75         | 26,2                | 14                    | 6,5                     | 13,7                         | 0                            | 24,6  | 15         |
|  Latvia         | 140        | 23,8                | 26,6                  | 19                      | 10,8                         | 0                            | 19,7  | 0          |
|  Lithuania      | 140        | 23                  | 26,2                  | 16,2                    | 5,8                          | 0                            | 13,6  | 15,1       |
|  Luxembourg     | 75         | 14,8                | 34,6                  | 12                      | 11,8                         | 0                            | 21,5  | 5,3        |
|  Hungary        | 286        | 8                   | 6,1                   | 2,4                     | 3,7                          | 0                            | 67  | 12,8       |
|  Malta          | 75         | 22,1                | 5,9                   | 2,2                     | 12,1                         | 0                            | 31,3  | 26,4       |
|  Netherlands    | 283        | 17,9                | 20,3                  | 6,6                     | 10,7                         | 0                            | 30,8  | 13,7       |
|  Austria        | 280        | 15,8                | 12                    | 10,5                    | 14,2                         | 0                            | 39,1  | 8,4        |
|  Poland         | 402        | 35,3                | 30,8                  | 9,5                     | 5                            | 0                            | 16,2  | 3,1        |
|  Portugal       | 281        | 39,9                | 19,1                  | 6,2                     | 6,6                          | 0                            | 21,5  | 6,6        |
|  Romania        | 400        | 20,7                | 19,1                  | 2,2                     | 7,5                          | 0                            | 30,4  | 20,1       |
|  Slovenia       | 140        | 18,5                | 39,4                  | 9,2                     | 15,1                         | 0                            | 11,7  | 6          |
|  Slovakia       | 286        | 20,1                | 16                    | 10,3                    | 8,1                          | 0                            | 28  | 17,6       |
|  Finland        | 280        | 10,3                | 35,6                  | 16,5                    | 17,7                         | 0                            | 12,7  | 7,2        |
|  Sweden         | 280        | 29,9                | 32,2                  | 11,5                    | 8,7                          | 0                            | 8,3   | 9,3        |
|  United Kingdom | 400        | 41,4                | 31                    | 6,5                     | 7,3                          | 0                            | 2,9   | 10,9       |
|  Norway         | 280        | 13,5                | 19                    | 5,3                     | 9,5                          | 0                            | 39,4  | 13,1       |






























**Table 21b. Practical obstacles to B2C cross-border trade: Additional costs of compliance with the different national fiscal regulations**

**QUESTION: Q11\_A. How important are the following obstacles to cross-border sales: Additional costs of compliance with different national fiscal regulations**

|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 25,8                | 21,1                  | 9,3                     | 11,7                         | 0                            | 24,2  | 7,9        |
| <b>COMPANIES<br/>THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets<br>in other EU<br>countries  | 780        | 30,8                | 26                    | 10,4                    | 16                           | 0                            | 9,8   | 7          |
| ... are small<br>businesses   | 5932       | 25,6                | 20,8                  | 9,1                     | 11,7                         | 0                            | 24,9  | 8          |
| ... are<br>medium-sized<br>or large<br>businesses   | 1034       | 27,1                | 22,5                  | 10,8                    | 11,5                         | 0                            | 20,7  | 7,4        |
| ... do cross-<br>border sales   | 1459       | 26,6                | 24,8                  | 16                      | 23,3                         | 0                            | 4,2   | 5,2        |
| ... do domestic<br>sales only   | 5235       | 25,7                | 20                    | 7,5                     | 8,3                          | 0                            | 30,8  | 7,7        |
| ... do distance<br>cross-border<br>sales  | 1217       | 27,3                | 25,1                  | 16,5                    | 22,7                         | 0                            | 3,3   | 5,1        |
| ... do distance<br>domestic-only<br>sales   | 2794       | 30,4                | 21,6                  | 8,6                     | 8,7                          | 0                            | 22,4  | 8,3        |
| ... do e-<br>commerce and<br>cross-border<br>sales  | 1125       | 28                  | 24,5                  | 15,8                    | 23,5                         | 0                            | 3,4   | 4,8        |
| ... do e-<br>commerce but<br>domestic-only<br>sales   | 2243       | 30,6                | 21,2                  | 8,5                     | 9,2                          | 0                            | 22,4  | 8,2        |
| ... say legal<br>compliance<br>costs are<br>barriers to<br>cross-border<br>sales              | 3184       | 50,5                | 37,3                  | 6,7                     | 3                            | 0                            | 0,7   | 1,7        |


**Table 22a. Practical obstacles to B2C cross-border trade: Additional costs of compliance with the different national laws regulating consumer transactions**

**QUESTION: Q11\_B. How important are the following obstacles to cross-border sales: Additional costs of compliance with different national laws regulating consumer transactions**

|  | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|--|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b>      | 7002       | 22,2                | 23,3                  | 9,7                     | 11,8                         | 0                            | 24,6  | 8,5        |
| <b>EU25</b>  | 6319       | 22,7                | 23,5                  | 10,2                    | 12,2                         | 0                            | 23,7  | 7,7        |
| <b>COUNTRY</b>   |            |                     |                       |                         |                              |                              |   |            |
|  Belgium          | 280        | 15,6                | 31,6                  | 8,8                     | 6,9                          | 0                            | 31,4  | 5,7        |
|  Bulgaria         | 283        | 12,1                | 9,7                   | 4,5                     | 3,7                          | 0                            | 60,4  | 9,6        |
|  Czech Rep.       | 281        | 2,1                 | 4,2                   | 7,7                     | 8,3                          | 0                            | 39,6  | 38,1       |
|  Denmark          | 151        | 7,8                 | 14,9                  | 21,6                    | 14,8                         | 0                            | 25,3  | 15,7       |
|  Germany          | 400        | 22                  | 19                    | 18,3                    | 17,5                         | 0                            | 17,5  | 5,8        |
|  Estonia         | 150        | 16,2                | 12,5                  | 5,1                     | 21,2                         | 0                            | 33,6  | 11,4       |
|  Greece         | 150        | 30,3                | 38,9                  | 10,5                    | 13,5                         | 0                            | 5,5   | 1,3        |
|  Spain          | 401        | 12,4                | 13,5                  | 7,7                     | 14,2                         | 0                            | 46,3  | 5,9        |
|  France         | 400        | 19,3                | 22,3                  | 8,8                     | 19,5                         | 0                            | 28,2  | 1,9        |
|  Ireland        | 281        | 32,9                | 24,9                  | 5,3                     | 14                           | 0                            | 6,5   | 16,5       |
|  Italy          | 402        | 3,6                 | 11,4                  | 8,8                     | 8,8                          | 0                            | 64,5  | 2,9        |
|  Cyprus         | 75         | 20,9                | 16,2                  | 5,3                     | 15                           | 0                            | 27,7  | 15         |
|  Latvia         | 140        | 24,3                | 25                    | 17,2                    | 12,9                         | 0                            | 20,6  | 0          |
|  Lithuania      | 140        | 20                  | 25,9                  | 12                      | 5,8                          | 0                            | 13,6  | 22,7       |
|  Luxembourg     | 75         | 16,1                | 27,9                  | 14,8                    | 7,9                          | 0                            | 21,5  | 11,8       |
|  Hungary        | 286        | 6,8                 | 8,2                   | 2                       | 4,8                          | 0                            | 66,5  | 11,7       |
|  Malta          | 75         | 22,1                | 3,2                   | 0                       | 15,4                         | 0                            | 31,3  | 28         |
|  Netherlands    | 283        | 17,3                | 21,4                  | 6,6                     | 11,2                         | 0                            | 30,4  | 13         |
|  Austria        | 280        | 16,4                | 12,2                  | 8,9                     | 13,7                         | 0                            | 39,1  | 9,5        |
|  Poland         | 402        | 30,9                | 38,9                  | 7,6                     | 3,1                          | 0                            | 16,7  | 2,8        |
|  Portugal       | 281        | 31                  | 22,1                  | 9                       | 7,3                          | 0                            | 23,2  | 7,5        |
|  Romania        | 400        | 16,4                | 22,7                  | 2,2                     | 5,6                          | 0                            | 31,4  | 21,7       |
|  Slovenia       | 140        | 11,3                | 42,5                  | 11,5                    | 14,4                         | 0                            | 11,7  | 8,6        |
|  Slovakia       | 286        | 16,2                | 19,1                  | 9,2                     | 8                            | 0                            | 28,2  | 19,4       |
|  Finland        | 280        | 9,3                 | 28,1                  | 20,6                    | 22                           | 0                            | 12,7  | 7,4        |
|  Sweden         | 280        | 19,6                | 38,5                  | 11,8                    | 8,5                          | 0                            | 8,3   | 13,3       |
|  United Kingdom | 400        | 39,4                | 33                    | 6,1                     | 7,9                          | 0                            | 2,2   | 11,4       |
|  Norway         | 280        | 13,8                | 18,3                  | 5,5                     | 8,5                          | 0                            | 39,9  | 13,9       |






























**Table 22b. Practical obstacles to B2C cross-border trade: Additional costs of compliance with the different national laws regulating consumer transactions**

**QUESTION: Q11\_B. How important are the following obstacles to cross-border sales: Additional costs of compliance with different national laws regulating consumer transactions**


|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 22,2                | 23,3                  | 9,7                     | 11,8                         | 0                            | 24,6  | 8,5        |
| <b>COMPANIES<br/>THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets<br>in other EU<br>countries  | 780        | 25,1                | 27,6                  | 12,2                    | 16,4                         | 0                            | 9,7   | 9          |
| ... are small<br>businesses   | 5932       | 21,9                | 22,8                  | 9,4                     | 11,9                         | 0                            | 25,5  | 8,5        |
| ... are<br>medium-sized<br>or large<br>businesses   | 1034       | 23                  | 26,1                  | 11,3                    | 11,3                         | 0                            | 20,1  | 8,2        |
| ... do cross-<br>border sales   | 1459       | 20,7                | 26,6                  | 19                      | 24                           | 0                            | 4,3   | 5,4        |
| ... do domestic<br>sales only   | 5235       | 22,4                | 22,5                  | 7,2                     | 8,2                          | 0                            | 31,4  | 8,3        |
| ... do distance<br>cross-border<br>sales  | 1217       | 21,1                | 27,8                  | 20,2                    | 22,3                         | 0                            | 3,6   | 5          |
| ... do distance<br>domestic-only<br>sales   | 2794       | 25,9                | 25,4                  | 7,9                     | 8,8                          | 0                            | 22,8  | 9,1        |
| ... do e-<br>commerce and<br>cross-border<br>sales  | 1125       | 20,9                | 27,2                  | 20                      | 23                           | 0                            | 3,7   | 5,2        |
| ... do e-<br>commerce but<br>domestic-only<br>sales   | 2243       | 26,5                | 24,9                  | 8                       | 9,2                          | 0                            | 22,8  | 8,6        |
| ... say legal<br>compliance<br>costs are<br>barriers to<br>cross-border<br>sales              | 3184       | 48,8                | 51,2                  | 0                       | 0                            | 0                            | 0   | 0          |

**Table 23a. Practical obstacles to B2C cross-border trade: Higher costs of cross-border deliveries compared to domestic ones**

**QUESTION: Q11\_C. How important are the following obstacles to cross-border sales: Higher costs of cross-border delivery compared to domestic delivery**

|  | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|--|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b>      | 7002       | 21,2                | 21,5                  | 10,5                    | 13,4                         | 0                            | 25  | 8,4        |
| <b>EU25</b>  | 6319       | 21,5                | 21,6                  | 10,9                    | 14                           | 0                            | 24,2  | 7,7        |
| <b>COUNTRY</b>   |            |                     |                       |                         |                              |                              |   |            |
|  Belgium          | 280        | 15,4                | 32,9                  | 8,7                     | 5,3                          | 0                            | 31,4  | 6,3        |
|  Bulgaria         | 283        | 13,2                | 9,6                   | 3                       | 3,8                          | 0                            | 60,4  | 9,9        |
|  Czech Rep.       | 281        | 1,7                 | 4,4                   | 8,3                     | 7,4                          | 0                            | 39,7  | 38,5       |
|  Denmark          | 151        | 5,8                 | 19                    | 22,2                    | 11,8                         | 0                            | 27,4  | 13,8       |
|  Germany          | 400        | 21,7                | 20,8                  | 16,1                    | 18,6                         | 0                            | 18,9  | 3,8        |
|  Estonia         | 150        | 15,5                | 10,3                  | 8,8                     | 20,4                         | 0                            | 33,6  | 11,4       |
|  Greece         | 150        | 31,4                | 38,7                  | 10,1                    | 15                           | 0                            | 4,6   | 0,4        |
|  Spain          | 401        | 15,5                | 11,8                  | 6,4                     | 11,3                         | 0                            | 46,6  | 8,5        |
|  France         | 400        | 14,5                | 18,2                  | 10,6                    | 26,2                         | 0                            | 28,8  | 1,7        |
|  Ireland        | 281        | 36,3                | 18,7                  | 4,1                     | 12,6                         | 0                            | 7,4   | 21         |
|  Italy          | 402        | 4,8                 | 9,9                   | 7,2                     | 10,6                         | 0                            | 65  | 2,5        |
|  Cyprus         | 75         | 18,1                | 18,2                  | 7,4                     | 7                            | 0                            | 31,6  | 17,6       |
|  Latvia         | 140        | 20,4                | 26,7                  | 20,2                    | 12,8                         | 0                            | 19,8  | 0,1        |
|  Lithuania      | 140        | 22,4                | 23,5                  | 17,6                    | 4,7                          | 0                            | 13,6  | 18,2       |
|  Luxembourg     | 75         | 15,9                | 29,2                  | 13,4                    | 10,7                         | 0                            | 20  | 10,7       |
|  Hungary        | 286        | 4,2                 | 5,5                   | 2,5                     | 7,2                          | 0                            | 67,7  | 12,9       |
|  Malta          | 75         | 17,5                | 5                     | 0,9                     | 9                            | 0                            | 29,7  | 37,9       |
|  Netherlands    | 283        | 19                  | 13,7                  | 11,4                    | 12                           | 0                            | 30,2  | 13,6       |
|  Austria        | 280        | 13                  | 12,1                  | 8,8                     | 17,9                         | 0                            | 39,1  | 9          |
|  Poland         | 402        | 32,6                | 34                    | 10,2                    | 4,4                          | 0                            | 16,6  | 2,3        |
|  Portugal       | 281        | 25,8                | 23,6                  | 8,4                     | 8                            | 0                            | 26  | 8,1        |
|  Romania        | 400        | 17,1                | 22                    | 3,6                     | 5                            | 0                            | 31,5  | 20,9       |
|  Slovenia       | 140        | 26,2                | 22,1                  | 17,1                    | 16,1                         | 0                            | 10,9  | 7,6        |
|  Slovakia       | 286        | 16,9                | 16,7                  | 8,5                     | 6,8                          | 0                            | 28,8  | 22,3       |
|  Finland        | 280        | 9,7                 | 30,6                  | 13                      | 27,4                         | 0                            | 12,7  | 6,6        |
|  Sweden         | 280        | 27,2                | 34                    | 10,3                    | 11,6                         | 0                            | 8,8   | 8,1        |
|  United Kingdom | 400        | 34,7                | 30                    | 9,7                     | 11                           | 0                            | 1,9   | 12,7       |
|  Norway         | 280        | 14                  | 15,4                  | 7,7                     | 10,2                         | 0                            | 39,2  | 13,5       |






























**Table 23b. Practical obstacles to B2C cross-border trade: Higher costs of cross-border deliveries compared to domestic ones****QUESTION: Q11\_C. How important are the following obstacles to cross-border sales: Higher costs of cross-border delivery compared to domestic delivery**

|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 21,2                | 21,5                  | 10,5                    | 13,4                         | 0                            | 25  | 8,4        |
| <b>COMPANIES<br/>THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets<br>in other EU<br>countries  | 780        | 24,8                | 25                    | 12,7                    | 19,9                         | 0                            | 9,9   | 7,7        |
| ... are small<br>businesses   | 5932       | 21,4                | 21,5                  | 9,8                     | 13,2                         | 0                            | 25,9  | 8,3        |
| ... are<br>medium-sized<br>or large<br>businesses   | 1034       | 19,7                | 21,5                  | 14,5                    | 14,6                         | 0                            | 20,6  | 9,1        |
| ... do cross-<br>border sales   | 1459       | 23,1                | 21,5                  | 17,1                    | 26,9                         | 0                            | 5,5   | 6          |
| ... do domestic<br>sales only   | 5235       | 20,8                | 21,3                  | 8,6                     | 9,8                          | 0                            | 31,6  | 7,9        |
| ... do distance<br>cross-border<br>sales  | 1217       | 23,6                | 22,8                  | 17                      | 26,3                         | 0                            | 4,8   | 5,5        |
| ... do distance<br>domestic-only<br>sales   | 2794       | 23,4                | 24,3                  | 9,3                     | 10,6                         | 0                            | 23,3  | 9,1        |
| ... do e-<br>commerce and<br>cross-border<br>sales  | 1125       | 23,1                | 22,2                  | 17                      | 27                           | 0                            | 4,9   | 5,7        |
| ... do e-<br>commerce but<br>domestic-only<br>sales   | 2243       | 22,9                | 24                    | 9,5                     | 11,5                         | 0                            | 23,6  | 8,6        |
| ... say legal<br>compliance<br>costs are<br>barriers to<br>cross-border<br>sales              | 3184       | 39,8                | 37,6                  | 12                      | 7,2                          | 0                            | 1,4   | 2          |




**Table 24a. Practical obstacles to B2C cross-border trade: Potentially higher cost involved in resolving cross-border complaints and conflicts compared to domestic ones**

**QUESTION: Q11\_D. How important are the following obstacles to cross-border sales: Potentially higher cost involved in resolving complaints and conflicts cross-border compared to domestically**

|  | Total N | % Very important | % Fairly important | % Fairly unimportant | % Not important at all | % Not important at all | % No interest in cross-border sales at all | % DK/NA |
|--|---------|------------------|--------------------|----------------------|------------------------|------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 20,9             | 23,2               | 10                   | 12,4                   | 0                      | 24,8                                       | 8,8     |
| <b>EU25</b>  | 6319    | 21,4             | 23,2               | 10,5                 | 12,9                   | 0                      | 23,9                                       | 8,1     |
| <b>COUNTRY</b>   |         |                  |                    |                      |                        |                        |  |         |
|  Belgium          | 280     | 17,4             | 28,9               | 10,7                 | 6,3                    | 0                      | 31,4                                       | 5,3     |
|  Bulgaria         | 283     | 11,8             | 11,9               | 2,5                  | 3,4                    | 0                      | 60,4                                       | 9,9     |
|  Czech Rep.       | 281     | 1,6              | 3,7                | 8,7                  | 7,2                    | 0                      | 39,6                                       | 39,1    |
|  Denmark          | 151     | 7                | 15                 | 17,4                 | 17,9                   | 0                      | 24,6                                       | 18      |
|  Germany          | 400     | 19,1             | 21,5               | 16,7                 | 19,9                   | 0                      | 18,1                                       | 4,6     |
|  Estonia         | 150     | 16,1             | 11,2               | 6,4                  | 22,1                   | 0                      | 33,6                                       | 10,7    |
|  Greece         | 150     | 33,6             | 34,9               | 8,6                  | 16,6                   | 0                      | 5,8  | 0,4     |
|  Spain          | 401     | 12,8             | 13,5               | 5,5                  | 13,2                   | 0                      | 44,5                                       | 10,5    |
|  France         | 400     | 13,8             | 23,1               | 9,7                  | 22,8                   | 0                      | 28,5                                       | 2,1     |
|  Ireland        | 281     | 35,1             | 26,2               | 5,4                  | 8,7                    | 0                      | 6,7  | 17,9    |
|  Italy          | 402     | 3,4              | 11,8               | 7,7                  | 9,7                    | 0                      | 65,3                                       | 2,2     |
|  Cyprus         | 75      | 22,4             | 13,1               | 5,3                  | 11,4                   | 0                      | 29   | 18,8    |
|  Latvia         | 140     | 24               | 20,1               | 19,8                 | 14,7                   | 0                      | 21,5                                       | 0       |
|  Lithuania      | 140     | 20,8             | 29                 | 14,8                 | 3,9                    | 0                      | 13,6                                       | 18      |
|  Luxembourg     | 75      | 12,3             | 27,9               | 15,9                 | 14,5                   | 0                      | 20   | 9,4     |
|  Hungary        | 286     | 5                | 8,1                | 2,5                  | 6                      | 0                      | 66,4                                       | 12,1    |
|  Malta          | 75      | 30               | 9,1                | 1,9                  | 6,6                    | 0                      | 30,3                                       | 22,1    |
|  Netherlands    | 283     | 15,1             | 20                 | 10,6                 | 11,2                   | 0                      | 30   | 13      |
|  Austria        | 280     | 15,3             | 10,4               | 8,5                  | 17,1                   | 0                      | 39,1                                       | 9,6     |
|  Poland         | 402     | 30,8             | 35,7               | 8,3                  | 3,3                    | 0                      | 17,2                                       | 4,8     |
|  Portugal       | 281     | 19,7             | 26,8               | 10,9                 | 7,7                    | 0                      | 26   | 8,8     |
|  Romania        | 400     | 13,2             | 25,8               | 2,3                  | 5,2                    | 0                      | 31,4                                       | 22,1    |
|  Slovenia       | 140     | 26,1             | 27,5               | 16,9                 | 12,5                   | 0                      | 11,5                                       | 5,5     |
|  Slovakia       | 286     | 17,5             | 18,6               | 10,7                 | 5,9                    | 0                      | 28,5                                       | 18,9    |
|  Finland        | 280     | 15,7             | 32,3               | 12,4                 | 20                     | 0                      | 12,3                                       | 7,3     |
|  Sweden         | 280     | 19,4             | 40,3               | 15,5                 | 8,7                    | 0                      | 8,3  | 7,8     |
|  United Kingdom | 400     | 40,4             | 30,6               | 8                    | 6,7                    | 0                      | 2,4  | 12      |
|  Norway         | 280     | 14,5             | 17,7               | 7                    | 9,5                    | 0                      | 39,8                                       | 11,5    |






























**Table 24b. Practical obstacles to B2C cross-border trade: Potentially higher cost involved in resolving cross-border complaints and conflicts compared to domestic ones**

**QUESTION: Q11\_D. How important are the following obstacles to cross-border sales: Potentially higher cost involved in resolving complaints and conflicts cross-border compared to domestically**

|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 20,9                | 23,2                  | 10                      | 12,4                         | 0                            | 24,8  | 8,8        |
| <b>COMPANIES THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets in other EU countries  | 780        | 21,2                | 26,8                  | 16,4                    | 17                           | 0                            | 9,6   | 9          |
| ... are small businesses  | 5932       | 20,4                | 23,3                  | 9,4                     | 12,2                         | 0                            | 25,9  | 8,8        |
| ... are medium-sized or large businesses  | 1034       | 22,8                | 22,6                  | 13,4                    | 13,4                         | 0                            | 19,1  | 8,7        |
| ... do cross-border sales   | 1459       | 19,7                | 26,9                  | 17,9                    | 25,3                         | 0                            | 4,3   | 5,8        |
| ... do domestic sales only  | 5235       | 21,3                | 22,3                  | 7,8                     | 8,6                          | 0                            | 31,6  | 8,4        |
| ... do distance cross-border sales  | 1217       | 20,7                | 28,1                  | 18,6                    | 24                           | 0                            | 3,9   | 4,7        |
| ... do distance domestic-only sales   | 2794       | 25,5                | 24                    | 9,3                     | 8,6                          | 0                            | 23,1  | 9,4        |
| ... do e-commerce and cross-border sales  | 1125       | 20,5                | 27,2                  | 18,6                    | 25,1                         | 0                            | 3,8   | 4,8        |
| ... do e-commerce but domestic-only sales   | 2243       | 26,1                | 23,8                  | 9,3                     | 8,9                          | 0                            | 23,4  | 8,7        |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184       | 40,7                | 40,6                  | 10,3                    | 4,8                          | 0                            | 1,3   | 2,3        |


**Table 25a. Practical obstacles to B2C cross-border trade: Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic ones**

**QUESTION: Q11\_E. How important are the following obstacles to cross-border sales: Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic sales**

|  | Total N | % Very important | % Fairly important | % Fairly unimportant | % Not important at all | % Not important at all | % No interest in cross-border sales at all | % DK/NA |
|--|---------|------------------|--------------------|----------------------|------------------------|------------------------|--|---------|
|  <b>EU27</b>      | 7002    | 28,9             | 18,8               | 7,2                  | 12,3                   | 0                      | 24,4                                       | 8,3     |
| <b>EU25</b>  | 6319    | 29,6             | 18,9               | 7,6                  | 12,9                   | 0                      | 23,6                                       | 7,5     |
| <b>COUNTRY</b>   |         |                  |                    |                      |                        |                        |  |         |
|  Belgium          | 280     | 21,7             | 25,9               | 9,3                  | 5,3                    | 0                      | 31,4                                       | 6,4     |
|  Bulgaria         | 283     | 12,7             | 11,2               | 2,5                  | 3,2                    | 0                      | 60,4                                       | 9,9     |
|  Czech Rep.       | 281     | 1,9              | 3,2                | 7,9                  | 7,9                    | 0                      | 40,1                                       | 39,1    |
|  Denmark          | 151     | 5,8              | 14,8               | 19                   | 17,8                   | 0                      | 25,8                                       | 16,8    |
|  Germany          | 400     | 34,2             | 14                 | 9,2                  | 21                     | 0                      | 17,5                                       | 4,1     |
|  Estonia         | 150     | 16,2             | 11,4               | 4,4                  | 23,6                   | 0                      | 33,6                                       | 10,7    |
|  Greece         | 150     | 46,4             | 28                 | 7,3                  | 13,7                   | 0                      | 4,6  | 0       |
|  Spain          | 401     | 14,6             | 10,6               | 4,9                  | 13,9                   | 0                      | 46,6                                       | 9,5     |
|  France         | 400     | 22,3             | 20,6               | 7                    | 20,9                   | 0                      | 27,2                                       | 2       |
|  Ireland        | 281     | 45,8             | 18,5               | 3,5                  | 7,2                    | 0                      | 6  | 19      |
|  Italy          | 402     | 3,6              | 11,9               | 7,4                  | 9,7                    | 0                      | 65,2                                       | 2,2     |
|  Cyprus         | 75      | 24               | 14,2               | 2,7                  | 11,4                   | 0                      | 29   | 18,8    |
|  Latvia         | 140     | 27               | 19,7               | 18,9                 | 14,7                   | 0                      | 19,7                                       | 0       |
|  Lithuania      | 140     | 26,8             | 24,3               | 14,9                 | 3                      | 0                      | 13,6                                       | 17,3    |
|  Luxembourg     | 75      | 10,8             | 24                 | 12                   | 21,2                   | 0                      | 20   | 12      |
|  Hungary        | 286     | 7,2              | 8                  | 2,1                  | 4,2                    | 0                      | 66,9                                       | 11,5    |
|  Malta          | 75      | 29,1             | 6                  | 0,9                  | 9,2                    | 0                      | 30,3                                       | 24,5    |
|  Netherlands    | 283     | 21,7             | 17,7               | 7,2                  | 10,4                   | 0                      | 30,7                                       | 12,2    |
|  Austria        | 280     | 18,6             | 8,3                | 8                    | 16,9                   | 0                      | 40   | 8,3     |
|  Poland         | 402     | 44,1             | 25,4               | 5,3                  | 6                      | 0                      | 16   | 3,2     |
|  Portugal       | 281     | 22,8             | 21,7               | 14,1                 | 7,8                    | 0                      | 26   | 7,6     |
|  Romania        | 400     | 19,2             | 19,9               | 2,4                  | 4,1                    | 0                      | 31,5                                       | 22,9    |
|  Slovenia       | 140     | 33,2             | 29,4               | 10,7                 | 10,9                   | 0                      | 10,9                                       | 4,9     |
|  Slovakia       | 286     | 20,6             | 18,6               | 6,7                  | 7                      | 0                      | 28,2                                       | 19      |
|  Finland        | 280     | 20,7             | 31,4               | 10,9                 | 17,4                   | 0                      | 12,3                                       | 7,4     |
|  Sweden         | 280     | 40,8             | 26,2               | 8,9                  | 6,4                    | 0                      | 8,8  | 9       |
|  United Kingdom | 400     | 49,4             | 26,4               | 5,3                  | 6,5                    | 0                      | 1,4  | 11,1    |
|  Norway         | 280     | 22,2             | 13,4               | 5,3                  | 7,3                    | 0                      | 39,8                                       | 11,9    |






























**Table 25b. Practical obstacles to B2C cross-border trade: Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic ones**

**QUESTION: Q11\_E. How important are the following obstacles to cross-border sales: Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic sales**

|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 28,9                | 18,8                  | 7,2                     | 12,3                         | 0                            | 24,4  | 8,3        |
| <b>COMPANIES<br/>THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets<br>in other EU<br>countries  | 780        | 29,4                | 23,1                  | 12,4                    | 18,9                         | 0                            | 8,9   | 7,2        |
| ... are small<br>businesses   | 5932       | 28,8                | 18,2                  | 7,1                     | 12                           | 0                            | 25,4  | 8,5        |
| ... are<br>medium-sized<br>or large<br>businesses   | 1034       | 29,1                | 22,2                  | 7,9                     | 14,1                         | 0                            | 19,3  | 7,4        |
| ... do cross-<br>border sales   | 1459       | 30,8                | 22,4                  | 13,3                    | 24,6                         | 0                            | 4,3   | 4,7        |
| ... do domestic<br>sales only   | 5235       | 28,7                | 17,9                  | 5,4                     | 8,7                          | 0                            | 31,1  | 8,3        |
| ... do distance<br>cross-border<br>sales  | 1217       | 31,9                | 23,5                  | 13,5                    | 23,7                         | 0                            | 3,5   | 3,9        |
| ... do distance<br>domestic-only<br>sales   | 2794       | 33,6                | 19,1                  | 6,6                     | 9,2                          | 0                            | 22,6  | 8,9        |
| ... do e-<br>commerce and<br>cross-border<br>sales  | 1125       | 31,8                | 23,1                  | 13,3                    | 24,2                         | 0                            | 3,6   | 4          |
| ... do e-<br>commerce but<br>domestic-only<br>sales   | 2243       | 33,8                | 18,7                  | 6,6                     | 9,8                          | 0                            | 22,7  | 8,4        |
| ... say legal<br>compliance<br>costs are<br>barriers to<br>cross-border<br>sales              | 3184       | 54,5                | 30,1                  | 7                       | 5,3                          | 0                            | 1,1   | 2          |


**Table 26a. Practical obstacles to B2C cross-border trade: Potentially higher costs in ensuring an efficient cross-border after-sales service compared to a domestic one**

**QUESTION: Q11\_F. How important are the following obstacles to cross-border sales: Potentially higher costs in ensuring an efficient cross-border after-sales service compared to domestic after-sales service**

|  | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|--|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b>      | 7002       | 19,4                | 21,6                  | 10,9                    | 13,7                         | 0                            | 25  | 9,3        |
| <b>EU25</b>  | 6319       | 19,8                | 21,7                  | 11,5                    | 14,3                         | 0                            | 24,2  | 8,6        |
| <b>COUNTRY</b>   |            |                     |                       |                         |                              |                              |   |            |
|  Belgium          | 280        | 18,7                | 26,1                  | 10                      | 7,7                          | 0                            | 31,4  | 6,1        |
|  Bulgaria         | 283        | 11,6                | 9,7                   | 2,2                     | 5,5                          | 0                            | 60,4  | 10,5       |
|  Czech Rep.       | 281        | 1,7                 | 3,9                   | 7,2                     | 8,1                          | 0                            | 40,1  | 39,1       |
|  Denmark          | 151        | 3,8                 | 15,1                  | 21,9                    | 12,6                         | 0                            | 27,4  | 19,2       |
|  Germany          | 400        | 18,8                | 15,6                  | 19,5                    | 21,2                         | 0                            | 18,4  | 6,5        |
|  Estonia         | 150        | 14,7                | 10,8                  | 7,4                     | 22,1                         | 0                            | 34,4  | 10,7       |
|  Greece         | 150        | 34,8                | 34,3                  | 8,3                     | 13,7                         | 0                            | 6,8   | 2,2        |
|  Spain          | 401        | 13                  | 11,2                  | 4,6                     | 14,7                         | 0                            | 46,8  | 9,6        |
|  France         | 400        | 15,3                | 19,2                  | 7                       | 27,9                         | 0                            | 28,5  | 2          |
|  Ireland        | 281        | 38                  | 22,3                  | 4,4                     | 7,3                          | 0                            | 7,1   | 20,9       |
|  Italy          | 402        | 3,4                 | 11,4                  | 7,4                     | 10,4                         | 0                            | 65,2  | 2,2        |
|  Cyprus         | 75         | 20,1                | 13,9                  | 3,2                     | 13,3                         | 0                            | 27,7  | 21,8       |
|  Latvia         | 140        | 18,9                | 22,3                  | 22,7                    | 14,6                         | 0                            | 20,6  | 0,9        |
|  Lithuania      | 140        | 14,5                | 18,8                  | 18,3                    | 7,9                          | 0                            | 15,2  | 25,2       |
|  Luxembourg     | 75         | 8                   | 33,3                  | 12,1                    | 17,1                         | 0                            | 20  | 9,4        |
|  Hungary        | 286        | 5,3                 | 5,5                   | 2,2                     | 6,7                          | 0                            | 67,1  | 13,3       |
|  Malta          | 75         | 18,3                | 6,4                   | 0                       | 10,8                         | 0                            | 29,7  | 34,9       |
|  Netherlands    | 283        | 13,6                | 17,4                  | 13,2                    | 11,7                         | 0                            | 30,7  | 13,4       |
|  Austria        | 280        | 10,4                | 11,9                  | 9,2                     | 17,6                         | 0                            | 40,4  | 10,5       |
|  Poland         | 402        | 23,9                | 38,1                  | 12,4                    | 5,8                          | 0                            | 16,4  | 3,3        |
|  Portugal       | 281        | 22,1                | 22                    | 11,6                    | 9,5                          | 0                            | 26,5  | 8,4        |
|  Romania        | 400        | 14                  | 23,9                  | 2,3                     | 4,3                          | 0                            | 32  | 23,5       |
|  Slovenia       | 140        | 18,9                | 34,1                  | 15,4                    | 14                           | 0                            | 10,3  | 7,2        |
|  Slovakia       | 286        | 15,6                | 18,2                  | 8,6                     | 4,8                          | 0                            | 28,5  | 24,2       |
|  Finland        | 280        | 11,7                | 27                    | 15,5                    | 24,6                         | 0                            | 12,3  | 9          |
|  Sweden         | 280        | 16,8                | 36                    | 15,7                    | 10,3                         | 0                            | 8,8   | 12,4       |
|  United Kingdom | 400        | 36,4                | 33,7                  | 9,5                     | 7,1                          | 0                            | 1,9   | 11,4       |
|  Norway         | 280        | 15,9                | 17,6                  | 8                       | 5,7                          | 0                            | 40,3  | 12,3       |






























**Table 26b. Practical obstacles to B2C cross-border trade: Potentially higher costs in ensuring an efficient cross-border after-sales service compared to a domestic one**

**QUESTION: Q11\_F. How important are the following obstacles to cross-border sales: Potentially higher costs in ensuring an efficient cross-border after-sales service compared to domestic after-sales service**

|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 19,4                | 21,6                  | 10,9                    | 13,7                         | 0                            | 25  | 9,3        |
| <b>COMPANIES<br/>THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets<br>in other EU<br>countries  | 780        | 22,5                | 25,3                  | 14,5                    | 19,2                         | 0                            | 9,6   | 8,9        |
| ... are small<br>businesses   | 5932       | 19,5                | 21                    | 10,5                    | 13,5                         | 0                            | 26,1  | 9,4        |
| ... are<br>medium-sized<br>or large<br>businesses   | 1034       | 18,9                | 25,2                  | 12,7                    | 15,2                         | 0                            | 19,5  | 8,6        |
| ... do cross-<br>border sales   | 1459       | 17,4                | 23,9                  | 17,7                    | 28,1                         | 0                            | 5,7   | 7,2        |
| ... do domestic<br>sales only   | 5235       | 19,8                | 21,3                  | 8,9                     | 9,6                          | 0                            | 31,5  | 8,9        |
| ... do distance<br>cross-border<br>sales  | 1217       | 17,4                | 24,6                  | 18,3                    | 27,9                         | 0                            | 5   | 6,8        |
| ... do distance<br>domestic-only<br>sales   | 2794       | 22,9                | 22,7                  | 11                      | 10,5                         | 0                            | 23  | 9,9        |
| ... do e-<br>commerce and<br>cross-border<br>sales  | 1125       | 17,2                | 23,6                  | 18,1                    | 28,9                         | 0                            | 5,1   | 7          |
| ... do e-<br>commerce but<br>domestic-only<br>sales   | 2243       | 23,5                | 21,9                  | 10,3                    | 11,4                         | 0                            | 23,2  | 9,6        |
| ... say legal<br>compliance<br>costs are<br>barriers to<br>cross-border<br>sales              | 3184       | 37,1                | 39,3                  | 13,2                    | 6,7                          | 0                            | 1,3   | 2,4        |

**Table 27a. Practical obstacles to B2C cross-border trade: Additional costs arising from language differences**

**QUESTION: Q11\_G. How important are the following obstacles to cross-border sales: Additional costs arising from language differences**

|  | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|--|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b>      | 7002       | 14,9                | 18,6                  | 15,2                    | 18,1                         | 0                            | 24,7  | 8,6        |
| <b>EU25</b>  | 6319       | 15,4                | 18,7                  | 15,7                    | 18,7                         | 0                            | 23,7  | 7,8        |
| <b>COUNTRY</b>   |            |                     |                       |                         |                              |                              |   |            |
|  Belgium          | 280        | 18,9                | 24,9                  | 11                      | 11,5                         | 0                            | 30,2  | 3,6        |
|  Bulgaria         | 283        | 3,6                 | 8,4                   | 6,8                     | 9,2                          | 0                            | 62,5  | 9,6        |
|  Czech Rep.       | 281        | 1,8                 | 2,3                   | 7,5                     | 10,4                         | 0                            | 39,6  | 38,3       |
|  Denmark          | 151        | 3,4                 | 15                    | 20,3                    | 16,3                         | 0                            | 27  | 18         |
|  Germany          | 400        | 11,9                | 14,8                  | 25                      | 25,3                         | 0                            | 19  | 4,1        |
|  Estonia         | 150        | 4,8                 | 10,8                  | 13,1                    | 27                           | 0                            | 33,6  | 10,7       |
|  Greece         | 150        | 15,8                | 28,9                  | 18,7                    | 29,5                         | 0                            | 6,8   | 0,4        |
|  Spain          | 401        | 9,6                 | 11,1                  | 5,8                     | 18,6                         | 0                            | 45,8  | 9,1        |
|  France         | 400        | 9,7                 | 16,3                  | 14,3                    | 31,5                         | 0                            | 26,7  | 1,5        |
|  Ireland        | 281        | 28,7                | 24,3                  | 5,3                     | 14,1                         | 0                            | 8,3   | 19,2       |
|  Italy          | 402        | 2,4                 | 8,6                   | 9,2                     | 12,2                         | 0                            | 64,9  | 2,8        |
|  Cyprus         | 75         | 11,8                | 5,3                   | 3,8                     | 27,3                         | 0                            | 31,6  | 20,1       |
|  Latvia         | 140        | 12                  | 16,6                  | 28,2                    | 23,5                         | 0                            | 19,7  | 0          |
|  Lithuania      | 140        | 12,3                | 14,5                  | 22,1                    | 15,3                         | 0                            | 13,6  | 22,2       |
|  Luxembourg     | 75         | 8                   | 27,9                  | 13,3                    | 20                           | 0                            | 20  | 10,7       |
|  Hungary        | 286        | 5,6                 | 5,2                   | 1,9                     | 9,9                          | 0                            | 66,5  | 10,8       |
|  Malta          | 75         | 9,8                 | 5,9                   | 5,8                     | 23,5                         | 0                            | 30,3  | 24,7       |
|  Netherlands    | 283        | 10,1                | 12,8                  | 17                      | 17,1                         | 0                            | 29,8  | 13,2       |
|  Austria        | 280        | 7,5                 | 8,8                   | 10,7                    | 23,8                         | 0                            | 40  | 9,2        |
|  Poland         | 402        | 18,6                | 29,3                  | 19,3                    | 13,9                         | 0                            | 15,5  | 3,5        |
|  Portugal       | 281        | 14,4                | 17,6                  | 13,3                    | 14,6                         | 0                            | 27,7  | 12,5       |
|  Romania        | 400        | 9,5                 | 17,9                  | 7,6                     | 9,1                          | 0                            | 33,2  | 22,8       |
|  Slovenia       | 140        | 13,7                | 31,5                  | 24,6                    | 16,6                         | 0                            | 10,3  | 3,3        |
|  Slovakia       | 286        | 14,1                | 18,3                  | 13,3                    | 6,5                          | 0                            | 28,3  | 19,5       |
|  Finland        | 280        | 6,7                 | 21,1                  | 27,5                    | 27,8                         | 0                            | 12,5  | 4,4        |
|  Sweden         | 280        | 17,6                | 34,8                  | 18,1                    | 11,5                         | 0                            | 8,8   | 9,1        |
|  United Kingdom | 400        | 33                  | 29,5                  | 13,8                    | 10,6                         | 0                            | 1,5   | 11,7       |
|  Norway         | 280        | 5,7                 | 16,6                  | 13,8                    | 11,8                         | 0                            | 40,2  | 11,9       |

**Table 27b. Practical obstacles to B2C cross-border trade: Additional costs arising from language differences**

**QUESTION: Q11\_G. How important are the following obstacles to cross-border sales: Additional costs arising from language differences**































|   | Total<br>N | % Very<br>important | % Fairly<br>important | % Fairly<br>unimportant | % Not<br>important<br>at all | % Not<br>important<br>at all | % No<br>interest<br>in<br>cross-<br>border<br>sales at<br>all | %<br>DK/NA |
|---|------------|---------------------|-----------------------|-------------------------|------------------------------|------------------------------|---|------------|
|  <b>EU27</b> | 7002       | 14,9                | 18,6                  | 15,2                    | 18,1                         | 0                            | 24,7  | 8,6        |
| <b>COMPANIES THAT...</b>  |            |                     |                       |                         |                              |                              |   |            |
| ... have outlets in other EU countries  | 780        | 17,6                | 22,2                  | 17,6                    | 26,1                         | 0                            | 8,6   | 7,9        |
| ... are small businesses  | 5932       | 14,9                | 18,1                  | 14,8                    | 17,8                         | 0                            | 25,7  | 8,7        |
| ... are medium-sized or large businesses  | 1034       | 15                  | 21,2                  | 16,8                    | 20,2                         | 0                            | 19,3  | 7,5        |
| ... do cross-border sales   | 1459       | 12,9                | 18,4                  | 25,5                    | 33,6                         | 0                            | 4,1   | 5,6        |
| ... do domestic sales only  | 5235       | 15,7                | 18,4                  | 12,3                    | 13,8                         | 0                            | 31,5  | 8,4        |
| ... do distance cross-border sales  | 1217       | 12,8                | 19,5                  | 26                      | 33,2                         | 0                            | 3,4   | 5,1        |
| ... do distance domestic-only sales   | 2794       | 18,7                | 19                    | 14,3                    | 15,6                         | 0                            | 23,3  | 9,1        |
| ... do e-commerce and cross-border sales  | 1125       | 12,1                | 19,4                  | 25,9                    | 34                           | 0                            | 3,5   | 5          |
| ... do e-commerce but domestic-only sales   | 2243       | 19,1                | 17,9                  | 14                      | 16,8                         | 0                            | 23,5  | 8,7        |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184       | 29,4                | 33,6                  | 20,7                    | 12,6                         | 0                            | 1,5   | 2,2        |



Table 28a. If consumer laws were harmonised [...] throughout the 27 EU countries, the proportion of your cross-border sales would...

QUESTION: Q12. Do you think that the level of your cross-border sales would ...

|  | Total N | %<br>Decrease<br>a lot | %<br>Decrease<br>a little | %<br>Increase<br>a little | %<br>Increase<br>a lot | % Would<br>not<br>change | %<br>DK/NA |
|--|---------|------------------------|---------------------------|---------------------------|------------------------|--------------------------|------------|
|  <b>EU27</b>      | 7002    | 0,9                    | 2,3                       | 29,5                      | 16,2                   | 40,9                     | 10,3       |
| <b>EU25</b>  | 6319    | 0,9                    | 2,2                       | 29,9                      | 15,3                   | 42,4                     | 9,4        |
| <b>COUNTRY</b>   |         |                        |                           |                           |                        |                          |            |
|  Belgium          | 280     | 1,4                    | 10,5                      | 34,2                      | 13,3                   | 29                       | 11,5       |
|  Bulgaria         | 283     | 0                      | 0,1                       | 32,6                      | 4                      | 42,4                     | 21         |
|  Czech Rep.       | 281     | 0,2                    | 0,1                       | 28,9                      | 4,4                    | 29,9                     | 36,5       |
|  Denmark          | 151     | 4                      | 5,6                       | 29,9                      | 6,9                    | 30,8                     | 22,8       |
|  Germany          | 400     | 0,6                    | 2,1                       | 36,6                      | 9,6                    | 46,7                     | 4,4        |
|  Estonia          | 150     | 0                      | 0                         | 73,9                      | 5,6                    | 12,9                     | 7,7        |
|  Greece           | 150     | 1,3                    | 2,7                       | 38,4                      | 46,3                   | 9,1                      | 2,2        |
|  Spain            | 401     | 1,7                    | 0,9                       | 17,5                      | 17,6                   | 46,1                     | 16,2       |
|  France           | 400     | 0,5                    | 1,5                       | 27,5                      | 9,1                    | 57,5                     | 4          |
|  Ireland         | 281     | 1,3                    | 3,9                       | 32,6                      | 26,9                   | 19,6                     | 15,7       |
|  Italy          | 402     | 0,3                    | 0,9                       | 21,8                      | 7,8                    | 64,2                     | 5,1        |
|  Cyprus         | 75      | 3,2                    | 2,7                       | 15,6                      | 37,2                   | 23,7                     | 17,6       |
|  Latvia         | 140     | 0,9                    | 1,8                       | 38,1                      | 13,4                   | 42                       | 3,9        |
|  Lithuania      | 140     | 0                      | 2,2                       | 38,9                      | 9,2                    | 36                       | 13,7       |
|  Luxembourg     | 75      | 1,5                    | 13,4                      | 28,1                      | 10,8                   | 35,7                     | 10,5       |
|  Hungary        | 286     | 0                      | 0,1                       | 19,8                      | 10                     | 59                       | 11,2       |
|  Malta          | 75      | 0                      | 1,7                       | 19,9                      | 18,8                   | 37,1                     | 22,6       |
|  Netherlands    | 283     | 1,3                    | 2,7                       | 25                        | 15,1                   | 40,8                     | 15,1       |
|  Austria        | 280     | 0,7                    | 1                         | 26,5                      | 6,1                    | 55,4                     | 10,2       |
|  Poland         | 402     | 0,4                    | 1,7                       | 36,8                      | 28,1                   | 23,5                     | 9,5        |
|  Portugal       | 281     | 0                      | 1,1                       | 29,1                      | 28,4                   | 35,4                     | 5,9        |
|  Romania        | 400     | 0,5                    | 3,7                       | 20,8                      | 37,7                   | 12,2                     | 25,1       |
|  Slovenia       | 140     | 0,8                    | 0,8                       | 44,1                      | 9,6                    | 33,3                     | 11,5       |
|  Slovakia       | 286     | 0,4                    | 4,1                       | 35,1                      | 15,5                   | 27,5                     | 17,3       |
|  Finland        | 280     | 0                      | 1,5                       | 59,5                      | 17,6                   | 17,8                     | 3,6        |
|  Sweden         | 280     | 1,7                    | 2,1                       | 36,5                      | 47,8                   | 6,7                      | 5,1        |
|  United Kingdom | 400     | 1,2                    | 3,2                       | 27,3                      | 17,3                   | 39,2                     | 11,8       |
|  Norway         | 280     | 1,2                    | 1,2                       | 22,3                      | 11,3                   | 44,5                     | 19,4       |

**Table 28b. If consumer laws were harmonised [...] throughout the 27 EU countries, the proportion of your cross-border sales would...**

**QUESTION: Q12. Do you think that the level of your cross-border sales would ...**































|   | Total<br>N | %<br>Decrease<br>a lot | %<br>Decrease<br>a little | %<br>Increase<br>a little | %<br>Increase<br>a lot | %<br>Would<br>not<br>change | %<br>DK/NA |
|---|------------|------------------------|---------------------------|---------------------------|------------------------|-----------------------------|------------|
|  <b>EU27</b> | 7002       | 0,9                    | 2,3                       | 29,5                      | 16,2                   | 40,9                        | 10,3       |
| <b>COMPANIES<br/>THAT...</b>  |            |                        |                           |                           |                        |                             |            |
| ... have outlets in other<br>EU countries   | 780        | 1,3                    | 3,2                       | 35,6                      | 20,4                   | 30,5                        | 9          |
| ... are small businesses  | 5932       | 0,9                    | 2,3                       | 28,6                      | 15,6                   | 42,2                        | 10,4       |
| ... are medium-sized or<br>large businesses   | 1034       | 0,6                    | 2,1                       | 35,1                      | 19,5                   | 33,7                        | 9,1        |
| ... do cross-border sales   | 1459       | 1                      | 2,6                       | 38,4                      | 19,4                   | 34,8                        | 3,8        |
| ... do domestic sales<br>only   | 5235       | 0,8                    | 2,1                       | 27,2                      | 15,2                   | 43,2                        | 11,5       |
| ... do distance cross-<br>border sales  | 1217       | 0,8                    | 2,9                       | 38                        | 20,1                   | 34,3                        | 3,9        |
| ... do distance<br>domestic-only sales  | 2794       | 1,1                    | 2,9                       | 31,1                      | 18,3                   | 35,2                        | 11,5       |
| ... do e-commerce and<br>cross-border sales   | 1125       | 0,7                    | 2,6                       | 37                        | 20,4                   | 35,4                        | 3,9        |
| ... do e-commerce but<br>domestic-only sales  | 2243       | 1,1                    | 2,8                       | 31,2                      | 17,9                   | 36                          | 10,9       |
| ... say legal compliance<br>costs are barriers to<br>cross-border sales                       | 3184       | 0,9                    | 2,7                       | 37,5                      | 25,2                   | 28,1                        | 5,6        |


Table 29a. If consumer laws were harmonised [...] throughout the 27 EU countries, you would be interested in making cross-border sales to...

QUESTION: Q13. How many EU countries would you be interested in making cross-border sales to final consumers?

|  | Total N | % None, we have no interest in cross-border sales | % One country | % Two to three EU countries | % Four to ten EU countries | % More than ten EU countries | % DK/NA |
|--|---------|---|---------------|-----------------------------|----------------------------|------------------------------|---------|
|  <b>EU27</b>      | 7002    | 40,6  | 4,6           | 16,1                        | 12,3                       | 15,9                         | 10,5    |
| <b>EU25</b>  | 6319    | 40,6  | 4,7           | 16,1                        | 12,5                       | 16,1                         | 10      |
| <b>COUNTRY</b>   |         |   |               |                             |                            |                              |         |
|  Belgium          | 280     | 33,7  | 13,7          | 17,8                        | 7,5                        | 10,3                         | 17,1    |
|  Bulgaria         | 283     | 40,6  | 6,3           | 18,7                        | 5,4                        | 6,6                          | 22,4    |
|  Czech Rep.       | 281     | 36,7  | 3,3           | 5,7                         | 3,1                        | 8,7                          | 42,4    |
|  Denmark          | 151     | 26,6  | 5,2           | 14,5                        | 14,9                       | 13,4                         | 25,3    |
|  Germany          | 400     | 30,6  | 5,6           | 18,3                        | 18                         | 19,4                         | 8,1     |
|  Estonia          | 150     | 23,6  | 12,5          | 16,5                        | 21,4                       | 13,1                         | 12,9    |
|  Greece           | 150     | 19,6  | 3,1           | 19                          | 22,7                       | 32,6                         | 2,9     |
|  Spain          | 401     | 52,8  | 4,6           | 8,8                         | 4,3                        | 18                           | 11,5    |
|  France         | 400     | 44,5  | 4,5           | 16,2                        | 11,8                       | 19,7                         | 3,3     |
|  Ireland        | 281     | 42,9  | 5,4           | 15,8                        | 17,3                       | 14,7                         | 3,9     |
|  Italy          | 402     | 55  | 2,6           | 16                          | 3,9                        | 10,8                         | 11,7    |
|  Cyprus         | 75      | 44  | 5,9           | 14,2                        | 9,3                        | 11,2                         | 15,3    |
|  Latvia         | 140     | 27,9  | 6,7           | 22,9                        | 12                         | 12,1                         | 18,6    |
|  Lithuania      | 140     | 29,1  | 5             | 21,1                        | 11,2                       | 14,8                         | 18,8    |
|  Luxembourg     | 75      | 19  | 13,2          | 34,6                        | 12                         | 14,6                         | 6,6     |
|  Hungary        | 286     | 44,8  | 8,2           | 18,9                        | 6,2                        | 5,6                          | 16,3    |
|  Malta          | 75      | 27,8  | 1,7           | 5,6                         | 5,9                        | 33,3                         | 25,8    |
|  Netherlands    | 283     | 38,4  | 9,6           | 13,9                        | 9,5                        | 11,1                         | 17,4    |
|  Austria        | 280     | 36,3  | 5,5           | 18,1                        | 12,8                       | 8,5                          | 18,8    |
|  Poland         | 402     | 31,3  | 3,1           | 26,2                        | 19,9                       | 12,7                         | 6,8     |
|  Portugal       | 281     | 29,9  | 7,1           | 23,5                        | 9                          | 20,6                         | 10      |
|  Romania        | 400     | 40,9  | 3,2           | 15,4                        | 10,5                       | 13                           | 17      |
|  Slovenia       | 140     | 18,9  | 3,7           | 26,7                        | 17,8                       | 23,6                         | 9,3     |
|  Slovakia       | 286     | 25,3  | 7,2           | 18,1                        | 12,1                       | 18,8                         | 18,5    |
|  Finland        | 280     | 54,5  | 3,3           | 15,1                        | 9,9                        | 7,7                          | 9,6     |
|  Sweden         | 280     | 46,9  | 3,7           | 16,1                        | 15,9                       | 12,1                         | 5,1     |
|  United Kingdom | 400     | 49  | 1,8           | 11,8                        | 13                         | 17,1                         | 7,3     |
|  Norway         | 280     | 38,3  | 1,2           | 9,3                         | 6,7                        | 7,5                          | 37,1    |






























**Table 29b. If consumer laws were harmonised [...] throughout the 27 EU countries, you would be interested in making cross-border sales to...**

**QUESTION: Q13. How many EU countries would you be interested in making cross-border sales to final consumers?**

|   | Total N | % None, we have no interest in cross-border sales | % One country | % Two to three EU countries | % Four to ten EU countries | % More than ten EU countries | % DK/NA |
|---|---------|---|---------------|-----------------------------|----------------------------|------------------------------|---------|
|  <b>EU27</b> | 7002    | 40,6  | 4,6           | 16,1                        | 12,3                       | 15,9                         | 10,5    |
| <b>COMPANIES THAT...</b>  |         |   |               |                             |                            |                              |         |
| ... have outlets in other EU countries  | 780     | 20,9  | 5,5           | 15,4                        | 18,4                       | 28,7                         | 11,1    |
| ... are small businesses  | 5932    | 41,4  | 4,9           | 16,3                        | 12,2                       | 14,6                         | 10,5    |
| ... are medium-sized or large businesses  | 1034    | 36,8  | 3,2           | 14,9                        | 13,3                       | 22,1                         | 9,6     |
| ... do cross-border sales   | 1459    | 8,6   | 5,5           | 16,4                        | 22,4                       | 38,9                         | 8,2     |
| ... do domestic sales only  | 5235    | 50,9  | 4,5           | 16,5                        | 9,6                        | 8,7                          | 9,8     |
| ... do distance cross-border sales  | 1217    | 8,5   | 4,9           | 15                          | 22,7                       | 41                           | 7,9     |
| ... do distance domestic-only sales   | 2794    | 41,9  | 4,8           | 19,2                        | 13                         | 12,1                         | 9       |
| ... do e-commerce and cross-border sales  | 1125    | 8,1   | 5             | 14,1                        | 21,8                       | 42,7                         | 8,3     |
| ... do e-commerce but domestic-only sales   | 2243    | 40,6  | 4,9           | 18,9                        | 13,8                       | 12,6                         | 9,2     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 32  | 5,3           | 21,7                        | 16,6                       | 18,7                         | 5,6     |

**Table 30a. Awareness of information sources regarding consumer protection in other EU countries**

**QUESTION: Q14. Do you know where you can find relevant information about regulation on consumer protection in other EU countries?**

|  | Total N | % Yes | % Yes,<br>mentioned<br>the<br>European<br>Consumer<br>Centre<br>specifically | % No | % DK/NA |
|--|---------|-------|--|------|---------|
|  <b>EU27</b>      | 7002    | 32,2  | 1,2  | 63,8 | 2,7     |
| <b>EU25</b>  | 6319    | 32,7  | 1  | 63,7 | 2,6     |
| <b>COUNTRY</b>   |         |       |  |      |         |
|  Belgium          | 280     | 38,2  | 3  | 54,1 | 4,7     |
|  Bulgaria         | 283     | 45,8  | 0,2  | 50,4 | 3,6     |
|  Czech Rep.       | 281     | 44,2  | 0,9  | 32,8 | 22,1    |
|  Denmark          | 151     | 34,5  | 2,4  | 53,6 | 9,5     |
|  Germany          | 400     | 38,3  | 0,6  | 59,3 | 1,8     |
|  Estonia          | 150     | 29,5  | 0,1  | 70,4 | 0       |
|  Greece          | 150     | 46,8  | 0  | 53,2 | 0       |
|  Spain          | 401     | 28,3  | 1  | 66,5 | 4,2     |
|  France         | 400     | 23,3  | 1,4  | 75,4 | 0       |
|  Ireland        | 281     | 41    | 0  | 57   | 2       |
|  Italy          | 402     | 18,6  | 3,8  | 76,2 | 1,4     |
|  Cyprus         | 75      | 29,8  | 0  | 62,4 | 7,8     |
|  Latvia         | 140     | 56,8  | 0,9  | 41   | 1,3     |
|  Lithuania      | 140     | 41    | 3,3  | 49,3 | 6,4     |
|  Luxembourg     | 75      | 36,1  | 6,6  | 56   | 1,3     |
|  Hungary        | 286     | 27,6  | 3,3  | 66,6 | 2,6     |
|  Malta          | 75      | 33,4  | 6,6  | 59,9 | 0       |
|  Netherlands    | 283     | 23,4  | 2,2  | 67,4 | 7       |
|  Austria        | 280     | 50,2  | 0,4  | 44,6 | 4,8     |
|  Poland         | 402     | 33,8  | 0  | 63,5 | 2,7     |
|  Portugal       | 281     | 31,5  | 0,5  | 65,6 | 2,5     |
|  Romania        | 400     | 18,9  | 5,5  | 70,2 | 5,3     |
|  Slovenia       | 140     | 44,6  | 0  | 54   | 1,4     |
|  Slovakia       | 286     | 44,9  | 1,5  | 46,5 | 7,2     |
|  Finland        | 280     | 32,9  | 0,4  | 65,1 | 1,5     |
|  Sweden         | 280     | 16    | 0  | 82,3 | 1,6     |
|  United Kingdom | 400     | 35,3  | 0,2  | 63,4 | 1,2     |
|  Norway         | 280     | 16,2  | 0,6  | 77,2 | 6       |

**Table 30b. Awareness of information sources regarding consumer protection in other EU countries**

**QUESTION: Q14. Do you know where you can find relevant information about regulation on consumer protection in other EU countries?**


|   | Total N | % Yes | % Yes,<br>mentioned<br>the<br>European<br>Consumer<br>Centre<br>specifically | % No | % DK/NA |
|---|---------|-------|--|------|---------|
|  <b>EU27</b> | 7002    | 32,2  | 1,2  | 63,8 | 2,7     |
| <b>COMPANIES THAT...</b>  |         |       |  |      |         |
| ... have outlets in other EU countries  | 780     | 37,9  | 1,6  | 58,3 | 2,2     |
| ... are small businesses  | 5932    | 31,1  | 1,3  | 64,9 | 2,8     |
| ... are medium-sized or large businesses  | 1034    | 38,1  | 1,1  | 58,6 | 2,2     |
| ... do cross-border sales   | 1459    | 38    | 1,1  | 59,3 | 1,6     |
| ... do domestic sales only  | 5235    | 30    | 1,3  | 65,9 | 2,7     |
| ... do distance cross-border sales  | 1217    | 38,4  | 1,2  | 59,2 | 1,3     |
| ... do distance domestic-only sales   | 2794    | 35    | 1,4  | 60,9 | 2,7     |
| ... do e-commerce and cross-border sales  | 1125    | 38,9  | 1,2  | 58,5 | 1,4     |
| ... do e-commerce but domestic-only sales   | 2243    | 36,2  | 1,2  | 59,9 | 2,7     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 33    | 0,6  | 65,4 | 1,1     |

Table 31a. Level of knowledge concerning legal obligations towards consumers

QUESTION: Q15. How well are you informed about your legal obligations towards consumers arising from consumer protection legislation in your country?






























|  | Total N | % Fully informed | % Well informed | % Not well informed | % Not informed at all | % DK/NA |
|--|---------|------------------|-----------------|---------------------|-----------------------|---------|
|  <b>EU27</b>      | 7002    | 19,4             | 57,9            | 17,2                | 4,5                   | 1,1     |
| <b>EU25</b>  | 6319    | 18,7             | 58              | 17,5                | 4,7                   | 1,1     |
| <b>COUNTRY</b>   |         |                  |                 |                     |                       |         |
|  Belgium          | 280     | 20,4             | 46,6            | 18,7                | 11,6                  | 2,7     |
|  Bulgaria         | 283     | 47,9             | 45,9            | 4,8                 | 0,5                   | 0,9     |
|  Czech Rep.       | 281     | 31,2             | 56,3            | 5,9                 | 1,7                   | 4,9     |
|  Denmark          | 151     | 12,2             | 50,4            | 27                  | 7,2                   | 3,1     |
|  Germany          | 400     | 18,3             | 67,2            | 12                  | 1,6                   | 0,9     |
|  Estonia          | 150     | 36,5             | 54,5            | 8,1                 | 0                     | 0,9     |
|  Greece           | 150     | 19,8             | 59,4            | 18,7                | 2,2                   | 0       |
|  Spain            | 401     | 27,9             | 59,7            | 9,4                 | 3                     | 0       |
|  France           | 400     | 13,8             | 52,3            | 23,5                | 9,7                   | 0,7     |
|  Ireland         | 281     | 24,7             | 53,4            | 13,4                | 7,3                   | 1,1     |
|  Italy          | 402     | 7,8              | 57,7            | 31,6                | 2,1                   | 0,7     |
|  Cyprus         | 75      | 21,6             | 45,4            | 17,2                | 9,3                   | 6,4     |
|  Latvia         | 140     | 29,9             | 51,5            | 18,5                | 0                     | 0       |
|  Lithuania      | 140     | 26,6             | 48,8            | 21,3                | 2,5                   | 0,8     |
|  Luxembourg     | 75      | 18,7             | 37,1            | 20,3                | 21,2                  | 2,6     |
|  Hungary        | 286     | 34,1             | 58              | 6,5                 | 0,2                   | 1,2     |
|  Malta          | 75      | 17,5             | 58,8            | 20,2                | 2,6                   | 0,9     |
|  Netherlands    | 283     | 11,3             | 61,9            | 19,1                | 5                     | 2,7     |
|  Austria        | 280     | 31,8             | 57,5            | 9,5                 | 0,8                   | 0,4     |
|  Poland         | 402     | 9,6              | 56,6            | 27,2                | 6,1                   | 0,5     |
|  Portugal       | 281     | 18,3             | 61,1            | 19,4                | 1,2                   | 0       |
|  Romania        | 400     | 25,2             | 59              | 13,9                | 1,4                   | 0,4     |
|  Slovenia       | 140     | 15,6             | 72,7            | 10,9                | 0,8                   | 0       |
|  Slovakia       | 286     | 21,7             | 64,5            | 9,3                 | 1,6                   | 2,9     |
|  Finland        | 280     | 13,7             | 68,2            | 16,1                | 1,9                   | 0       |
|  Sweden         | 280     | 11,7             | 73,3            | 11,6                | 3,4                   | 0       |
|  United Kingdom | 400     | 21,8             | 52,5            | 17                  | 6,9                   | 1,7     |
|  Norway         | 280     | 11               | 74,9            | 10,6                | 3,1                   | 0,4     |

Table 31b. Level of knowledge concerning legal obligations towards consumers

QUESTION: Q15. How well are you informed about your legal obligations towards consumers arising from consumer protection legislation in your country?


|   | Total N | % Fully informed | % Well informed | % Not well informed | % Not informed at all | % DK/NA |
|---|---------|------------------|-----------------|---------------------|-----------------------|---------|
|  <b>EU27</b> | 7002    | 19,4             | 57,9            | 17,2                | 4,5                   | 1,1     |
| <b>COMPANIES THAT...</b>  |         |                  |                 |                     |                       |         |
| ... have outlets in other EU countries  | 780     | 22,2             | 51,2            | 20                  | 6                     | 0,5     |
| ... are small businesses  | 5932    | 18,2             | 58,9            | 17,4                | 4,5                   | 1       |
| ... are medium-sized or large businesses  | 1034    | 26,8             | 52,1            | 15,6                | 4,2                   | 1,3     |
| ... do cross-border sales   | 1459    | 18               | 58,7            | 18,1                | 4,6                   | 0,6     |
| ... do domestic sales only  | 5235    | 19,6             | 58              | 17,1                | 4,3                   | 1,1     |
| ... do distance cross-border sales  | 1217    | 18               | 59,3            | 17,5                | 4,6                   | 0,5     |
| ... do distance domestic-only sales   | 2794    | 21,7             | 57,2            | 15,5                | 4,3                   | 1,2     |
| ... do e-commerce and cross-border sales  | 1125    | 18,6             | 59              | 17,5                | 4,3                   | 0,5     |
| ... do e-commerce but domestic-only sales   | 2243    | 22,4             | 57,1            | 14,6                | 4,7                   | 1,1     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 18,4             | 59,1            | 17,8                | 4,3                   | 0,5     |



Table 32a. Experience and knowledge of ADR mechanisms

QUESTION: Q16. Have you already used Alternative Dispute Resolution (ADR) mechanisms to settle disputes with consumers?






























|  | Total N | % No, and I do not know any of those mechanisms | % No, but I know some out-of-court dispute resolution mechanism | % Yes, I have used out-of-court dispute resolution mechanism | % Yes, I regularly use those mechanisms | % DK/NA |
|--|---------|---|---|--|---|---------|
|  <b>EU27</b>      | 7002    | 30,2  | 47,6  | 16,4   | 3                                       | 2,8     |
| <b>EU25</b>  | 6319    | 29,5  | 47,9  | 16,7   | 3,1                                     | 2,8     |
| <b>COUNTRY</b>   |         |   |   |  |   |         |
|  Belgium          | 280     | 48,9  | 28,4  | 7,9  | 4,2                                     | 10,6    |
|  Bulgaria         | 283     | 9,5   | 74,9  | 10,2   | 0,9                                     | 4,6     |
|  Czech Rep.       | 281     | 24,5  | 48,8  | 14,3   | 4,3                                     | 8,1     |
|  Denmark          | 151     | 28  | 39,6  | 16,2   | 8,4                                     | 7,8     |
|  Germany          | 400     | 32,3  | 42,2  | 20,3   | 3,5                                     | 1,7     |
|  Estonia          | 150     | 52,9  | 41,2  | 5,2  | 0,8                                     | 0       |
|  Greece           | 150     | 51,3  | 32,6  | 12,5   | 3,3                                     | 0,4     |
|  Spain           | 401     | 25,9  | 52  | 16,3   | 3                                       | 2,8     |
|  France         | 400     | 33,5  | 42,6  | 19,8   | 3,4                                     | 0,6     |
|  Ireland        | 281     | 41  | 42,3  | 10,7   | 3                                       | 3       |
|  Italy          | 402     | 5,5   | 64,5  | 15,9   | 10,6                                    | 3,4     |
|  Cyprus         | 75      | 62  | 16,7  | 10,3   | 3,2                                     | 7,8     |
|  Latvia         | 140     | 12,2  | 74,6  | 12,3   | 0,9                                     | 0,1     |
|  Lithuania      | 140     | 22,9  | 59  | 15,6   | 0                                       | 2,5     |
|  Luxembourg     | 75      | 54,4  | 23,8  | 16,2   | 2,8                                     | 2,8     |
|  Hungary        | 286     | 34,2  | 56,6  | 6,6  | 0                                       | 2,5     |
|  Malta          | 75      | 5,9   | 56,5  | 21,7   | 10,4                                    | 5,4     |
|  Netherlands    | 283     | 56,6  | 26  | 10,2   | 0,9                                     | 6,2     |
|  Austria        | 280     | 13,2  | 66,1  | 15,8   | 3                                       | 2       |
|  Poland         | 402     | 33,8  | 49,1  | 14,9   | 1,5                                     | 0,7     |
|  Portugal       | 281     | 20,9  | 58,9  | 15,4   | 3,9                                     | 1       |
|  Romania        | 400     | 49,3  | 34,7  | 12,2   | 2,1                                     | 1,7     |
|  Slovenia       | 140     | 15,9  | 56,2  | 17,5   | 8,2                                     | 2,1     |
|  Slovakia       | 286     | 29,9  | 47,9  | 14,4   | 2,8                                     | 4,9     |
|  Finland        | 280     | 19,6  | 64,4  | 15   | 0,2                                     | 0,8     |
|  Sweden         | 280     | 22,5  | 49,3  | 24   | 1,9                                     | 2,3     |
|  United Kingdom | 400     | 27,2  | 50  | 17,2   | 1,4                                     | 4,2     |
|  Norway         | 280     | 21,8  | 47,9  | 23,3   | 6                                       | 0,9     |

Table 32b. Experience and knowledge of ADR mechanisms

QUESTION: Q16. Have you already used Alternative Dispute Resolution (ADR) mechanisms to settle disputes with consumers?


|   | Total N | % No, and I do not know any of those mechanisms | % No, but I know some out-of-court dispute resolution mechanism | % Yes, I have used out-of-court dispute resolution mechanism | % Yes, I regularly use those mechanisms | % DK/NA |
|---|---------|---|---|--|---|---------|
|  <b>EU27</b> | 7002    | 30,2  | 47,6  | 16,4   | 3                                       | 2,8     |
| <b>COMPANIES THAT...</b>  |         |   |   |  |   |         |
| ... have outlets in other EU countries  | 780     | 28,2  | 45  | 19   | 4,8                                     | 3       |
| ... are small businesses  | 5932    | 31,4  | 47,9  | 15,5   | 2,7                                     | 2,5     |
| ... are medium-sized or large businesses  | 1034    | 23,7  | 45,6  | 21,9   | 4,6                                     | 4,2     |
| ... do cross-border sales   | 1459    | 26,8  | 48,4  | 19,7   | 2,9                                     | 2,2     |
| ... do domestic sales only  | 5235    | 30,9  | 47,8  | 15,8   | 2,9                                     | 2,6     |
| ... do distance cross-border sales  | 1217    | 26,3  | 48,6  | 19,7   | 3,1                                     | 2,3     |
| ... do distance domestic-only sales   | 2794    | 30,2  | 45,3  | 18,9   | 2,8                                     | 2,9     |
| ... do e-commerce and cross-border sales  | 1125    | 25,3  | 49,1  | 19,9   | 3,3                                     | 2,4     |
| ... do e-commerce but domestic-only sales   | 2243    | 28,5  | 44,5  | 20,7   | 3,2                                     | 3,2     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 28,4  | 48,7  | 17,9   | 3,4                                     | 1,7     |

Table 33a. Actions taken in regard to product safety

QUESTION: Q19\_A-E. In relation to product safety, did any of the following take place at your firm in the last 12 months?

% of "Yes" shown






























|  | Total N | You received customer complaints about the safety of any of the products you sold | The safety of any of the products you were selling was checked by authorities | Any of the products you were selling were recalled or withdrawn | You, as a retailer, carried out any tests to make sure that any of the products you were selling were safe | Other action (spontaneous) |
|--|---------|---|---|---|--|----------------------------|
|  <b>EU27</b>      | 7002    | 14  | 44  | 20,6  | 44,7   | 14,7                       |
| <b>EU25</b>  | 6319    | 14  | 43  | 21,1  | 44,6   | 14,4                       |
| <b>COUNTRY</b>   |         |   |   |   |  |                            |
|  Belgium          | 280     | 25,2  | 52,5  | 38,7  | 45,9   | 27,1                       |
|  Bulgaria         | 283     | 7,9   | 40,6  | 7,3   | 30,1   | 7,7                        |
|  Czech Rep.       | 281     | 2,5   | 22,4  | 5,3   | 22,1   | 1,7                        |
|  Denmark          | 151     | 30,4  | 33,7  | 13,8  | 34,7   | 6,4                        |
|  Germany         | 400     | 15,7  | 31,4  | 26,6  | 31,7   | 13,2                       |
|  Estonia        | 150     | 7,3   | 28,2  | 12,6  | 28,2   | 61,3                       |
|  Greece         | 150     | 24  | 47,3  | 20,5  | 82,2   | 22,1                       |
|  Spain          | 401     | 13,2  | 52,2  | 16,7  | 53,9   | 14,3                       |
|  France         | 400     | 5,9   | 74  | 34,2  | 50,8   | 13,4                       |
|  Ireland        | 281     | 10,5  | 26  | 13,4  | 45,5   | 12,4                       |
|  Italy          | 402     | 15,2  | 40,3  | 21,7  | 28   | 0                          |
|  Cyprus         | 75      | 23,9  | 46,9  | 17,3  | 53,7   | 23,2                       |
|  Latvia         | 140     | 35,1  | 51,9  | 10,8  | 44,6   | 10,2                       |
|  Lithuania      | 140     | 34,5  | 54,9  | 26,5  | 31,3   | 12                         |
|  Luxembourg     | 75      | 19,9  | 73,4  | 45,3  | 56,3   | 35,8                       |
|  Hungary        | 286     | 15,3  | 57,6  | 19  | 43,7   | 1,1                        |
|  Malta          | 75      | 11,1  | 46,6  | 15,2  | 43,7   | 5                          |
|  Netherlands    | 283     | 14,7  | 44,2  | 23,2  | 36,7   | 18,2                       |
|  Austria        | 280     | 27,9  | 29,1  | 17,5  | 37,5   | 17,2                       |
|  Poland         | 402     | 7,1   | 43,6  | 10  | 50,5   | 24,7                       |
|  Portugal       | 281     | 16,4  | 47,8  | 19,6  | 40,4   | 6,9                        |
|  Romania        | 400     | 14,8  | 65,4  | 15,9  | 50   | 23,3                       |
|  Slovenia       | 140     | 15,2  | 47,9  | 17,2  | 45,3   | 15                         |
|  Slovakia       | 286     | 5   | 47,4  | 14,6  | 43,5   | 4,1                        |
|  Finland        | 280     | 20,7  | 26  | 29,9  | 34,4   | 2,4                        |
|  Sweden         | 280     | 22,5  | 55,9  | 19,5  | 38,5   | 6,2                        |
|  United Kingdom | 400     | 11,4  | 29,5  | 15  | 57,5   | 18,6                       |
|  Norway         | 280     | 16  | 34,4  | 42,3  | 46,7   | 12,1                       |

Table 33b. Actions taken in regard to product safety

QUESTION: Q19\_A-E. In relation to product safety, did any of the following take place at your firm in the last 12 months?

% of “Yes” shown


|   | Total<br>N | You<br>received<br>customer<br>complaints<br>about the<br>safety of<br>any of the<br>products<br>you sold | The safety<br>of any of<br>the<br>products<br>you were<br>selling was<br>checked<br>by<br>authorities | Any of the<br>products<br>you were<br>selling<br>were<br>recalled or<br>withdrawn | You, as a<br>retailer,<br>carried<br>out any<br>tests to<br>make<br>sure that<br>any of the<br>products<br>you were<br>selling<br>were safe | Other action<br>(spontaneous) |
|---|------------|---|---|---|---|-------------------------------|
|  <b>EU27</b> | 7002       | 14  | 44  | 20,6  | 44,7  | 14,7                          |
| <b>COMPANIES THAT...</b>  |            |   |   |   |   |                               |
| ... have outlets in other<br>EU countries   | 780        | 16,8  | 52,7  | 21,7  | 53,8  | 19,2                          |
| ... are small businesses  | 5932       | 13,4  | 43,1  | 20,4  | 43,9  | 13,8                          |
| ... are medium-sized or<br>large businesses   | 1034       | 17,6  | 49,6  | 22,6  | 48,8  | 20,2                          |
| ... do cross-border sales   | 1459       | 15,7  | 44,4  | 15,5  | 51,5  | 18,3                          |
| ... do domestic sales only  | 5235       | 13,7  | 44,2  | 22,5  | 42,5  | 13,4                          |
| ... do distance cross-<br>border sales  | 1217       | 16,3  | 44,3  | 15,3  | 53,1  | 19,1                          |
| ... do distance domestic-<br>only sales   | 2794       | 15,3  | 41,9  | 20,8  | 46,8  | 16,1                          |
| ... do e-commerce and<br>cross-border sales   | 1125       | 16,3  | 45,3  | 15,3  | 53  | 19,3                          |
| ... do e-commerce but<br>domestic-only sales  | 2243       | 15,4  | 42,2  | 21,5  | 45,7  | 15,4                          |
| ... say legal compliance<br>costs are barriers to cross-<br>border sales                      | 3184       | 15,6  | 43,5  | 24,3  | 50,6  | 18,2                          |

Table 34a. Safety of the non-food products currently marketed in [COUNTRY]

QUESTION: Q20. Considering all non-food products currently marketed in [COUNTRY], do you personally think that ...?































|  | Total N | % Essentially all products are safe | % A small number of products are unsafe, or | % A significant number of products are unsafe? | % DK/NA |
|--|---------|-------------------------------------|---|--|---------|
|  <b>EU27</b>      | 7002    | 25                                  | 55  | 15,7   | 4,3     |
| <b>EU25</b>  | 6319    | 24,1                                | 56,1  | 15,6   | 4,2     |
| <b>COUNTRY</b>   |         |                                     |   |  |         |
|  Belgium          | 280     | 34                                  | 52,7  | 5,7  | 7,6     |
|  Bulgaria         | 283     | 7,6                                 | 60,5  | 24,6   | 7,3     |
|  Czech Rep.       | 281     | 10,3                                | 60,2  | 22,1   | 7,4     |
|  Denmark          | 151     | 36,5                                | 49,5  | 6,7  | 7,3     |
|  Germany          | 400     | 15,3                                | 60,9  | 20,7   | 3,1     |
|  Estonia          | 150     | 25,5                                | 59,9  | 10   | 4,7     |
|  Greece           | 150     | 7                                   | 51,3  | 41,7   | 0       |
|  Spain            | 401     | 27,7                                | 51  | 16,7   | 4,5     |
|  France         | 400     | 31                                  | 52,1  | 15   | 1,8     |
|  Ireland        | 281     | 33,4                                | 56,8  | 5,7  | 4,1     |
|  Italy          | 402     | 10,3                                | 47,9  | 36,6   | 5,2     |
|  Cyprus         | 75      | 10,5                                | 51,9  | 20,5   | 17,1    |
|  Latvia         | 140     | 9,6                                 | 57,4  | 32,1   | 0,9     |
|  Lithuania      | 140     | 12,9                                | 66,1  | 15,5   | 5,5     |
|  Luxembourg     | 75      | 53,2                                | 32,3  | 5,3  | 9,2     |
|  Hungary        | 286     | 23,7                                | 58,6  | 11,2   | 6,5     |
|  Malta          | 75      | 37,8                                | 48,2  | 6,1  | 7,8     |
|  Netherlands    | 283     | 25,1                                | 60  | 8,2  | 6,6     |
|  Austria        | 280     | 38,4                                | 48,9  | 9,4  | 3,4     |
|  Poland         | 402     | 12                                  | 62,8  | 19,6   | 5,5     |
|  Portugal       | 281     | 31,5                                | 48,2  | 16,1   | 4,2     |
|  Romania        | 400     | 46,6                                | 33,6  | 14,5   | 5,4     |
|  Slovenia       | 140     | 61,3                                | 29,6  | 7  | 2,1     |
|  Slovakia       | 286     | 14,4                                | 54,1  | 23,3   | 8,2     |
|  Finland        | 280     | 36,8                                | 61,3  | 1,9  | 0       |
|  Sweden         | 280     | 42,6                                | 49,3  | 4,6  | 3,4     |
|  United Kingdom | 400     | 30                                  | 58,6  | 6,5  | 4,9     |
|  Norway         | 280     | 36                                  | 58,2  | 3,6  | 2,2     |

Table 34b. Safety of the non-food products currently marketed in [COUNTRY]

QUESTION: Q20. Considering all non-food products currently marketed in [COUNTRY], do you personally think that ...?

|   | Total N | % Essentially all products are safe | % A small number of products are unsafe, or | % A significant number of products are unsafe? | % DK/NA |
|---|---------|-------------------------------------|---|--|---------|
|  <b>EU27</b> | 7002    | 25                                  | 55  | 15,7   | 4,3     |
| <b>COMPANIES THAT...</b>  |         |                                     |   |  |         |
| ... have outlets in other EU countries  | 780     | 33,2                                | 50,3  | 13,9   | 2,6     |
| ... are small businesses  | 5932    | 24,2                                | 55,2  | 16,2   | 4,4     |
| ... are medium-sized or large businesses  | 1034    | 28,9                                | 54,2  | 13,1   | 3,8     |
| ... do cross-border sales   | 1459    | 28,1                                | 53,2  | 15,3   | 3,5     |
| ... do domestic sales only  | 5235    | 23,6                                | 56,4  | 16   | 4,1     |
| ... do distance cross-border sales  | 1217    | 27,7                                | 54,9  | 14,2   | 3,2     |
| ... do distance domestic-only sales   | 2794    | 23,3                                | 57,8  | 14,9   | 4       |
| ... do e-commerce and cross-border sales  | 1125    | 28                                  | 54,8  | 13,9   | 3,3     |
| ... do e-commerce but domestic-only sales   | 2243    | 23,6                                | 58,3  | 14,5   | 3,6     |
| ... say legal compliance costs are barriers to cross-border sales                             | 3184    | 24,9                                | 57,1  | 15,7   | 2,3     |

## Survey details

This Flash Eurobarometer 224 “Business attitudes towards cross-border sales and consumer protection” telephone survey was conducted on behalf of the DG SANCO: Health & Consumer Protection Directorate B - Consumer Affairs, Unit TF-1 Taskforce on Consumer Markets.

The objectives of the survey were to:

- collect policy-relevant information concerning
  - business to consumer (B2C) cross-border sales
  - business attitudes towards the development of B2C cross-border trade
  - business attitudes towards consumer protection legislation
- establish trends with the previous Flash Eurobarometer (FL186).

The current special target group Flash Eurobarometer survey was organised and managed by the Eurobarometer team of the European Commission (Directorate-General Communication, Unit A-4).

The interviews were conducted between the 30 January and the 7 February 2008 by partner institutes of The Gallup Organization Hungary / Europe:

|                |    |                       |                                      |
|----------------|----|-----------------------|--------------------------------------|
| Belgium        | BE | Gallup Europe         | (Interviews : 1/30/2008 - 2/07/2008) |
| Czech Republic | CZ | Focus Agency          | (Interviews : 1/30/2008 - 2/07/2008) |
| Denmark        | DK | Hermelin              | (Interviews : 2/01/2008 - 2/07/2008) |
| Germany        | DE | IFAK                  | (Interviews : 1/30/2008 - 2/07/2008) |
| Estonia        | EE | Saar Poll             | (Interviews : 2/04/2008 - 2/07/2008) |
| Greece         | EL | Metroanalysis         | (Interviews : 1/30/2008 - 2/07/2008) |
| Spain          | ES | Gallup Spain          | (Interviews : 1/31/2008 - 2/07/2008) |
| France         | FR | Efficiency3           | (Interviews : 1/30/2008 - 2/07/2008) |
| Ireland        | IE | Gallup UK             | (Interviews : 1/30/2008 - 2/07/2008) |
| Italy          | IT | Demoskopoea           | (Interviews : 1/30/2008 - 2/07/2008) |
| Cyprus         | CY | CYMAR                 | (Interviews : 2/01/2008 - 2/07/2008) |
| Latvia         | LV | Latvian Facts         | (Interviews : 1/30/2008 - 2/07/2008) |
| Lithuania      | LT | Baltic Survey         | (Interviews : 1/30/2008 - 2/07/2008) |
| Luxembourg     | CZ | Gallup Europe         | (Interviews : 1/30/2008 - 2/07/2008) |
| Hungary        | HU | Gallup Hungary        | (Interviews : 1/30/2008 - 2/07/2008) |
| Malta          | MT | MISCO                 | (Interviews : 1/30/2008 - 2/06/2008) |
| Netherlands    | NL | Telder                | (Interviews : 1/30/2008 - 2/07/2008) |
| Austria        | AT | Spectra               | (Interviews : 1/31/2008 - 2/07/2008) |
| Poland         | PL | Gallup Poland         | (Interviews : 1/30/2008 - 2/07/2008) |
| Portugal       | PT | Consulmark            | (Interviews : 2/01/2008 - 2/07/2008) |
| Slovenia       | SI | Cati d.o.o.           | (Interviews : 1/30/2008 - 2/07/2008) |
| Slovakia       | SK | Focus Agency          | (Interviews : 1/30/2008 - 2/07/2008) |
| Finland        | FI | Hermelin              | (Interviews : 1/31/2008 - 2/07/2008) |
| Sweden         | SE | Hermelin              | (Interviews : 1/30/2008 - 2/07/2008) |
| United Kingdom | UK | Gallup UK             | (Interviews : 1/30/2008 - 2/07/2008) |
| Bulgaria       | BG | Vitosha Research      | (Interviews : 1/30/2008 - 2/07/2008) |
| Romania        | RO | Gallup Romania        | (Interviews : 1/30/2008 - 2/07/2008) |
| Norway         | NO | Fieldwork Scandinavia | (Interviews : 1/30/2008 - 2/05/2008) |

## Representativeness of the results

The target group for this Flash Eurobarometer was defined as companies employing 10 or more people, operating in the EU's 27 Member States and in Norway.

The lists of companies qualified to be interviewed were developed Dun and Bradstreet (D&B). Where that organisations' database has a poor coverage (especially in the new Member States) the sample lists were developed by national institutes using local statistical data sources. Sampling in each country was made according to two stratification criteria: the size of the company (two categories: 10 - 249 and 250 or more employees), and its activity sector.

These target activities were:

### **G WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES, MOTORCYCLES AND PERSONAL AND HOUSEHOLD GOODS**

#### **50 Sale, maintenance and repair of motor vehicles and motorcycles/ retail sale of automotive fuel**

##### *EXCLUDE:*

- 50.2 Maintenance and repair of motor vehicles
- 50.5 Retail sale of automotive fuel

#### **52 Retail trade, except of motor vehicles and motorcycles/ repair of personal and household goods**

- 52.1 Retail sale in non-specialized stores
- 52.2 Retail sale of food, beverages and tobacco in specialized stores
- 52.3 Retail sale of pharmaceutical and medical goods, cosmetic and toilet articles
- 52.4 Other retail sale of new goods in specialized stores
- 52.5 Retail sale of second-hand goods in stores
- 52.50 Retail sale of second-hand goods in stores
- 52.6 Retail sale not in stores
- 52.61 Retail sale via mail order houses
- 52.62 Retail sale via stalls and markets
- 52.63 Other non-store retail sale
- 52.631 Retail sale on commission
- 52.7 Repair of personal and household goods
- 52.72 Repair of electrical household goods
- 52.73 Repair of watches, clocks and jewellery
- 52.74 Repair n.e.c.<sup>16</sup>

### **H HOTELS AND RESTAURANTS**

- 55.1 Hotels
- 55.2 Camping sites and other provision of short-stay accommodation

### **I TRANSPORT, STORAGE AND COMMUNICATION**

- 60 Land transport/ transport via pipelines
- 60.1 Transport via railways
- 60.2 Other land transport
- 61.1 Sea and coastal water transport
- 62 Air transport
- 62.1 Scheduled air transport
- 62.2 Non-scheduled air transport
- 60.212 Interurban scheduled road passenger transport
- 63.3 Activities of travel agencies and tour operators/ tourist assistance activities n.e.c.

##### *EXCLUDE:*

- 60.211 Urban and suburban scheduled passenger transport
- 60.22 Taxi operation
- 60.220 Taxi operation
- 60.23 Other land passenger transport
- 60.230 Other land passenger transport
- 60.24 Freight transport by road
- 60.240 Freight transport by road
- 60.3 Transport via pipelines
- 60.30 Transport via pipelines
- 60.300 Transport via pipelines
- 61 Water transport
- 61.10 Sea and coastal water transport
- 61.2 Inland water transport
- 61.20 Inland water transport
- 61.200 Inland water transport
- 62.3 Space transport
- 62.30 Space transport
- 62.300 Space transport
- 63 Supporting and auxiliary transport activities/ activities of travel agencies
- 63.1 Cargo handling and storage
- 63.11 Cargo handling
- 63.110 Cargo handling
- 63.12 Storage and warehousing
- 63.120 Storage and warehousing
- 63.2 Other supporting transport activities
- 63.21 Other supporting land transport activities
- 63.210 Other supporting land transport activities

<sup>16</sup> N.e.c. = not elsewhere classified



63.22 Other supporting water transport activities  
 63.220 Other supporting water transport activities  
 63.23 Other supporting air transport activities  
 63.230 Other supporting air transport activities  
 63.4 Activities of other transport agencies  
 63.40 Activities of other transport agencies  
 63.400 Activities of other transport agencies  
 64 Post and telecommunications  
 64.1 Post and courier activities  
 64.11 National post activities  
 64.110 National post activities  
 64.12 Courier activities other than national post activities  
 64.120 Courier activities other than national post activities  
 64.2 Telecommunications  
 64.20 Telecommunications  
 64.201 Network operation  
 64.202 Radio and television broadcast operation  
 64.203 Cable television operation

### **J FINANCIAL INTERMEDIATION**

65 Financial intermediation, except insurance and pension funding  
 65.1 Monetary intermediation  
 65.12 Other monetary intermediation  
 65.2 Other financial intermediation  
 65.21 Financial leasing  
 65.22 Other credit granting  
  
 66 Insurance and pension funding, except compulsory social security  
 66.0 Insurance and pension funding, except compulsory social security  
 66.01 Life insurance

66.011 Unit link insurance  
 66.012 Other life insurance  
 66.02 Pension funding  
 66.03 Non-life insurance  
 65.23 Other financial intermediation n.e.c.  
 65.231 Investment trust activities  
 65.232 Unit trust activities

### **EXCLUDE:**

65.11 Central banking  
 67 Activities auxiliary to financial intermediation  
 67.1 Activities auxiliary to financial intermediation, except insurance and pension funding  
 67.11 Administration of financial markets  
 67.110 Administration of financial markets  
 67.12 Security broking and fund management  
 67.120 Security broking and fund management  
 67.13 Activities auxiliary to financial intermediation n.e.c.  
 67.130 Activities auxiliary to financial intermediation n.e.c.  
 67.2 Activities auxiliary to insurance and pension funding  
 67.20 Activities auxiliary to insurance and pension funding  
 67.201 Insurance broking  
 67.202 Other activities auxiliary to insurance and pension funding

### **K REAL ESTATE, RENTING AND BUSINESS ACTIVITIES**

71.1 Renting of automobiles  
 71.4 Renting of personal and household goods n.e.c.

The categories regarding company size were defined (10-249 employees: 90%; 250+ employees: 10%), but the selection of the activity categories was made at random.

The total sample was distributed between these sampling "cells" in a way that does not follow the actual distribution of businesses within the coverage zone: larger businesses were intentionally "over-sampled" in order to get meaningful results for each sample segment.

During data processing, the sample was re-weighted according to its actual weight within the employee sizes. Thus, the total results presented are not affected by over- and under-samplings, and are representative of the total universe examined – for country as well as global estimations.

The person interviewed in each company was a top-level executive responsible for strategic decision making (typically the general manager, marketing or commercial manager of the sampled enterprises). The interviewers checked the identity of this person as well as the accuracy of the enterprise sampling characteristics, as delivered by a sample list, namely: the number of employees.

## Size of the samples

The targeted number of main interviews varied somewhat by the size of the country. In most EU countries and in Norway the target sample size was 280. In Germany, Spain, France, Italy, Poland and the UK the target main sample size was 400. In Luxembourg, Cyprus and Malta, the target number of the main interviews was 75; in other smaller countries it was 150 or 140 (Denmark, Estonia, Greece, Slovenia, Latvia and Lithuania). The table below shows the sample size achieved by country.

|                | Total Interviews |            |               |                             |
|----------------|------------------|------------|---------------|-----------------------------|
|                | Conducted        | % of Total | EU27 Weighted | EU27 % on Total ( weighted) |
| <b>Total</b>   | <b>7282</b>      | <b>100</b> | <b>7002</b>   | <b>100</b>                  |
| 1 Belgium      | 280              | 3,8        | 128           | 1,8                         |
| 2 Czech Rep.   | 281              | 3,9        | 81            | 1,2                         |
| 3 Denmark      | 151              | 2,1        | 110           | 1,6                         |
| 4 Germany      | 400              | 5,5        | 1197          | 17,1                        |
| 5 Estonia      | 150              | 2,1        | 34            | ,5                          |
| 6 Greece       | 150              | 2,1        | 70            | 1,0                         |
| 7 Spain        | 401              | 5,5        | 565           | 8,1                         |
| 8 France       | 400              | 5,5        | 824           | 11,8                        |
| 9 Ireland      | 281              | 3,9        | 71            | 1,0                         |
| 10 Italy       | 402              | 5,5        | 400           | 5,7                         |
| 11 Cyprus      | 75               | 1,0        | 19            | ,3                          |
| 12 Latvia      | 140              | 1,9        | 136           | 1,9                         |
| 13 Lithuania   | 140              | 1,9        | 72            | 1,0                         |
| 14 Luxembourg  | 75               | 1,0        | 14            | ,2                          |
| 15 Hungary     | 286              | 3,9        | 99            | 1,4                         |
| 16 Malta       | 75               | 1,0        | 10            | ,1                          |
| 17 Netherlands | 283              | 3,9        | 325           | 4,6                         |
| 18 Austria     | 280              | 3,8        | 178           | 2,5                         |
| 19 Poland      | 402              | 5,5        | 466           | 6,7                         |
| 20 Portugal    | 281              | 3,9        | 174           | 2,5                         |
| 21 Slovenia    | 140              | 1,9        | 19            | ,3                          |
| 22 Slovakia    | 286              | 3,9        | 75            | 1,1                         |
| 23 Finland     | 280              | 3,8        | 68            | 1,0                         |
| 24 Sweden      | 280              | 3,8        | 140           | 2,0                         |
| 25 UK          | 400              | 5,5        | 1281          | 18,3                        |
| 26 Bulgaria    | 283              | 3,9        | 95            | 1,4                         |
| 28 Romania     | 400              | 5,5        | 349           | 5,0                         |
| 31 Norway      | 280              | 3,8        |               |                             |

## Sampling error

The results in a survey are valid only between the limits of a statistical margin caused by the sampling process. This margin varies with three factors:

1. The sample size (or the size of the analysed part in the sample): the greater the number of the respondents is, the smaller the statistical margin will be;
2. The result in itself: the closer the result approaches 50%, the wider the statistical margin will be;
3. The desired degree of confidence: the more "strict" we are, the wider the statistical margin will be.

As an example, examine this illustrative case:

1. One question has been answered by 500 people;
2. The analysed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the following table);

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %.

Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

### STATISTICAL MARGINS DUE TO THE SAMPLING PROCESS (AT THE 95 % LEVEL OF CONFIDENCE)

Various sample sizes are in rows;

Various observed results are in columns:

|        | 5%  | 10% | 15% | 20%  | 25%  | 30%  | 35%  | 40%  | 45%  | 50%  |
|--------|-----|-----|-----|------|------|------|------|------|------|------|
| N=50   | 6,0 | 8,3 | 9,9 | 11,1 | 12,0 | 12,7 | 13,2 | 13,6 | 13,8 | 13,9 |
| N=500  | 1,9 | 2,6 | 3,1 | 3,5  | 3,8  | 4,0  | 4,2  | 4,3  | 4,4  | 4,4  |
| N=1000 | 1,4 | 1,9 | 2,2 | 2,5  | 2,7  | 2,8  | 3,0  | 3,0  | 3,1  | 3,1  |
| N=1500 | 1,1 | 1,5 | 1,8 | 2,0  | 2,2  | 2,3  | 2,4  | 2,5  | 2,5  | 2,5  |
| N=2000 | 1,0 | 1,3 | 1,6 | 1,8  | 1,9  | 2,0  | 2,1  | 2,1  | 2,2  | 2,2  |
| N=3000 | 0,8 | 1,1 | 1,3 | 1,4  | 1,5  | 1,6  | 1,7  | 1,8  | 1,8  | 1,8  |
| N=4000 | 0,7 | 0,9 | 1,1 | 1,2  | 1,3  | 1,4  | 1,5  | 1,5  | 1,5  | 1,5  |
| N=5000 | 0,6 | 0,8 | 1,0 | 1,1  | 1,2  | 1,3  | 1,3  | 1,4  | 1,4  | 1,4  |
| N=6000 | 0,6 | 0,8 | 0,9 | 1,0  | 1,1  | 1,2  | 1,2  | 1,2  | 1,3  | 1,3  |

## Questionnaires

The institutes listed above translated the questionnaire to their respective national language(s) using a centralised back-translation procedure: two initial local translations, independent back-translation and central verification of the localised questionnaires.

## Further details

For further details you may contact Gallup or The European Commission. The relevant contacts are:

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GALLUP: Gallup Europe

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Mr. Gergely HIDEG, research director

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## Questionnaire

### DEMOS / SCREENERS

D1. Let me start with a few basic questions regarding your company. How many employees do you have in your company?

- Less than 10 .....0
- 10-49.....1
- 50-249.....2
- 250-499.....3
- 500 or more .....4
- [DK/NA].....9

IF LESS THAN 10 THANK AND TERMINATE

ZIP. Can you please give us the postal code of your company (at your location)?  
(Ask in case the sample does not contain the NUTS code)

D2. Does your company sell directly to final consumers, meaning the general public?

- yes .....1
- no .....2
- [DK/NA].....9

IF NOT "YES" THANK AND TERMINATE

D4. Besides [COUNTRY], in how many EU countries do you have subsidiaries or retail outlets?

- WRITE IN: countries (0 - 26)
- [DK/NA]..... 99

D5. NOT TO BE ASKED, RECORD FROM DATABASE:  
NACE code of the main activity of company

D6. NOT TO BE ASKED, RECORD FROM DATABASE:  
NUTS region of company (NUTS 2 level)

## MAIN INTERVIEW

Q1. Do you use any of the following sales channels for retail?

(ONE ANSWER PER LINE ONLY)

- yes ..... 1
- no ..... 2
- [DK/NA] ..... 9
  
- a) e-commerce / Internet ..... 1 2 9
- b) mail order (by post) ..... 1 2 9
- c) telesales / call-centre (excluding e-commerce,  
e.g. phone sales, tv shopping) ..... 1 2 9
- d) sales through representatives visiting consumers  
in their homes .... 1 2 9
- e) direct retail sale (i.e. shops) ..... 1 2 9

ASK ALL

Q2. Besides [COUNTRY], to how many EU countries do you actively market/advertise to final consumers?

(READ OUT – ONE ANSWER ONLY)

- WRITE IN: ..... countries (0 - 26)
- [DK/NA] ..... 99

ASK IF Q1 e) = 1

Q3. Of your RETAIL SALES IN SHOPS, can you estimate the percentage of the total value of your sales which are made to consumers living in other EU countries, who are on holidays or on a shopping trip?

- .....%
- [NOT APPLICABLE - No retail sales in shops] ..... 998
- [DK/NA] ..... 999

ASK ALL

Q4. In how many EU languages are you currently prepared to carry out transactions with consumers?

(READ OUT – ONE ANSWER ONLY)

- in [COUNTRY] language only] ..... 01
- WRITE IN: ..... languages (02 -98)
- [DK/NA] ..... 99

## I CROSS-BORDER SALES

Q5. In our definition, a cross-border sale is a sale by phone, post or e-commerce or by a home visit to a final consumer (i.e. general public) resident in a different country of the European Union from the country of the seller. The origin of the products sold is not relevant. What matters is that the final customer is resident in a different country of the EU from the seller when the transaction takes place. Sales in shops to people from another EU country, who are on holidays or on a shopping trip do not qualify as a cross-border sale.

. To how many EU countries do you currently make cross-border sales to final consumers?

(READ OUT – ONE ANSWER ONLY)

- I sell only to consumers in [COUNTRY] ..... 00
- WRITE IN: ..... countries (01 - 26)
- [DK/NA] ..... 99

IF Q5&lt;&gt;0

D3. Which of the following product categories is the largest in your cross-border sales?

- Cars, motor vehicles and parts.....01
- Furniture, decoration.....02
- Household appliances.....03
- Electronic goods .....04
- Books and audiovisual material.....05
- Clothing and accessories.....06
- Health and beauty products .....07
- Food and drink.....08
- Other product categories .....09
- None of the above .....10
- Does not sell any of the above.....11
- [DK/NA].....99

ROTATE Q6-Q8

ASK IF Q1 a) = 1 &amp; (ANSWER IN Q5 IS BETWEEN 01-26).

Q6. Of the total value of your E-COMMERCE/INTERNET SALES, can you estimate the percentage to consumers living in other EU countries?

- .....%
- NOT APPLICABLE - No internet sales ..... 998
- [DK/NA]..... 999

ASK IF Q1 b) OR c) = 1 &amp; (ANSWER IN Q5 IS BETWEEN 01-26)

Q7. Of the total value of your MAIL ORDER SALES or TELEPHONE SALES, can you estimate the percentage made to consumers living in other EU countries?

- .....%
- [NOT APPLICABLE - No mail order or telesales]. 998
- [DK/NA]..... 999

ASK IF Q1 d) = 1 &amp; (ANSWER IN Q5 IS BETWEEN 01-26)

Q8. Of the total value of your sales made BY YOUR REPRESENTATIVES visiting consumers in their homes, can you estimate the percentage made by your representatives visiting consumers in other EU countries?

- .....%
- [NOT APPLICABLE - No sales by representatives] 998
- [DK/NA]..... 999

ASK IF Q1 a) OR b) OR c) OR d) = 1 &amp; (ANSWER IN Q5 BETWEEN 01-26) .

Q9. Now, summing up, can you estimate what percentage of your total sales to final consumers by phone, post, e-commerce and home-visit are cross-border sales to EU countries?

- .....%
- [NOT APPLICABLE - No remote sales to consumers located in a different country] ..... 998
- [DK/NA]..... 999



II. OBSTACLES TO B2C CROSS-BORDER SALES

Q10.

[IF Q5=0 READ

You previously stated that you sell to [NATIONAL] consumers only. I would now ask your opinion on problems you, as an entrepreneur, might face when marketing or selling cross-border.

[IF ANSWER IN Q5 BETWEEN 01-26 READ:]

On the basis of your experience in selling or marketing cross-border I would like to know your opinion on the importance of some legal differences concerning consumer protection in the EU.

[ASK ALL]

If you market to consumers living in other EU countries by phone, post, e-commerce or home visit, you have to comply with certain legal provisions regulating consumer transactions of the consumer's country. These provisions may differ from [NATIONAL] laws and may trigger extra compliance costs, including costs of acquiring relevant legal advice, changing marketing material or contracts, or in the event of non-compliance, possible litigation costs.

I will now present some of these legal differences. How important do you think these are as an obstacle to cross-border sales? In order to avoid misunderstanding, I will provide short explanations for each of the factors.

(READ OUT – ONE ANSWER PER ITEM ONLY – ROTATE A-G)

- Very important obstacle .....1
- Fairly important obstacle .....2
- Not an important obstacle .....3
- Not at all an obstacle .....4
- [No interest in cross-border sales at all] .....8
- [DK/NA].....9

A – Differences in length of cooling-off periods ..... 1 2 3 4 8 9

When selling goods to consumers by phone, post, e-commerce or in the home, the consumer is entitled to change his mind and withdraw from the contract within a certain time. Consumers from some countries have a longer time to return the goods to you than from others ranging from seven (7) working days to fourteen (14) calendar days.

B – Differences in information to be provided to the consumer ..... 1 2 3 4 8 9

When selling to consumers by phone, post, e-commerce or in the home, you have to provide the consumer with certain information prior to or at the time of the conclusion of the contract. The content, (e.g. always providing your address) the timing and the format of the information may need to be changed by you according to the country of the consumer.

C – Differences in case of failure to provide information ..... 1 2 3 4 8 9

The consequences you face for failing to comply with information requirements are regulated differently across the EU. In some countries the consumer may have contractual remedies (e.g. they may be entitled to terminate the contract with you), whereas consumers from other EU countries may have no such rights

- D – Differences in the way consumers may exercise their right of withdrawal ..... 1 2 3 4 8 9  
In some countries, consumers may choose the way to notify you (e.g. by sending an email or simply by returning the good), whereas in others they are obliged to use a certain procedure such as registered mail.
- E – Differences in the treatment of costs of return ..... 1 2 3 4 8 9  
Depending on the country, you are permitted to require consumers to pay some charges in the event of cancellation (e.g. the cost of returning the goods), whereas in others you are not.
- F – Differences in the definition of delivery ..... 1 2 3 4 8 9  
Depending on the country, the good is considered to have been delivered to consumers at different moments (e.g. when the goods are physically handed over to the consumer or when they are put at his disposal at your place of business). These differences may have consequences for you in determining who bears responsibility for deterioration or damage to the goods.
- G – Differences between Member States in their legislation regarding goods not in conformity with the consumer contract ..... 1 2 3 4 8 9  
For example, consumers in some EU countries have more time than in others to demand that you either repair, replace or reduce the price of a good not in conformity.

Q11.

[IF Q5=0 READ

I would now like to ask your opinion on other obstacles that you, as an entrepreneur, might face when marketing or selling cross-border in the EU.

[IF ANSWER IN Q5 BETWEEN 01-26 READ:]

On the basis of your experience in selling or marketing cross-border I would like to know your opinion on the importance of some other practical obstacles

Please tell me how important are the following obstacles to cross-border sales.

(READ OUT – ONE ANSWER PER LINE ONLY)

- Very important ..... 1
- Fairly important ..... 2
- Fairly unimportant ..... 3
- Not important at all ..... 4
- [No interest in cross-border sales at all] .. 8
- [DK/NA] ..... 9
  
- a) Additional costs of compliance with different national fiscal regulations (VAT rules, etc.) ..... 1 2 3 4 8 9
- b) Additional costs of compliance with different national laws regulating consumer transactions ..... 1 2 3 4 8 9
- c) Higher costs of cross-border delivery compared to domestic delivery ..... 1 2 3 4 8 9
- d) Potentially higher cost involved in resolving complaints and conflicts cross-border compared to domestically ..... 1 2 3 4 8 9
- e) Potentially higher costs due to the risk of fraud and non-payments in cross-border sales compared to domestic sales ..... 1 2 3 4 8 9
- f) Potentially higher costs in ensuring an efficient cross-border after-sales service compared to domestic after-sales service ..... 1 2 3 4 8 9
- g) Additional costs arising from language differences ..... 1 2 3 4 8 9

### III. MEASURES TO FACILITATE B2C CROSS-BORDER TRADE

Q12 If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU do you think that the level of your cross-border sales would ...

(READ OUT – ONE ANSWER ONLY)

- Increase a lot ..... 4
- Increase a little ..... 3
- Decrease a little ..... 2
- Decrease a lot ..... 1
- [Would not change] ..... 8
- [DK/NA] ..... 9

Q13 If the provisions of the laws regulating transactions with consumers were the same throughout the 27 member states of the EU to how many EU countries would you be interested in making cross-border sales to final consumers?

(READ OUT – ONE ANSWER ONLY)

- none, we have no interest in cross-border sales .... 1
- one country ..... 2
- two to three EU countries ..... 3
- four to ten EU countries ..... 4
- more than ten EU countries ..... 5
- [DK/NA] ..... 9

Q14 Do you know where you can find relevant information about regulation on consumer protection in other EU countries?

(READ OUT – ONE ANSWER ONLY)

- yes ..... 1
- [Yes, mentioned the European Consumer Centre specifically] ..... 2
- no ..... 3
- [DK/NA] ..... 9

Q15 Changing the subject a little, I have four more short questions on your opinions about domestic consumer protection issues, before we finish the interview.

How well are you informed about your legal obligations towards consumers arising from consumer protection legislation in your country?

(READ OUT - ONE ANSWER ONLY)

- Fully informed ..... 1
- Well informed ..... 2
- Not well informed or ..... 3
- Not informed at all? ..... 4
- [DK/NA] ..... 9

Q16 I will ask you now about disputes with consumers in [COUNTRY], and regardless of whether it is a cross-border or a normal sales situation. Have you already used Alternative Dispute Resolution (ADR) mechanisms (i.e. arbitrators, ombudsmen, conciliation bodies, other out-of-court dispute resolution bodies) to settle disputes with consumers?

(READ OUT – ONE ANSWER ONLY)

- No, and I do not know any of those mechanisms ..... 1
- No, but I know some out-of-court dispute resolution mechanism ..... 2
- Yes, I have used out-of-court dispute resolution mechanism ..... 3
- Yes, I regularly use those mechanisms ..... 4
- [DK/NA] ..... 9

Q19. In relation to product safety, did any of the following take place at your firm in the last 12 months?

Please do not consider food products this time.

- yes ..... 1
- no ..... 2
- [DK/NA] ..... 9

- a) You received customer complaints about the safety of any of the products you sold ..... 1 2 9
- b) The safety of any of the products you were selling was checked by authorities ..... 1 2 9
- c) Any of the products you were selling were recalled or withdrawn ..... 1 2 9
- d) You, as a retailer, carried out any tests to make sure that any of the products you were selling were safe ..... 1 2 9
- e) Other action (spontaneous) ..... 1 2 9

Q20. Considering all non-food products currently marketed in [COUNTRY], do you personally think that ...?

- essentially all products are safe, ..... 1
- a small number of products are unsafe, or ..... 2
- a significant number of products are unsafe? ..... 3
- [DK/NA] ..... 9