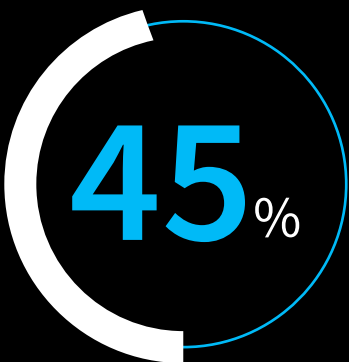


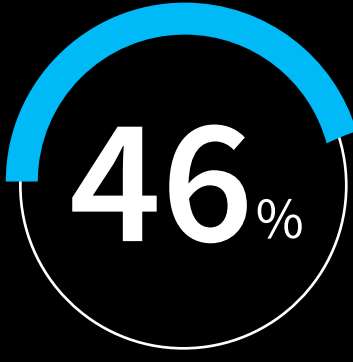
Global Online Shopping Survey 2025

1. What consumers are saying:

Consumers have a good awareness of the potential dangers of shopping online



Worry about buying fakes as gifts



Are concerned about using their credit card online



Why?



Stolen personal details

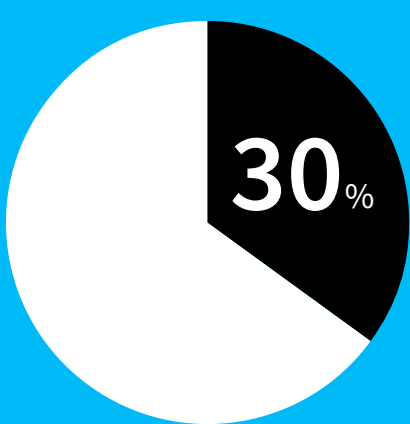


Identity theft

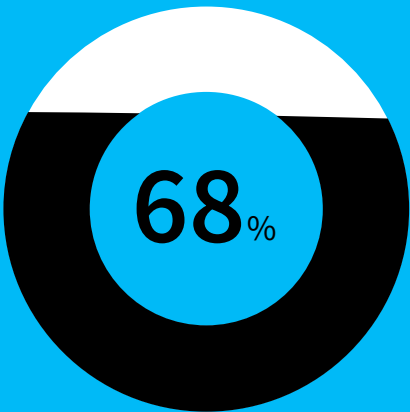


Losing money

2. But shoppers are still being conned by counterfeiters

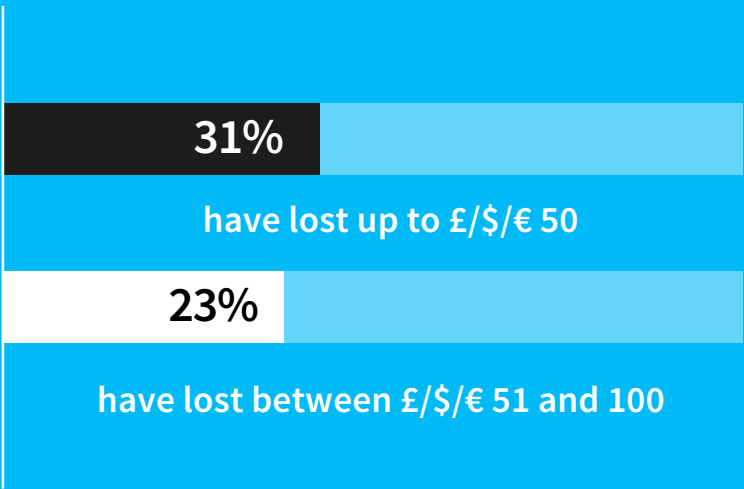


30% have been duped into buying counterfeit products

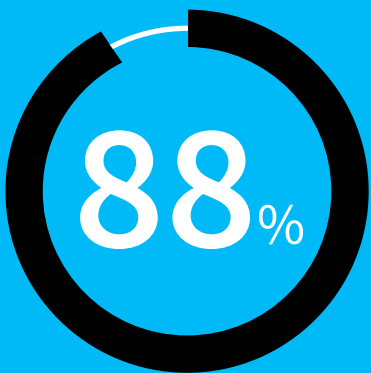


and of those purchases 68% have been gifts

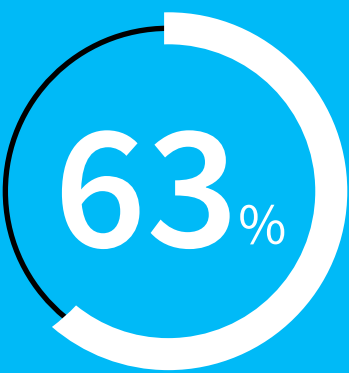
3. Money has been lost on fakes



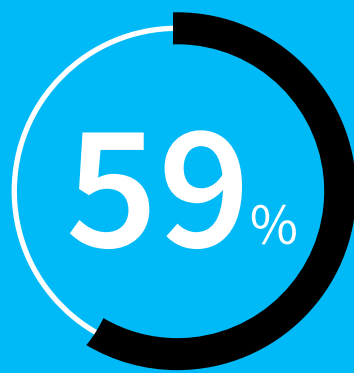
4. These fakes have been purchased via ‘trusted’ channels



Online marketplaces 88% confidence rating



Links in search results 63% confidence rating



Smartphone apps 59% confidence rating



88%

of consumers feel brands should be doing more to protect them