

Global Online Shopping Report



Online shopping is on the rise with **52%** of consumers shopped more online in 2016 than they did the year before

CONSUMERS ARE STILL BEING DUPED BY COUNTERFEITERS

23% have unwillingly bought a fake product online, such as



They discovered it was a counterfeit because



Poor quality



Incorrect logo



It broke easily



And when they discovered it was a fake they



Did nothing **32%**



Complained to the company that sold it to them **29%**



Asked the genuine brand for advice on what to do **10%**

THE CONSEQUENCES OF COUNTERFEIT GOODS ARE FAR-REACHING

51% are worried about buying a fake online

85% of consumers think brands should be doing more to protect them online



78% are still concerned about shopping online, particularly around the safety of their personal details and bank cards

AND REASSURINGLY



While **18%** said they had intentionally bought a fake



74% wouldn't willingly buy a counterfeit product in the future

