

Level Playing Field - Foreign Online Marketplaces And Public Safety Risks

Key Results From Nordic Consumer Survey

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Content

1 Current Situation Of Non-Compliant Product Imports Into Europe - Key Take Aways

- 1.1 Non-Compliant Products Flowing Into The European Market
- 1.2 Foreign Online Marketplaces Attract Consumers Across All Demographics
- 1.3 Low Awareness Of Consumer Liability And Lack Of Consumer Rights When Shopping From Foreign Online Marketplaces

2 Methodology

- 2.1 About The Study
- 2.2 Definitions

3 Results Nordic Consumer Survey

- 3.1 Shopping From Foreign Online Marketplaces
- 3.2 Consumers Unaware Of Potential Risks
- 3.3 Dropshipping

1 | Current Situation Of Non-Compliant Product Imports Into Europe - Key Take Aways

1.1 Non-Compliant Products Flowing Into The European Market

The growth of foreign online marketplaces has resulted in a steep inflow of non-compliant products to the European market.

Foreign online marketplaces such as Shein, Temu, and Amazon and dropshipping platforms are not classified as economic operators and are exempt from EU product safety and environmental regulations.

The responsibility for ensuring compliance falls on the consumer, making them the responsible importer.

As a result, consumers are increasingly exposed to hazardous or low-quality goods that would not normally be allowed if sold by European retailers.

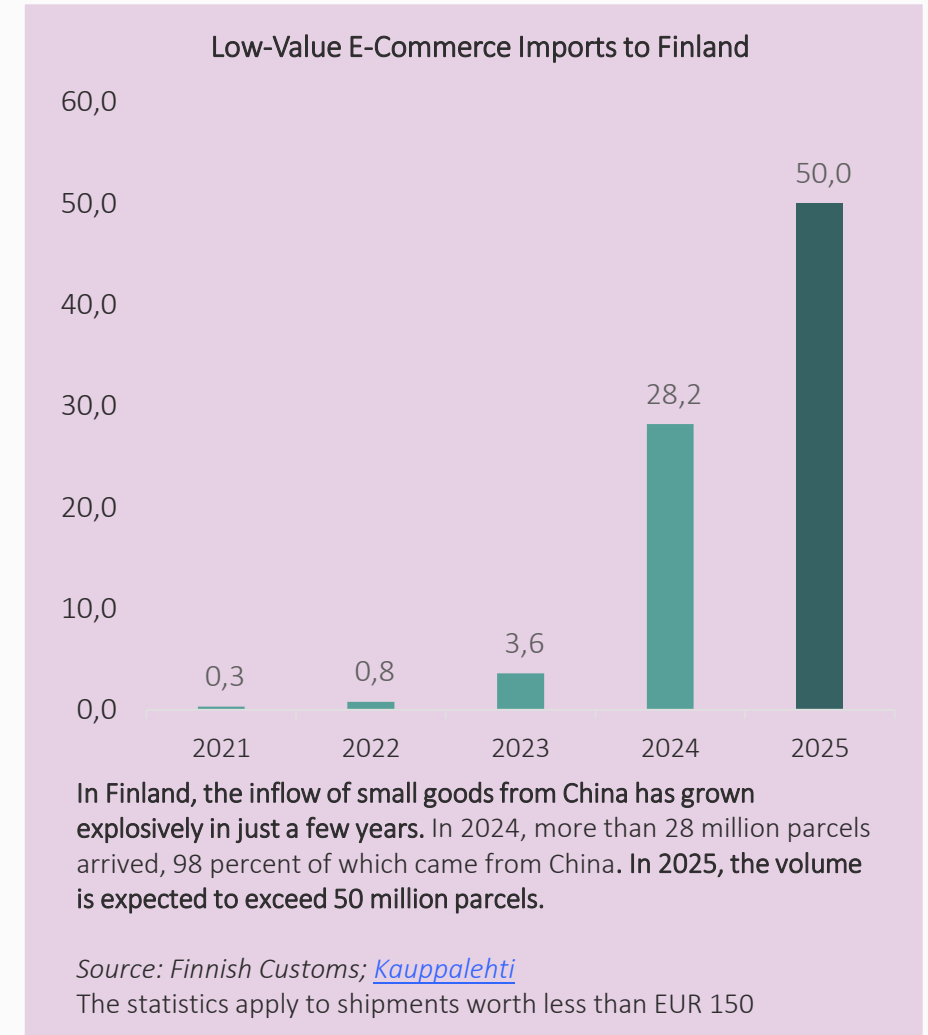
Unsafe Products Appear Frequently on Marketplaces

Multiple tests conducted by the Danish Consumer Council, Toy Industries of Europe and the Swedish Chemicals Agency show that products from these marketplaces contain chemicals that pose health risks to consumers.

In 2025 the Danish Consumer Council tested 26 waterproof jackets for PFAS. Of the 17 jackets purchased from foreign online marketplaces, 75 percent contained PFAS, and 70 percent contained substances that are currently illegal in the EU.

In 2024, Toy Industries of Europe (TIE) purchased over 100 toys from 10 different online marketplaces. Tests revealed that 80% of the toys sold by these third-party traders failed to meet EU safety standards.

Similarly, in 2024 the Swedish Chemicals Agency found that 62 percent of the products from foreign online marketplaces were non-compliant with EU-regulations.



1.2 Foreign Online Marketplaces Attract Consumers Across All Demographics

Shopping from foreign marketplaces is common across all consumer groups

- 7 out of 10 Nordic consumers have shopped on foreign online marketplaces. Out of those who say they have shopped there, 65 percent shop at least once a quarter.
- Shopping on platforms like Shein, Temu, or Amazon is not limited to any specific age, gender, or income group, consumers from all backgrounds use these foreign online marketplaces.
- Younger consumers (age 15-29) generally shop more frequently than the average consumer.
- While all age groups cite *price* and a *large assortment* as the main shopping drivers, younger generations also cite *high quality* and *trendy products* to a greater extent.
- Almost 1 in 3 consumers who currently shop or would consider shopping on foreign online marketplaces plan to increase their consumption in the next three months. A larger share of frequent shoppers (who shop at least once a quarter) plan to increase their shopping.
- Consumers aged 15–29 both shop most frequently from foreign online marketplaces and are also the age group least aware of product related health risks associated with shopping from foreign online marketplaces. e products.

Widespread defects and quality issues when shopping from Temu, Shein, Amazon and dropshipping platforms

- Over 60 percent of those who have shopped from Temu, Shein or Amazon have experienced problems. 32 percent report that the product quality was poor compared to description, 17 percent never received their item, and 10 percent felt the item was unsafe.
- More than 70 percent of those who have shopped from dropshipping platforms have experienced problems when shopping on dropshipping sites, 20 percent report not receiving their product and 13 percent thought the item felt unsafe.
- Almost 20 percent of consumers report experiencing a scam when shopping on websites that appeared to be well-known webshops but turned out to be fraudulent. Younger consumers aged 15–29 are affected to a greater extent, with 30 percent reporting that they have been scammed.

1.3 Low Awareness Of Consumer Liability And Lack Of Consumer Rights When Shopping From Foreign Online Marketplaces

Consumers are unaware that they are considered direct importers when shopping from foreign online marketplaces and dropshipping platforms

- 9 out of 10 are unaware that they are considered direct importers i.e. that they buy at their own risk when purchasing from foreign online platforms.
- Half of all respondents say that they would reduce or stop shopping from foreign online marketplaces if informed about potential risks. Among younger consumers age 15-29 the number is even higher, 65 percent say that they would reduce their shopping if informed by the risks.

1 in 4 respondents are open to buy counterfeit products

- Overall, there is a relatively high willingness to buy counterfeit products, with 24 percent of all respondents say they would consider purchasing them if available at a lower price. This is particularly true for younger consumers, where 33 percent are open to buying counterfeit goods.

2.1 Methodology

2.1 Methodology

This survey has been performed by HUI Research on behalf of the Finnish Commerce Federation, the Federation of Norwegian Enterprise, the Danish Chamber of Commerce and Swedish Commerce.

The purpose of the survey is to gain insight into consumer habits, attitudes, and experiences related to online shopping, in particular foreign online marketplaces and dropshipping.

Nordic consumer survey

- Total respondents: 1000 representative national sample
- Age: 15-25 (18%), 30-49 (36%), 50-64 (23%), 65+ (23%)
- Gender: 50% men and 50% women
- Regions: Sweden, Norway, Denmark, Finland
- Survey period: 1 september – 5 september 2025



2.2 Definitions

Frequent shoppers: Consumer that shop from Temu, Shein or Amazon at least one a quarter.

Foreign online marketplaces (such as Temu, Shein or Amazon): Digital platforms where consumers buy products directly from different sellers or manufacturers making the consumer direct importer. These marketplaces not considered economic operators in the EU and therefore are not required to comply with current product safety and sustainability legislation.

Dropshipping: Purchases made through an apparent Nordic website, where the item is shipped directly from a non-EU country, such as China or Hong Kong. Dropshipping platforms are not classified as economic operators in the EU and are therefore not required to comply with EU product safety or sustainability regulations.

Income levels: Since the income levels vary in each country they have been adapted to local levels i.e.:

Sweden: Less than 1,800 EUR; 1,800 – 3,599 EUR; 3,600 – 5,399 EUR; 5,400 EUR or more

Norway: Less than 1,700 EUR; 1,700 - 3,399 EUR; 3,400 - 5,099 EUR; 5,100 EUR or more

Denmark: Less than 3,300 EUR; 3,300 - 5,999 EUR; 6,000 - 8,699 EUR; 8,700 EUR or more

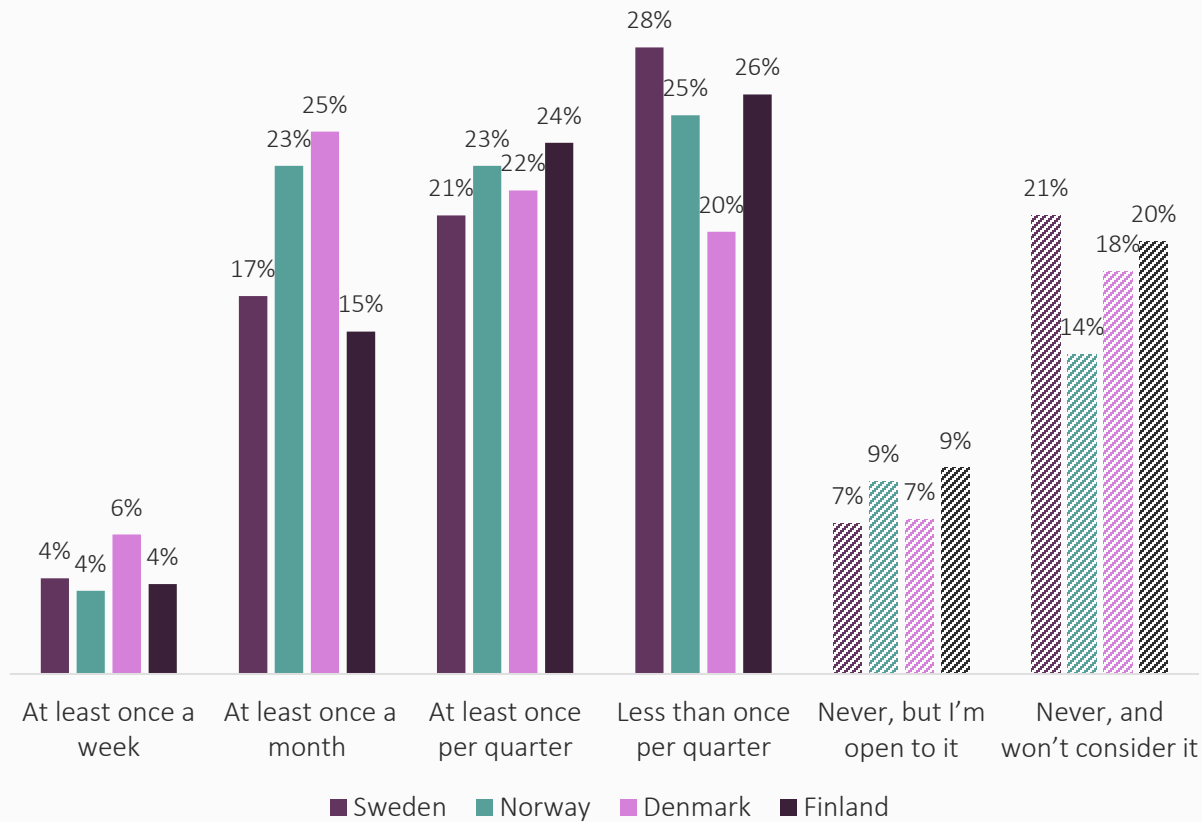
Finland: Less than 1,800 EUR; 1,800 – 3,599 EUR; 3,600 – 5,399 EUR; 5,400 EUR or more

3 | Results from Nordic Consumer Survey

3.1 Shopping From Foreign Online Marketplaces

7 Out Of 10 Consumers Shop At Foreign Online Marketplaces

How often do you shop from foreign online marketplaces such as Temu, Shein or Amazon

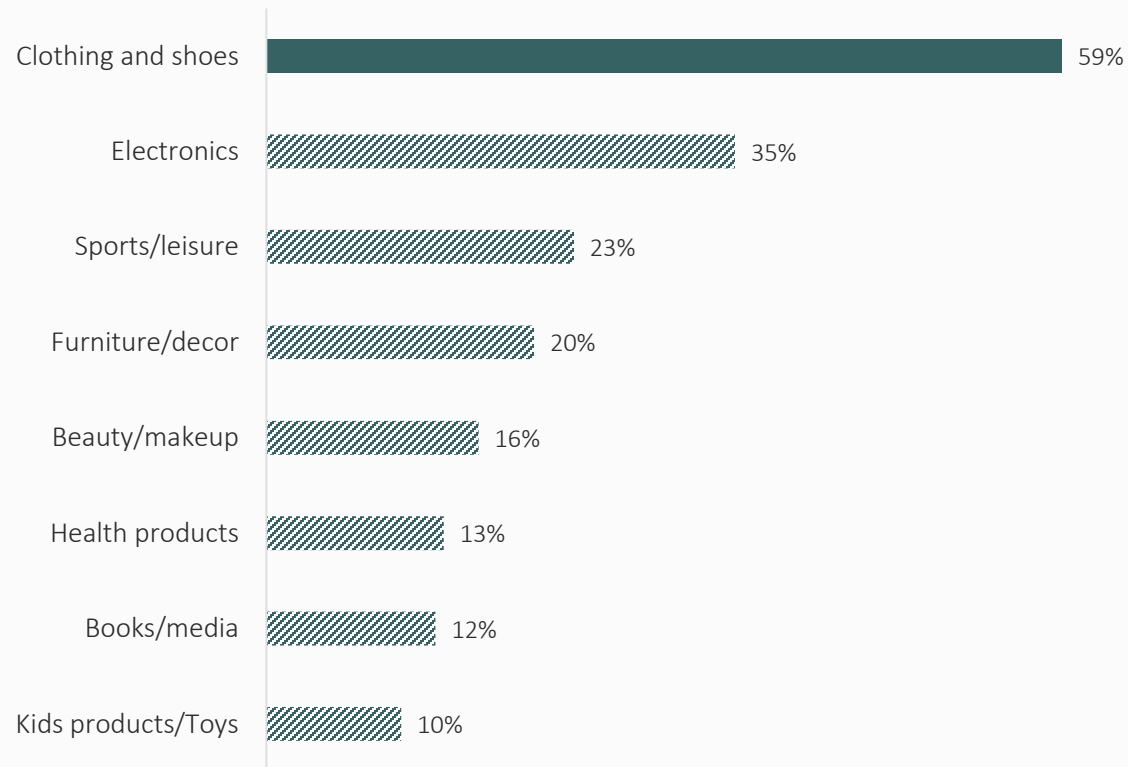


- On average **7 out of 10** Nordic consumers have **shopped** from foreign online marketplaces such as Temu, Shein and Amazon. Of those consumers, **65 percent** shop **regularly** (at least once per quarter)

- Consumers across **all ages, genders and income levels** shop, however 15–29-year-olds shop more frequently than other age groups

Nordic Consumers Primarily Shop Clothing And Shoes From Temu, Shein And Amazon

What types of products have you bought from foreign online marketplaces such as Shein, Temu or Amazon in the past 6 months?



- 6 out of 10 consumers who shop at Temu, Shein, or Amazon have purchased **clothing and/or shoes** within the last 6 months

- In addition to **clothing, electronics, sports/leisure, and furniture** are also popular categories among Nordic consumers

- Norwegians stand out, with 29 percent purchasing sports and leisure products, compared to an average of 20 percent in the other Nordic countries

Low Prices And Large Selection Of Products Are Main Shopping Drivers

What are your main reasons for shopping from foreign online marketplaces such as Temu, Shein or Amazon?



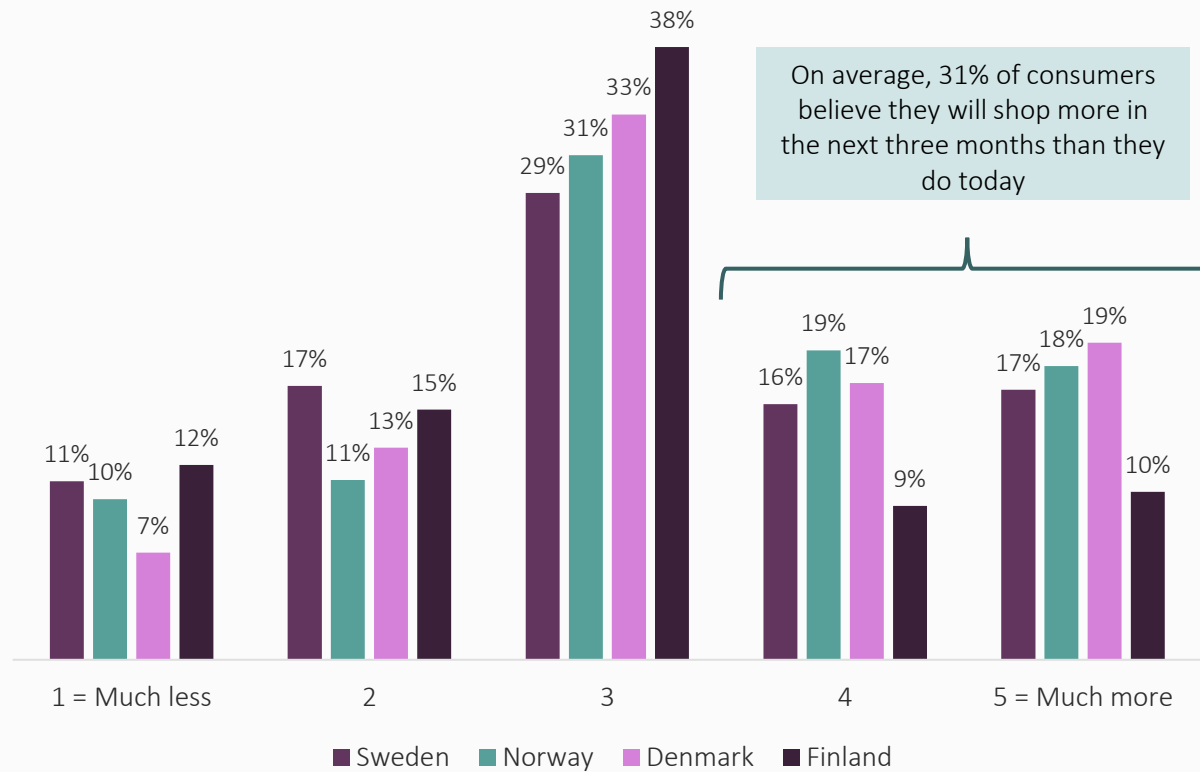
- A large majority cite **price** as the main reason for shopping from foreign online marketplaces (76%)
- However, aspects relating to a wide assortment "**large selection of products**" and a positive consumer experience like "**easy ordering**" is also widely cited across all countries
- Additionally, approximately 1 in 4 15–29-year-olds cite trendy products and high quality as main shopping reasons

- 1 in 3 of Finnish consumers state a lack of similar products in local stores, highlighting a stronger availability gap than in other Nordic countries

Base: Respondents who have shopped on Temu/Shein/Amazon (top 9 reasons shown) n = 2932 (SE = 734, NO = 757, DK = 738, FI = 703)

1 In 3 Plan To Shop More In The Next Three Months

To what extent do you believe you will shop from foreign online marketplaces such as Shein, Temu or Amazon three months from now, compared to today?



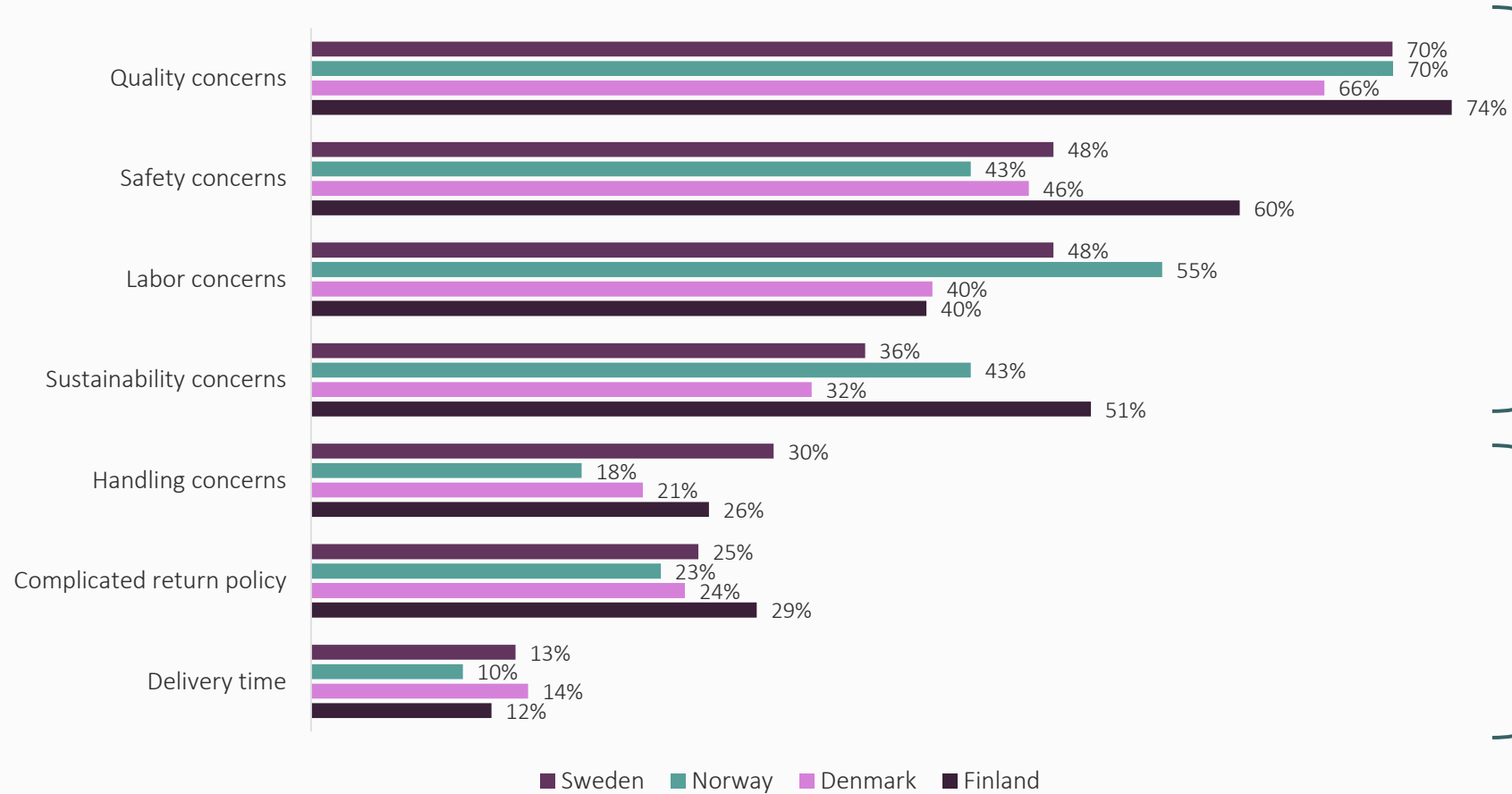
- **Gen Z and Millennials (ages 15–49)** believe they will shop more than older generations (50+) in the next three months
- **6 out of 10 consumers** who shop at least once a week believe they will shop more in the next three months, compared to the average consumer where 3 out of 10 plan to increase their purchases

- Less than 20 percent of Finnish consumers plan to shop more in the next three months, compared to an average of 31 percent across all Nordic countries

Base: Respondents who have shopped or are open to shopping on Temu/Shein/Amazon (excluding the answer "Don't know") n = 3256 (SE = 805, NO = 845, DK = 809, FI = 797)

Quality And Safety Concerns Main Deterrent For Non-Shoppers

Why haven't you shopped from foreign online marketplaces such as Temu, Shein or Amazon?

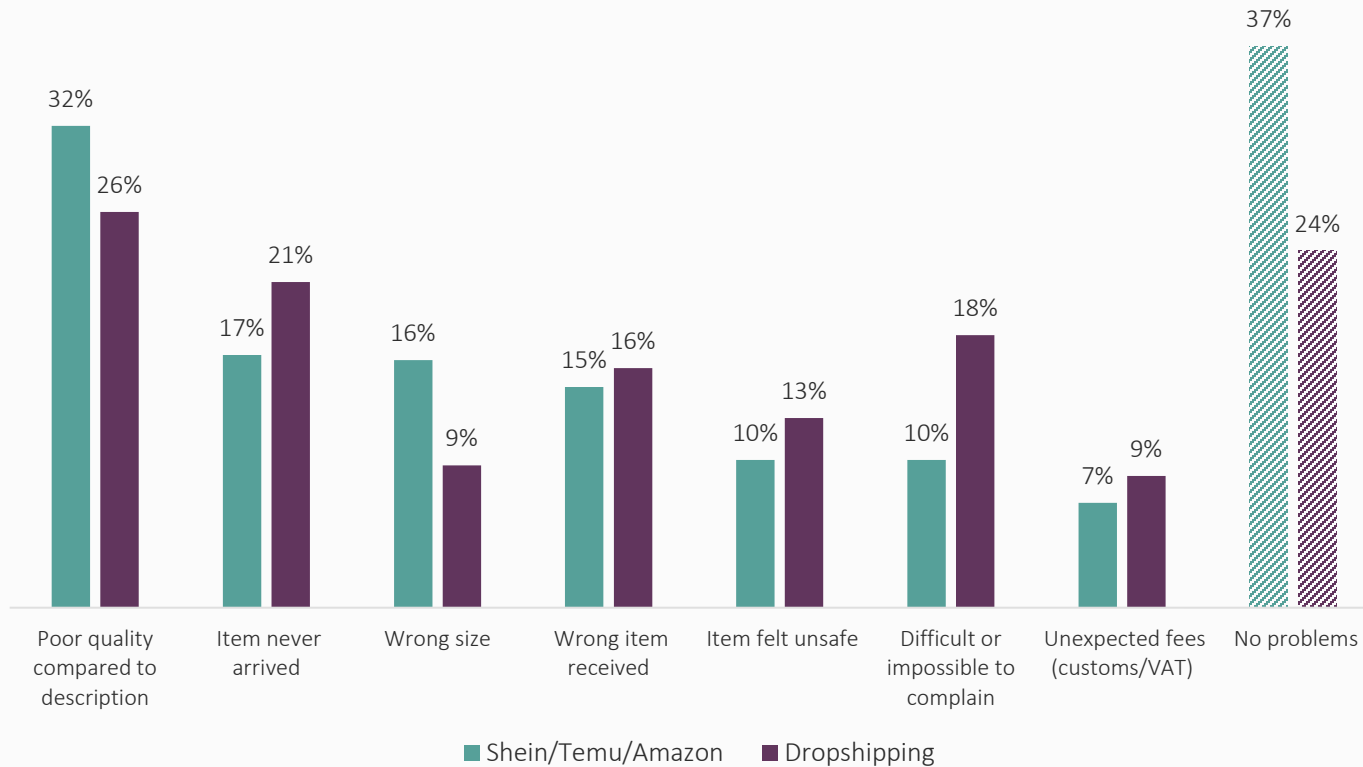


Respondents who don't shop on Temu, Shein and Amazon list **Quality, Safety, Labor, Sustainability concerns** as the most important factors for not doing so

The second most important factors are related to the **customer journey and consumer protection**, including handling concerns, return policy, and delivery time.

Majority of Consumers Have Experienced Issues When Shopping on Temu/Shein/Amazon and Dropshipping Platforms

Have you ever experienced any problems when shopping from dropshipping platforms/Shein, Temu or Amazon?



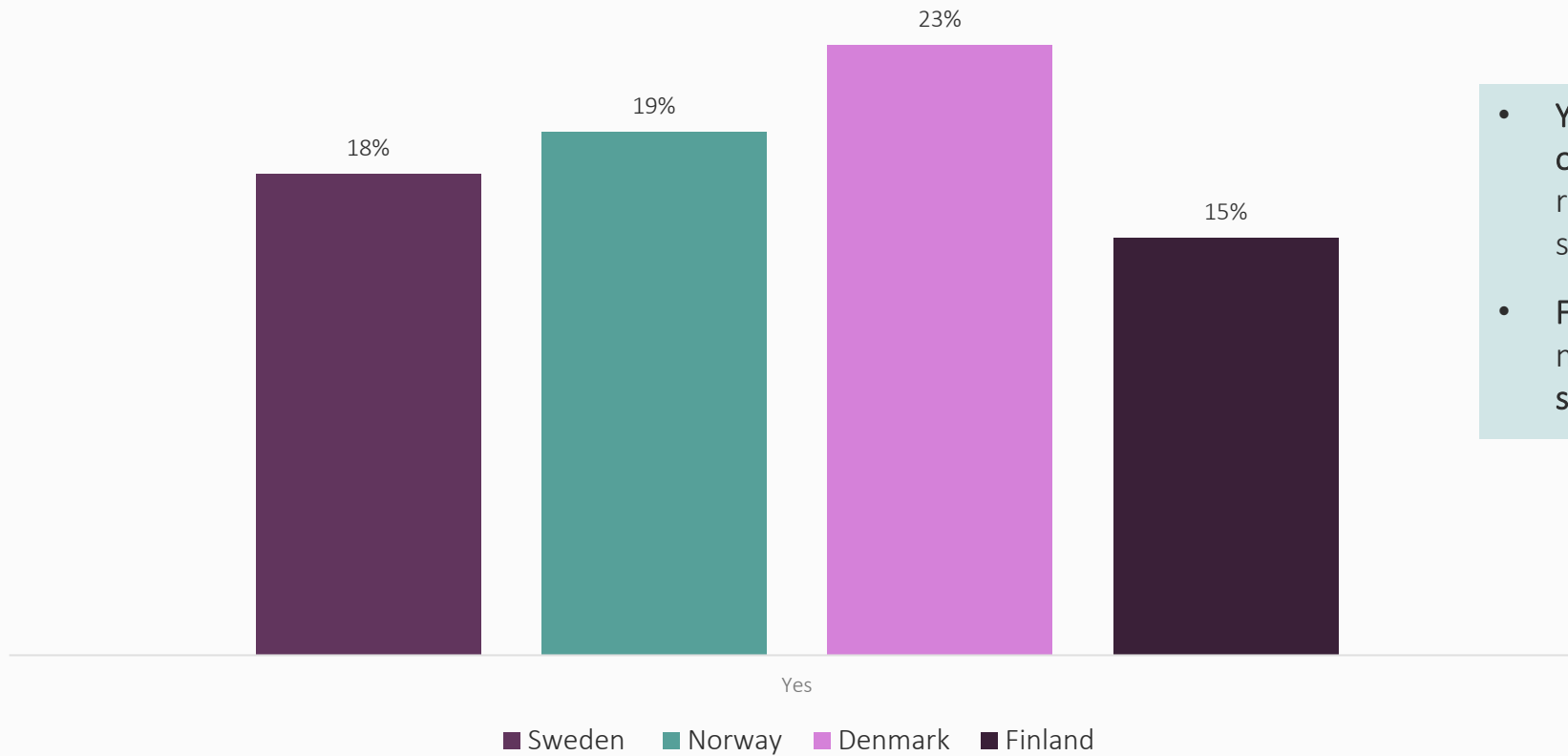
- 76 percent of consumers have experienced concerns when shopping on dropshipping platforms
- 63 percent of consumers have experienced concerns when shopping on Shein, Temu, or Amazon

- **Poor quality** is the most common concern when shopping on both dropshipping platforms and marketplaces such as Temu, Shein, and Amazon
- **Approx 1 in 5 consumers** who have purchased from foreign online marketplaces or dropshipping sites report **not receiving their product**

Base: Respondents who have shopped on Temu/Shein/Amazon (excluding the answer "Don't know") n = 2932 (SE = 734, NO = 757, DK = 738, FI = 703)
Base: Respondents who have shopped on dropshipping platforms (excluding the answer "Don't know") n = 1885 (SE = 504, NO = 441, DK = 531, FI = 409)

Almost 1 in 5 of Nordic Consumers Have Been Scammed

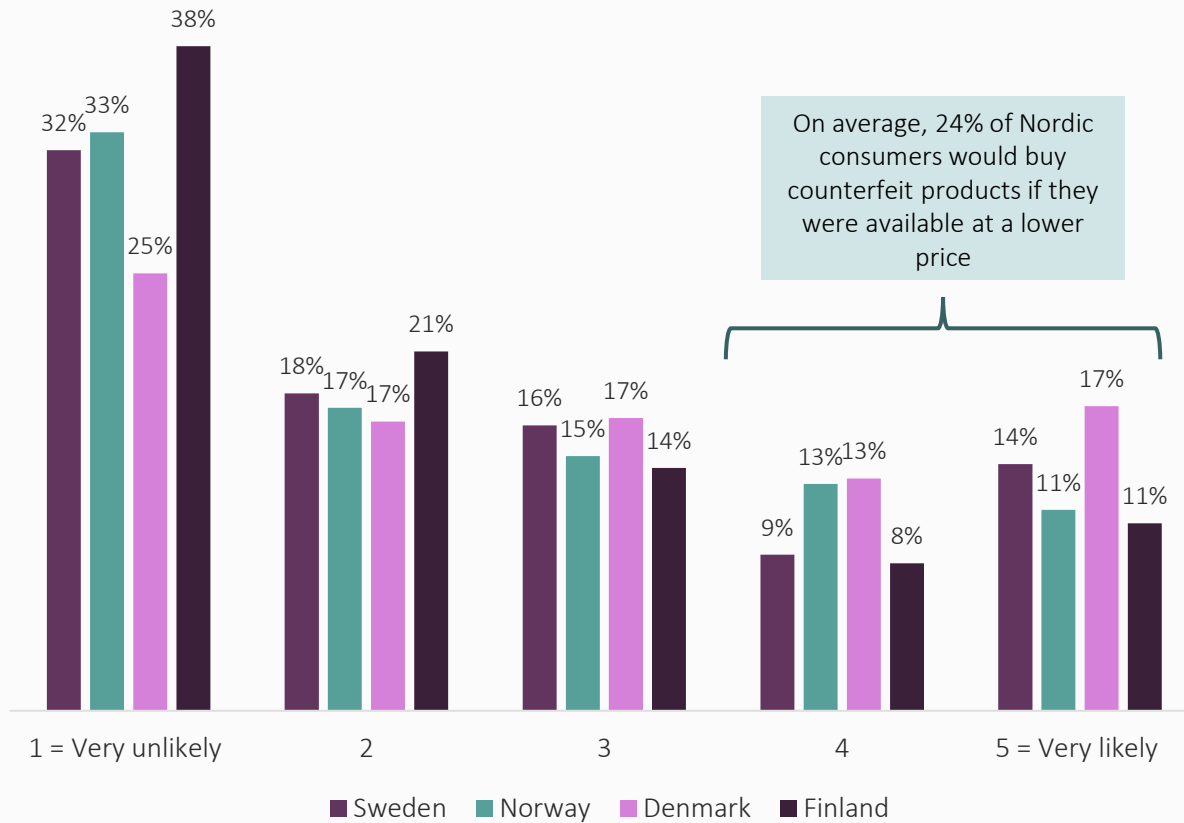
Have you ever shopped on a website that appeared to be a well-known webshop, but turned out to be a scam?



- Young consumers are particularly at risk of scams, with around 30 percent reporting that they have purchased something that turned out to be a scam
- Frequent shoppers on foreign online marketplaces also report experiencing scams to a greater extent

1 In 4 Nordic Consumers Are Open To Buy Counterfeit Products

How likely would you be to buy counterfeit products if they were available at a lower price?

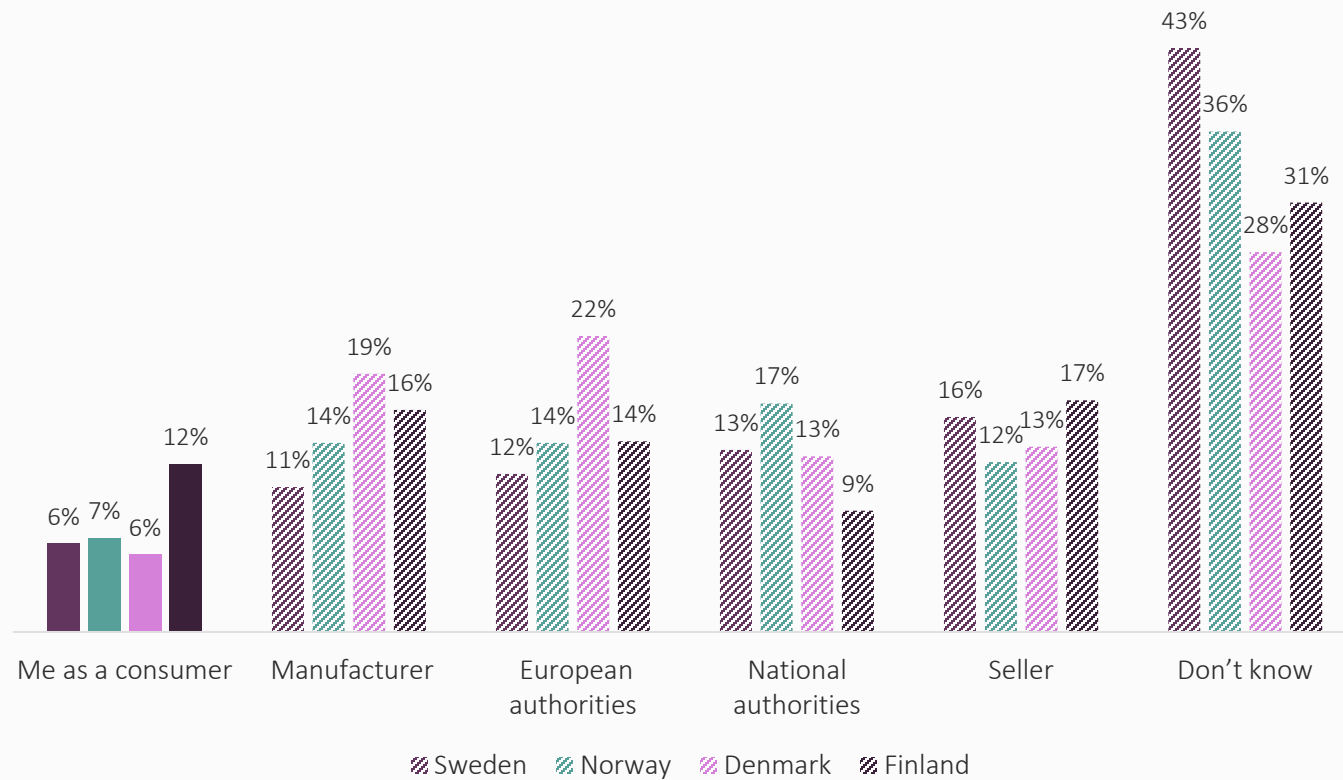


- Young consumers (aged 15–29) are more likely than the average consumer to consider buying counterfeit products
- Among young respondents, 33 percent say they would be open to purchase counterfeit products if offered at a lower price, compared to an average of 24 percent across all respondents
- Additionally, frequent shoppers on foreign online marketplaces such as Shein, Temu, or Amazon are generally more willing to purchase counterfeit products if they are available at a lower price

3.2 Consumers Unaware Of Potential Risks

Consumers Are Unaware That They Are Direct Importers When Shopping From Foreign Online Marketplaces

Do you know who is responsible for ensuring that products from foreign online marketplaces such as Temu, Shein or Amazon meet EU safety and environmental standards?



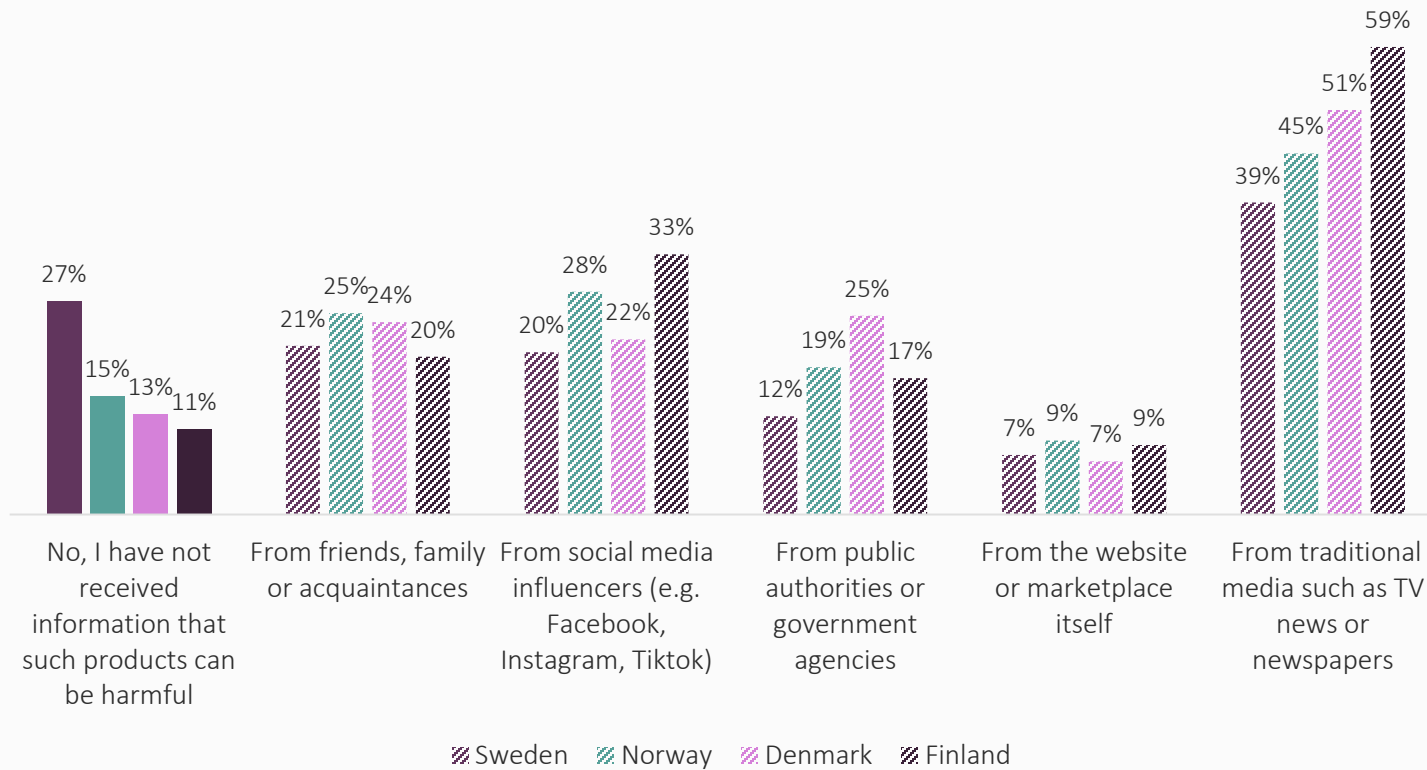
- Approx 9 out of 10 consumers are unaware of their responsibility as direct importers
- Finnish consumers are somewhat more aware of their consumer responsibility when shopping from Temu, Shein or Amazon compared to other Nordic countries
- Danish consumers believe that European authorities are responsible for EU safety and environmental standards to a higher degree than consumers in other Nordic countries

- Frequent shoppers are more likely than other consumers to believe that Nordic or European authorities are responsible for ensuring compliance with EU safety and environmental standards

Base: All respondents (excluding the answer "Other, namely:") n = 4072 (SE = 1041, NO = 1009, DK = 1015, FI = 1007)

8 Out Of 10 Nordic Consumers Have Heard That Products May Be Harmful

Have you heard or read that products from online marketplaces such as Temu, Shein or Amazon can be harmful to the buyer? If yes, where did you get this



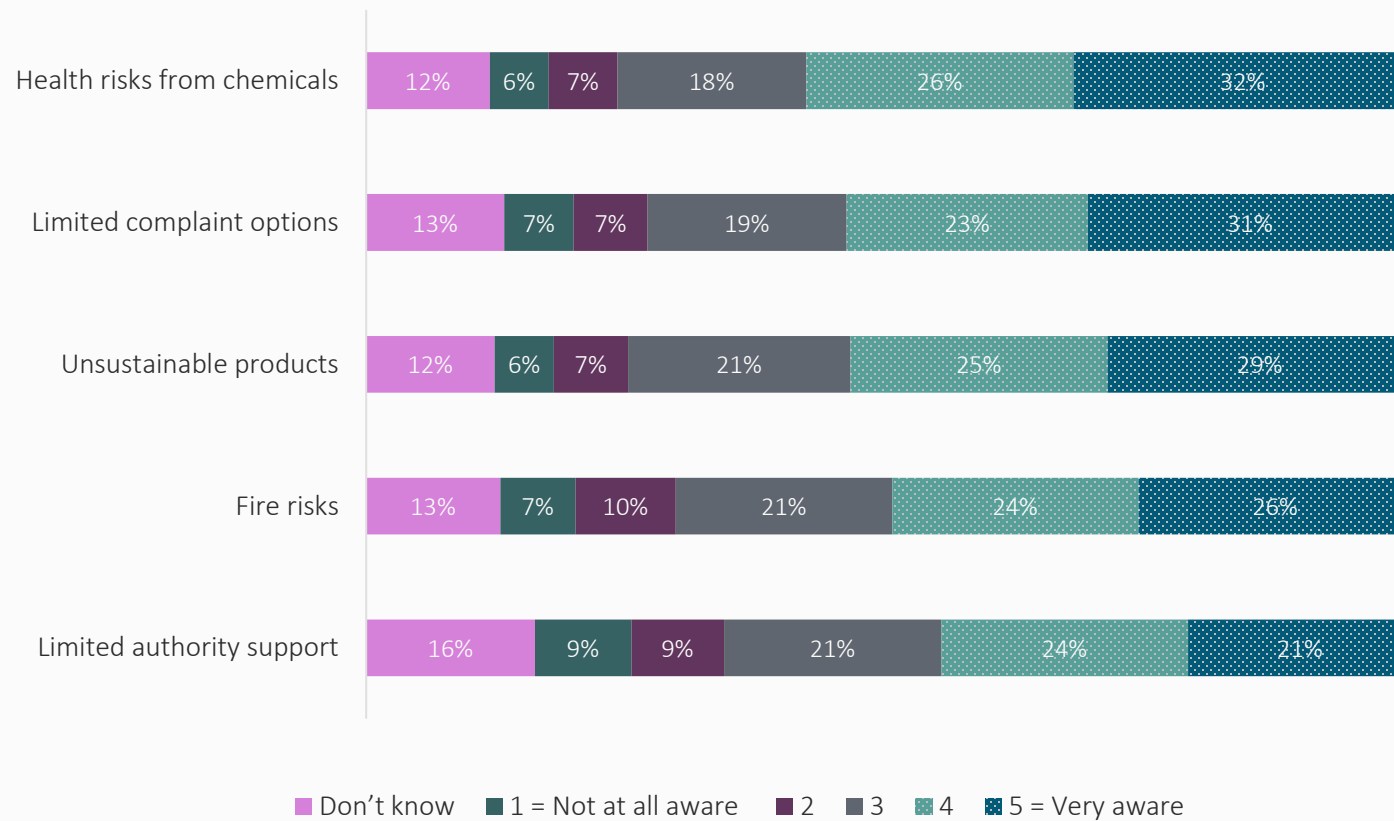
- **More than 1 in 4 Swedes** perceive that they haven't heard that the products can be harmful to the buyer, **which is twice** as many as in the other Nordic countries

- Those who have received information have mainly obtained it from **traditional media**

Base: All respondents (excluding the answers "Don't know" and "Other, namely:") n = 4072 (SE = 1041, NO = 1009, DK = 1015, FI = 1007)

Nordic Consumers Are Most Aware Of Health Risks from Chemicals

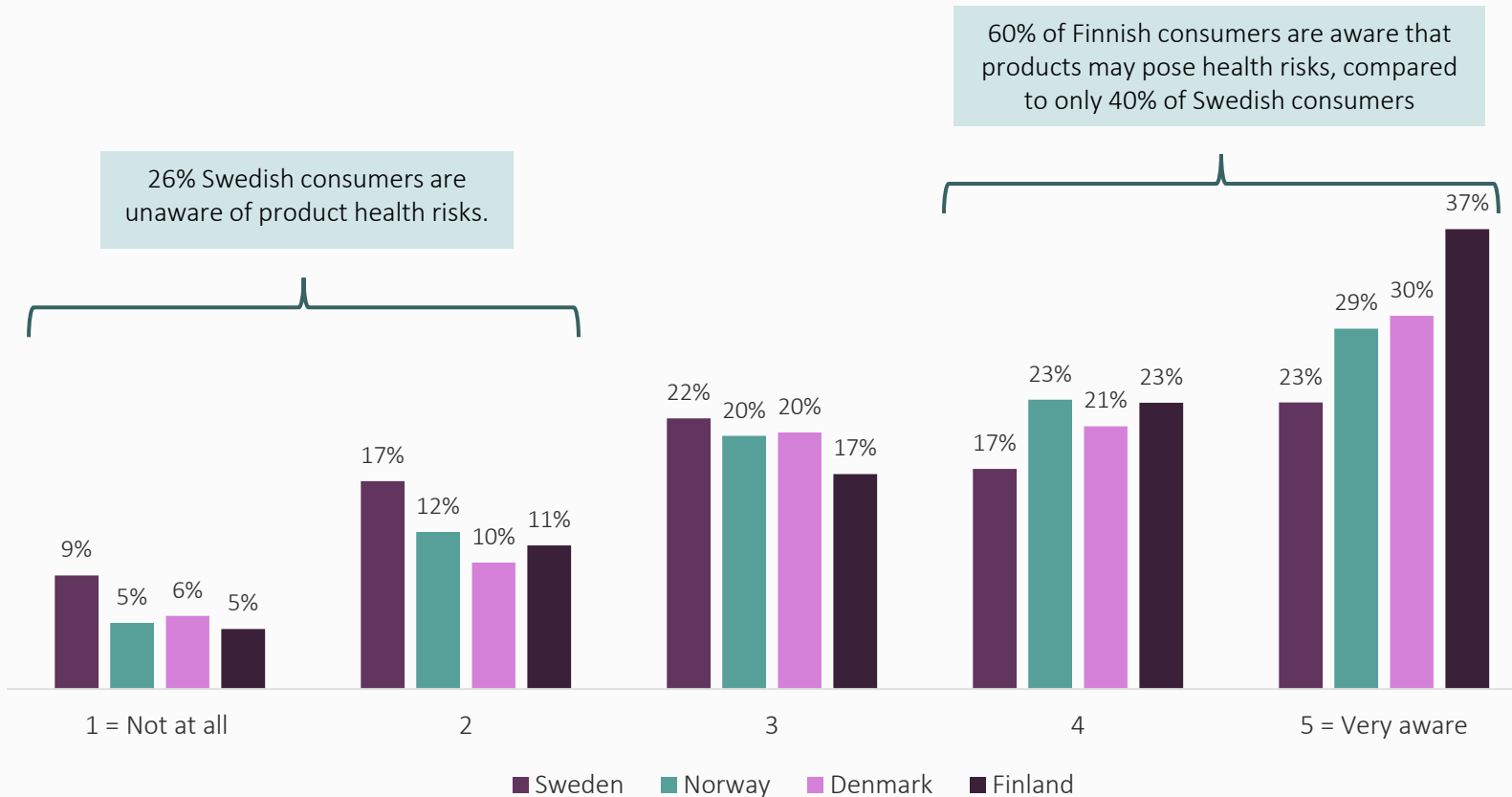
Which of the following consequences of direct import from foreign online marketplaces such as Temu, Shein or Amazon are you aware of?



- Half of respondents cite health risks from chemicals as the primary consequence they are aware of
- Awareness of the consequences of direct purchases from foreign online marketplaces is slightly higher among Finnish consumers compared to other Nordic countries across all listed risks

Approx 1 In 5 Consumers Are Unaware Of Product Health Risks

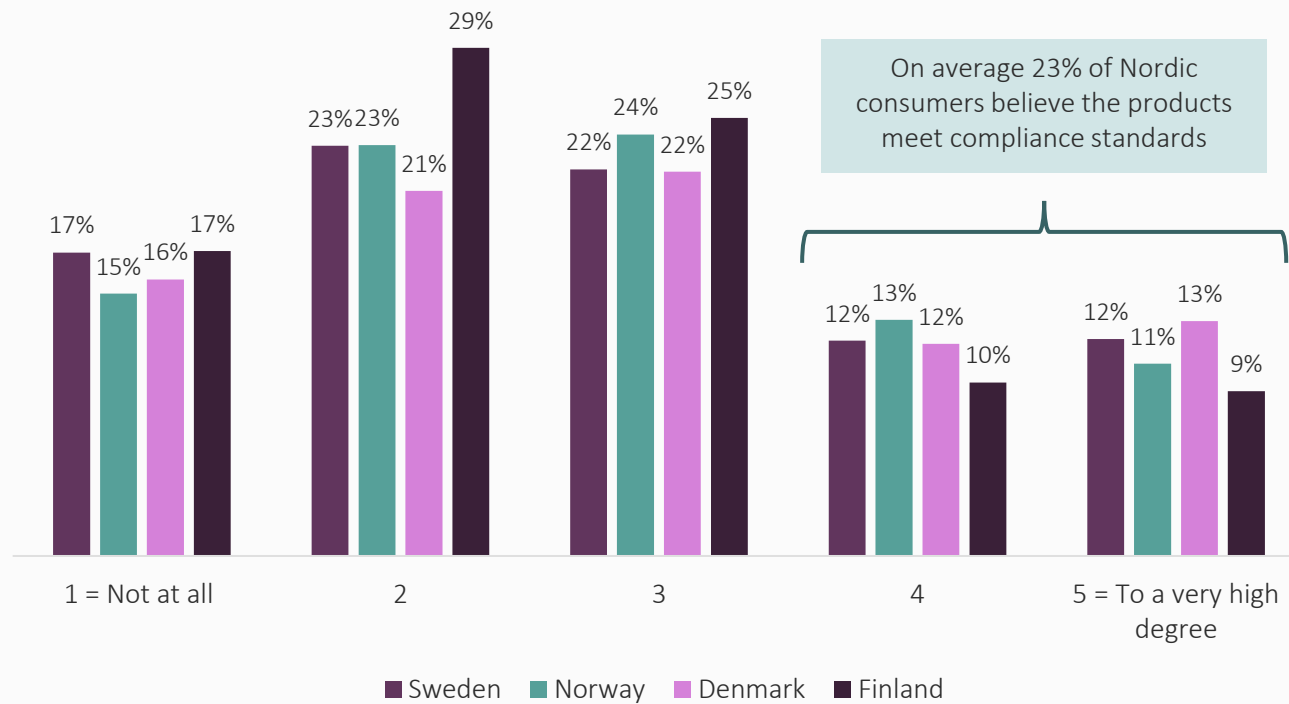
To what extent are you aware that products from foreign online marketplaces such as Temu, Shein or Amazon may pose health risks to you as a consumer?



- Consumers aged 15–29 both shop most frequently from foreign online marketplaces and are least aware of product related health risks, making them particularly vulnerable to unsafe products

Nearly 1 In 4 Believe Shein, Temu and Amazon Are Compliant With EU Requirements

To what extent do you believe products from foreign online marketplaces such as Temu, Shein or Amazon comply with EU requirements?

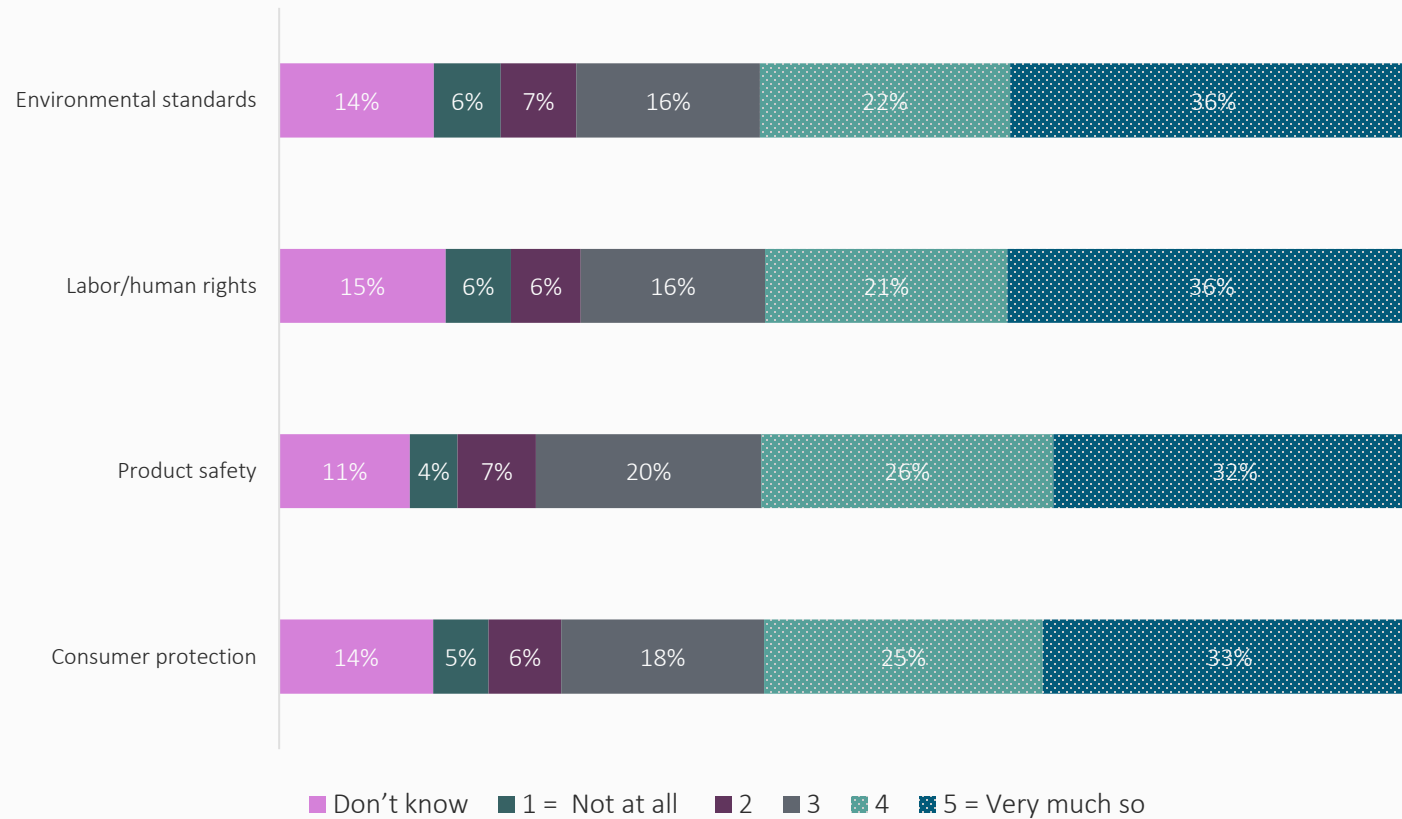


- Frequent shoppers are more likely than other Nordic consumers to believe that products from Shein, Temu, and Amazon comply with EU requirements

- Younger consumers are also more likely to believe that the products are compliant with EU requirements. Almost 1 in 3 holds this belief

Majority of Consumers Believe Foreign Online Marketplaces Fall Short On Most Consumer Protection And Sustainability Aspects

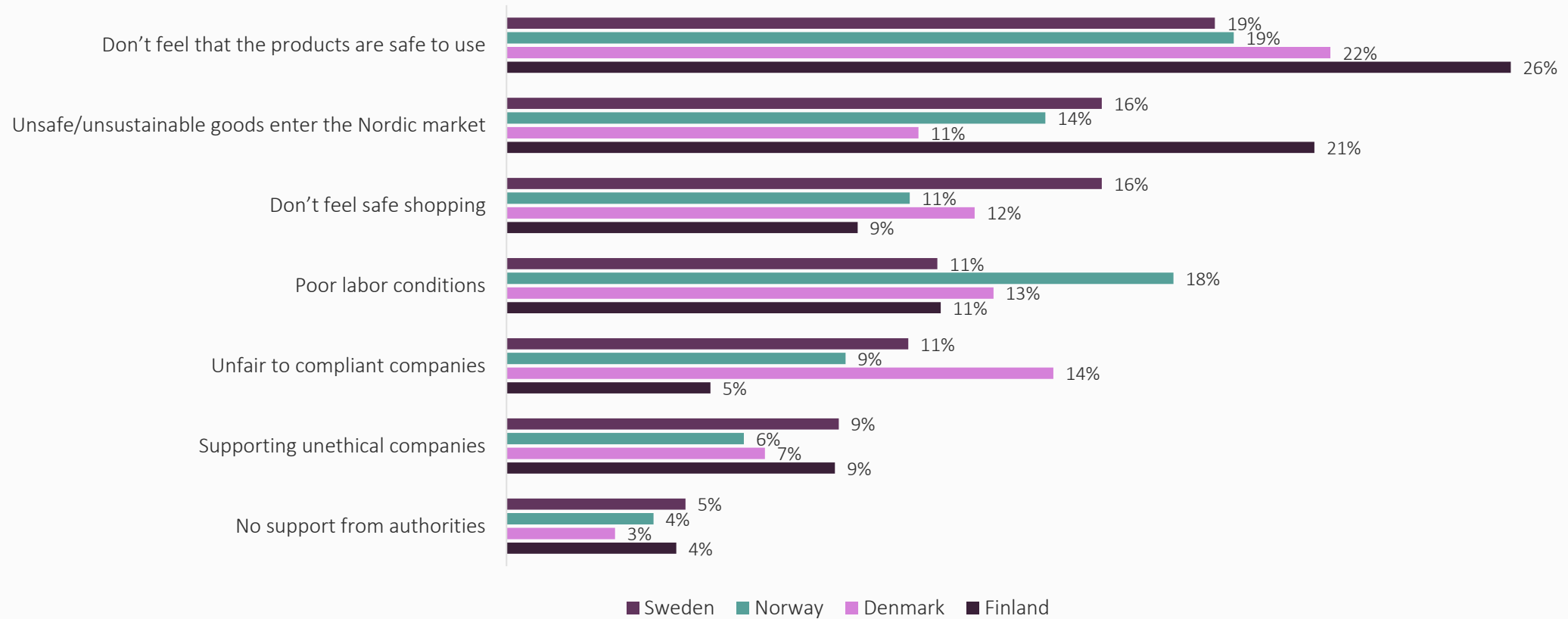
To what extent do you believe that foreign online marketplaces such as Temu, Shein or Amazon fall short in the following areas?



- On average, nearly 60 percent of consumers believe that foreign online marketplaces fall short on consumer protection, product safety, labor rights and environmental aspects
- However, Finns perceive these shortcomings to an even greater extent with an average around 70 percent across all categories compared to the average of 60 percent

Consumers Cite Lack of Trust in Product Safety as Top Concern

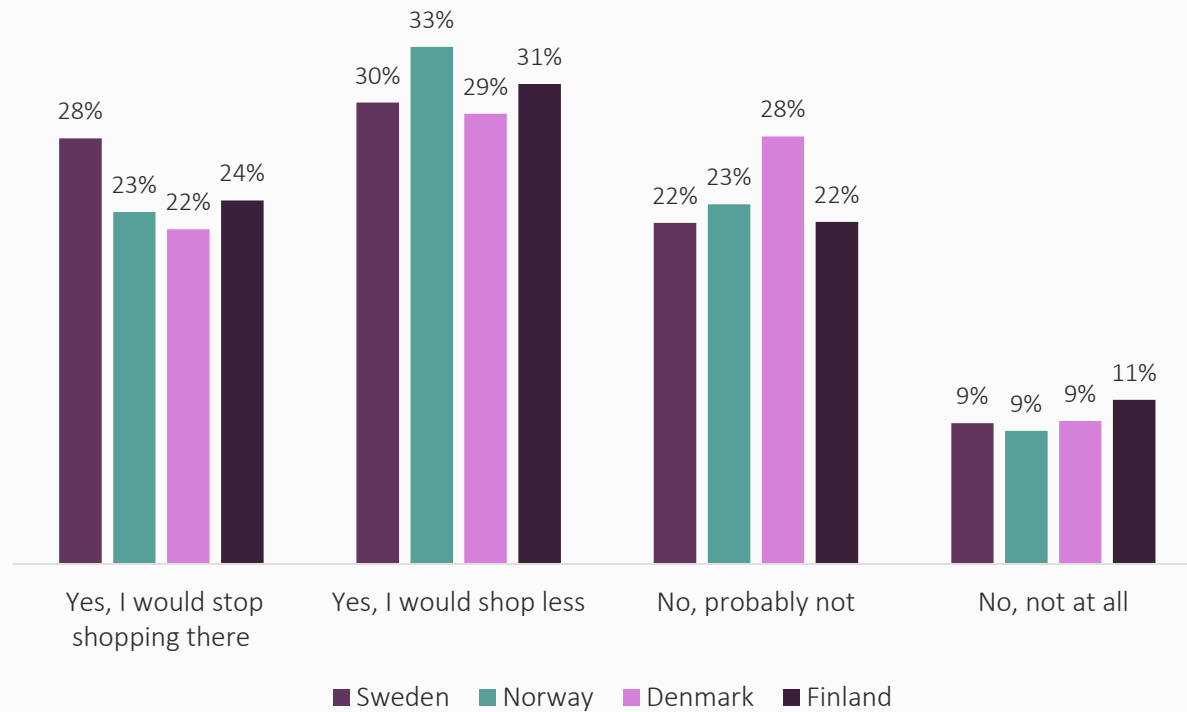
What do you find most problematic about foreign online marketplaces such as Temu, Shein or Amazon not complying with EU regulations like national companies?



Base: All respondents (excluding the answer "Don't know") n = 4072 (SE = 1041, NO = 1009, DK = 1015, FI = 1007)

1 in 4 Would Stop Shopping if They Were Informed About The Risks

Would clear information about the risks of shopping from foreign online marketplaces such as Temu, Shein or Amazon affect your choices?

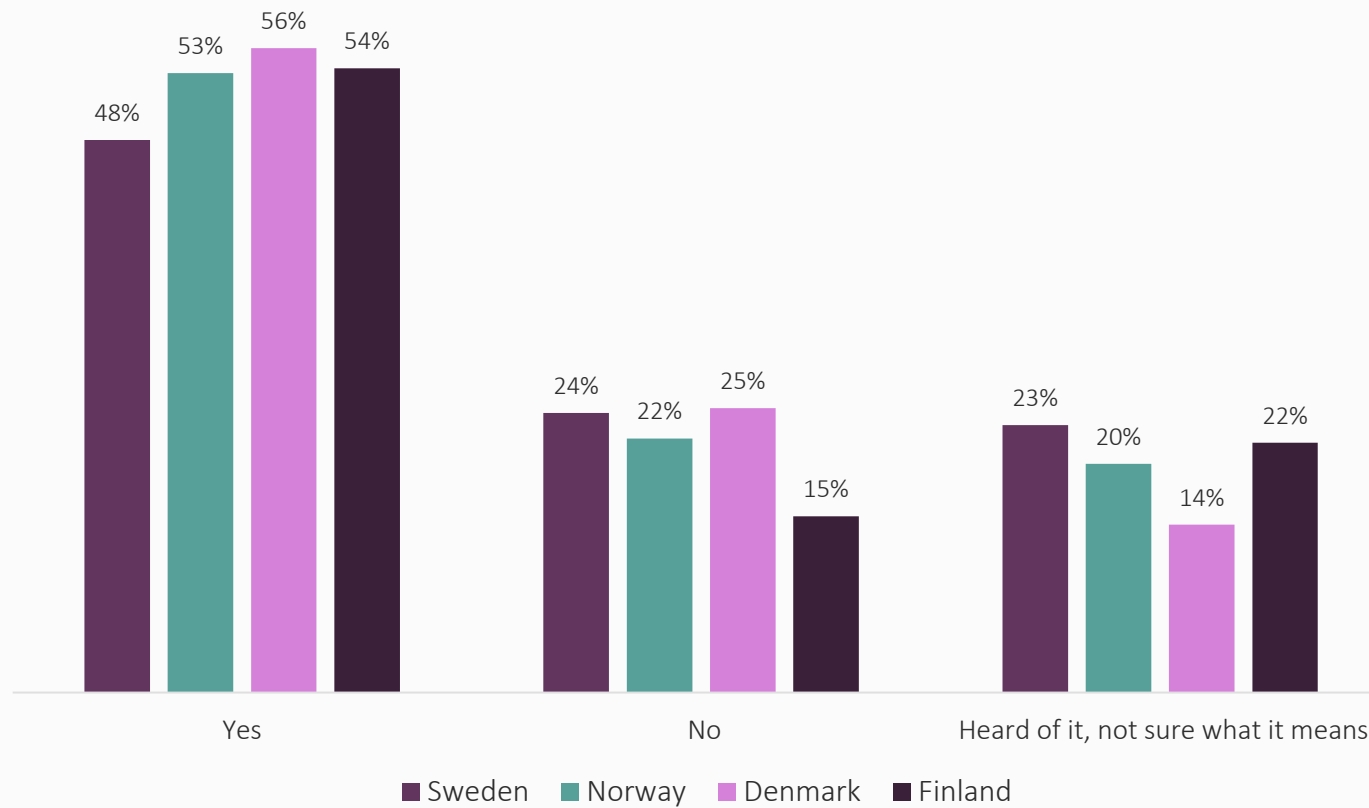


- Information about risks would make 1 in 4 consumers to stop purchasing from Temu, Shein and Amazon
- **More than 65 percent of 15–29-year-olds** say they would stop or reduce their shopping if informed about potential risks, compared with an average of 55 percent in the other age groups
- However, **1 in 10 consumers** would *not* change their shopping from Temu/Shein/Amazon even if they were informed about the risks

3.3 Dropshipping

Approximately Half Of Consumers Know What Dropshipping Entails

Did you know that some stores don't keep stock but forward orders from foreign manufacturers (dropshipping)?



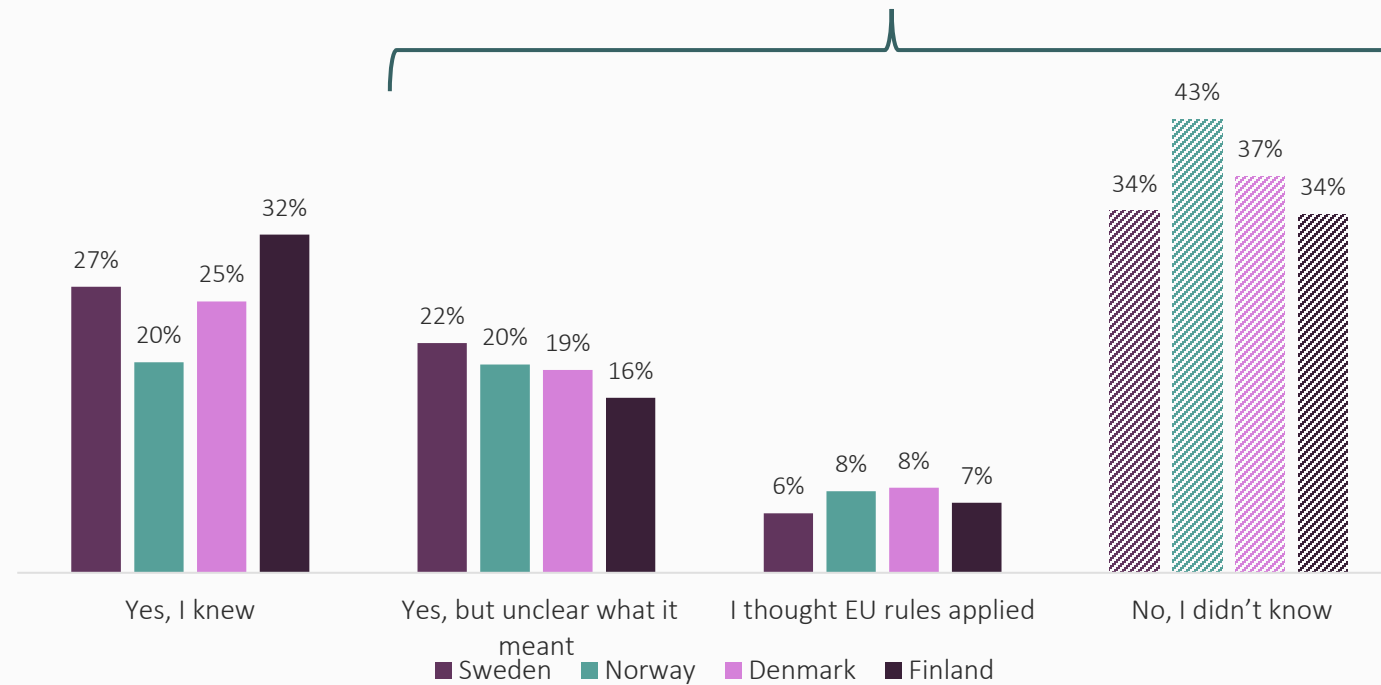
- Awareness of dropshipping is **lower among Swedish consumers**, with **48 percent understanding what it entails**, compared to an average of 55 percent in the other Nordic countries

- Additionally, on average 1 in 5 have heard of dropshipping but are not sure what it means

More Than 2 In 3 Consumers Are Unaware Of The Lack Of Consumer Protection When Shopping On Dropshipping Sites

Did you know that dropshipping stores often lack consumer protection, like foreign online marketplaces such as Temu, Shein or Amazon?

On average over 60% of Nordic consumers are unaware of the lack of consumer protection



- On average, 20–30 percent of consumers report being aware of the limited consumer protection when purchasing from dropshipping platforms.

Base: All respondents (excluding the answers "Don't know" and "Other, namely:") n = 4072 (SE = 1041, NO = 1009, DK = 1015, FI = 1007)

