**TEMPLATE**

**Worldwide consumer movement calls for fairer digital marketplaces**

This World Consumer Rights Day, 15 March, consumer organisations around the world are joining together to call for fairer digital marketplaces.

The day, co-ordinated by Consumers International, the membership organisation for

consumer groups around the world, is aiming to create a #BetterDigitalWorld by promoting access to fair and secure internet services, action against scams and fraud and better protection online.

World Consumer Rights Day takes place every year to highlight consumer protection and empowerment issues and bring together the global consumer movement to make lasting changes for people around the world.

Digital marketplaces, or e-commerce sites, is where the buying of products or services happens online and has transformed the world for consumers. E-commerce has given people more choice and more convenience and has opened up the global marketplace. It has revolutionised the way people buy and sell goods. And this will only increase, as global retail e-commerce sales are set to more than double between 2017 and 2021 to $4.48 trillion.[[1]](#footnote-1)

Strong, safe and secure internet access is also essential to be able to shop online with confidence. That is why on World Consumer Rights Day many consumer organisations will be calling for better access to the internet. Currently only half of the world’s population have internet access, making accessing digital marketplaces impossible.[[2]](#footnote-2)

Half of the people with internet access choose not to shop online because of a lack of trust.[[3]](#footnote-3) A major contributor to this lack of consumer trust is the fear of incurring unexpected and dishonest costs. These can arise from illegal and fraudulent scams or from unfair, unclear and confusing business practices.

To address this lack of trust it is vital authorities take action to prevent scams and companies have clear terms and conditions, fair pricing and good redress procedures.

Amanda Long, Director General of Consumers International, said: “Shopping online has opened up choice and convenience on a scale never seen before. But scale and growth don’t always equal trust. This World Consumer Rights Day we are calling for, not only, more access to e-commerce transactions, but for more access to *trusted* e-commerce systems. We want people to be certain their data and payments are secure and the products they buy are safe. Only with consumer trust built into digital marketplaces will e-commerce truly deliver on its enormous potential.”

To find out more about World Consumer Rights Day, learn more about digital marketplaces and find out about activities in your country, visit www.consumersinternational.org/WCRD

**Notes for Editors**

* Consumers International is the membership organisation for consumer groups around the world.
* We bring together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly.
* World Consumer Rights Day has been celebrated annually on 15 March since 1983. It takes place on the anniversary of President John F. Kennedy’s address to the US Congress on 15 March 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so.
1. [‘Ecommerce will pass a key milestone this year’,](https://retail.emarketer.com/article/ecommerce-will-pass-key-milestone-this-year/596e4c8cebd40005284d5ccd?ecid=NL1014) eMarketer, 2017 [↑](#footnote-ref-1)
2. [‘Internet Users in the World’,](https://www.internetworldstats.com/stats.htm) Internet World Stats, 2018 [↑](#footnote-ref-2)
3. [‘Global Survey on Internet Security and Trust’](https://www.cigionline.org/internet-survey), CIGI-Ipsos, 2017 [↑](#footnote-ref-3)