

# MARKMONITOR®

## ONLINE BAROMETER

Global Consumer Shopping Habits Survey



**24%** of consumers have unintentionally been duped into buying counterfeit goods online



Consumers do **34%** of their shopping online throughout the year — but do **15%** more shopping online over Christmas



**Why? Shoppers identified a combination of reasons:**



### SURVEY

Conducted by Opinium, for MarkMonitor, polling **3,450** consumers across **9** countries



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