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EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

EUIPO / Consumer perception
survey on product design



**72% of Europeans
say design is
important to decide
what to buy**





73% of European consumers are **willing to pay more for a product with better design**

85% of the young people





Half of Europeans associate good design with these concepts

- ✓ Increased satisfaction
- ✓ More positive feelings towards a brand
- ✓ Greater likelihood of recommending a product





European consumers consider design **particularly important** in these sectors



Furniture

76%



**Clothing
& accessories**

66%





Women associate design more strongly with **appearance and aesthetics**

52%



44%





**Men associate
design slightly
more with
ergonomics**

39%



36%





Younger consumers
(<35 years old) are
more likely to connect
design with **aesthetics**
and **innovation**



DESIGN
> DESIRE
>> DECIDE



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