



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Consumer perception survey on product design

Key findings on consumption habits / June 2026

DESIGN > DESIRE >> DECIDE



Product design matters across Europe

31% of European consumers consider product design very or extremely important, more than brands

31% vs 27%



Product design is very or extremely important for 31% of European consumers when deciding to purchase a product



Younger Europeans (18-34 years old) place significantly higher importance on product design

With 38% considering it very or extremely important



Europeans are willing to pay more for better design



Most, willing to pay up to 10% more



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



Young Europeans are especially receptive to design

36% of consumers aged 18-24 believe that good design justifies a higher price



Design creates emotional value

✓ Increased satisfaction

✓ More positive feelings towards a brand

✓ Greater likelihood of recommending a product

Around half of European consumers associate good design with these concepts



Women and younger consumers show stronger emotional connections to product design



Product categories where design matters most

European consumers consider design particularly important in these sectors



What Europeans associate with good design

✓ Functionality

✓ Usability

✓ Durability

✓ Aesthetics

Additional findings

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



2 Men associate design slightly more with **ergonomics**



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

4 Older consumers associate design more with **ergonomics**

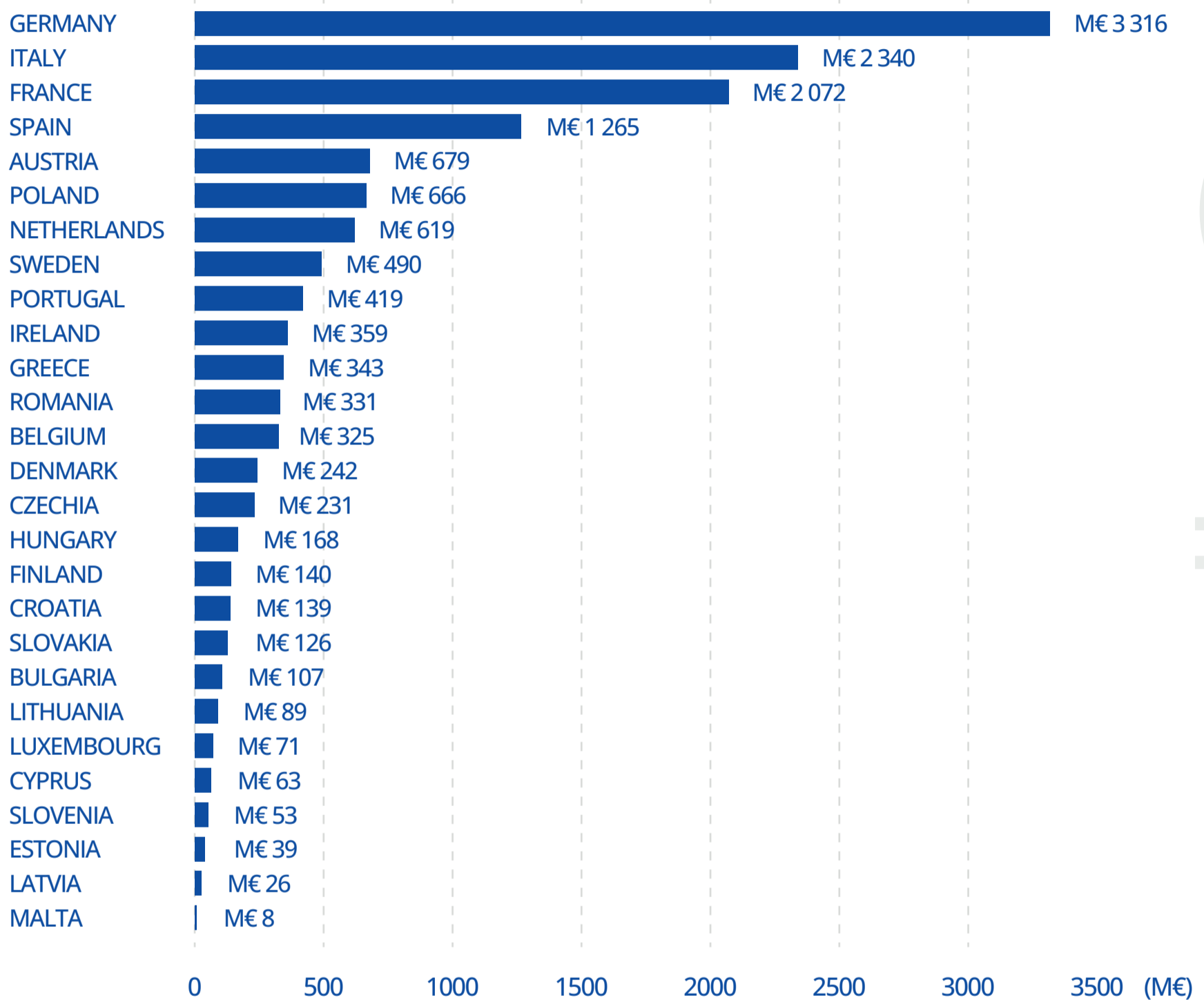




Country-based data on counterfeiting

Clothing, handbags, jewellery & watches

▶ Estimated sales losses per year in these sectors



Source: EUIPO data. No data available on the clothing sector for Malta, the handbags sector for Belgium and Slovenia, and the jewellery & watches sector for Ireland.

We can all help end counterfeiting

Find out more about intellectual property protection at www.euipo.europa.eu

