

Attitudes towards piracy and counterfeiting amongst 15- to 24-year old Europeans

Increased access of digital content from legal sources but piracy remains stable

60% in the EU have not accessed pirated content
1 in 5 in the EU have accessed pirated content intentionally in the last 12 months

What types of content from illegal sources are accessed the most?*



*Percentages refer to respondents who intentionally accessed a particular kind of pirated content.

Increased purchase of counterfeit goods

What fake products are intentionally bought the most?

37% in the EU intentionally bought at least one fake product in the last 12 months



17% Clothes and accessories



14% Footwear



13% Electronic devices



12% Hygiene, cosmetics, personal care and perfume products

Helping young people make informed choices is key