

# Attitudes towards piracy and counterfeiting amongst 15- to 24-year-olds in Germany



**69%**  
in Germany vs 60% in the EU  
have not accessed pirated content



**12%** in Germany vs 21% in the EU  
have accessed pirated content intentionally in the last 12 months

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



*\*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 in Germany?

**39%**  
in Germany vs 37% in the EU  
intentionally bought at least one fake product in the last 12 months



**20%**  
**Clothes**  
and accessories



**18%**  
**Footwear**



**15%**  
**Electronic devices**



**15%**  
**Hygiene, cosmetics, personal care and perfume products**

**Helping young people make informed choices is key**