

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

**54%**  
in Sweden vs 60% in the EU  
have not accessed pirated content



**19%** in Sweden 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 Sweden?\***



\*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 Sweden?

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



**16%**  
**Clothes**  
and accessories



**14%**  
**Footwear**



**10%**  
**Electronic**  
devices



**11%**  
**Hygiene,**  
cosmetics, personal care and perfume products

Helping young people make informed choices is key