

# CCPC Consumer Contacts Report 2021

Statistics report on consumer  
contacts to the CCPC helpline  
1 January – 31 December 2021

20  
21



Coimisiún um  
Iomláocht agus  
Cosaint Tomhaltóirí | Competition and  
Consumer Protection  
Commission

# 2021 in numbers

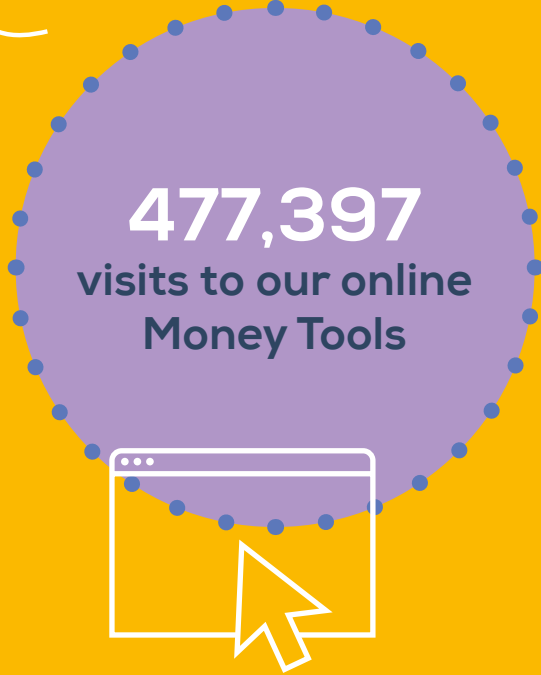
**2,029,718**  
visits to  
**CCPC.ie**



**37,094\***  
consumers  
contacted  
our helpline



**477,397**  
visits to our online  
Money Tools



**33,879**  
visits to our  
dedicated online  
Covid Hub



\* CCPC procedures for recording email contacts to our helpline were modified in 2021, meaning that consumers who send multiple emails to the CCPC on the same topic are now classified as one contact only. Previously, all emails received were recorded as individual contacts. Using the previous method of recording email contacts, there were 10,330 email contacts recorded in 2021 contributing to an overall total of 41,040 contacts.

# Overview

## 1. How consumers contacted us

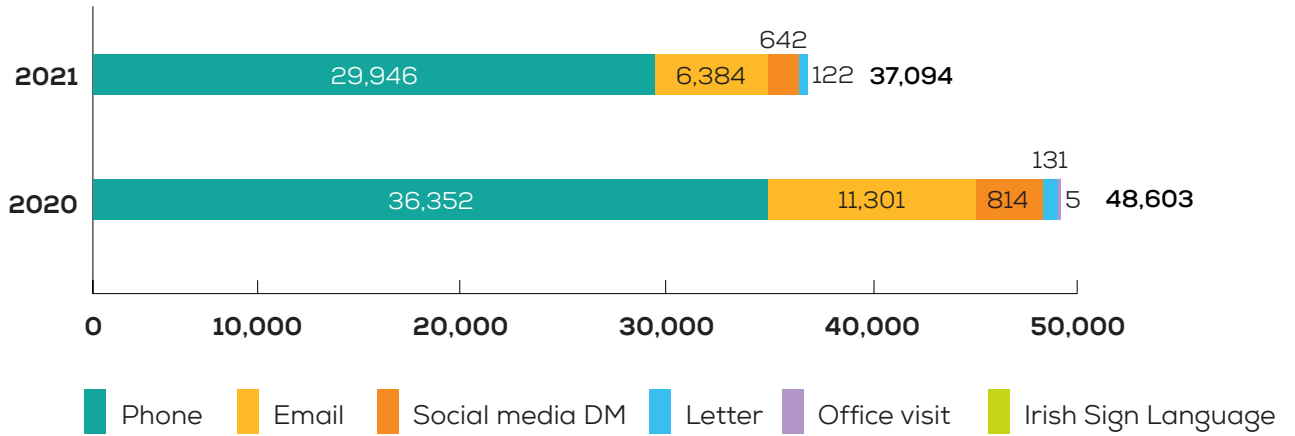


Figure 1: How consumers contacted the CCPC in 2021 listed by channel<sup>1</sup>. The equivalent breakdown for 2020 is displayed for comparison.

## 2. Where consumers bought from

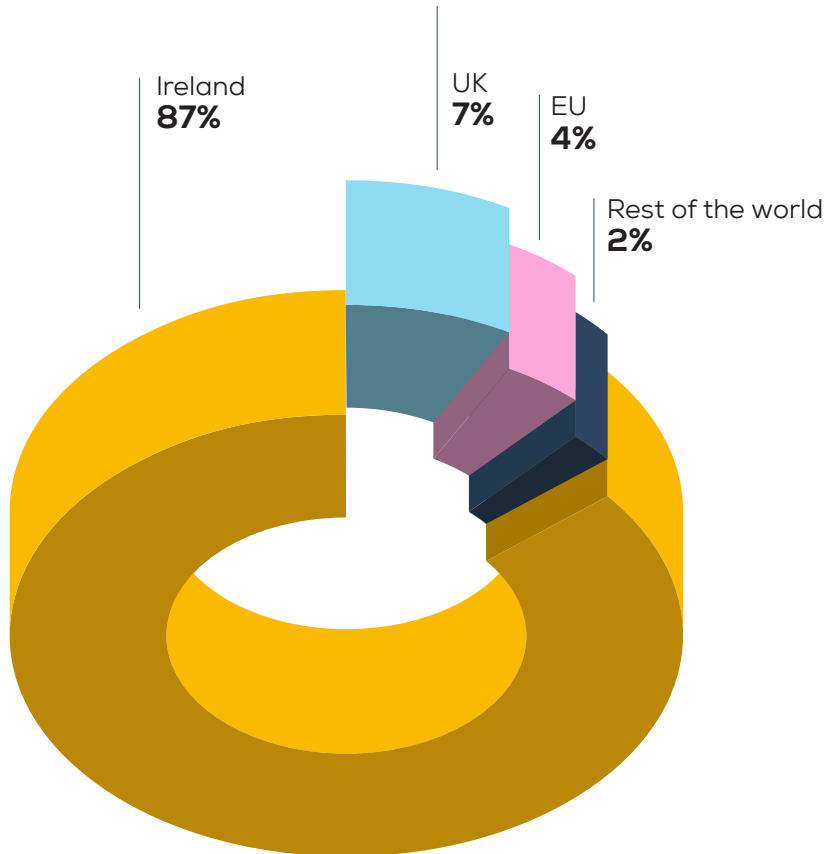
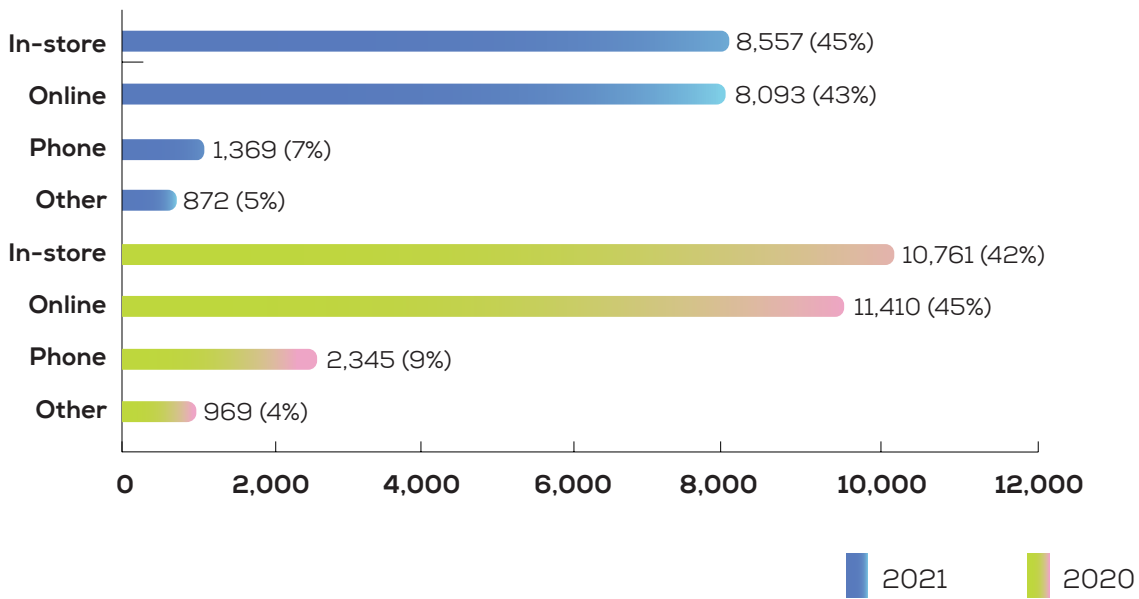


Figure 2: In 89% of contacts, consumers sought information or made a report related to a specific transaction or business and provided the CCPC with information on where the business was based. This chart shows the location of the business where this information was provided.

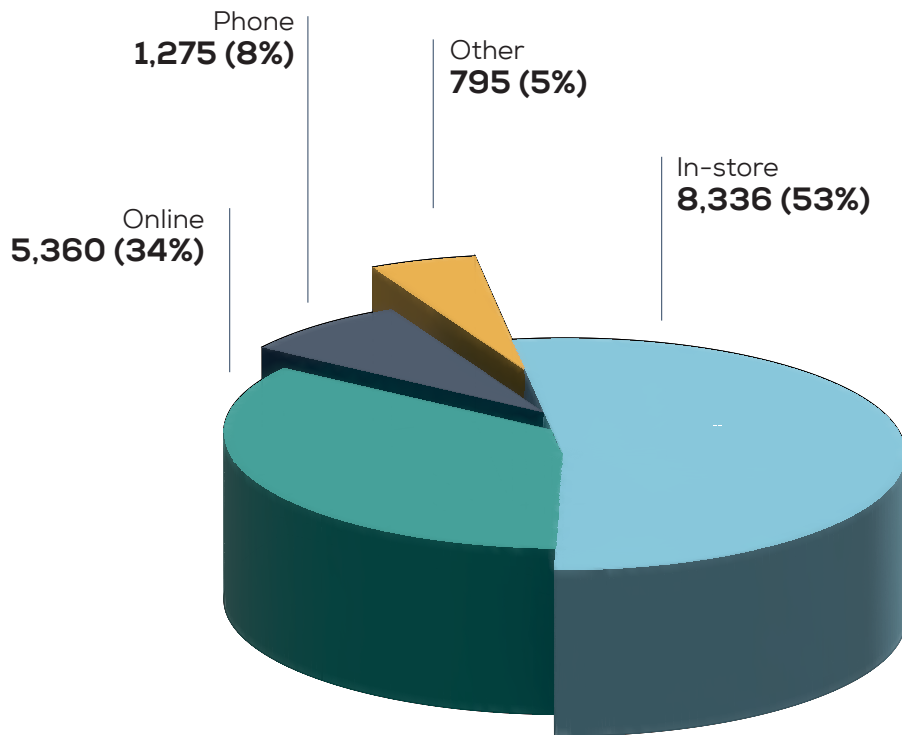
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### 3. How consumers shopped



**Figure 3:** In 63% of contacts, consumers sought information or made a report related to a specific transaction or business and provided the CCPC with information on how they had made the purchase. This chart shows the number of contacts related to in-store, online and phone purchases where this information was provided. The equivalent number of contacts for 2020 is displayed for comparison.

### 4. How consumers shopped from Irish businesses



**Figure 4:** In 74% of contacts where consumers sought information or made a report related to an Irish registered business, the CCPC was also provided with information on the method of sale. This chart shows the number of contacts related to in-store, online and phone purchases where this information was provided.

## 5. Trends in online vs in-store shopping

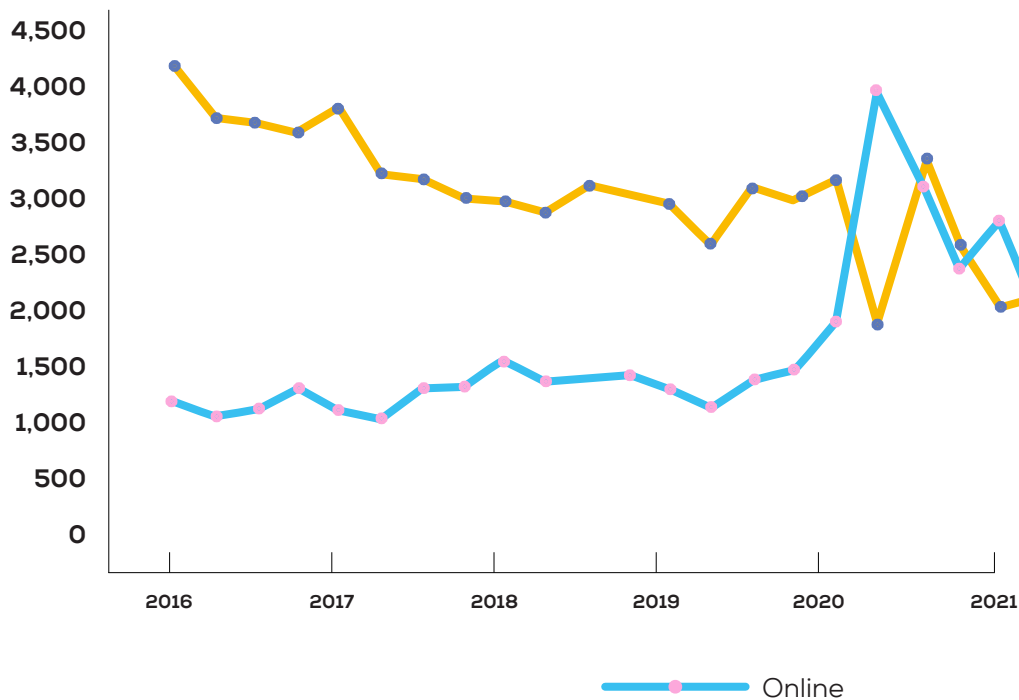


Figure 5: The quarter by quarter trend of contacts relating to in-store versus online purchases, where this information was provided by consumers, over the period 2016 to 2021.

## Top queries

### 6. Most common consumer queries

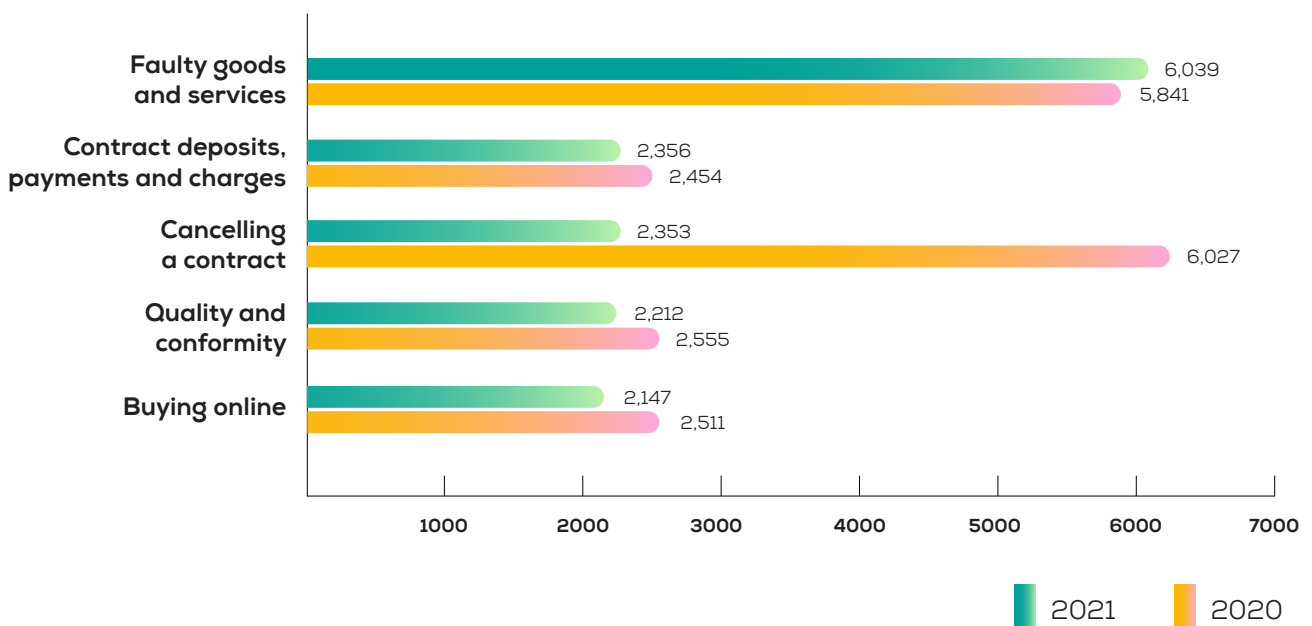


Figure 6: The top five categories of queries from consumers who contacted the CCPC in 2021. These five categories represent 50% of the total contacts received in 2021. The number of contacts received in these categories in 2020 is displayed for comparison.

# Contacts by business sector

## 7. Top ten business sectors

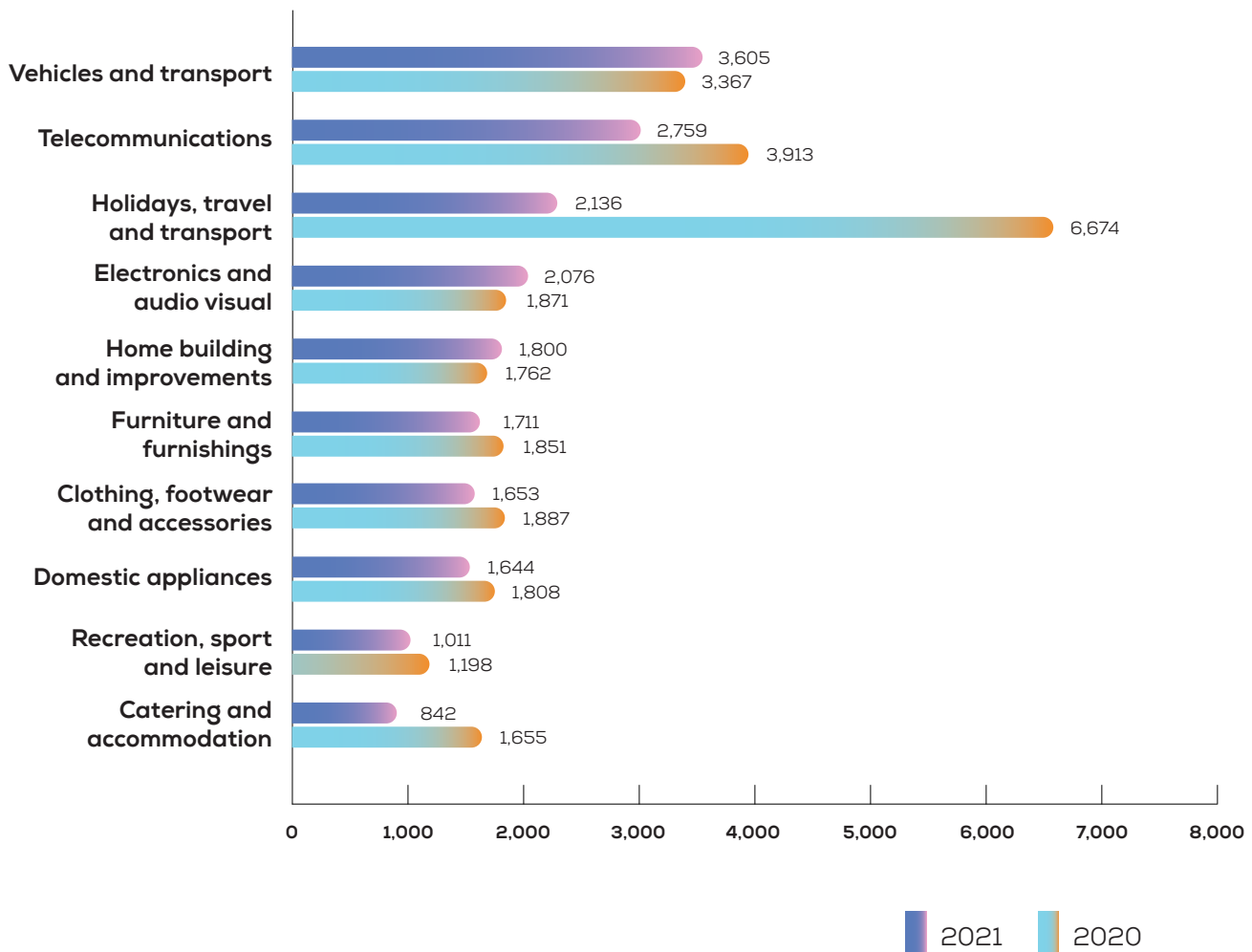
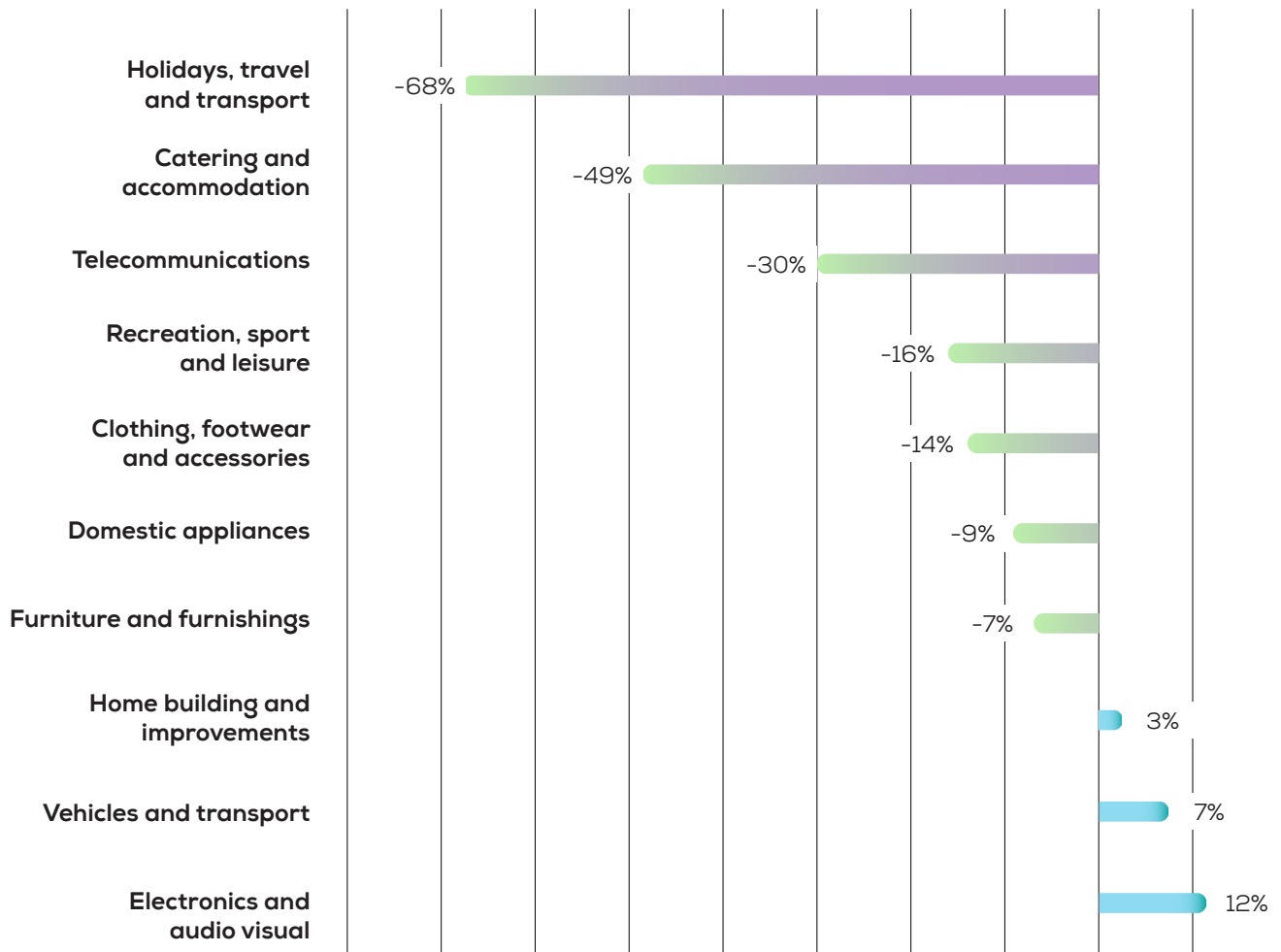


Figure 7: The top ten business sectors which the CCPC received contacts about in 2021. The number of contacts received relating to these sectors in 2020 is displayed for comparison.

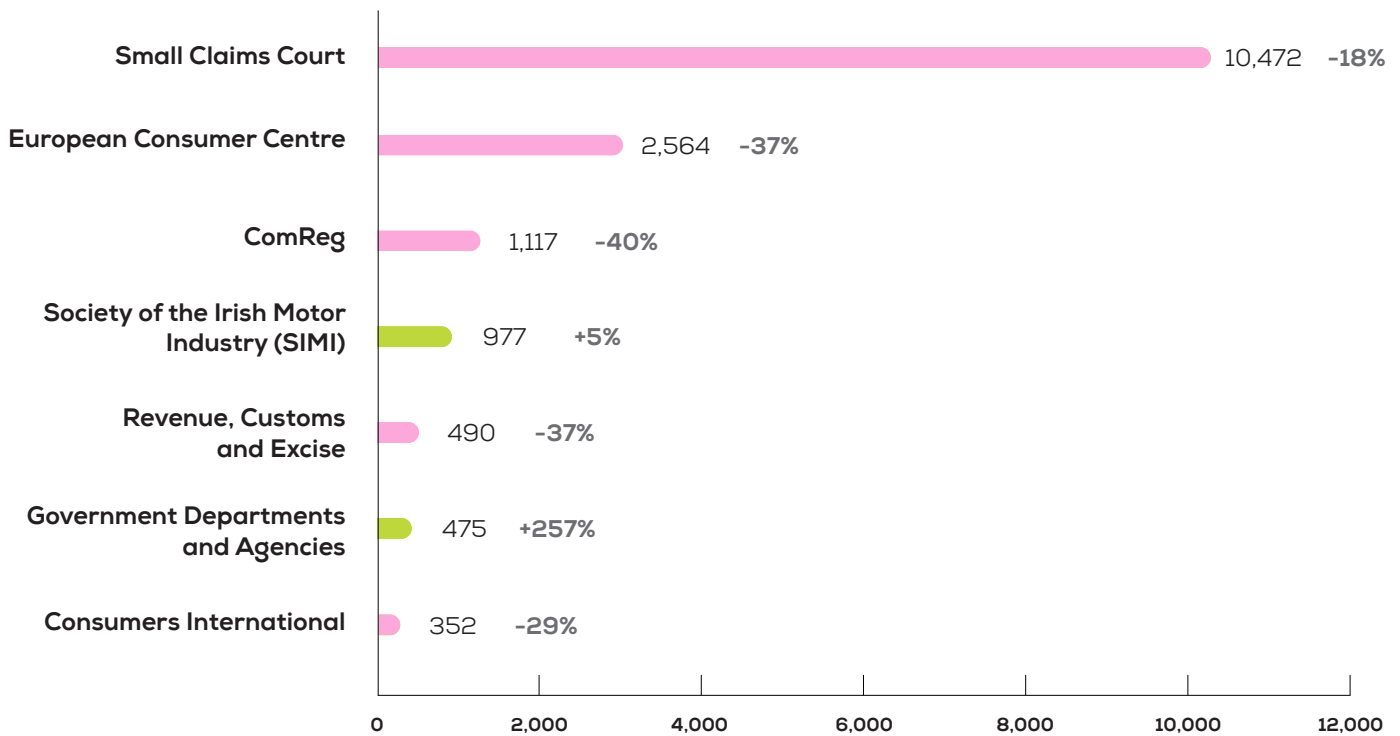
## 8. Changes within top business sectors



**Figure 8:** The top ten business sectors which the CCPC received contacts about in 2021, listed according to the difference in volume when compared to 2020 contacts related to the same business sectors.

# Next steps for consumers

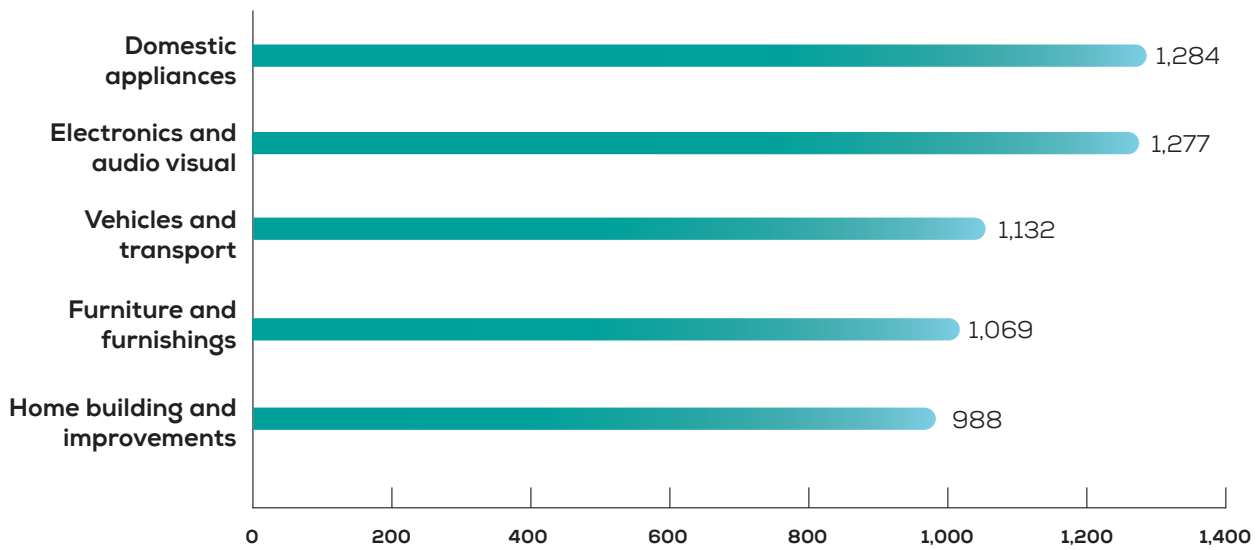
## 9. Top helpline referrals



**Figure 9:** In 66% of contacts, consumers were referred or signposted to another organisation as a source of specialist information or support for consumers seeking redress. This chart shows the top seven organisations that consumers were referred or signposted to in 2021. It also shows the percentage change in the number of consumers that were signposted to the same organisation compared to 2020.

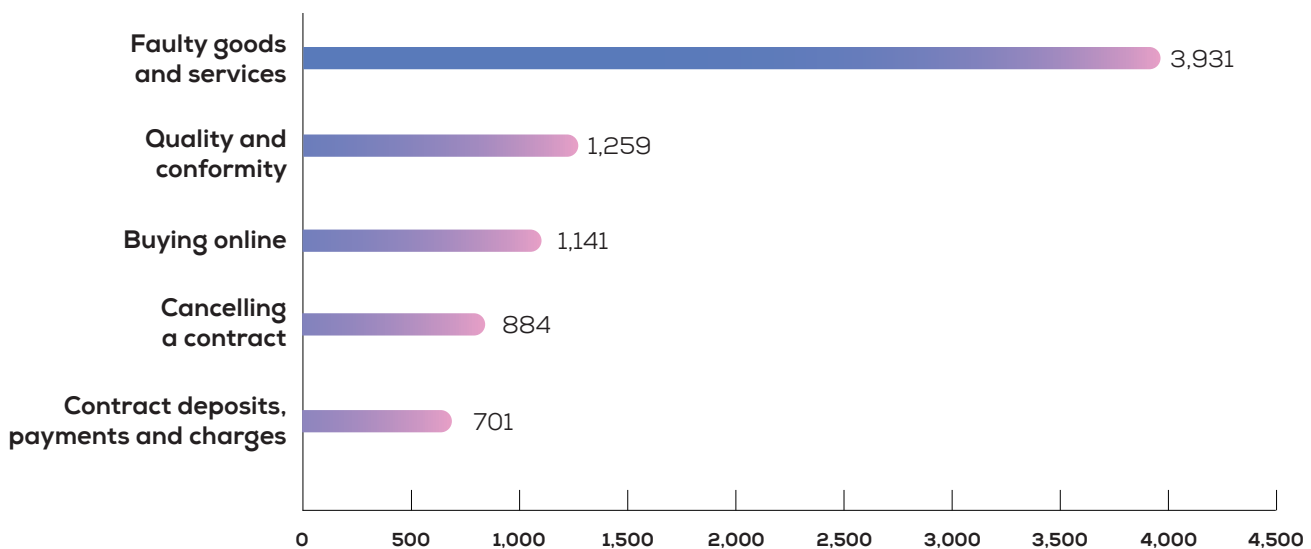


## 10. Small Claims Court Referrals: Top 5 business sectors



**Figure 10:** The top five business sectors where consumers were referred or signposted to the Small Claims Court in 2021. The top five sectors make up 55% of the overall CCPC referrals to the Small Claims Court.

## 11. Small Claims Court Referrals: Top 5 query categories



**Figure 11:** The top five query categories where consumers were referred or signposted to the Small Claims Procedure in 2021. The top five query categories make up 76% of the overall CCPC referrals to the Small Claims Procedure.

## 12. European Consumer Centre Referrals: Top 5 business sectors

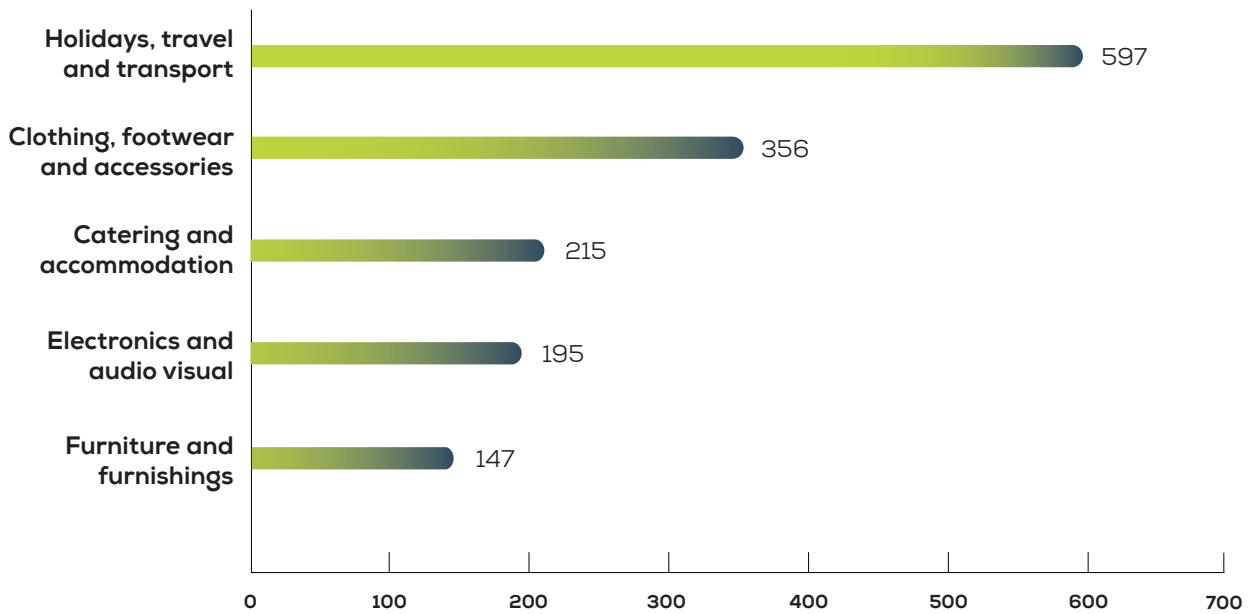


Figure 12: The top five business sectors where consumers were referred or signposted to the European Consumer Centre in 2021. The top five sectors make up 59% of the overall CCPC referrals to the European Consumer Centre.

## 13. European Consumer Centre Referrals: Top 5 query categories

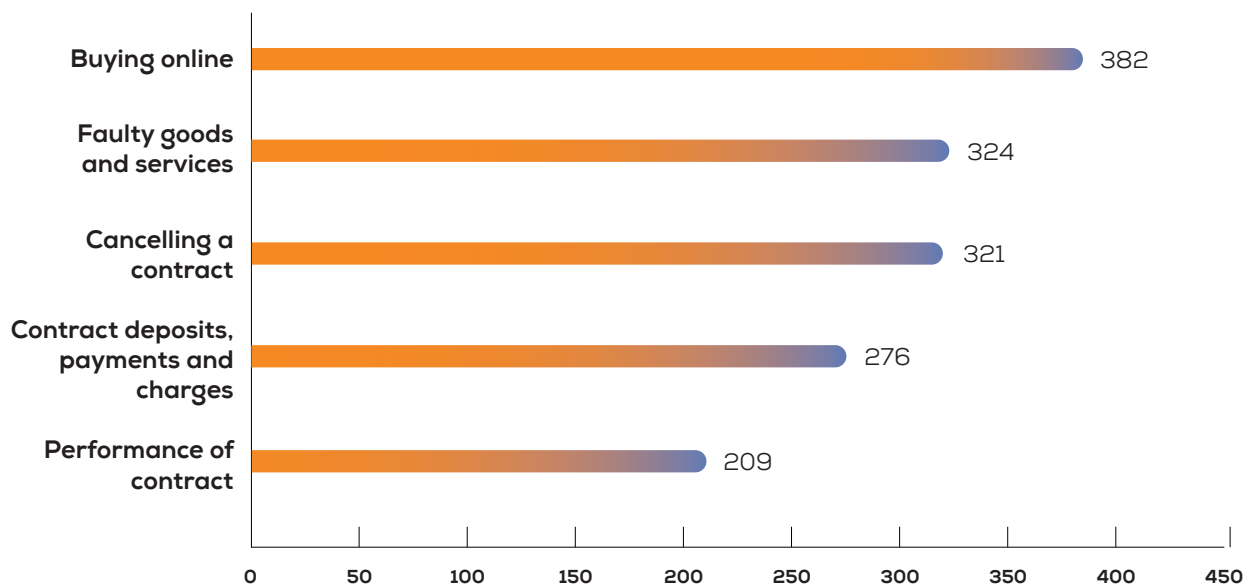


Figure 13: This chart shows the top five query categories where consumers were referred or signposted to the European Consumer Centre in 2021. The top five query categories make up 59% of the overall CCPC referrals to the European Consumer Centre.

# Personal finance contacts



# Personal finance contacts

## 16. Personal finance queries

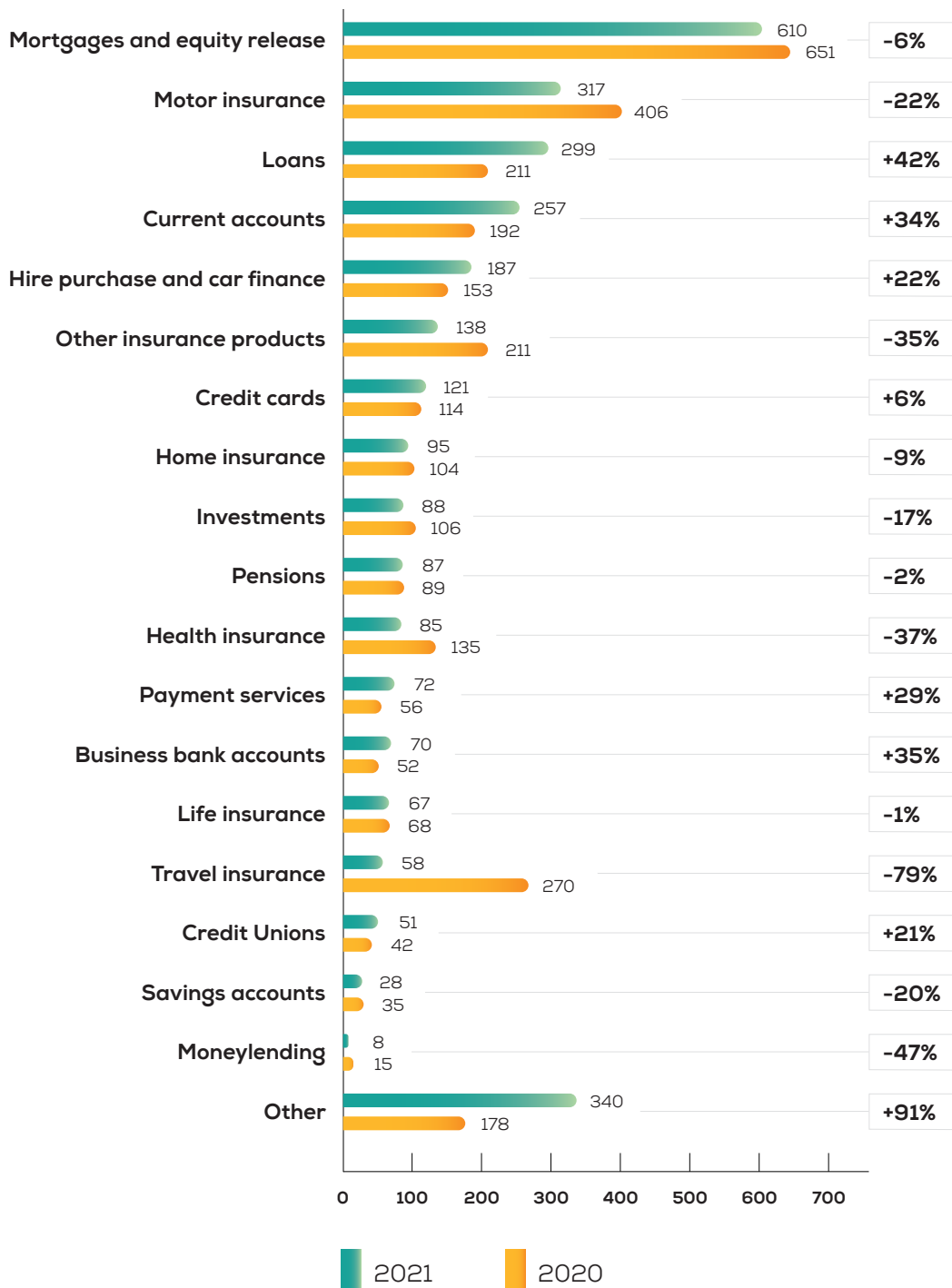


Figure 16: Personal finance contacts to the CCPC in 2021 listed by category. The number of contacts received in these categories in 2020, and the year on year percentage change, are displayed for comparison.

17. Most popular personal finance webpages on CCPC.ie



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