



# Consumer Helpline Report 2025

Statistics report on  
consumer contacts to  
the Competition and  
Consumer Protection  
Commission helpline

1 January – 31 December 2025



Coimisiún um  
Iomaíocht agus  
Cosaint Tomhaltóirí

Competition and  
Consumer Protection  
Commission

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# January – December 2025 in numbers

**42,791**

consumers  
contacted our  
helpline

to report a problem, ask a personal  
finance question, or get free,  
independent information on their  
consumer rights.



There were  
**2,194,970** visits  
to CCPC.ie

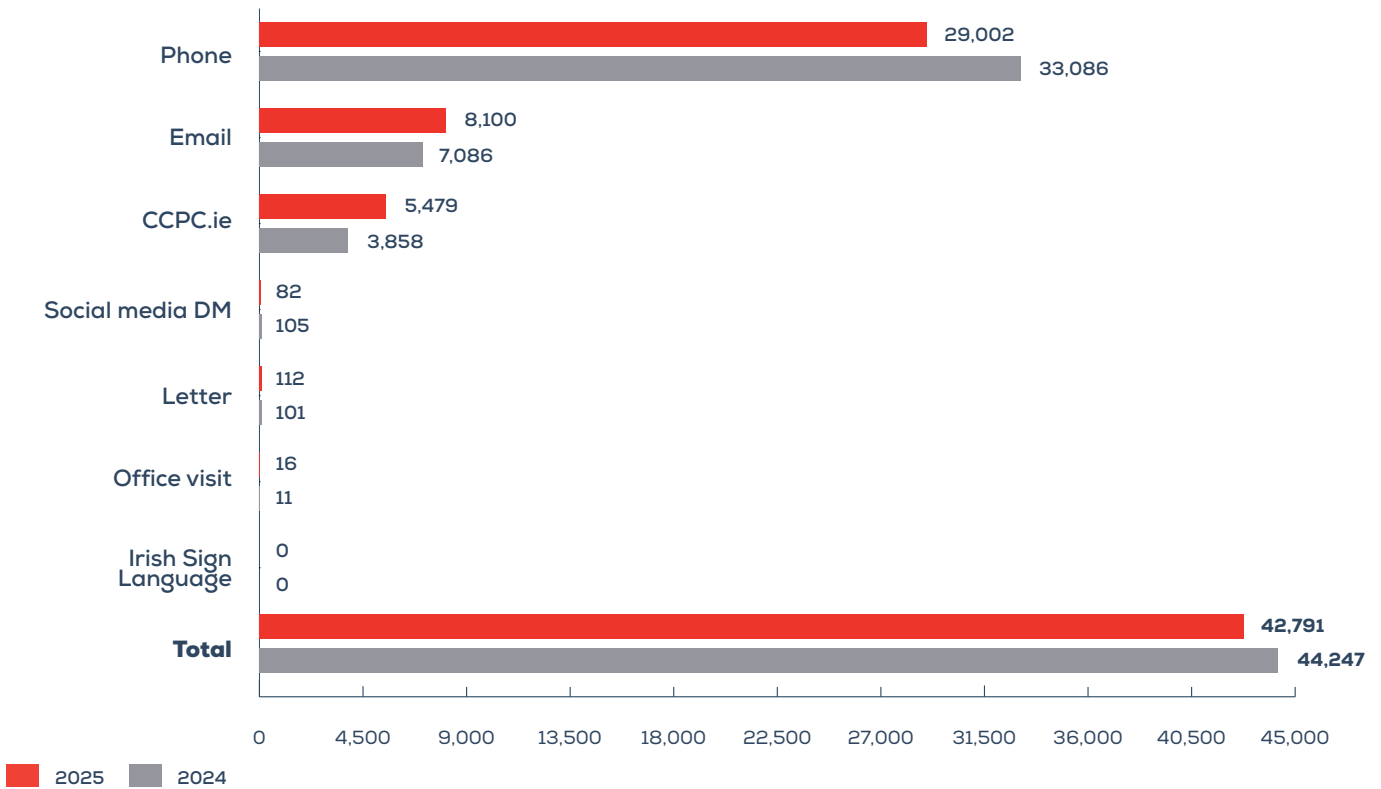
There were **647,483** visits to  
our online Money Tools.



These free comparison tools allow users to find the financial  
products that suit them best, calculate costs, and create budgets.

# Overview

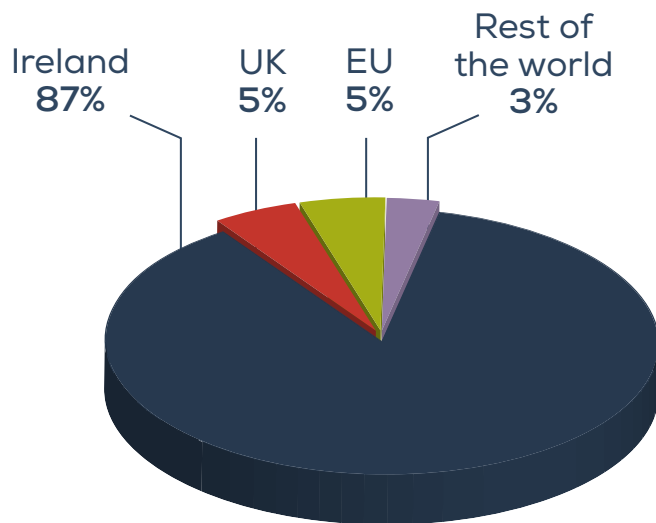
## 1. How consumers contacted us



**Figure 1:** How consumers contacted the CCPC in 2025, listed by channel. The equivalent breakdown for 2024 is included for comparison. In previous reports, contacts submitted through CCPC.ie were included in the Email category.

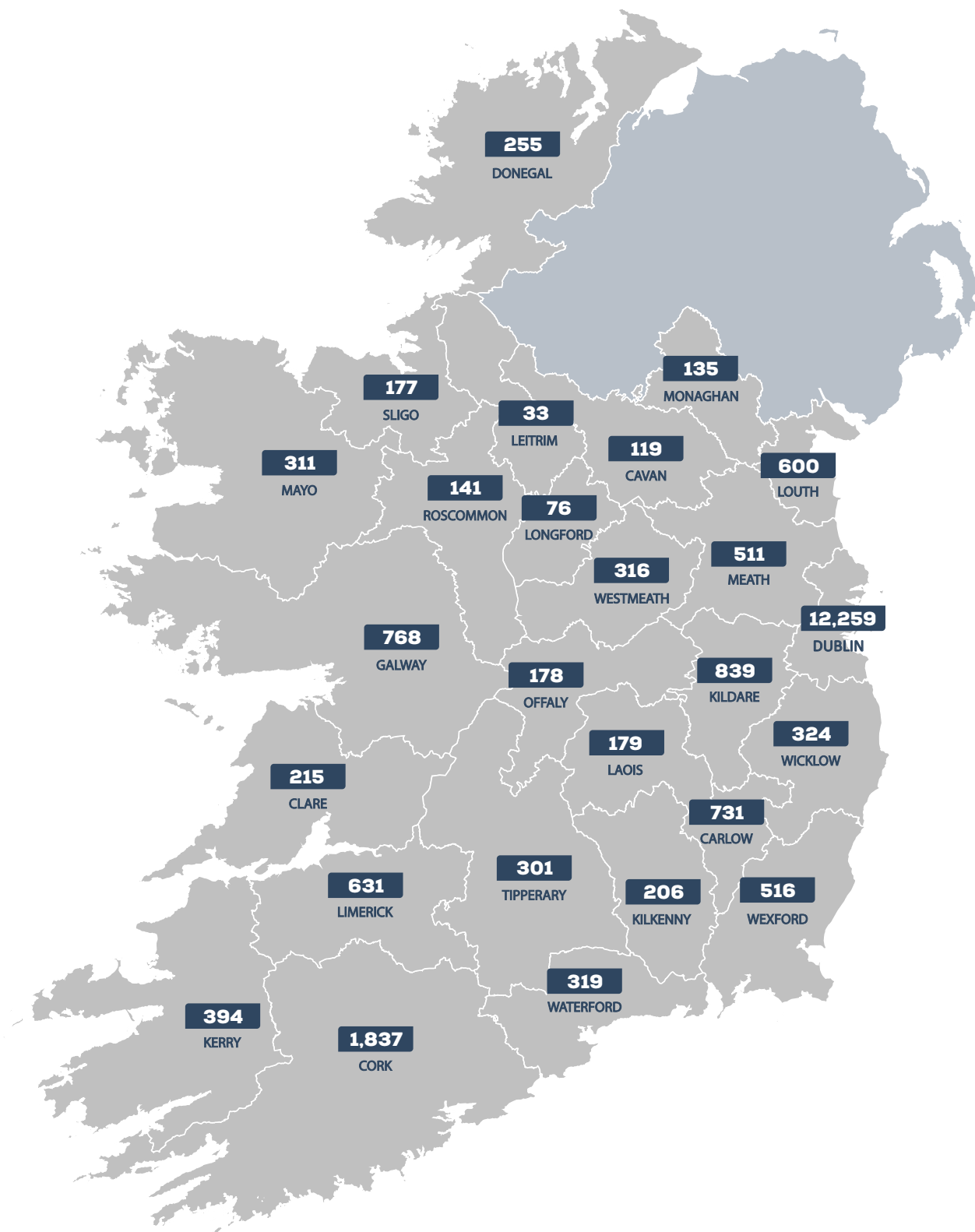
## Consumer contacts

### 2. Where consumers bought from



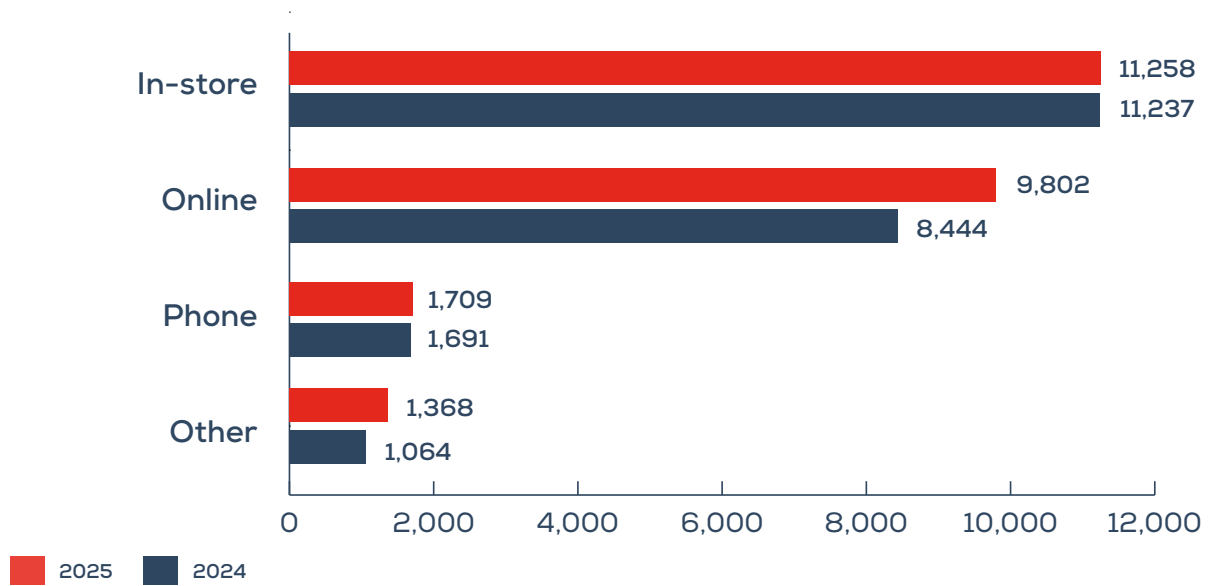
**Figure 2:** In 90% of contacts, consumers sought information or made a report related to a specific transaction or business and provided the CCPC with information on where the business was based. This chart shows the location of the businesses for which this information was provided.

### 3. Where consumers bought from in Ireland



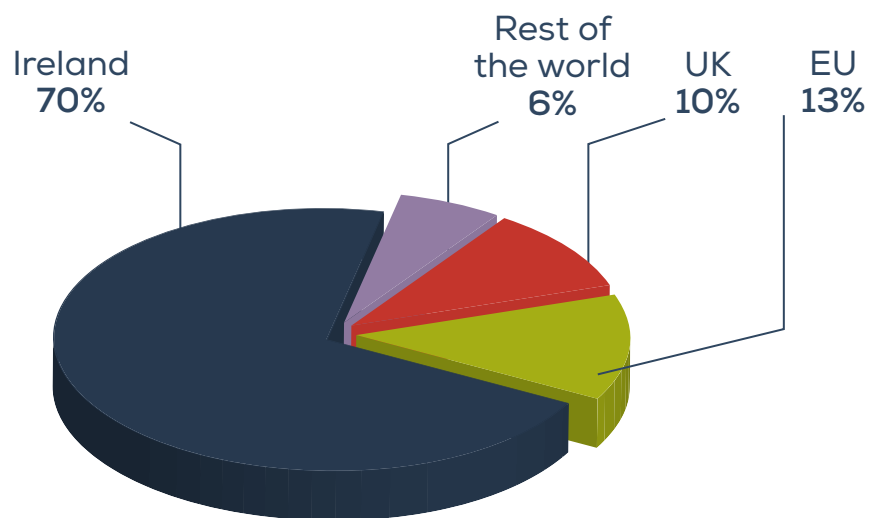
**Figure 3:** In 2025, 23,616 consumers contacted CCPC about businesses based in the Republic of Ireland. 95% of consumers provided the trader's address in the Republic of Ireland. This map indicates the counties in which those businesses are based. Contacts about business based in Antrim, Armagh, Derry, Down, Fermanagh and Tyrone are referred to the Consumer Council for Northern Ireland.

## 4. How consumers shopped



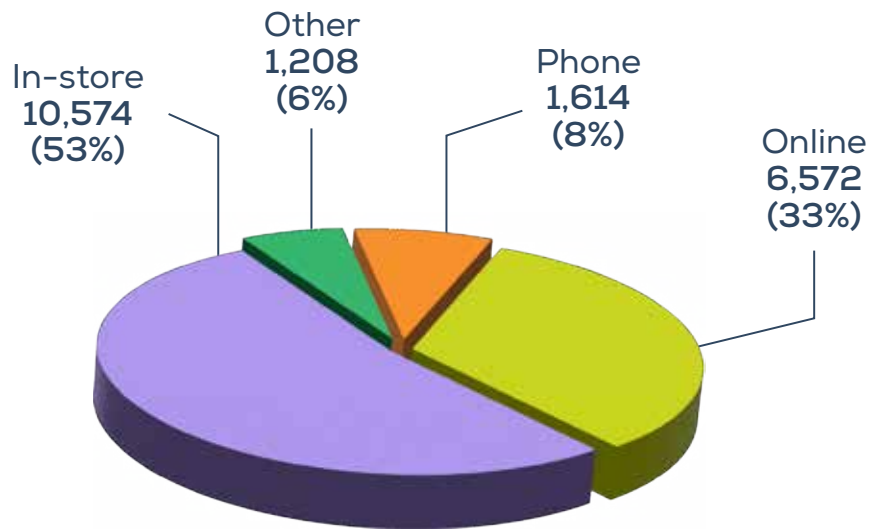
**Figure 4:** In 80% of contacts, consumers sought information or made a report related to a specific transaction or business and provided the CCPC with information on how they had made the purchase. This chart shows the number of contacts related to in-store, online and phone purchases, where this information was provided. The equivalent number of contacts for 2024 is displayed for comparison.

## 5. Where consumers bought from online



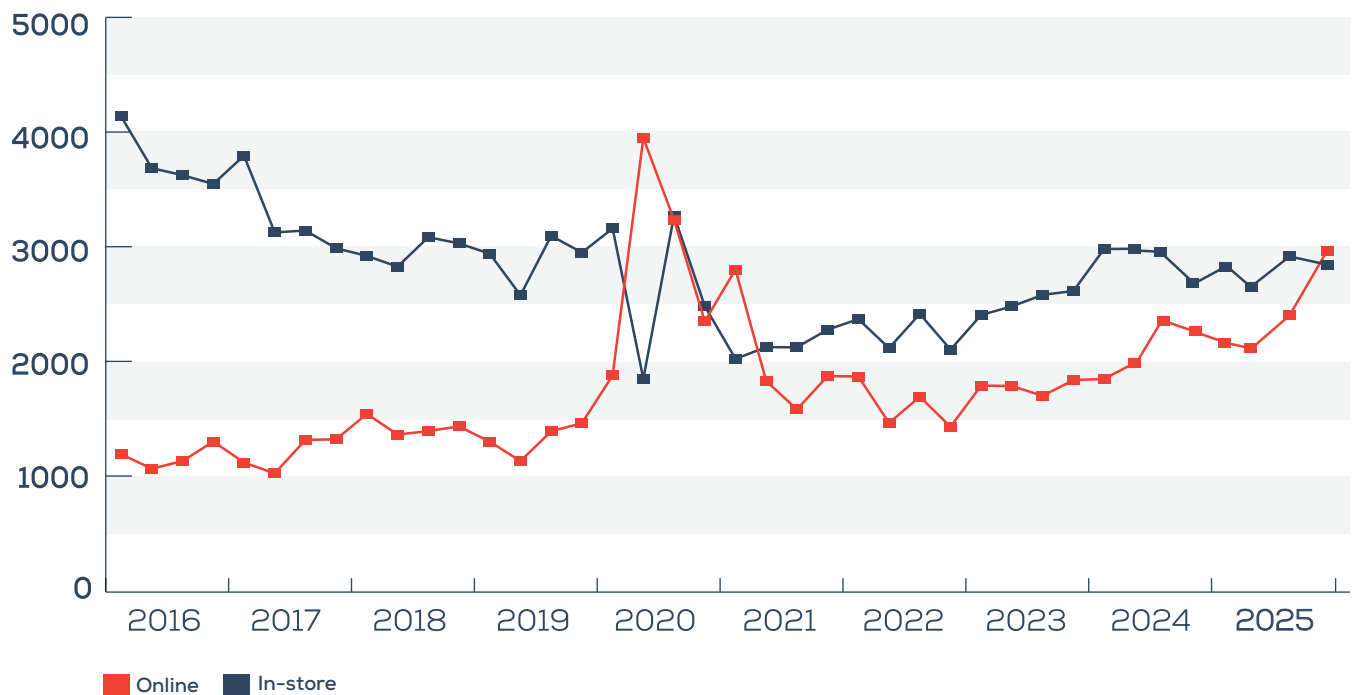
**Figure 5:** In 2025, 9,802 consumers contacted us about an online purchase. This figure shows where the business they bought from was based. In 95% of contacts where consumers sought information or made a report related to an online business, the CCPC was also provided with information on where the business was based.

## 6. How consumers shopped from Irish businesses



**Figure 6:** In 85% 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.

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



**Figure 7:** This chart shows the quarter-by-quarter trend of contacts relating to online vs. in-store purchases, where this information was provided by consumers, over the period from 2016 to 2025.

# Case study

## Takeaway troubles

Mike\* told us that he had placed an order for a takeaway with a food delivery company, but when it arrived, he realised that he had received a different customer's order. It turned out that his order had been left behind at the restaurant. He contacted the food delivery company immediately through both their app and email, providing the receipt with another customer's name and order as evidence. They refused to issue Mike a refund or any remedy, citing their "policy" but not giving further details. This is when Mike contacted the CCPC for advice.



**Our helpline informed Mike that when you buy goods from a business, you enter a sales contract with them. This means that the business is obliged to supply the product as described and within the agreed timeframe. If you can show that the product supplied is not as described, then you are entitled to a refund, replacement or repair. As a repair isn't applicable for a takeaway and a replacement wasn't provided within a reasonable time, Mike could seek a refund.**

**Mike decided to make a claim through the Small Claims Court. He found the application process quick and straightforward. The trader accepted the claim in full and provided a refund. A court date was not needed.**

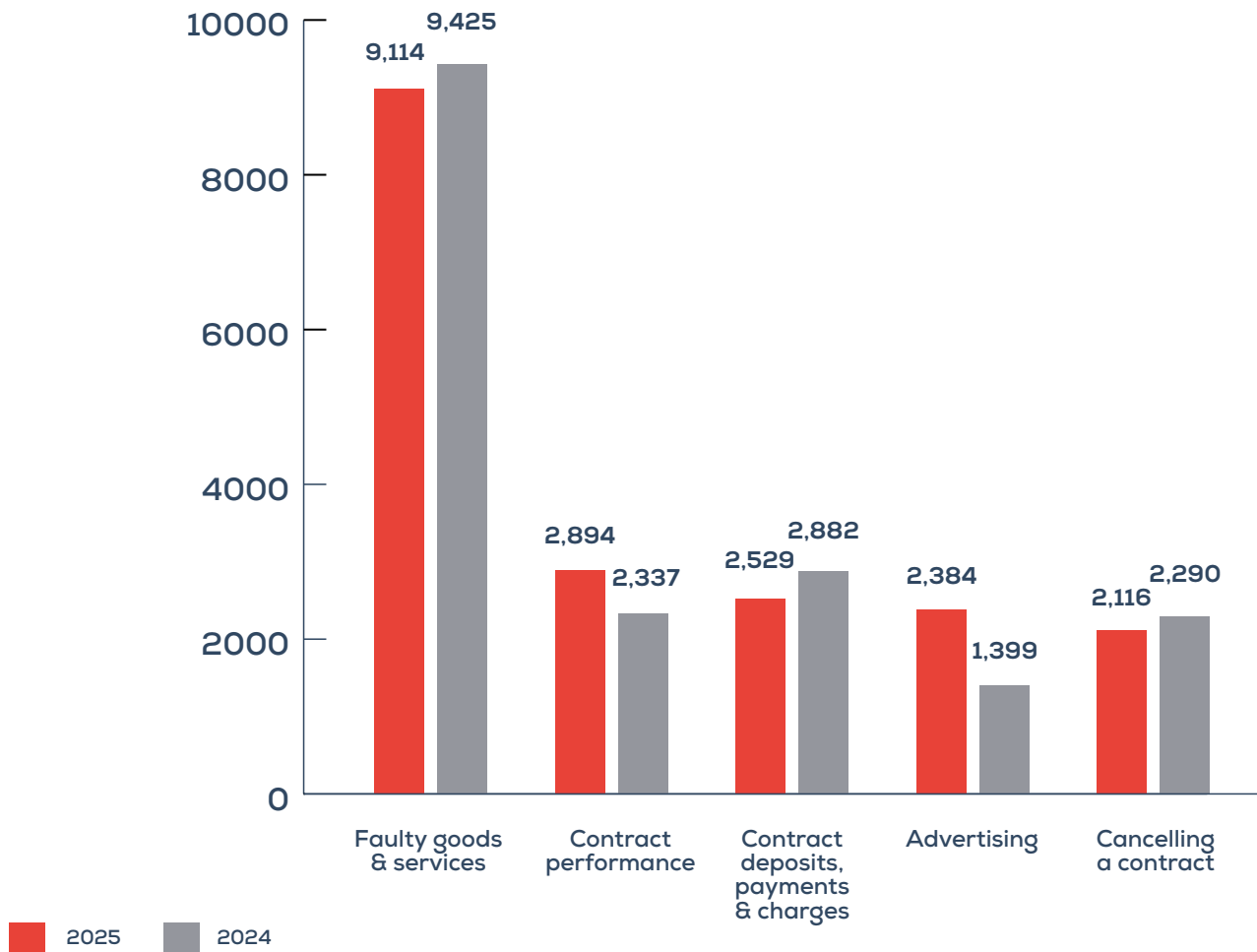
Mike said that he hoped the food delivery company had learnt a lesson from the issue. The whole process took one month from the time he submitted his small claims application to the conclusion.



*\*All information is presented from the perspective of the consumer. Some details have been altered for brevity and to protect anonymity*

# Top queries

## 8. Most common consumer queries



**Figure 8:** The top five categories of queries from consumers who contacted the CCPC in 2025. These five categories represent 63% of the total contacts received in this period. The number of contacts received in these categories in 2024 is displayed for comparison..

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## Case study

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### Missing parts

Ali\* bought an expensive toy brick set in the January sales for his child's birthday in April. When he opened it, he realised some of the parts were missing. Ali went back to the shop, but they told him to contact the manufacturer. Ali called the CCPC for help.



**Our helpline told Ali that under consumer law, the shop that sold the toy is responsible for resolving any issues, not the manufacturer. The toy shop must repair or replace the goods and where this is not possible, you can seek a refund.**

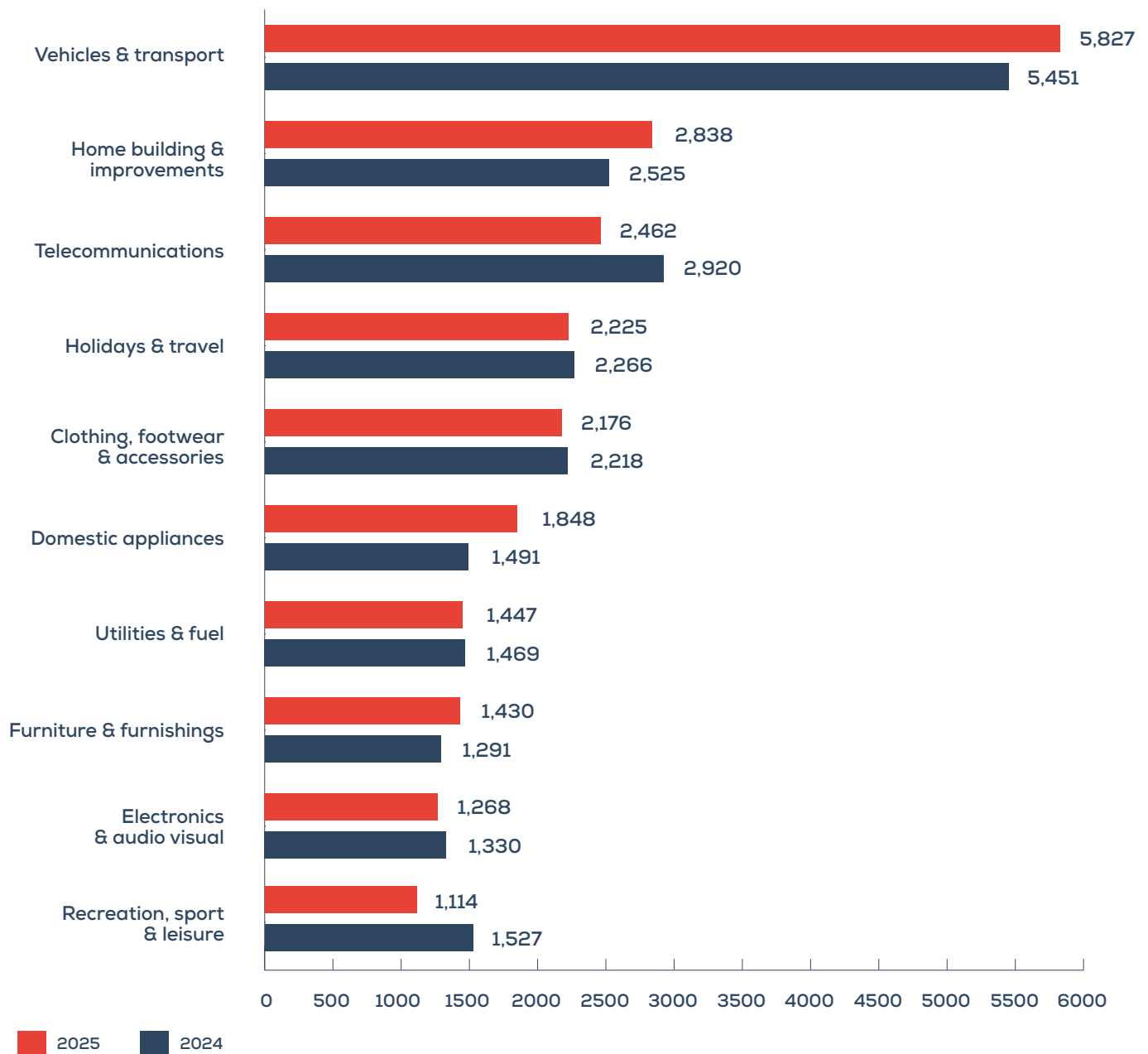
Ali called the trader, followed up with an email, and received a full refund.



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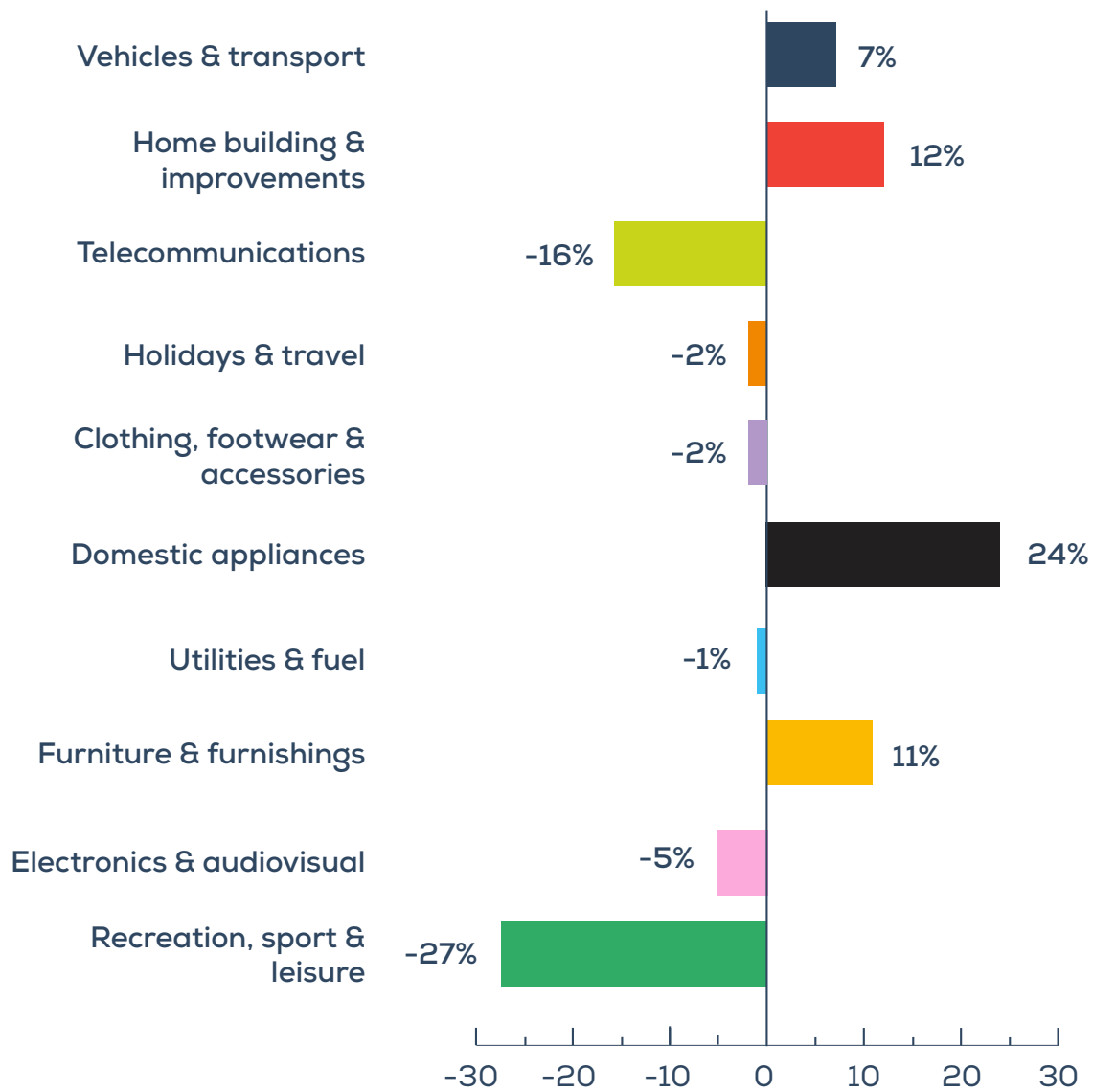
# Business sectors

## 9. Top ten business sectors



**Figure 9:** The top ten business sectors the CCPC received contacts about in 2025. The number of contacts received relating to these sectors in 2024 is displayed for comparison.

## 10. Changes within top business sectors



**Figure 10:** The top ten business sectors the CCPC received contacts about in 2025, listed according to the percentage change in volume when compared to 2024 contacts related to the same business sectors.

## Case study

### Delayed doors

Maria\* ordered windows and doors for her new house with an agreed delivery time of 7 weeks. It took 13 weeks for the order to arrive, and when it did, the windows were missing and the wrong front door was delivered. When Maria contacted the trader, they advised it would be another 5-7 weeks before the rest of the order would be delivered.

Maria couldn't wait that long. She had to order new windows from a different supplier and install the front door that was delivered in error. To make matters worse, before calling the CCPC, Maria had just received a threatening email from the trader looking for their final payment.



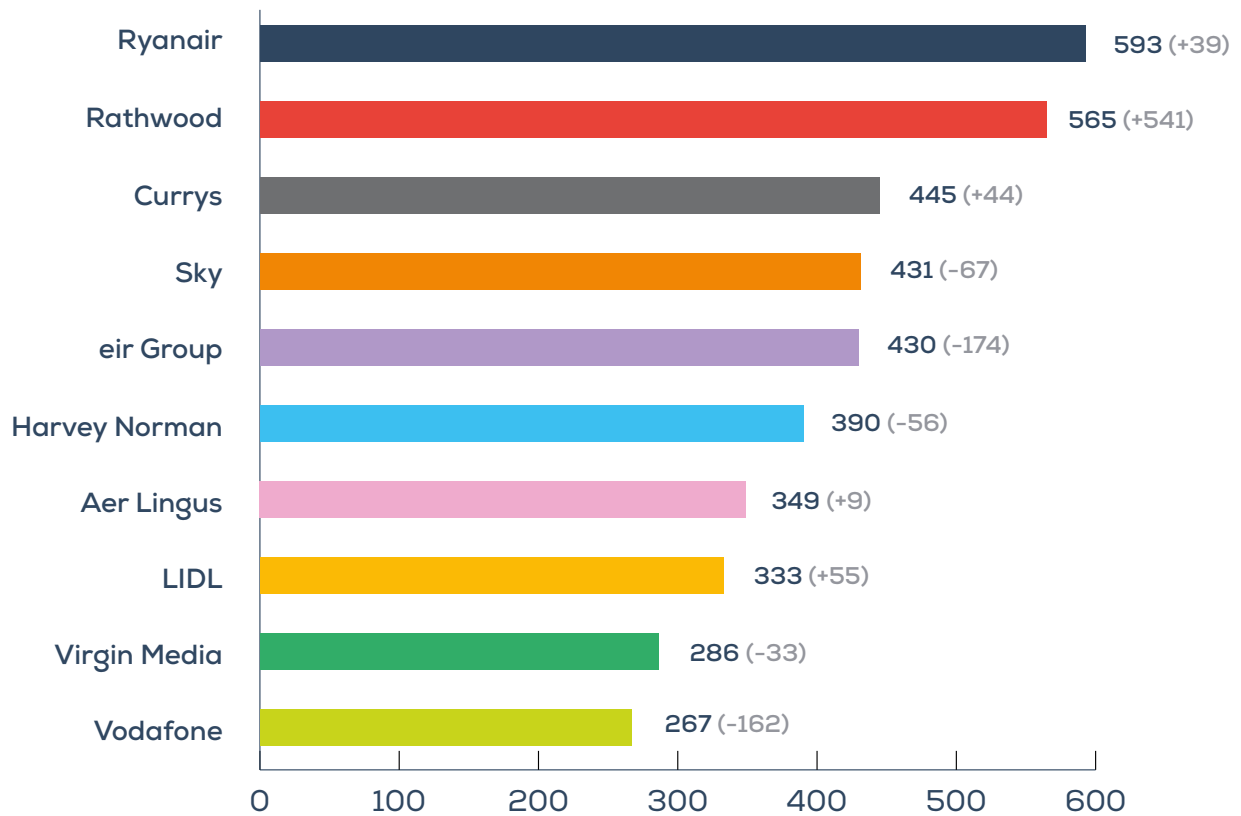
**Our helpline confirmed that if a business gives a delivery date when goods are purchased, the items should be delivered by that date, or within 30 days if you did not agree a date. If an order arrives damaged or with missing or incorrect items, you are entitled to a refund or replacement for the missing items.**

Unfortunately, when we checked in with Maria, the issue was still ongoing. Because of the delay in moving into her new home, she had to pay more in rent, and while the trader had agreed to refund her for the windows, she was still trying to resolve the issue of being sent a wrong front door.



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## 11. Top traders named by contacts



**Figure 11:** In 88% of contacts where consumers sought information or made a report related to consumer rights, the consumer supplied the name of the trader. This chart shows the top traders the CCPC received contacts about in 2025. Contacts relating to these ten traders make up 14% of the total number of named trader contacts.

## What happens next?

Consumers in Ireland have strong rights, but that doesn't always mean that their problems are solved quickly or easily.

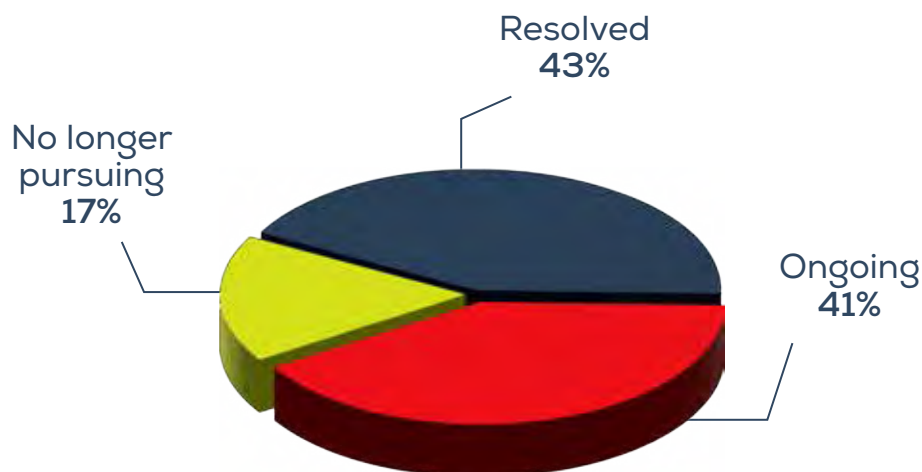
In October last year we began following up with consumers who contacted our helpline to ask them what happened next. Over the phone and by email, we are gathering the real-life stories of what happens when consumers put their rights to work.

This project is ongoing and more results will be published in the future. The CCPC would like to thank all the consumers who have taken part in the project to date.

We checked in with **1,248** consumers at least four weeks after they contacted our helpline. Here is what they told us:

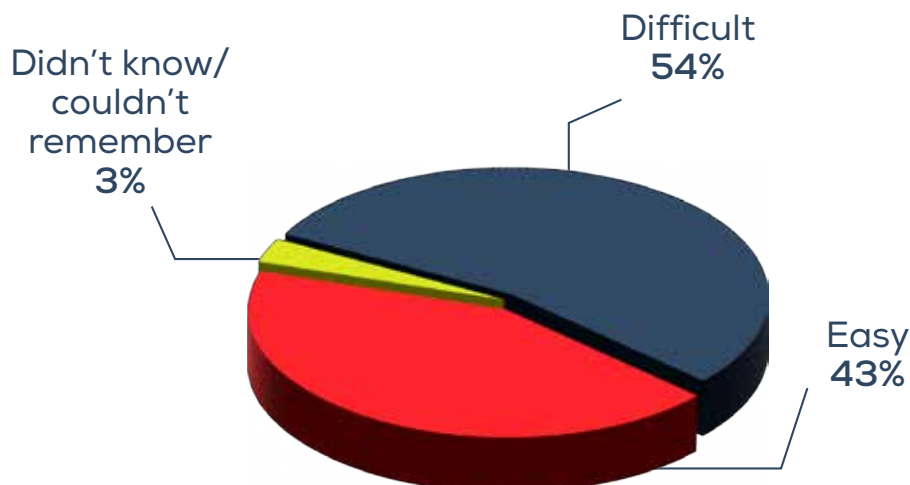
**96%** had contacted the trader to try and resolve their issue

Was the issue resolved?\* (1,248 respondents)

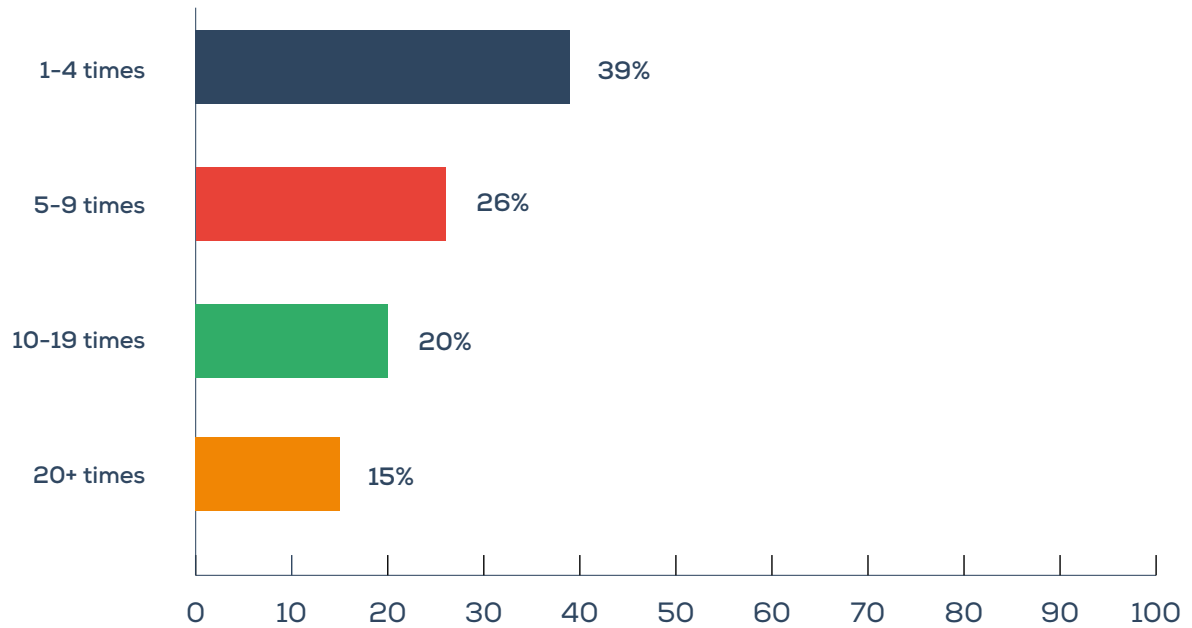


*\*This is a multi-code question, answers may total more than 100%*

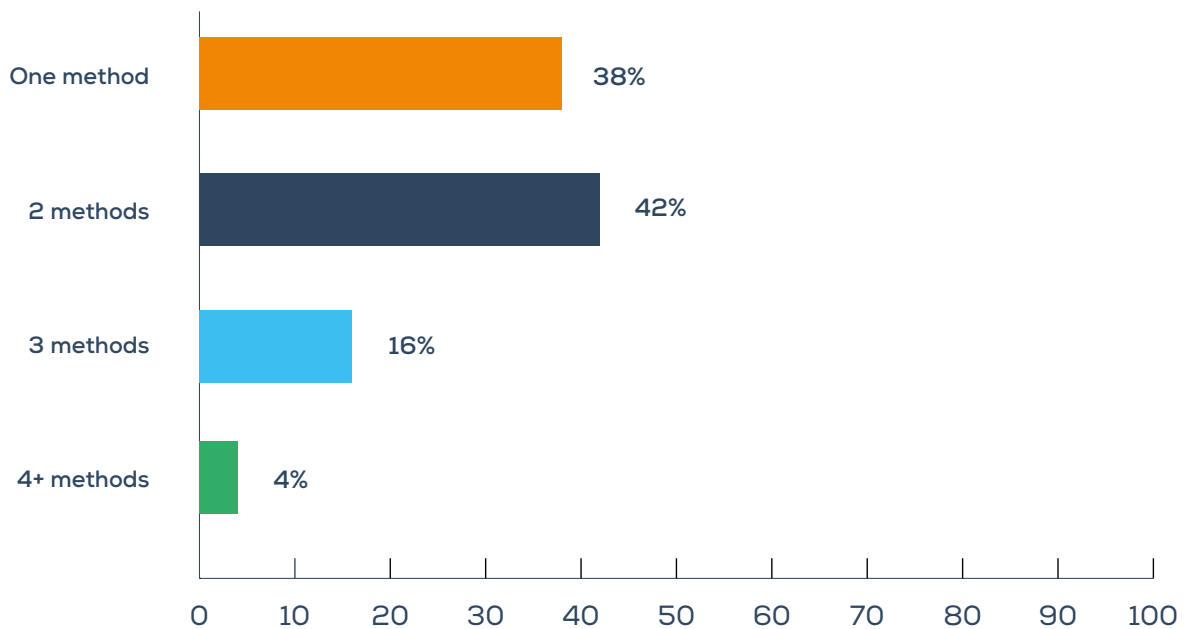
Was it easy or hard to get in touch with the trader? (1,195 respondents)



## How many times did you contact the trader? (1,016 respondents)

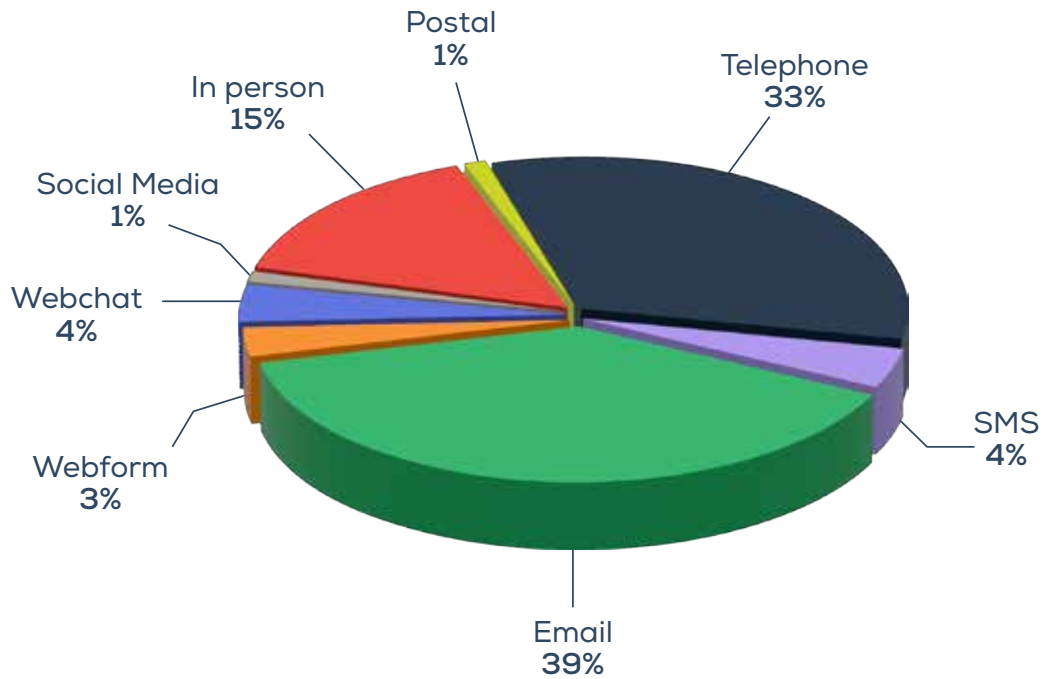


## How many methods did you use to contact the trader? (1,171 methods)

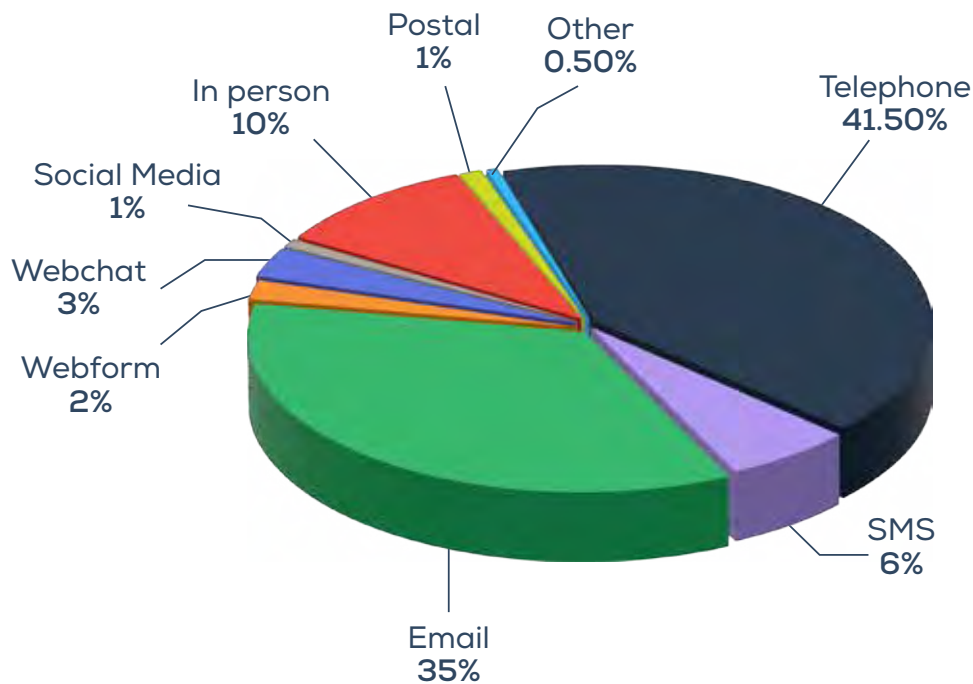


## How did you contact the trader?

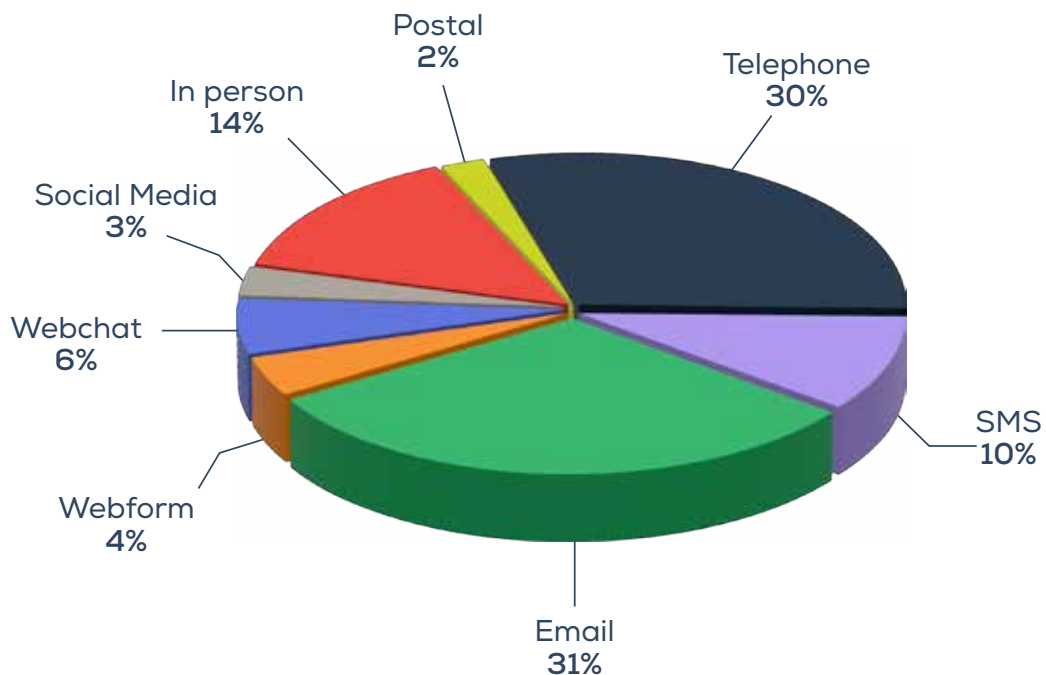
### Consumers who used only one contact method



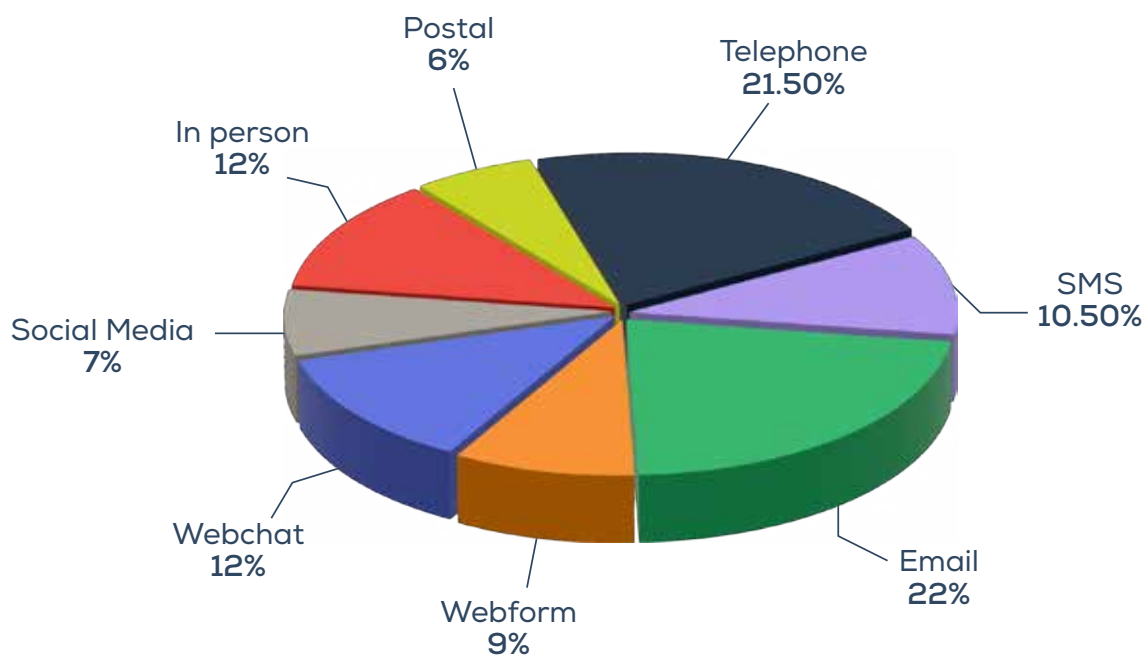
### Consumers that used two contact methods



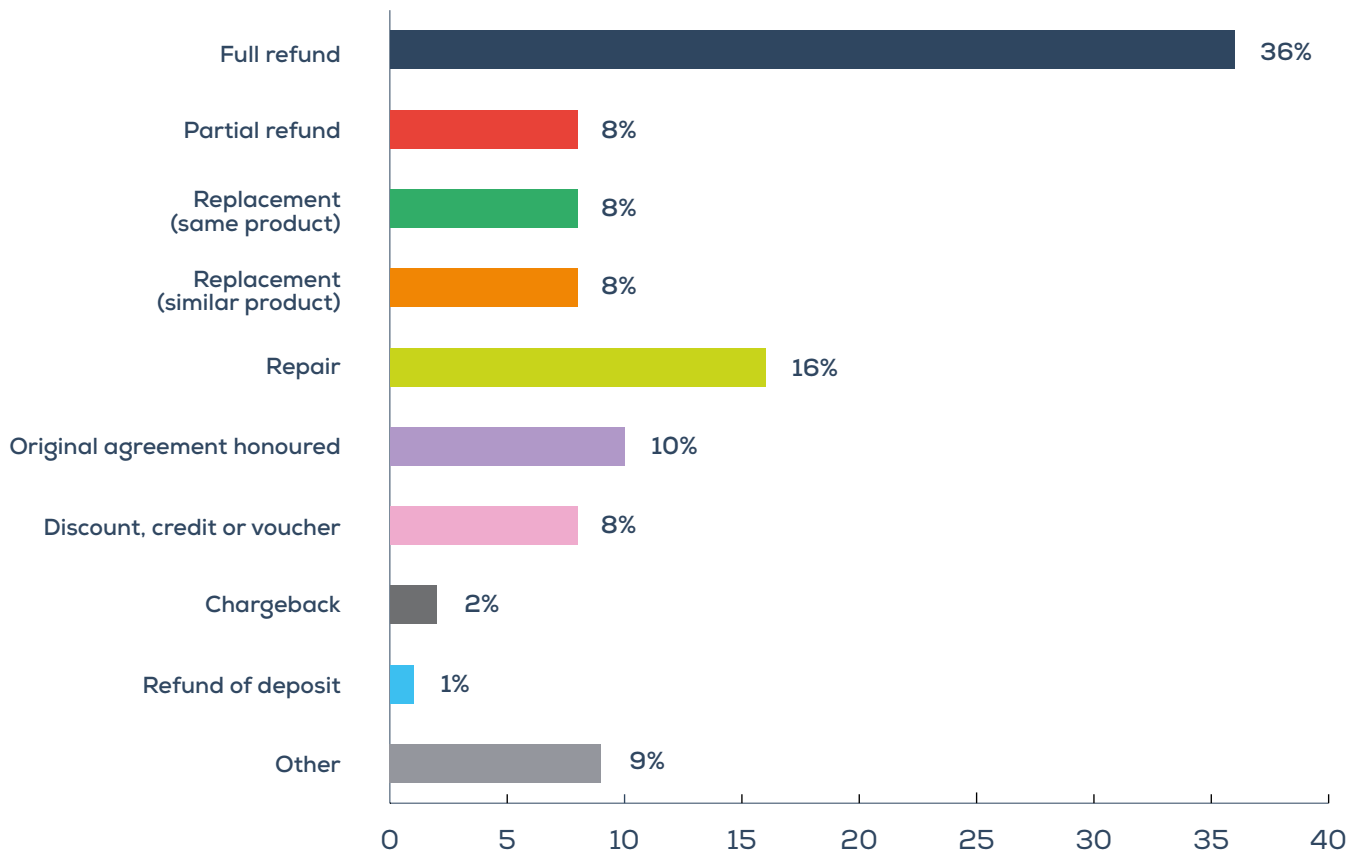
### Consumers that used 3 different contact methods



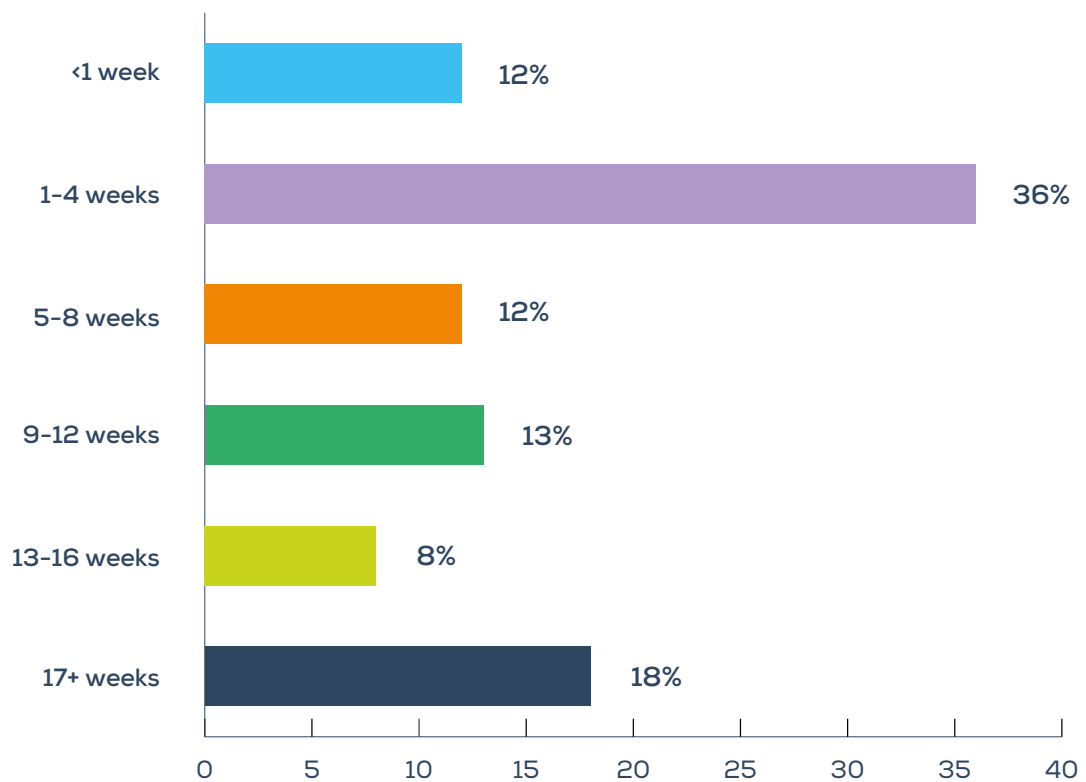
### Consumers that used 4 or more different contact methods



## How was the issue resolved? (532 respondents)



## How long did it take to resolve the issue? (481 respondents)



**16%** of respondents had incurred extra costs trying to resolve their issue



**We asked  
1,248 consumers**

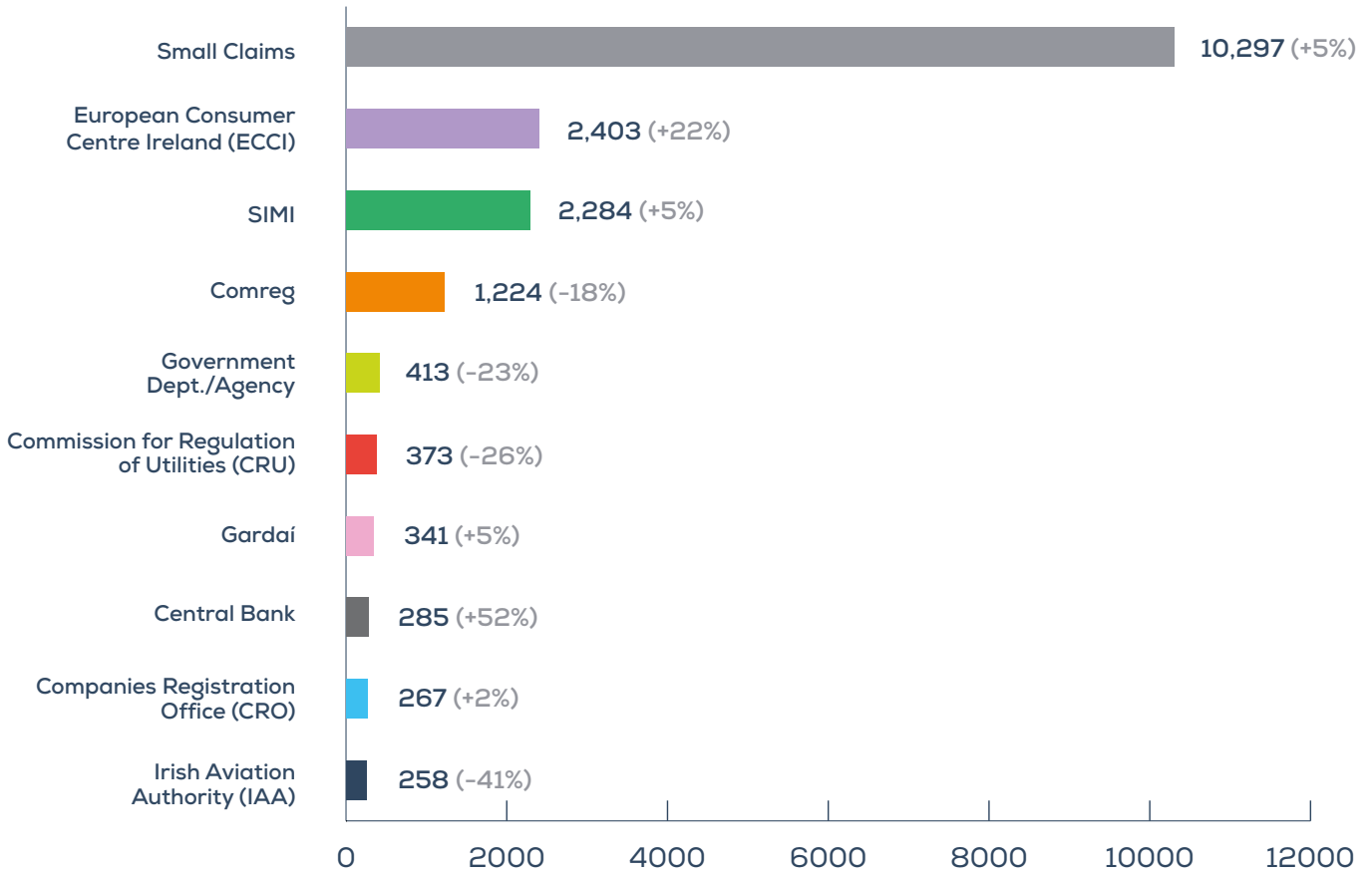
**“Overall, how would you describe your experience of trying to resolve your issue with the trader?”**

Here are some of their responses.

-  • *I felt lied to when dealing with [company], I was told one thing but nothing had worked because they did not care to process it. If not for the [financial services company] chargeback, I would probably still be fighting to get my money back*
-  • *Unhelpful. Vague. Scripted answers. Too many people involved. A new person each time I reached out.*
-  • *A highly qualified after-sales manager behaved in a professional manner*
-  • *Perplexing but pleasant*
-  • *Frustrating*
-  • *Very good, the trader was very fair*
-  • *Easy once I emailed the head office and advised that I had contacted you*
-  • *A bit drawn out, and I had to escalate. I think someone with less tenacity or communication difficulties (older person or someone with poor English) would not have got the same resolution*
-  • *I hit a few walls along the way, and then, just like that, I finally managed to get in touch with someone who could help*
-  • *Unhelpful, rude, useless*
-  • *I was very satisfied with how [company] resolved this issue.*
-  • *Infuriating, left me in limbo, asked me to get things checked by contacting someone else, not them, and send a report. I thought they'd send someone to investigate. The whole process is convoluted and too many hoops to jump through. I expect goods to last a reasonable time. In the end felt like they were fobbing me off. And I hadn't a clue how to continue or who to contact or what next steps were.*
-  • *Horrible, Horrible, Horrible*
-  • *I was extremely disappointed in the trader's approach. They were very rude and intimidating to deal with.*

# Next steps for consumers

## 12. Top helpline referrals



**Figure 12:** 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 ten organisations that consumers were referred or signposted to in 2025. It also shows the percentage change in the number of consumers that were signposted to the same organisation compared to 2024.

## Case study

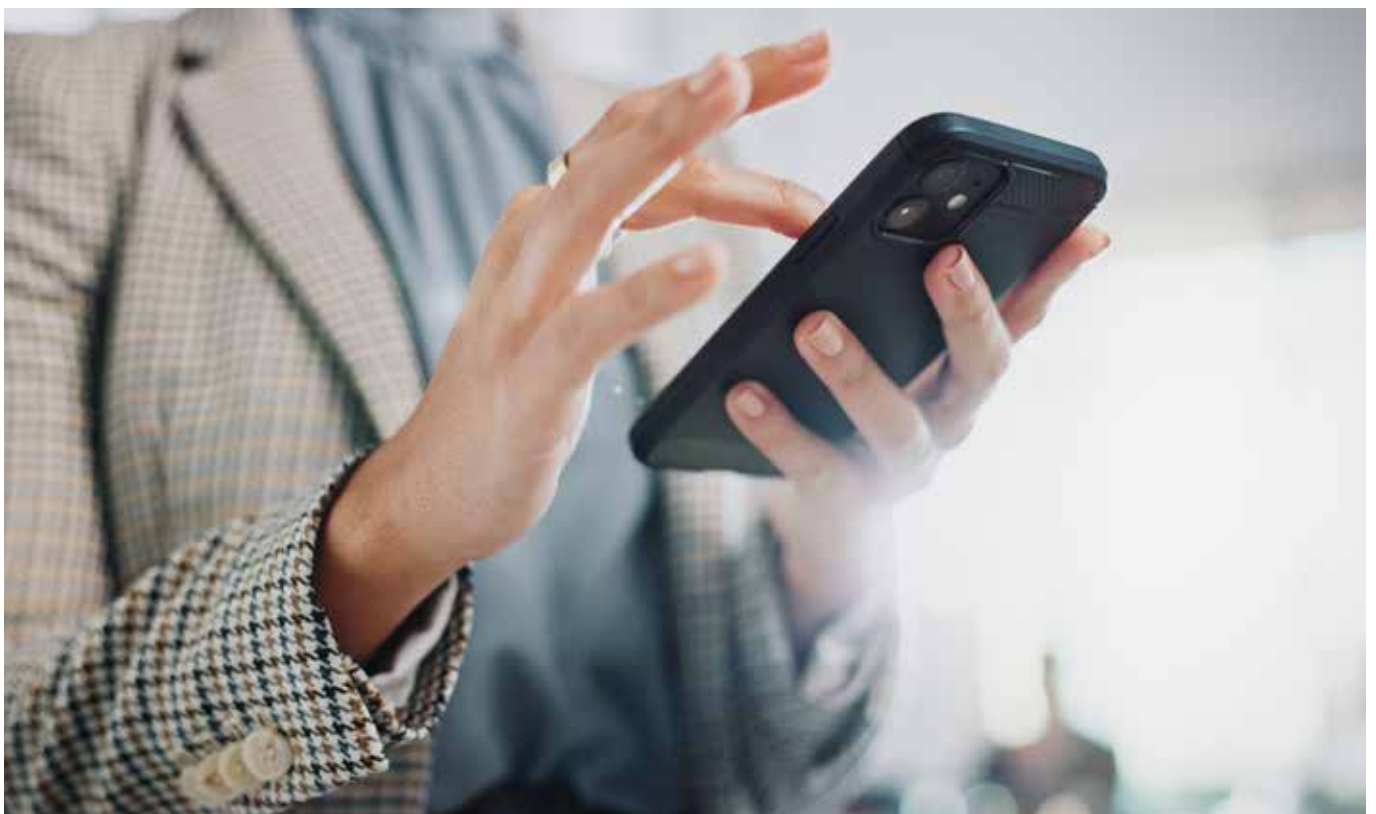
### Faulty phone

Sandra\* bought a refurbished phone in store. Once she started using it, she noticed problems with the connectivity. Sandra brought it back to the shop but was told there was nothing wrong with it and offered store credit. She contacted our helpline to check her rights.



**Our helpline explained that when you buy something that turns out to be faulty, you have strong consumer rights. You're entitled to a repair, a replacement, or a refund, depending on the circumstances. This applies regardless of whether there is a guarantee or warranty. If the retailer sold you a faulty product, they are responsible for putting things right.**

Using this information, Sandra complained to the trader and the trader repaired the phone.



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## Next steps explained

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The **Small Claims Court** allows consumers to resolve certain disputes with businesses through the District Court without having to engage the services of a solicitor. The Court deals with claims up to the value of €2,000. It costs €25 to make a claim. [www.courts.ie](http://www.courts.ie)

**SIMI (Society of the Irish Motor Industry)** operates a consumer complaints and arbitration service dealing with used cars, repairs and services purchased from its members. [www.simi.ie](http://www.simi.ie)

When a consumer contacts us about an issue with a business based outside Ireland but within the EU, UK, Iceland or Norway we may refer them to the **European Consumer Centre Ireland**. The Competition and Consumer Protection Commission (CCPC) is the body designated to host the **ECCI**. The **ECCI** supports consumers with cross-border issues and complaints and operates a dispute resolution service for consumers and traders based in different EU countries, Iceland, and Norway. [www.eccireland.ie](http://www.eccireland.ie)

The **Commission for Communications Regulation (ComReg)** handles consumer complaints about telecommunications, radio communications, broadcasting transmission, premium rate services and the postal sector in Ireland. [www.comreg.ie](http://www.comreg.ie)

**Government Departments & Agencies** have different responsibilities. We refer consumers to the Department of Environment, Climate and Communications for issues regarding the household waste sector and the Deposit Return Scheme, for example. Other queries are directed to the relevant departments or agencies, where appropriate. [www.gov.ie](http://www.gov.ie)

The **Commission for Regulation of Utilities (CRU)** supports consumers with questions or complaints about energy and water. [www.cru.ie](http://www.cru.ie)

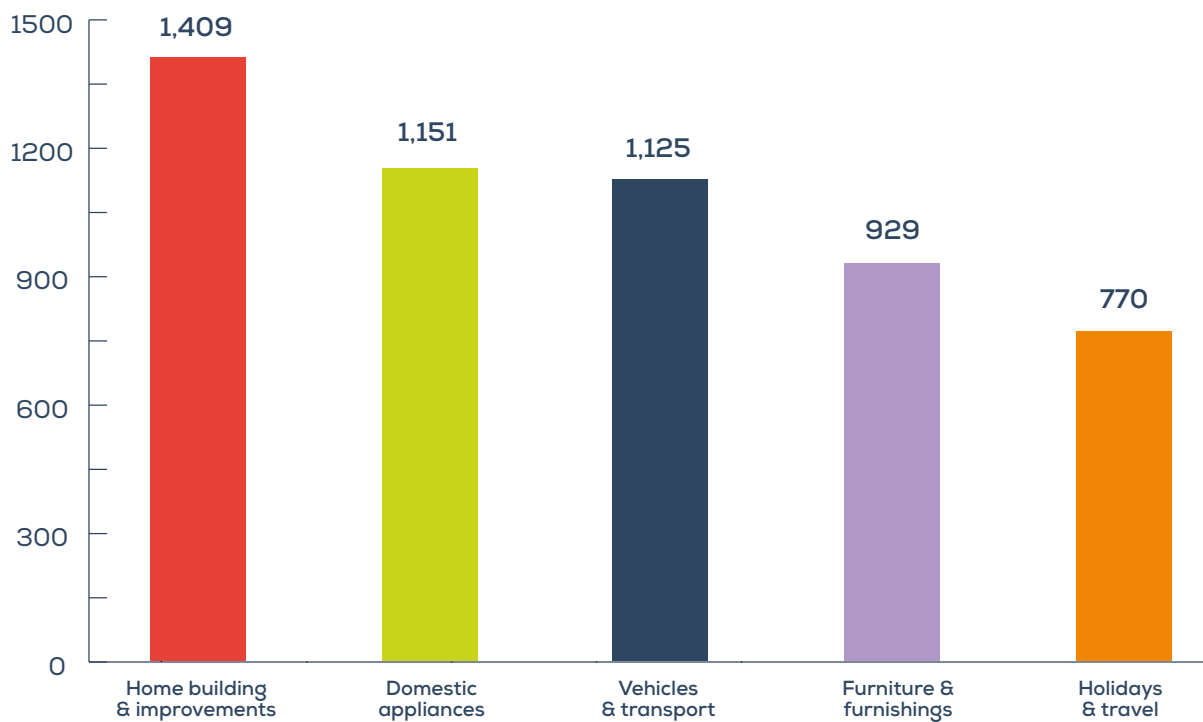
Consumers are often referred to the **Central Bank** when they contact us in relation to a faulty car purchased with Hire Purchase. <http://www.centralbank.ie>

The **Companies Registration Office (CRO)** holds all public statutory information on Irish companies and business names. Consumers are referred here if they need information about a company, such as its status or registered office. [www.cro.ie](http://www.cro.ie)

The **Irish Aviation Authority (IAA)** is responsible for enforcing EU rules on flights when it comes to delays, cancellations and compensation. [www.iaa.ie](http://www.iaa.ie)

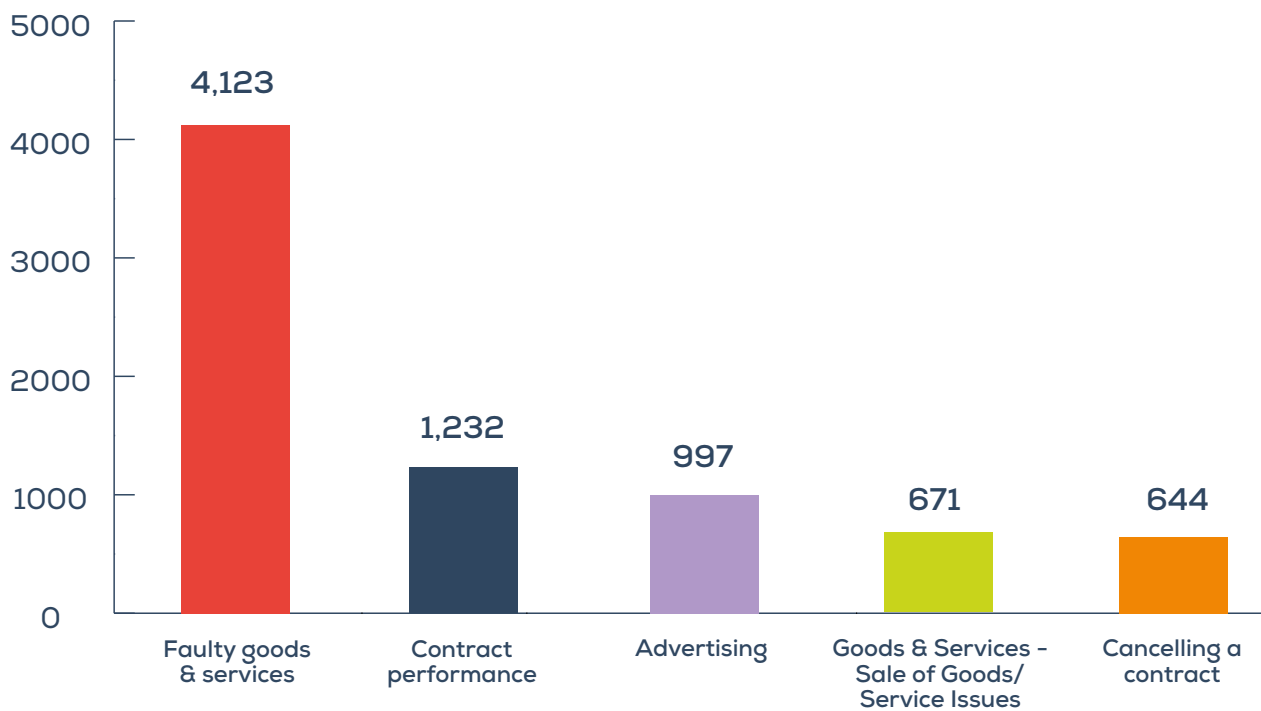
**An Garda Síochána** deal with all matters relating to fraud, scams and other criminal activity. [www.garda.ie](http://www.garda.ie)

### 13. Small Claims Court referrals: Top business sectors



**Figure 13:** The top business sectors where consumers were referred or signposted to the Small Claims Procedure in 2025. The top five sectors make up 52% of the overall CCPC referrals to the Small Claims Procedure.

## 14. Small Claims Court referrals: Top five query categories



**Figure 14:** The top five query categories where consumers were referred or signposted to the Small Claims Procedure in 2025. The top five query categories make up 74% of the overall CCPC referrals to the Small Claims Procedure.

## Case study

### Disappearing delivery

Peadar\* told us that he ordered clothes online worth over €300 from a sportswear shop. However, the order never arrived. He contacted the trader a few times but was told something different every time. First, he was told that he would get a refund, then that the items had been delivered so no refund would be given. He called our helpline to ask about his rights.



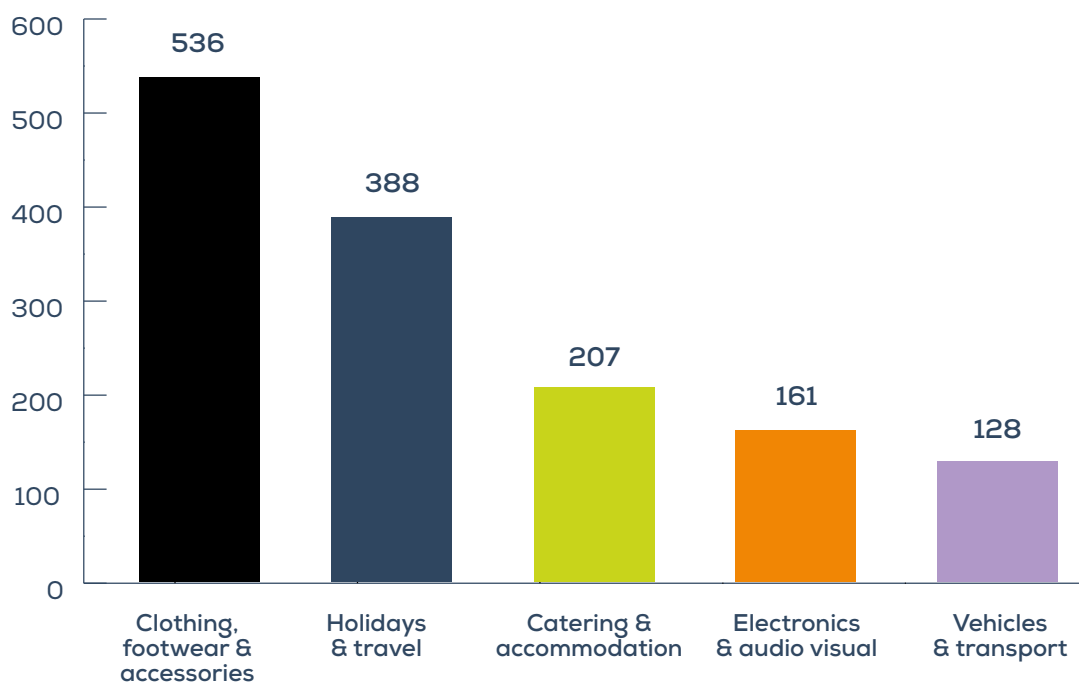
**Our helpline explained that under consumer law, businesses must ensure that a delivery gets to you on time and that you're getting what you paid for. If there's a problem, your contract is with the business you bought from rather than the delivery/courier service, whether the item is late, damaged or lost. If a delivery doesn't reach you, you have the right to cancel the contract immediately and get a refund. The trader must refund you without delay.**

Peadar considered filing a claim with the Small Claims Court but ultimately managed to resolve the issue with the trader directly. After making a formal complaint he received a full refund.



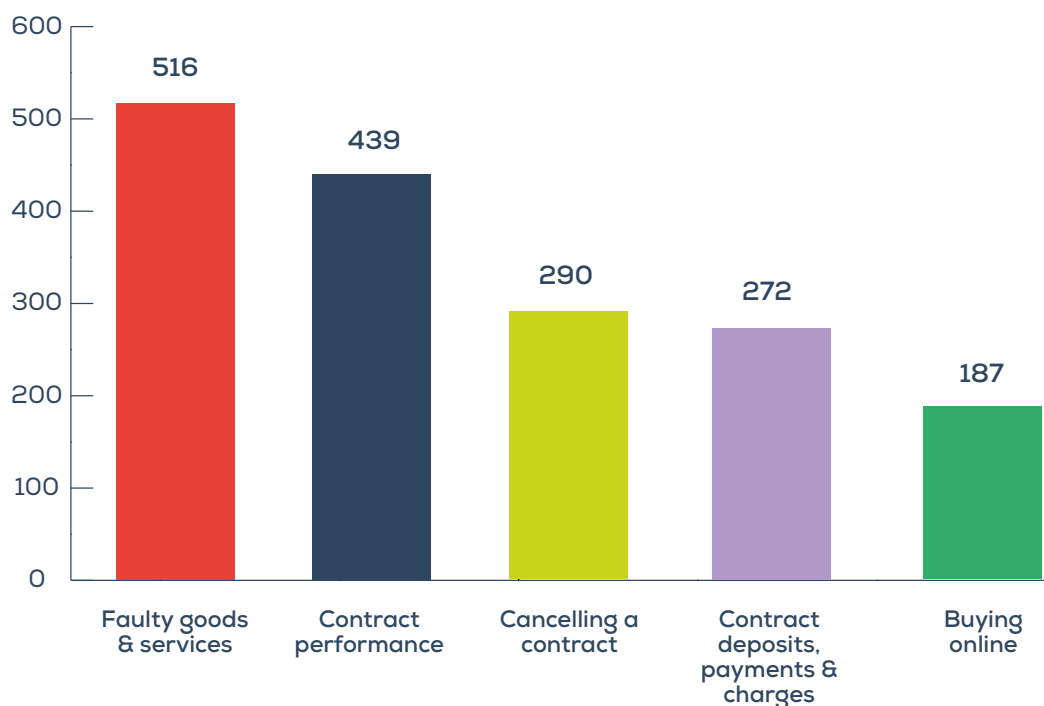
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## 15. European Consumer Centre referrals: Top five business sectors



**Figure 15:** The top five business sectors where consumers were referred or signposted to the European Consumer Centre in 2025. The top five sectors make up 59% of the overall CCPC referrals to the European Consumer Centre.

## 16. European Consumer Centre referrals: Top five query categories



**Figure 16:** This chart shows the top five query categories where consumers were referred or signposted to the European Consumer Centre in 2025. The top five query categories make up 71% of the overall CCPC referrals to the European Consumer Centre.

## Case study

### Car hire chargeback

After renting a car, Aisling's\* credit card was charged over €100 for tyre damage, even though this wasn't mentioned in the check-out document when she returned the vehicle. She had photos of the car at pickup which showed that the damage existed before she started driving. Despite this, the staff member did not let her explain and insisted the charge would stand. Aisling called the CCPC helpline for advice.



**Our helpline advised Aisling to check the terms and conditions of her contract and send a written complaint to the company, attaching copies of her photos. As she paid by credit card, we informed her that she also had the option of requesting a chargeback from her credit card provider.**

Aisling found it difficult to contact the trader. She sent numerous emails but did not receive a satisfactory response. In the end, she got her money back through a chargeback.



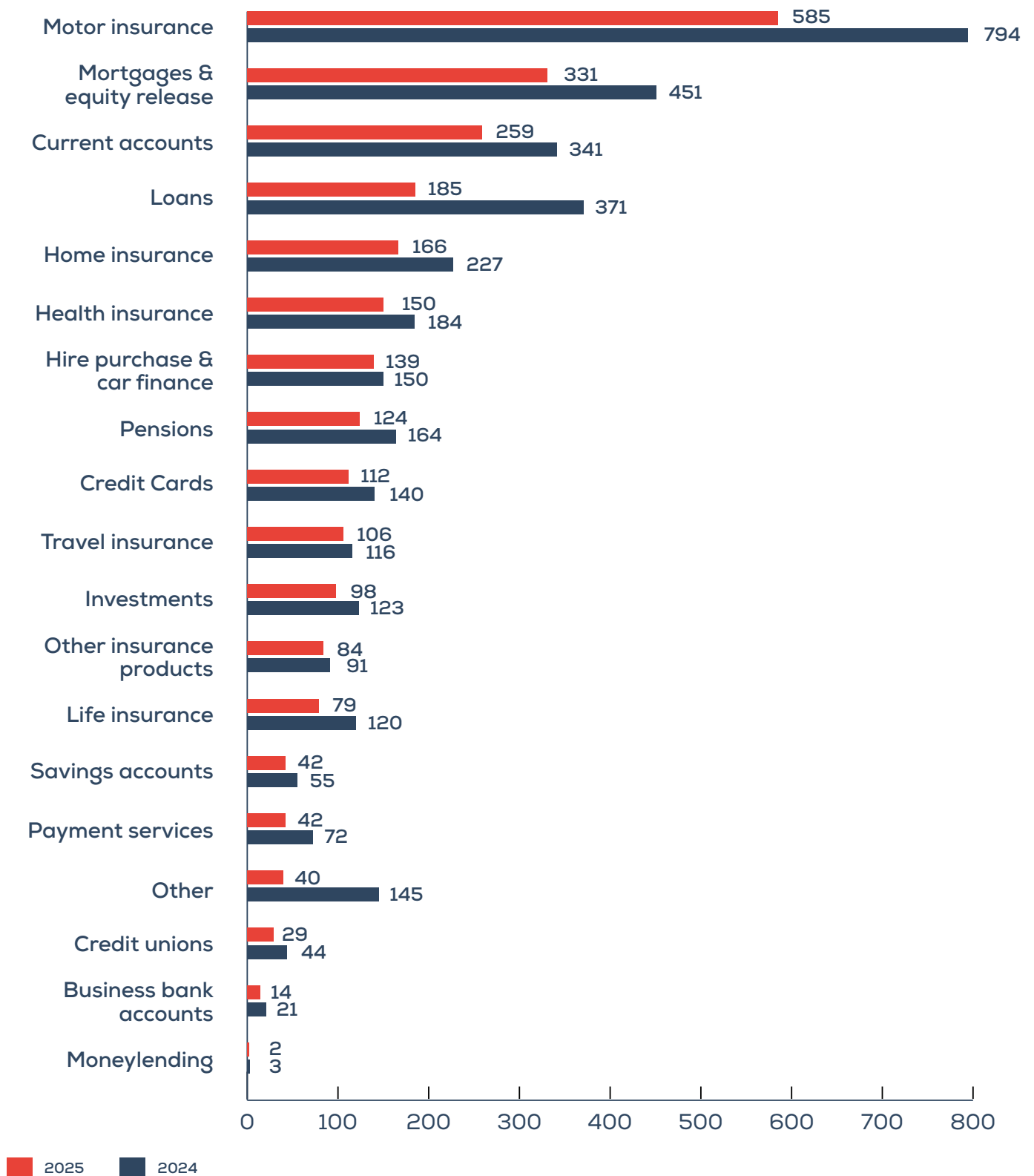
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**2,587**  
of our  
**helpline contacts**  
related to  
**personal finance**



## 17. Personal finance queries



**Figure 17:** Personal finance contacts to the CCPC in 2025 listed by category. The number of contacts received in these categories in 2024 is displayed for comparison.

## 18. Most popular personal finance pages on CCPC.ie





Coimisiún um  
Iomaíocht agus  
Cosaint Tomhaltóirí

**Competition and  
Consumer Protection  
Commission**

Competition and Consumer  
Protection Commission

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Consumer Helpline 01 402 5555

**[www.ccpic.ie](http://www.ccpic.ie)**

