Press release - November 17, 2025

DURING BLACK FRIDAY,

COUNTERFEITING KEEPS ON DUPING!

The Union des Fabricants (Unifab) - an association for the promotion and defense of intellectual property, which brings together thousands of brands from every sector of activity**, and its partners, are warning online shoppers about the dangers of buying fake products, notably offered on e-commerce platforms and social networks, during this period that marks a significant peak in consumption, in France and around the world.**

The story of authentic products is steeped in creation and innovation. It is the kind of story that is born from an observation, from an idea, before coming to life and sometimes changing everyday habits by helping to improve everyone's daily life.

Video available HERE

It is the complete opposite of the story of counterfeiting, which appropriates, usurps and steals creation and endangers consumers' health with toxic products that pollute and meet no compliance standards whatsoever, as current events attest with the spotlight on the dubious practices of certain e-commerce platforms…

Link to the "Platforms position paper"

From now on, **counterfeits can also be found promoted by influencers on social media under various names such as: dupe, pingti, clone or even generic. The sole purpose of this change in vocabulary is to put consumers at ease, giving them the illusion that they are committing no offense by buying these products, which are nothing other than counterfeits and therefore illicit products.**

Access the study HERE

Key figures:

On this occasion, Unifab is unveiling its IFOP survey, conducted among French people aged 15 to 34, which reveals that:

- **51%** type the word “dupe” into a search engine to access an offer of counterfeit products;
- **2/3 of them** consider that buying a “dupe” amounts to buying a counterfeit (64%).
- **3/4 of them** have already heard of it and 2/3 have already bought one;
- **57%** think of e-commerce platforms to get a dupe and 55% of social networks;

These tempting offers and extraordinary promotions, which present items described as equivalent to authentic products, sold 10 to 15 times cheaper, promise the moon to consumers through misleading advertising and promises that will never be kept! This mass-shopping season is a boon for counterfeiters and unscrupulous platforms.

In the first half of 2025, online sales grew again by **7.9%** compared with the same period in 2024. This steady growth illustrates the popularity of online shopping and consumers’ continued adoption of e-commerce.

The Internet, which has become counterfeiters’ favorite playground, is also the stage for scams of unparalleled scale, linked to organized crime and mafia networks. It is also the source of harmful effects and consequences for health, safety, the economy and the environment. **Indeed, 34% of consumers in France have been duped into believing they had bought an authentic product when it was in fact an illicit copy; this figure reaches 37% among 15–18-year-olds, according to an IFOP survey for INPI and Unifab.**

The multitude of these illegal offers on online sales platforms may suggest a “good deal” - especially as the end-of-year holidays approach. It is therefore useful to warn consumers of what this irresponsible consumption entails.

In 2024, Customs seized 21.48 million counterfeits at French borders, more than 30% of which were stopped in small parcels in transit in postal sorting centers, the result of online purchases. In other words, the Black Friday period is a boon for counterfeiters!

Counterfeiting is always synonymous with unpleasant surprises:

- it never complies with the standards in force to protect consumers’ health,

- the materials used to make fake products are low-grade and unreliable; they can deteriorate at any time and harm the user,

- the profits from the sale of these illegal products fund mafia activities,

- counterfeiting is responsible for the loss of 38,000 jobs in France and causes €6.7 billion in direct sales losses and €1.34 billion in uncollected tax revenue in France,

- counterfeiting leaves a disastrous carbon footprint, notably because manufacturing sites are located far away, journeys are multiplied to cover tracks, and environmental standards are ignored, notably through the massive dumping of toxic products into nature.

Organized crime and counterfeiting report HERE

"An authentic product is the result of a long research and development process. Born of creation and innovation, an authentic item is a guarantee of durability and quality.

During Black Friday, consumers are counterfeiters' first target. It is urgent to warn the public that the DUPE is the new form of counterfeiting invading the market and causing irreversible consequences for society as a whole. Buying a counterfeit is never a good idea and can have dramatic repercussions!" says Christian Peugeot, President of Unifab.

Access the advice page



union des fabricants unifab

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