union des fabricants unifab

Press release, December 8, 2023

40% of French consumers

have already bought a counterfeit product!

The Union des Fabricants (Unifab), an association for the promotion and defense of intellectual property rights - which brings together more than 200 companies from all sectors of activity - welcomes the update of its IFOP study "The French and the dangers of counterfeiting", carried out as part of France Anti-Contrefaçon **with INPI**, **and unveiled on the occasion of the general assembly of the Comité National Anti-Contrefaçon (CNAC).**

In France, according to the results of this survey, **40% of consumers have already bought counterfeit goods, an increase of 3% since 2018**.

On the podium of the most affected products are **clothing** (excluding sportswear) **19%, perfumes 17%, leather goods 16% and sports articles 15%.**

Another alarming figure: 20% of 15-18-year-olds say they mainly consume counterfeit sports articles, which represents approximately **5%** of all French people.

Among the other striking results of this study, 34% of consumers **say they have already bought a counterfeit believing the product was authentic**. **This figure reaches 36% for 15-18-year-olds**. These facts attest to the need to take effective measures to put an end to these scams.

Although counterfeits seem to be bought mostly at markets or from street vendors, **40%** of French people **think that counterfeits can be bought on social networks; this figure reaches 43% among 15-18-year-olds and illustrates** a 19% increase over 5 years.
23% of this age group have already bought counterfeit items on online sales platforms and **48% consider** that there is **no difference between a fake product and an authentic one**; this figure is down 9% from the previous survey.

"This necessary update makes it possible to take the measure of changes in consumption patterns that counterfeiters ride on, who do not hesitate to dupe, defraud and scam consumers, at the risk of their health and safety. This study must imperatively trigger awareness among all stakeholders involved, in order to lead to effective actions both in terms of raising public awareness and legislative developments.", says Christian Peugeot - President of Unifab.

Access the study summary

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