

## Consumer perception of product design

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# DESIGN > DESIRE >> DECIDE



### Product design matters across Europe

31% of European consumers  
consider product design very or  
extremely important, more than brands

31% vs 27%



Product design is very or extremely  
important for 31% of European consumers  
when deciding to purchase a product



Younger Europeans (18-34 years old)  
place significantly higher  
importance on product design

With 38% considering it  
very or extremely important



### Europeans are willing to pay more for better design



Most, willing to pay  
up to 10% more



73% of European consumers  
are willing to pay more for  
a product with better design



Young Europeans are  
especially receptive to design

36% of consumers aged 18-24 believe  
that good design justifies a higher price



### Design creates emotional value

✓ Increased satisfaction

✓ More positive feelings towards a brand

✓ Greater likelihood of recommending a product

Around half of European consumers  
associate good design with these concepts



Women and younger consumers show stronger emotional connections to product design



## Product categories where design matters most

European consumers consider design particularly important in these sectors



## What Europeans associate with good design

✓ **Functionality**

✓ **Usability**

✓ **Durability**

✓ **Aesthetics**

## Additional findings

**1** Women associate design more strongly with **appearance and aesthetics**



**2** Men associate design slightly more with **ergonomics**



**3** Younger consumers (<35 years old) are more likely to **connect design with aesthetics and innovation**

**4** Older consumers associate design more with **ergonomics**

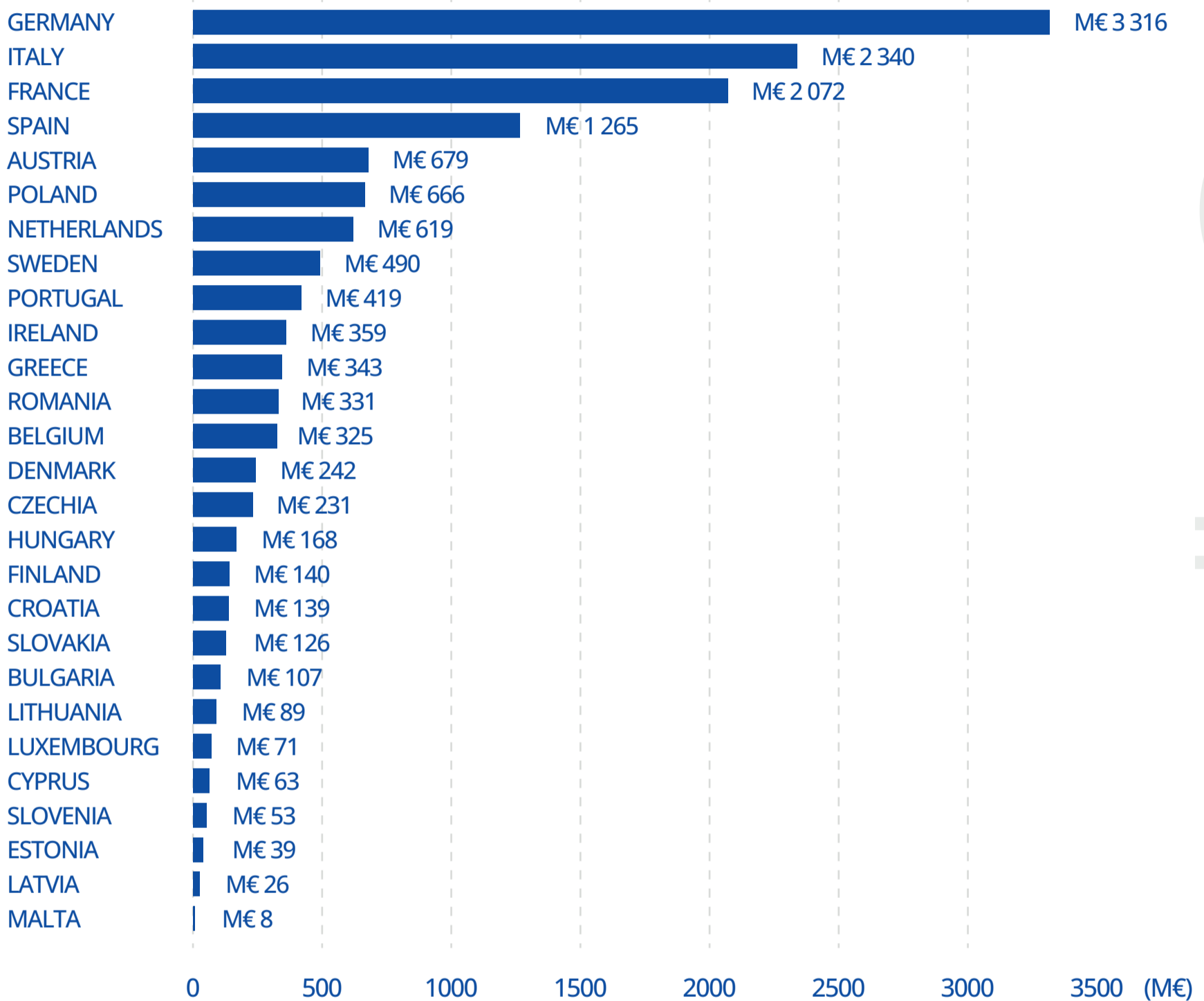




## Country-based data on counterfeiting

Clothing, handbags, jewellery & watches

### ▶ Estimated sales losses per year in these sectors



Source: EUIPO data. No data available on the clothing sector for Malta, the handbags sector for Belgium and Slovenia, and the jewellery & watches sector for Ireland.

## We can all help end counterfeiting

Find out more about intellectual property protection at [www.euipo.europa.eu](http://www.euipo.europa.eu)

