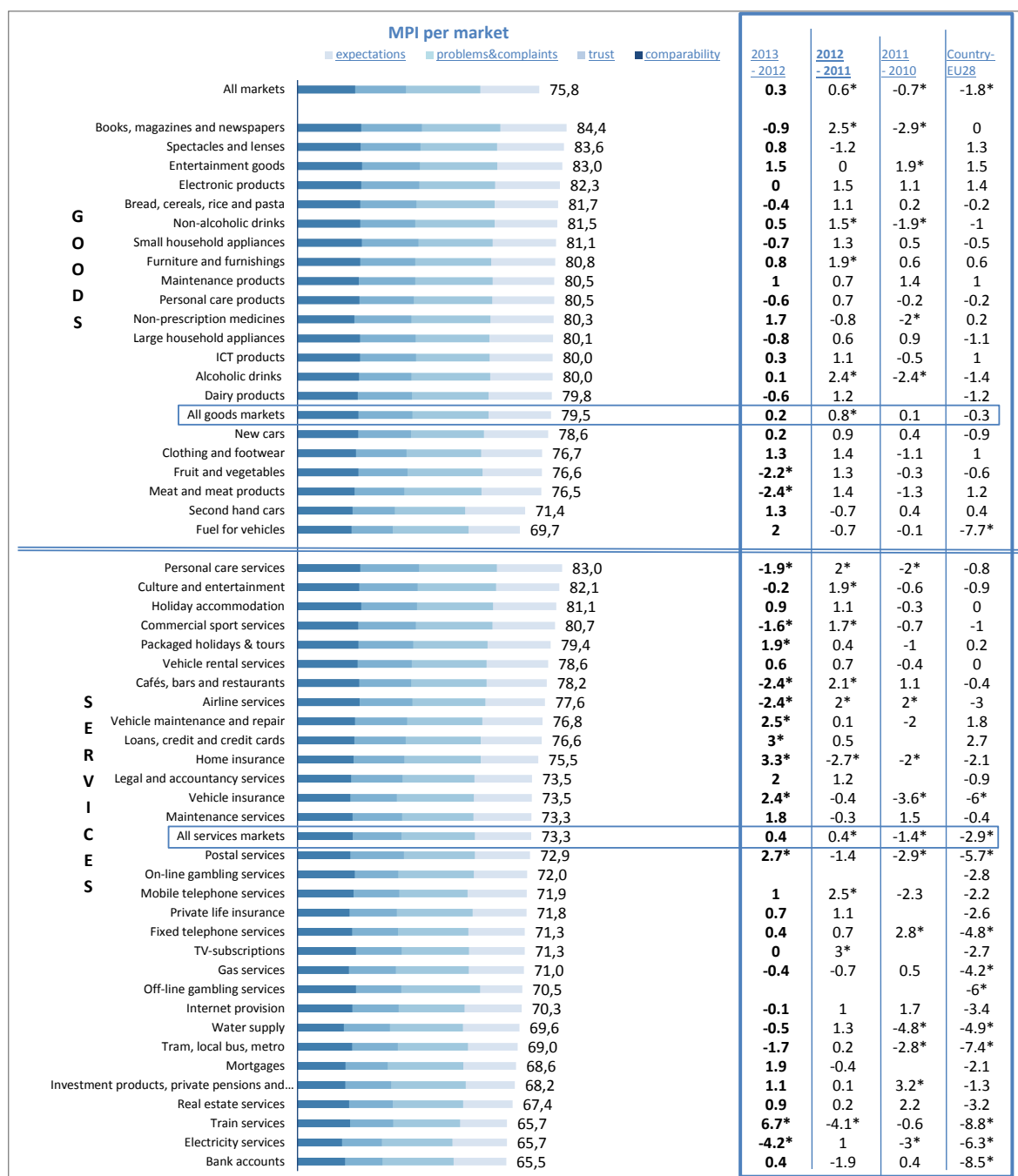


Italy



Overall Performance

On average, consumer markets' performance, as assessed by Italian consumers should be considered as stable, and the minor increase of 0.3 percentage points compared to 2012 is not statistically significant. However, this average assessment is worse in Italy than in the EU28 as a whole (-1.8 percentage points).

Assessments of all goods markets and all services markets were also, on average, fairly stable in Italy compared to 2012.

While the Italian services markets are assessed less positively than the EU28 as a whole, the goods markets are broadly in line with the average.

Goods Markets

Overall, the top three goods markets in Italy are the books, magazines and newspapers, spectacles and lenses and entertainment goods markets. The bottom three are the fuel for vehicles, second-hand cars and meat and meat products markets.

Looking at individual goods markets, the highest increase in performance assessment was in the fuel for vehicles market which rose slightly, but not significantly, compared to 2012. However, this market is still rated -7.7 percentage points lower than the EU28 average and is, comparatively speaking, the poorest performing market. The non-prescription medicines market improved by 1.7 points year-on-year, although this change is not statistically significant, with an increase in the expectation component.

There were lower assessments of the meat and meat products market and the fruit and vegetables market compared to 2012. Indeed, the meat and meat products market suffered a fall in the comparability and trust components. This can potentially be linked with the horsemeat scandal which was widely reported across Europe just prior to fieldwork completion.

Entertainment and electronic goods are the markets in Italy which are assessed most positively compared to the EU average. On the other hand, assessments of the fuel for vehicles market in Italy are more negative than the EU28 average.

Services Markets

Overall, the top three services markets in Italy are the personal care services, culture and entertainment and holiday accommodation markets. The bottom three are the bank accounts, electricity services and train services markets. The Italian postal services and airline services markets are both rated in 26th position across the EU28. The vehicle insurance and tram, local bus, metro markets are assessed in 27th position.

The train services market shows an improvement in assessments since 2012, with an increase of 6.7 percentage points. This increase could have been influenced by the entry of a new operator (Nuovo Trasporto Viaggiatori) into the high-speed rail transport market (with a positive impact in terms of prices and quality of service offered driven by augmented competition)¹²⁴. Despite this increase in positive assessments, the train services market remains the poorest performing service market in Italy compared to the EU28 average (23rd position out of 26).

Other services markets which have improved since 2012 are the home insurance; packaged holidays; vehicle maintenance; vehicle insurance; postal services; and loans, credit and credit cards markets. On the other hand, the electricity services, airline services; personal care services; commercial sports services; and cafés, bars and restaurants markets assessments have deteriorated since 2012.

Compared to the EU28 average, in Italy, the services markets which perform comparatively well are the loans, credit and credit cards and vehicle maintenance and repair services markets; however none are significantly more positively than the EU28. A number of services markets in Italy are assessed more negatively than the EU28 average: namely the train services, bank accounts and tram, local bus, metro and underground services markets.

¹²⁴ Il Sole (2012) Alta velocità e concorrenza: parte la sfida. Retrieved from: <http://www.ilsole24ore.com/art/impresa-e-territori/2012-04-24/alta-velocita-concorrenza-parte-160359.shtml?uuid=AbHufzSF>

Difference with 2012								
Improved most since 2012		MPI	Comparability (Avg)	Trust (Avg)	Expectations (Avg)	Problems (%)	Complaints (%)	Choice (Avg)
36	Train services	6.7*	1.1*	0.5*	0.4*	-8.7*	-7.1*	
29	Home insurance	3.3*	0.4*	0.7*	0.1	-0.8	-11.3*	0
58	Loans, credit and credit cards	3*	0.3	0.4*	0.3*	-2.4	-2.4	0
31	Postal services	2.7*	0.4*	0.2	0.2	-3.4	9.5*	0.7*
23	Vehicle maintenance and repair	2.5*	0.1	0.2	0.1	-7*	2.6	0
Deteriorated most since 2012		MPI	Comparability (Avg)	Trust (Avg)	Expectations (Avg)	Problems (%)	Complaints (%)	Choice (Avg)
46	Electricity services	-4.2*	-0.8*	-0.6*	0	3.7	5.6*	-0.1
37	Airline services	-2.4*	-0.2	-0.4*	-0.2	2.1	5.7	-0.3*
2	Meat and meat products	-2.4*	-0.5*	-0.6*	0	-1.9	15.4*	-0.1
41	Cafés, bars and restaurants	-2.4*	-0.4*	-0.2	-0.1	2.9	2.2	-0.2
1	Fruit and vegetables	-2.2*	-0.5*	-0.4*	0	0.6	0.1	-0.3*

Difference with EU28								
5 Top markets (compared to EU28 Average)		MPI	Comparability (Avg)	Trust (Avg)	Expectations (Avg)	Problems (%)	Complaints (%)	Choice (Avg)
58	Loans, credit and credit cards	2.7	0.4*	0	0.4*	-3*	10.4*	-0.9*
23	Vehicle maintenance and repair	1.8	0.3*	0	0	-6*	7.9*	-0.7*
14	Entertainment goods	1.5	0.3*	0	0.1	-2.3*	13.7*	-0.4*
10	Electronic products	1.4	0.3*	0	0.1	-2.4*	7.4*	-0.6*
53	Spectacles and lenses	1.3	0.4*	-0.2*	0.2*	-2.1*	-0.1	-0.9*
5 Bottom markets (compared to EU28 Average)		MPI	Comparability (Avg)	Trust (Avg)	Expectations (Avg)	Problems (%)	Complaints (%)	Choice (Avg)
36	Train services	-8.8*	-0.3*	-1.4*	-1.2*	7.3*	-2.8	
26	Bank accounts	-8.5*	-0.7*	-1.8*	-0.7*	2.1	6.9*	-1.8*
17	Fuel for vehicles	-7.7*	-0.7*	-1.3*	-1.1*	-0.2	4	-1.7*
35	Tram, local bus, metro	-7.4*	-0.3*	-1.3*	-1.1*	3.4*	1.7	
46	Electricity services	-6.3*	-0.6*	-1.2*	-0.3*	4*	13.2*	-0.1