



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

Consumer perception of product design

June 2026

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



Furniture
76%



Clothing & accessories
66%



What Europeans associate with good design

✓ **Functionality**

✓ **Usability**

✓ **Durability**

✓ **Aesthetics**



Additional findings

1

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

52%



44%

2

Men associate design slightly more with **ergonomics**

36%



39%

3

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

4

Older consumers associate design more with **ergonomics**

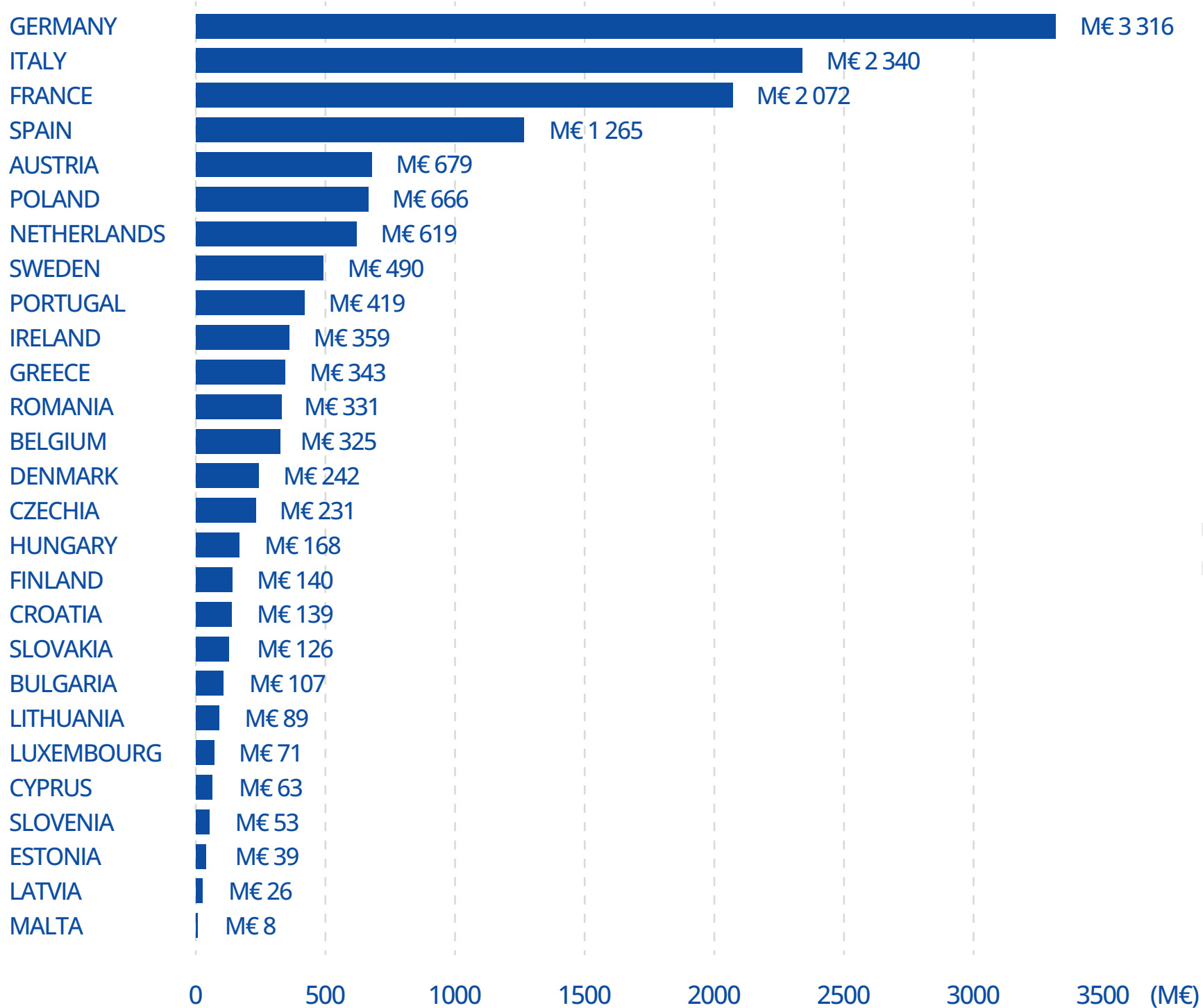




Country-based data on counterfeiting

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

