



#MyMoneyEU
#SingleMarket

Consumer Financial Services Action Plan

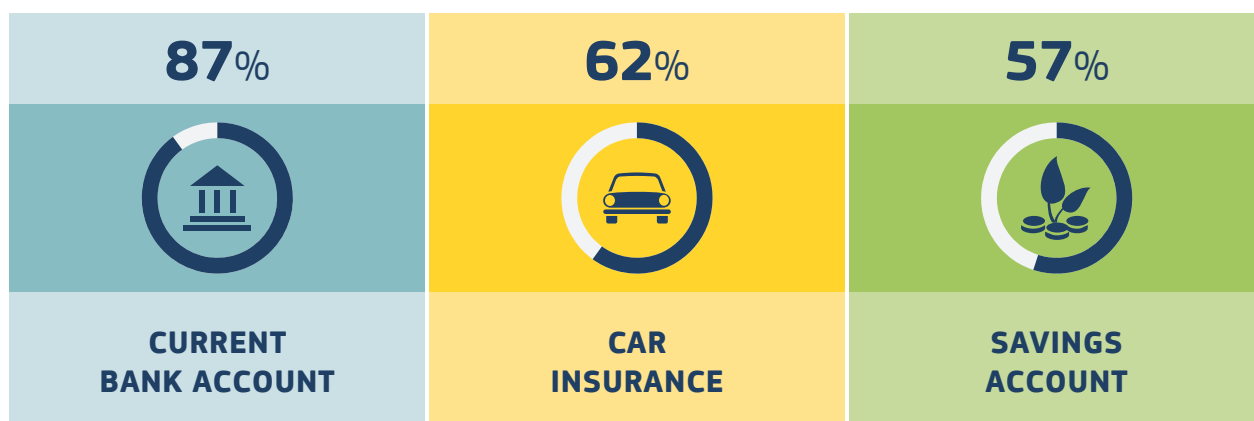
FACTSHEET

GERMANY



Financial products and services – be they a bank account, a personal loan, insurance or an investment product – play an important role in the everyday lives of consumers in Germany.

The financial products and services that consumers in Germany (aged 15 years or older) are most likely to hold are:



However, few German consumers purchased financial products and services in other EU countries.



Only 5% purchased at least one financial product or service elsewhere in the EU.

When purchasing financial products and services in other EU countries, German consumers are most worried about:



59% mention at least one of these or other barriers to purchasing financial products and services elsewhere in the EU.

53% simply prefer to buy their financial products and services in Germany.

This means that German consumers may not reap the full benefits of the single market in terms of better products, more choice and cheaper prices.

The European Commission has therefore launched an action plan for building a deeper Single Market for consumer financial services.



https://ec.europa.eu/info/publications/consumer-finance-action-plan_en

See all results from Special Eurobarometer 446 at:

<http://europa.eu/!Wm66hw>