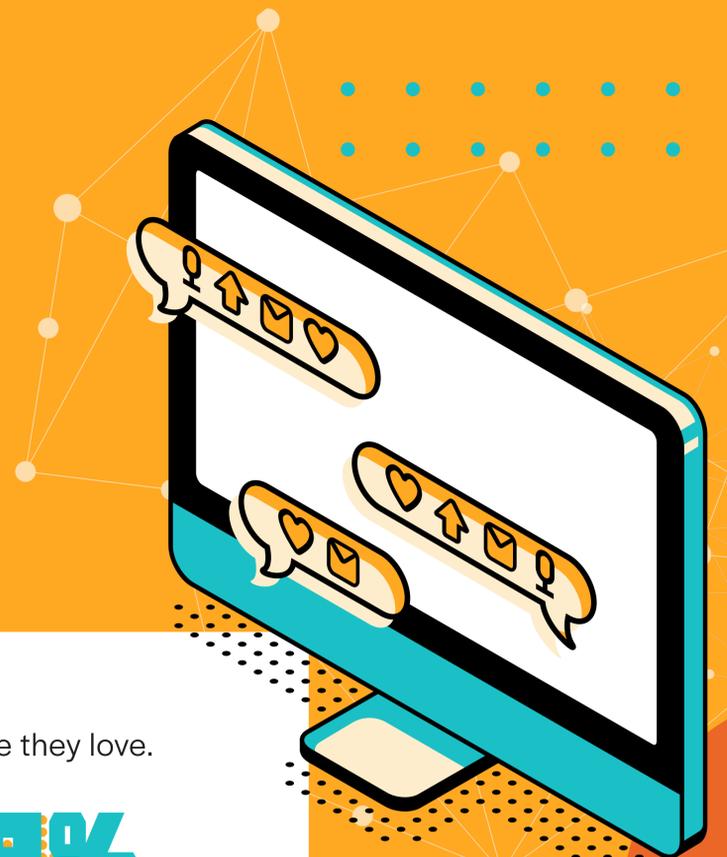


Realness Required

Consumers Deserve Your Real Products

Confidence in product safety and authenticity is imperative for consumers. People want real products, not harmful or ineffective fakes. New research sponsored by Digimarc reveals the extent to which consumers worry about counterfeit products and the impact on their families – and how bogus goods affect brand loyalty.



Problems

Shoppers worry about the authenticity of products and how they may harm people they love.

67%

Are concerned if a product is genuine when buying goods for their home and family

64%

Worry about risks for safety, health, toxicity or efficacy of using counterfeit products

39%

Have bought an item they later found out was fake



Markets

Certain market sectors are more susceptible to counterfeits and more damaged by concerns.

83%

Care about the authenticity of the product when buying pharmaceutical products

79%

Care about the authenticity of the product when buying luxury goods

78%

Care about the authenticity of the product when buying apparel and fashion items



Implications

Consumers say fakes affect their willingness to buy from a brand, but they can be reassured.

66%

Agree that counterfeit products would negatively affect how they perceive the brand they thought they were buying

50%

Wouldn't buy from a brand again if they purchased a product that was counterfeit

44%

Would feel reassured a product is genuine if they had the ability to easily check its authenticity with the manufacturer or producer



Insights On Integrity

Get the complete survey results in a free [Insights Survey](https://digimarc.com/resources) at digimarc.com/resources, and discover the [Digimarc® Validate](https://digimarc.com/products/validate) product at digimarc.com/products/validate.



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SOURCE: Censuswide surveyed 4,064 general consumers in the United States and United Kingdom in an April 2022 poll sponsored by Digimarc.

