

Building the ASEAN Community

Consumer Protection

Know Your Rights



Challenges for public and policy as well as regulatory issues associated with consumer protection will become more important as a rapid urbanisation and growing middle class in ASEAN will continue to drive higher levels of consumer spending and greater demand for goods and services.

Growing population and better economic opportunities in the region will bring about larger proportion of the middle class population which is projected to rise double to 400 million people in 2020¹. Recent report by Nielson² also shows that consumers in the region show the highest level of optimism globally. This rapid growth of middle class

and consumer market will create stronger demand for more transparent and better access to information of consumer products and services.

Current regional initiatives on consumer protection include enhancing consumer access to information by developing a notification and information exchange mechanism for recalled/banned products; strengthening the capacity of consumer protection officials and enhancing advocacy of consumer protection. An online portal has also been created to further facilitate consumer complaint channel receive claims and complaints from consumers and provide information on recalled or banned products of each of the ASEAN Member State.

TO LEARN MORE

For more information, please visit <http://www.aseanconsumer.org/> or send an email to aimo@asean.org

¹ Estimates by Nielson

² Nielson Q2 2015 Consumer Confidence Report