

CONSUMERS INTERNATIONAL SCAMS BAROMETER



The Consumers International Scams Barometer provides a twice-yearly view of how the global response to online scams is evolving. Built on insight from the [Consumer Coalition to Stop Scams](#), it highlights where progress is being made and where gaps remain, offering a consumer-driven perspective to inform advocacy and industry strategies.

Let us know how we can make the Scams Barometer more useful to you.
Share your feedback with us at impact@consint.org.

H2 2025

ARE SCAMS GETTING BETTER OR WORSE?

In the past six months, how has scam activity changed in your country or industry?

EDITION	SIGNIFICANTLY ↓	SLIGHTLY ↓	NO CHANGE	SLIGHTLY ↑	SIGNIFICANTLY ↑	NET TREND
H2 2025	–	–	21%	33%	38%	71% report increase

WHAT'S CHALLENGING CONSUMERS THE MOST?

What are the biggest scam-related challenges facing consumers today?

1	Scam tactics are evolving so quickly that it is too hard for consumers to identify new threats
2	Once a consumer has fallen victim to a scam, redress mechanisms are not available or too weak
3	Consumers are not adequately compensated if they have suffered financial losses

WHAT PROGRESS HAS BEEN MADE IN PREVENTING AND RESPONDING TO SCAMS OVER THE LAST 6 MONTHS?

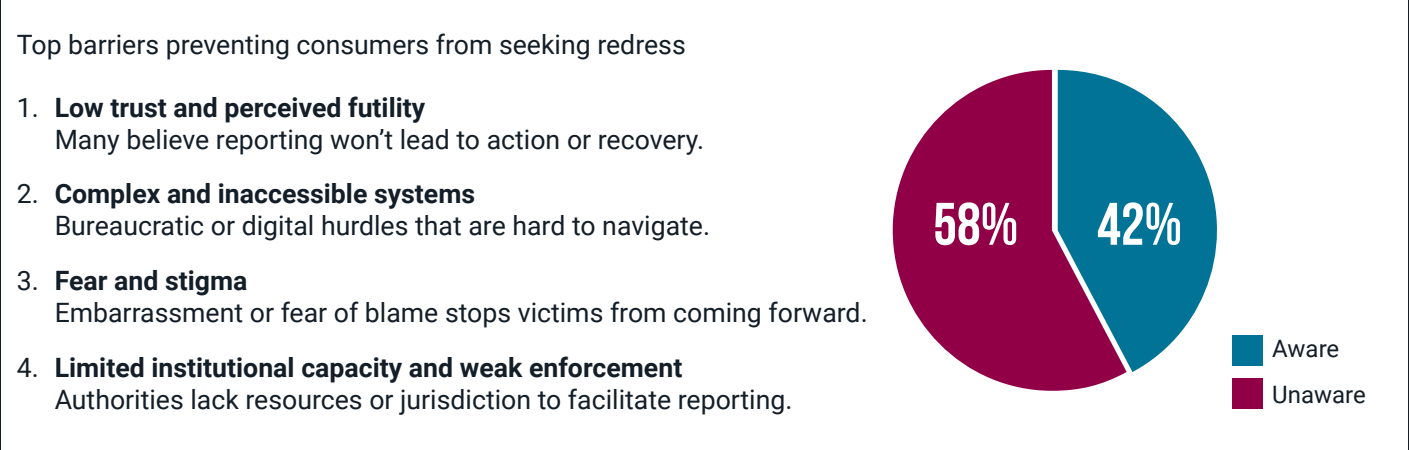
During the past 6 months, 67% of organisations in the Consumer Coalition to Stop Scams report that they have started a new initiative or updated their strategy in response to scams. Meanwhile, 54% established new partnerships or secured support from key stakeholders to address scams.

Instances of progress include campaigns to raise consumer awareness on scams, as well as developing mechanisms for the detection of emerging scam threats with machine learning. Organisations are actively pursuing compensation for victims and advocating for stronger accountability from relevant actors. National and multistakeholder strategies have been developed, increasingly involving technology companies and financial service providers, often engaging relevant government authorities along the way.

50%	29%	21%
PREVENTION MEASURES	DISRUPTION AND DETECTION	APPROPRIATE RESPONSE AND VICTIM SUPPORT

ARE WE CLOSING THE REDRESS GAP?

How aware are consumers in your country or industry of where and how to report scams or seek redress?



WHO DO CONSUMER ADVOCATES WANT TO ENGAGE TO COMBAT SCAMS?

Rank stakeholders according to your CURRENT and DESIRED frequency of engagement with them on stopping online scams.

CURRENT ENGAGEMENT RANK	STAKEHOLDER	DESIRED ENGAGEMENT RANK	GAP
1	Consumers directly	3	-2
2	Consumer protection and/or regulatory agency	2	0
3	Social media, telecommunications and/or e-commerce platforms	1	2
4	Law enforcement	4	0
5	Banks, financial service providers and/or fintech companies	5	0

WHAT TECH ARE CONSUMER ADVOCATES WATCHING?



AI-powered scam detection



Fraud pattern monitoring across platforms



Scam reporting tools for consumers

SPOTLIGHT ON THE COALITION



CONSUMER ASSOCIATION OF SINGAPORE (CASE)

Dexter Tay
Executive Director

What initiative has your organisation recently started in response to online scams?

CASE developed the Standard Dispute Management Framework for E-Marketplaces to align service levels and response timeframes for dispute resolution across major online platforms. The framework guides marketplaces in ensuring fair and swift redress through the proper verification of the identity of the merchants, a secured payment mechanism such as an escrow account and a proper dispute resolution process. This helps reduce the possibility of online fraud and scams as there is a trusted process for the handling of consumer disputes. Proper records of transactions also make it easier to verify claims and detect potential scam behaviour.

Why was it important that this initiative came to life?

"The framework was essential to strengthen consumer confidence in online shopping. By establishing clear standards and accountability mechanisms, it gives consumers assurance that their rights will be protected, and disputes resolved fairly when faced with issues including fraud and scams"

What data helps tell this story?

The adoption of the framework by Singapore's largest e-marketplaces, Shopee and Lazada, increased resolution rates from 80% in 2022 to 88% in 2023. The resolution rates of cases lodged against these e-marketplaces for the first half of 2025 currently stands at above 90%.

Want to know more about this organisation or leader?

The Consumers Association of Singapore (CASE) is a non-profit organisation protecting consumer interests through education, collaboration with businesses to promote fair practices, and advocacy for stronger legislation, building a safer, more transparent digital marketplace.



AMAZON.COM, INC.

Abigail Bishop
Head of External Relations for
Customer Experience Integrity

What initiative has your organisation recently started in response to online scams?

The Scam Justice Legal Clinic is a first-of-its-kind initiative providing victims of scams with tools and support to navigate the justice system. Through collaboration between Amazon, Davis Wright Tremaine LLP, Better Business Bureau Institute for Marketplace Trust, and Pro Bono Institute, the clinic empowers scam survivors with free legal resources. The clinic guides victims through critical steps - from understanding their rights and documenting incidents to filing reports and protecting financial accounts.

Why was it important that this initiative came to life?

"The devastating impact of scams extends far beyond financial losses - it shakes people's sense of security and trust. The Scam Justice Legal Clinic represents a powerful shift in how we address this challenge, providing survivors with essential legal guidance and support to rebuild their lives. Through this groundbreaking collaboration, we're proud to help empower survivors and provide the resources and advocacy they need to recover."

What data helps tell this story?

The founding partners have committed over 1,000 hours to the build and development of the Scam Justice Legal Clinic. That time includes meetings, engagements with future partners, public events, as well as actual clinic sessions with clients. In 2025 alone, the founding partners have already committed more than 600 hours to standing up the clinic and building out our referral and volunteer base.

Want to know more about this organisation or leader?

As Head of External Relations for Customer Experience Integrity at Amazon, Abigail Bishop advances initiatives like the Scam Justice Legal Clinic that bridge critical gaps in survivor support, demonstrating Amazon's commitment to consumer protection beyond prevention to recovery.

CONTRIBUTING ORGANISATIONS

The Scams Barometer is developed by Consumers International, with input from its Consumer Coalition to Stop Scams. The contributors to this edition are listed below.

We are grateful to all contributors for their input, while noting that the messages in this document do not necessarily reflect the views of these organisations.

Acción del Consumidor
(Argentina)

Amazon.com, Inc.

CHOICE (Australia)

Consumentenbond
(Netherlands)

Consumer Council of Fiji

Consumer Education and
Research Centre (India)

Consumer NZ

Consumer Reports
(United States)

Consumer VOICE (India)

Consumers Association
of Singapore

Consumers Korea

Consumers' Organisation
of Macedonia

Federation of Malaysian
Consumers Associations

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(Brazil)

Hong Kong Consumer Council

Instituto Brasileiro
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Myanmar Consumers Union

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