

Driving UK Growth:

The Value of Online Reviews for Consumers



The UK Government is laser-focused on promoting growth and strengthening the UK through increased productivity, skill development, and job creation, with technology as a key driver. Our research* highlights the critical role that online review platforms like Trustpilot have to play in this mission. Review platforms like Trustpilot enhance transparency, consumer trust, and confidence, empowering consumers to make better choices and helping businesses to grow and improve. For the UK economy, online reviews are indispensable digital tools in driving growth:

- ★ For UK consumers, they help make the right choice by informing and fuelling confident decision-making across all parts of the journey – from discovery of new products and businesses to understanding choices and setting expectations
- ★ For UK businesses, they help build trust, improve customer experiences, and drive sales and brand loyalty

1 Reviews are critical for UK consumers

Reviews are the #1 source for guiding UK consumer purchasing decisions

Review platforms are an integral part of the consumer experience — UK consumers rank independent review platforms as the **single most important source of information** when making purchase decisions (84%), ahead of: their social circles (83%), professional endorsements (68%) company websites (52%), and advertising (50%).



86%
of consumers agree that
reviews are helpful when
making purchasing decisions



84%
agree that reviews are a valuable
tool for consumers who **can't afford**
to make purchasing mistakes



83%
of consumers are **more likely**
to purchase if a business has a
positive rating and reviews

Consumers value reviews from platforms that are free and open to everyone

UK consumers place significant trust and value in open-to-everyone and free-to-use platforms, reflecting a clear preference for transparency and unbiased feedback.

87%

of UK consumers
value being able to
access online
reviews for free

82%

would rather see
reviews from a
well-known review
platform that is
open to everyone
than a curated list
of reviews on a
company's website

81%

agree** that
platforms that
are **open to the**
public provide a
more accurate
representation of
customer opinions

75%

trust reviews more
on platforms **where**
anyone is able
to contribute

* Our research focuses on the role of reviews in supporting UK growth, drawing on data from a survey of over 600 decision makers at UK SMEs and 2000 UK consumers, combined with wider business insights.

**Agreement among UK consumers – respondents selected *strongly* or *somewhat* agree.

2 Reviews support **consumers** at every stage of the consumer journey

Stage 1	Discovering new businesses and new products	58% of consumers rely on online reviews to explore and discover new brands or businesses	57% say reviews often introduce them to new products or services that they weren't previously aware of
Stage 2	Making better choices	81% of consumers say comparing online reviews makes it easier to choose between products/services/businesses	76% say review platforms are essential for comparing products and services before purchasing, and are crucial in helping them shortlist the best options
Stage 3	Driving purchases (and competition)	Positive reviews increase consumer confidence in purchasing decisions, making consumers more likely to:	
		82% buy a new product or service	81% patronise a small, local business
			79% shop with a new business
Stage 4	Becoming a loyal customer	84% of consumers say reviews help them anticipate potential issues with a product or service before making a purchase	81% say online reviews provide a realistic understanding of what to expect

Reviews also provide consumers with some assurance against disappointment – 68% say they are less likely to be disappointed with a purchase when they have read online reviews beforehand.

Trustpilot is the most widely recognised online review platform

95% of UK consumers cite Trustpilot as the online platform they are most familiar with	followed by Google at 92%
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Trustpilot is proud to be playing a role in propelling UK growth through the power of online reviews, supporting both businesses and consumers

Founded in Denmark in 2007, Trustpilot began with a simple yet powerful idea that is more relevant today than ever — to be the universal symbol of trust, bringing consumers and businesses together through reviews. Trustpilot is an open, independent, and impartial online reviews service that helps consumers make the right choices, and businesses to build trust, grow and improve. Today, we have more than 300 million reviews, with around 4 million new reviews added each month. We listed on the London Stock Exchange in 2021. The UK is our largest market and we have a strong UK presence with offices in London and Edinburgh.

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