

2024 Complaints and cases resolved by sector

Sector	2024				2023	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Leisure	7,418	-19%	5,384	-9%	9,185	5,885
Health and beauty	5,674	-23%	4,277	2%	7,415	4,174
Retail	4,920	-20%	3,791	2%	6,143	3,711
Food and drink	4,582	106%	1,567	2%	2,220	1,529
Business	2,842	12%	1,985	-8%	2,538	2,147
Non-commercial	2,803	2%	1,093	-14%	2,757	1,273
Holidays and travel	1,851	15%	1,235	7%	1,610	1,153
Financial	1,832	14%	1,081	1%	1,612	1,072
Household	1,790	32%	700	-14%	1,359	816
Computers and telecommunications	1,131	-15%	878	-11%	1,334	986
Utilities	436	-3%	318	20%	450	264
Property	430	5%	335	2%	408	329
Motoring	359	6%	278	-1%	339	282
Unknown	311	-32%	307	-31%	459	448
Clothing	228	-29%	176	-15%	320	208
Publishing	223	-30%	212	-23%	317	277
Alcohol	200	-34%	167	-30%	303	240
Education	135	-12%	132	-11%	153	148
Employment	51	-22%	48	-17%	65	58
Industrial and engineering	38	36%	37	37%	28	27
Tobacco	26	100%	10	0%	13	10
Agricultural	4	-33%	4	0%	6	4
Electrical appliances	0	NA	0	NA	0	0
Total	37,284	-4%	24,015	-4%	39,034	25,041

* includes complaints about advertising in general.