



BBB 2025 Complaint Categories Explained

Online Retailers

This category is comprised of companies engaged in retail from an e-commerce platform only. Complaints about firms in this category generally involve non-delivery or late delivery of ordered merchandise, dissatisfaction with merchandise received, credit and billing issues, advertising concerns and failure to provide promised adjustments.

Financial Services and Insurance

This category covers banks, accountants, insurance providers, mortgage and investment brokers, debt consolidation companies, collection agencies, as well as firms offering loans, credit card plans, portfolio management, and tax preparation services. Complaints about firms in this category generally involve non-delivery of products or service, dissatisfaction with product or service received, credit and billing issues, advertising concerns, failure to provide promised adjustments, problems with selling practices and failure to provide service.

Health, Beauty and Fitness

This category includes spas, salons, athletic clubs and gyms, in addition to firms offering nutritional supplements, diet plans, cosmetic surgery, workout equipment and other athletic and fitness supplies. Complaints about firms in this category involve non-delivery of services, credit and billing issues, dissatisfaction with services provided, and advertising concerns.

Apparel, Department and General Retail Stores

This category consists of brick-and-mortar retailers such as department stores, convenience stores, newsstands, bookstores, variety stores, consignment shops, apparel retailers, toy stores, bookstores, video sales, shoe stores, baby accessories, and other types of retail establishments. Complaints in this category concern credit and billing issues, advertising concerns and problems with selling practices.

Hobby, Leisure, and Entertainment

This category is comprised of firms selling recreational games and toys, party supplies, novelties, collectibles, arts and crafts supplies, camping and hobby equipment. Complaints about firms in this category generally involve credit and billing issues, non-delivery of ordered goods, receipt of defective or damaged merchandise, receipt of incorrect or incomplete orders, and selling practices.

Telecommunications

This category covers cable television service, and cellular and traditional telephone service providers. Complaints about firms in this category generally involve credit and billing issues, advertising issues, problems with selling practices and failure to provide promised adjustments.

Publishing and Media

This category covers broadcast television stations, streaming services, online and print media (magazines, periodicals, newspapers), book publishers, and terrestrial and satellite radio. Complaints about firms in this category generally involve credit and billing issues, especially regarding subscription services and failure to provide promised adjustments, as well as dissatisfaction with products and problems with customer service.

Travel

This category includes travel agencies, tour operators and promoters, hotels and motels, bus and train services and airlines. Complaints about firms in this category generally involve non-delivery of ordered merchandise, credit and billing issues, failure to provide promised adjustments, delayed service and selling practices.

Automotive

This category includes new and used automobile sales, rental, leasing and repair, new and used motorcycle sales and repair, gas stations and towing services. Complaints about firms in this category generally involve credit and billing issues, receipt of defective or damaged merchandise, workmanship/repairs and problems with selling practices.

Professional and Business Services

This category consists of companies in professions such as architects, attorneys, funeral services, lobbyists, and general business services such as trade or industry organizations, computer software & developers, web designers, and security guard services. Complaints about firms in this category generally involve non-delivery of product or service, dissatisfaction with product received or service provided, credit and billing issues, advertising concerns, and problems with selling practices.