

# Driving the retail transition workshop

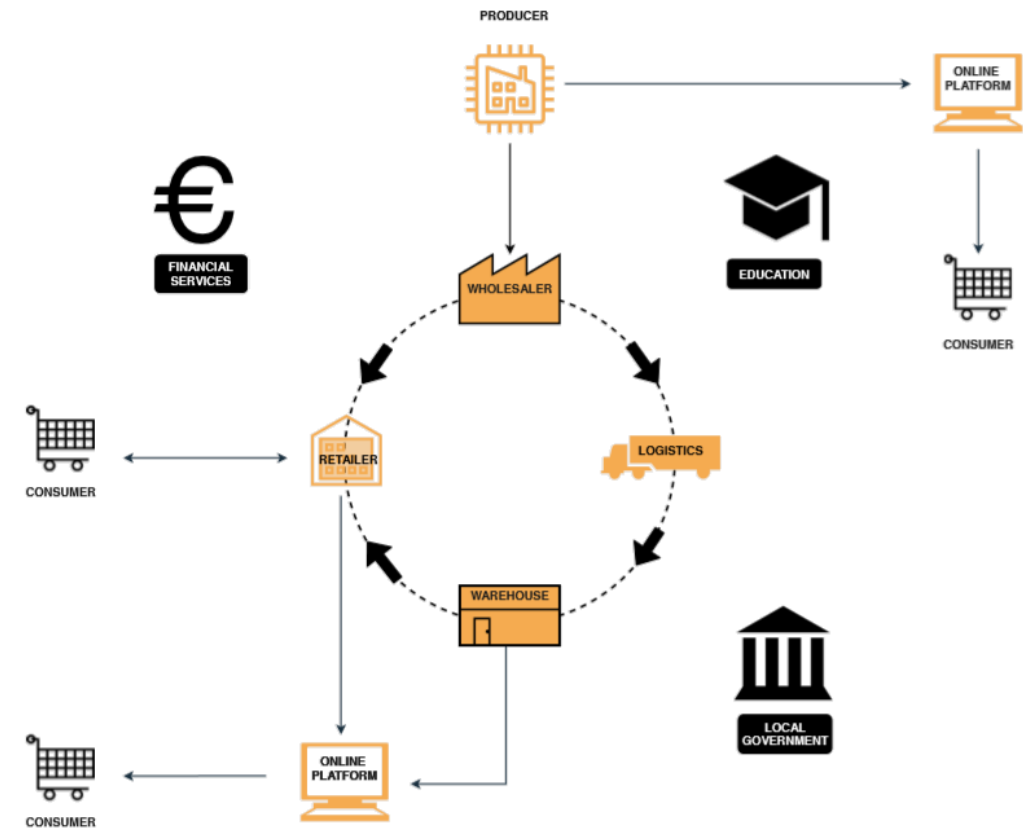
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# The retail ecosystem - an 'economic heavyweight'

- one of Europe's most visible and vital economic ecosystems
- 5.5 million of companies
- almost 30 million employees
- gross value added of over 1.4 trillion euro = 11,5% of EU value added
- 450 million consumers



# SMEs – backbone of the retail ecosystem



- 99.9% of all enterprises in retail
- 60% of jobs and over 50% of value added
- 55% of the enterprises in the EU retail sector operate with no employees and only 10% of companies operate with more than five employees
- One in five small and medium sized enterprises in the EU is active in retail or wholesale.

# Retail SMEs...

... are a key element of the social fabric in urban and rural local communities, offer proximity to consumers, contribute to local economy and help maintain our urban and rural areas vibrant

**BUT**

- they struggle to keep up with the green and digital transition, often lacking skills and resources
- they are often more heavily affected by administrative burden and regulatory red tape than big companies
- They have problems accessing the necessary information needed to help them deal with the challenge and explore opportunities



# Relevant priorities of this Commission mandate



- boosting Europe's competitiveness and productivity,
- strengthening the Single Market,
- Providing for an investment and competition-friendly environment for businesses, in particular SMEs

**=>>> Simplification efforts** - simplified sustainability reporting obligations and streamlined EU rules on data, cybersecurity and AI to help in particular SMEs innovate, scale up, and save on administrative costs.

**=>>> « One Europe, one market »** - actions of the Single Market Strategy focused on retail

# Specifically for retail SMEs...

## #Revitalise Retail actions

- **Collaboration with the OECD** on the “twin transition of retail SMEs in urban and rural areas”
  - ❖ necessary data and analysis to understand the trends and developments in the ecosystem and impact of the twin transition on retail SMEs.
  - ❖ policy best practices of authorities at national, regional and local level
  - ❖ broad outreach
  
- **European Capitals of Small Retail** – initiative of the European Parliament implemented by the Commission to award cities which excel in supporting small retailers and vibrant city centres

# Thank you!

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