



Strengthening the Retail Ecosystem: The EuroCommerce Perspective





Who is EuroCommerce

EuroCommerce is the European association representing retailers and wholesalers of all sizes and are a leading sector in the world.

FOUNDED IN **1993** (MERGER BETWEEN 3 ORGANISATIONS)

A TEAM OF **20+** POLICY AND COMMUNICATIONS EXPERTS

NATIONAL ASSOCIATIONS IN **28** EUROPEAN COUNTRIES

34 MEMBER COMPANIES

17 AFFILIATED MEMBERS

THE RECOGNISED EUROPEAN SOCIAL PARTNER FOR THE
RETAIL AND WHOLESALE SECTOR

FOOD, DIY, TEXTILES, HEALTH & BEAUTY, CONSUMER ELECTRONICS, AND MUCH MORE

Our role and activities

Advocacy & regulatory work



Technical & regulatory expertise, monitoring, intelligence and advocacy

Engagement (stakeholders & policy makers)



A strong voice for the sector

Media & events

Campaigns



A platform for exchange

CEO Summit

Emerging issues, Good practices & Sector issues



Thought leadership

Sector documentation issues (groceries, consumer electronics, textiles)

Research & Partnerships

Raising visibility - #AppreciateWholesale

Wholesale in your daily life

Wholesalers shape your world. From ensuring timely medicine deliveries to pharmacies to providing sustainable solutions for construction projects, their behind-the-scenes efforts touch every facet of daily life.



Healthcare

15 billion medicine packs delivered annually.

[Read more](#)



Construction

Supplying the backbone of Europe's infrastructure.

[Read more](#)



Hospitality

Ensuring restaurants never run out of essential supplies.

[Read more](#)



Flowers

From field to florist in 24 hours.

[Read more](#)



Beverage

Keeping the

[Read more](#)

More information: [Support Europe's Wholesalers - EuroCommerce](#)

STAR

is the voice of textile retail & wholesale

We represent large retail, textile companies and SMEs

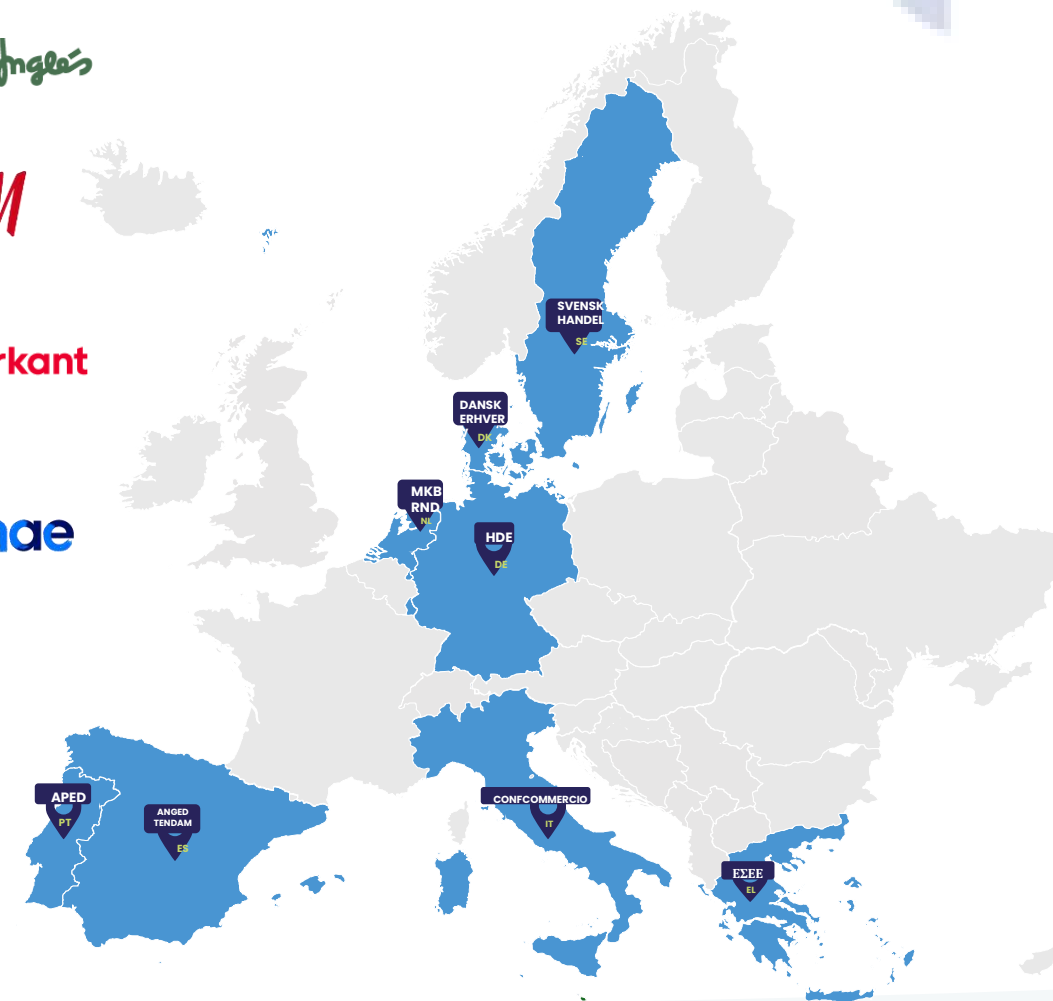
Textile sector contributes to almost 1% of EU GDP

Advocating for a resilient, sustainable & competitive sector

Our company members



Our national associations



Do you want to know more ?



or write to
valeiras@eurocommerce.eu

Our reports are considered a reference by policymakers



Consumer Trends



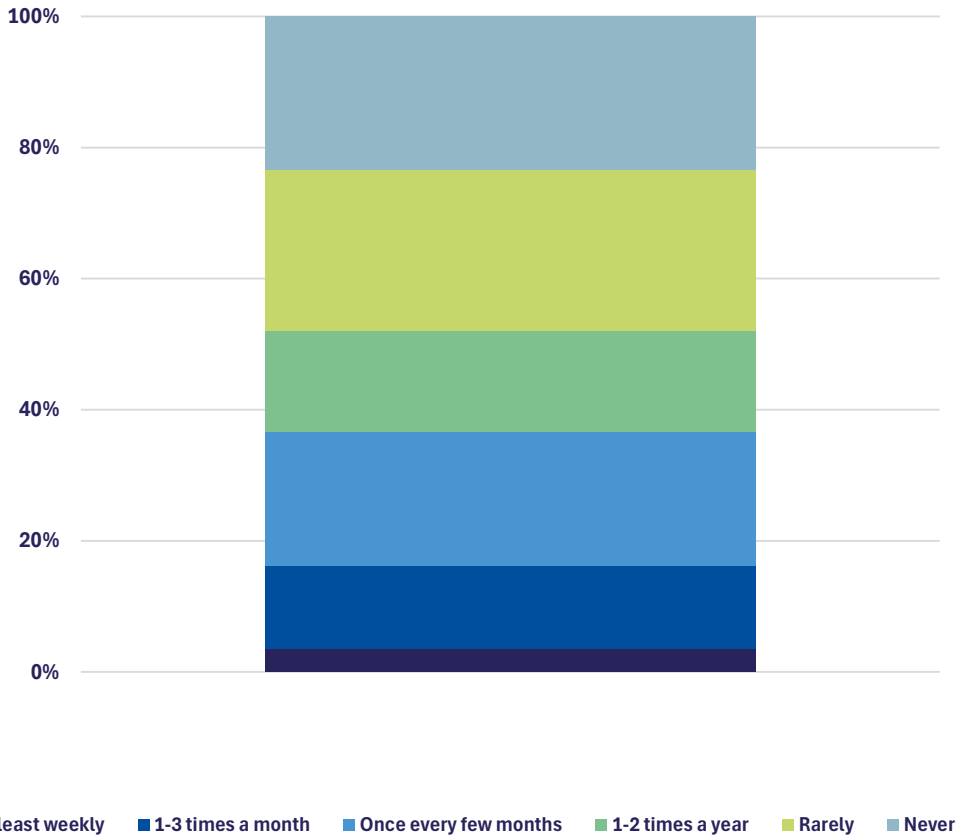
Circular Economy – The rise of second-hand shopping in Europe

Second-Hand Goods Market in Europe
(EUR billion)



European Consumers Second-Hand Buying and Selling Frequency 2025

% share of connected consumers in Europe



EUR 35 billion

Is estimated second-hand goods market in Europe.

77%

Of consumers in Europe buy or sell at the second-hand market in some frequency. 15% do it every month.

12%

Is the growth of the European second-hand market in 2025.



Second-hand shopping is expanding rapidly in Europe, driven by sustainability concerns and value-conscious consumers. The market reached around EUR 35 billion in 2025, up from about EUR 19 billion in 2020. Participation is widespread: 77% of Europeans buy or sell second-hand goods, with 15% doing so monthly. Digital resale platforms are further accelerating the shift toward a more accessible and circular retail economy.

8 Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded in Feb 2024, n=11,105

Convenience remains important as consumers increasingly demand time-saving solutions



9%

Consumer propensity to spend on goods and services related to convenience, per capita forecast, CAGR 2023-2033, Western Europe.

22%

Of the consumers in Europe rank “time for myself” as most important priority in 2024.

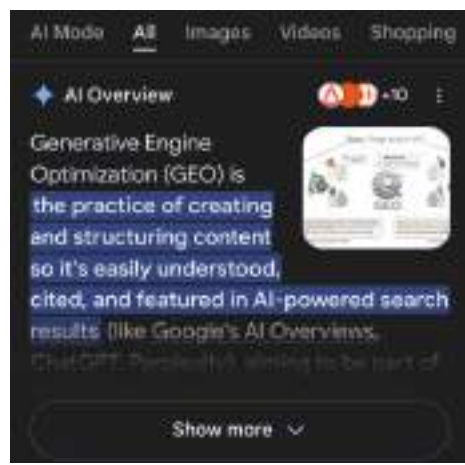
31%

- Of the consumers in Europe indicate the “ability to order at any time, from anywhere” as a reason to shop online.



Consumers are prioritising convenience more than ever, seeking **seamless, time-saving solutions that fit their fast-paced lives**, anytime and anywhere. As routines grow busier, they’re turning to innovations that simplify tasks, boost flexibility and efficiency, and integrate effortlessly into their daily schedules. However, its different formats depend on the generational demand.

Consumers increasingly embrace **digital living** while navigating privacy concerns



ChatGPT



Chat Checkout



Shoppertainment



Earn Now,
Pay Later



Hyper-Personalised
Health



Digital solutions are becoming a bigger part of everyday life of consumers, with technology smoothly built into daily activities like shopping, entertainment, work, health and managing the home.

However, the rapid intensification of digital engagement has been accompanied by growing concerns over data privacy, security, and digital wellbeing.

8%

Consumer propensity to spend on goods and services related to digital living, per capita forecast, CAGR 2023-2033, Western Europe.

32%

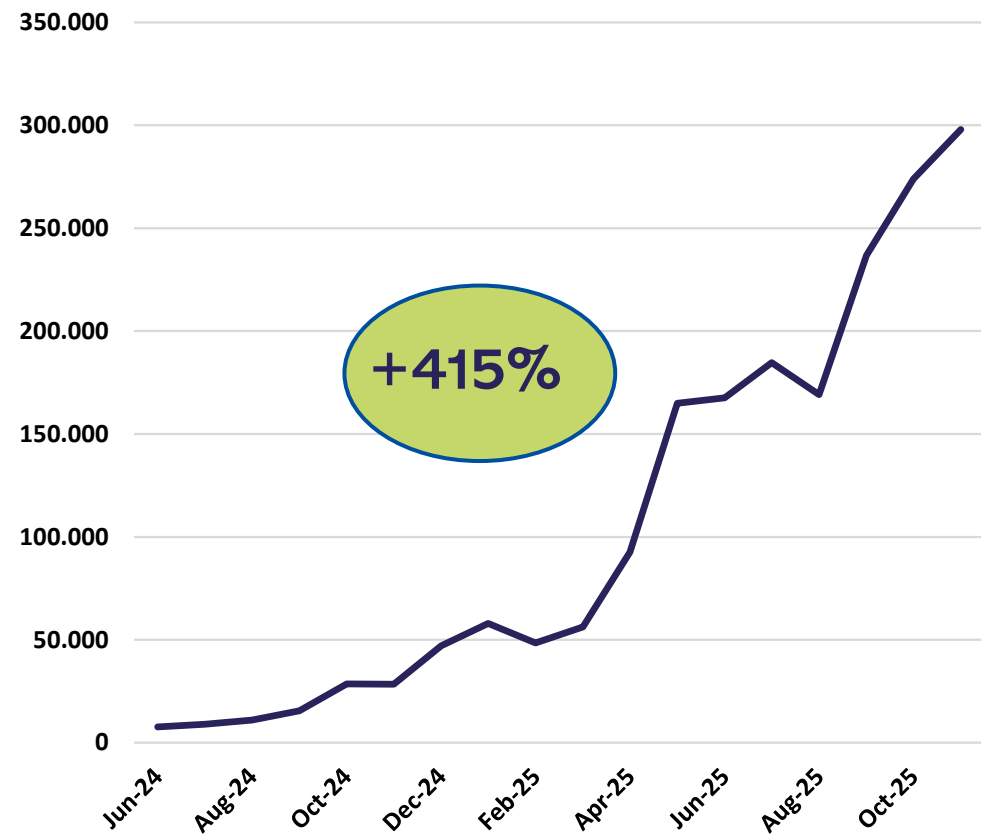
Of consumers in Europe indicate they prefer to communicate online rather than face to face in 2024.

31%

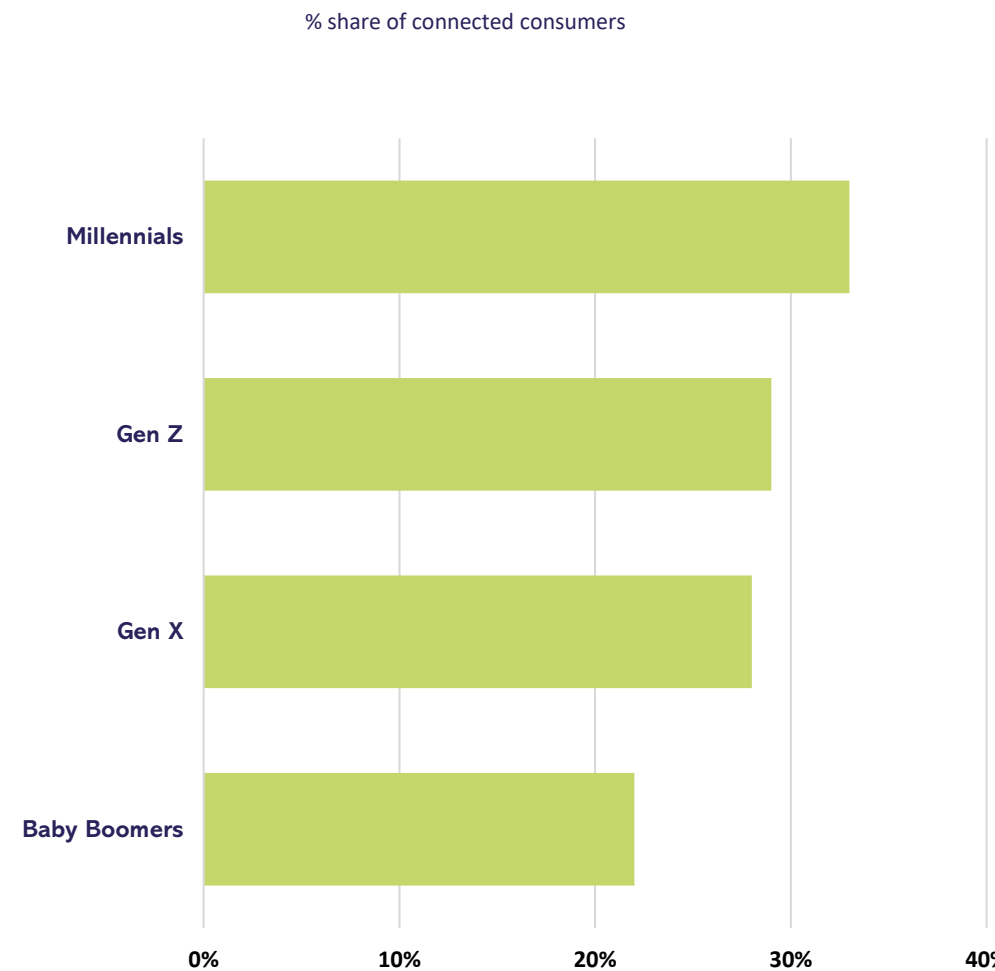
Of the consumers in Europe indicate the “ability to order at any time, from anywhere” as a reason to shop online

Rising Use of GenAI Tools and In-Chat Payments in Retail

Global AI-driven Referrals to Retail E-Commerce Sites
of events



Share of Digital Shoppers Seeing Better Product Recommendations as the Main Benefit of GenAI, by Generation (2025)



>50%

of digital shoppers in 2025 use GenAI tools such as ChatGPT, Google Gemini, Perplexity and DeepSeek for information and recommendations.

€ 510 billion

Projected total of global GenAI and agentic AI-influenced retail and e-commerce sales by 2028.

151 million

User sessions on ChatGPT in 2025 related to purchasing products

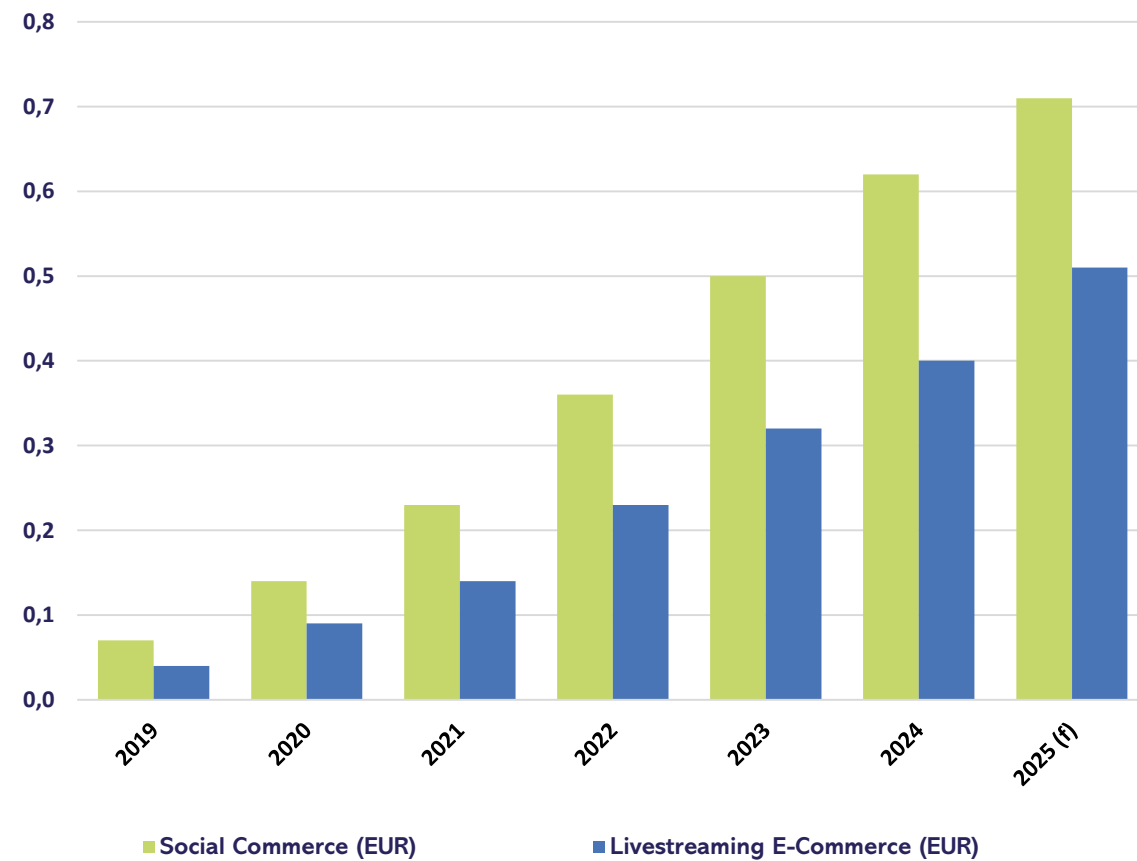


As consumer trust in GenAI grows, **AI tools are increasingly replacing traditional search in product discovery**. In 2025, more than half of digital shoppers used GenAI platforms for information and recommendations. AI-driven referrals to retail e-commerce sites surged by 415% in the last year, far outpacing other traffic sources. Integrated payments are emerging as the next step in the purchase journey, supported by the rise of mobile commerce and chat-based platforms.

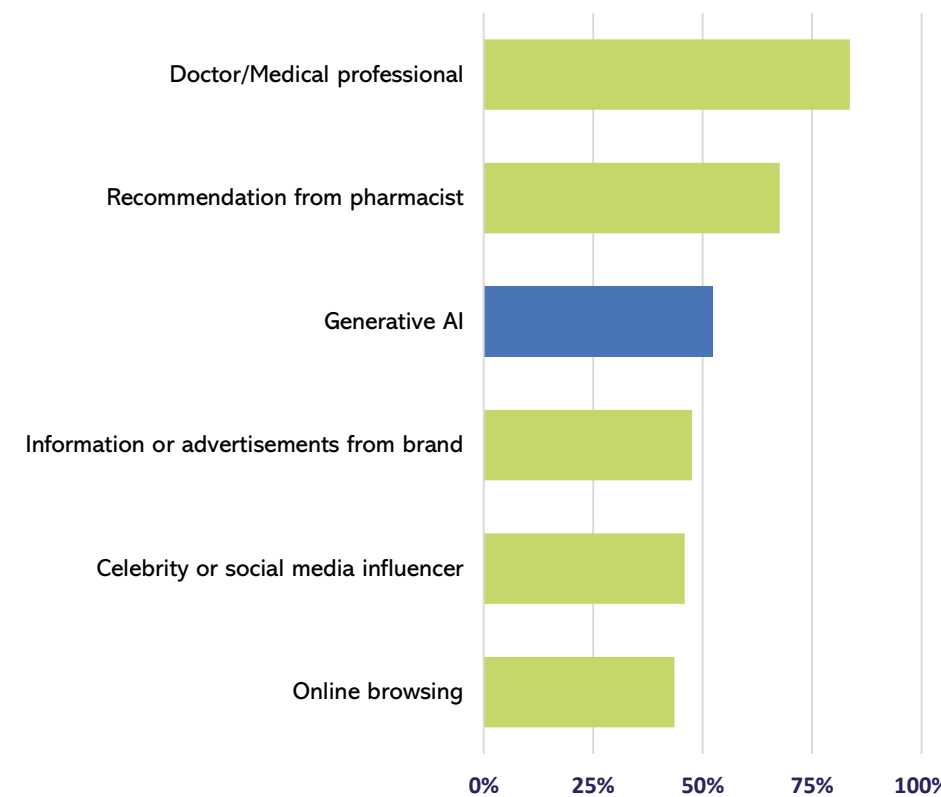
11 Source: Euromonitor (2025). Voice of Consumer: Digital Shopper Survey.

Shoppertainment and hyper-personalized health - Consumers expect personalised content and health advice

Global Social Commerce and Livestreaming
E-Commerce Sales 2019-2025
(EUR trillion)



High-impact Health Information Sources 2025
% share of connected consumers



15%

Global growth in livestreaming e-commerce sales in the last year only.

€ 1.2 trillion

Projected total global sales through social commerce and livestreaming e-commerce in 2025.

52%

Of global survey responders consider Generative AI as high-impact health information source.



The rise of **shoppertainment** reflects consumers' growing demand for concise, engaging and personalised content. Formats such as **livestreaming** and short-form video, are blending entertainment, social interaction and commerce. At the same time, consumers increasingly expect **personalised health guidance**. Retailers are responding by shifting toward more interactive, consumer-centric health and shopping experiences.

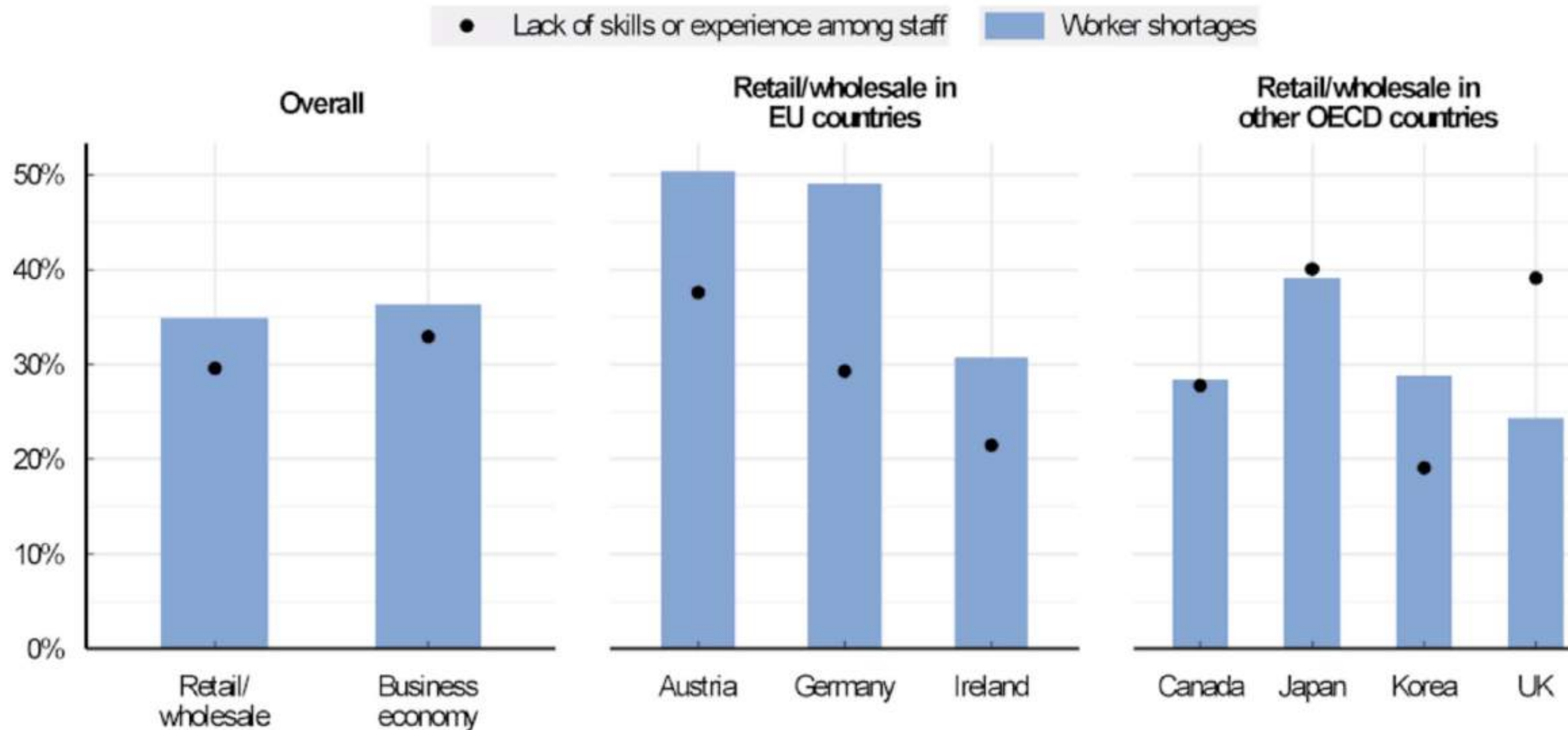
Labour Economics and Demographics

An aging Europe in search of skilled workers



SMEs in Retail and Wholesale Face Significant Labour and Skills Shortages

(Share of firms reporting labour and skills shortages, OECD survey, %)



State of Grocery 2026



Curious about grocery retail? Register [here](#)

Launch of the State of Grocery Retail report 2026

21 April 2026, 11:30 am, Online

Join us for an exclusive preview of the State of Grocery Retail Europe 2026 report. Following a period of stabilisation in 2025, the European grocery sector continues to face margin pressure, low growth, and an uneven outlook across markets. In this webinar, we will explore the eight key trends and four AI-driven opportunities shaping the future of grocery – and what they mean for industry leaders.

[Registration link.](#)

In the meantime, you can find information about previous editions of the State of Grocery Retail report [here](#).



Key priorities for SME Retail & Wholesale



Current key SME legislative files

Better regulation for SMEs, competitiveness, simplification, European Business Wallet

Skills & Quality Jobs

Capitals of Small Retail, Right to Stay, EU Agenda for Cities & Transition pathway & commitments

Digital Euro & cash acceptance
Surcharging ban,
Scheme fee investigation

Retail Alliances, Territorial Supply Constraints, and the Unfair Trading Practices Directive

Level playing field – influx of non-compliant products from non-EU platforms

Proposal for a Regulation on Late Payments

Implementation support (ENVI omnibus) incl. Packaging waste (PPRW), Energy performance of buildings (charging stations) and Deforestation (EUDR)

Omnibus on sustainability (CSRD, CS3D, Taxonomy, CBAM)

Paperless Omnibus, incl. Digital labelling & Digital Product Passport

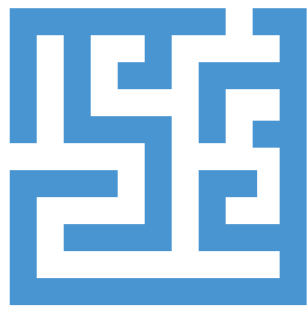
Textile & Apparel: Ecodesign rules (ESPR), Waste Framework Directive, and revision of the Textile Labelling Regulation.

SME Policy Priorities

Think Commerce, Think Local Communities



Increasing the visibility of the added value of the SME retailer & wholesaler



Tackling the cumulative burden of legislation – proportionate rules & implementation tools



Organising best practice exchange

Our advocacy to encourage initiatives to help SMEs navigate the twin transition

Encouraging national programmes & financial support

Encouraging uptake of digital solutions (e.g. cloud computing, cybersecurity, digital skills)

Encouraging sustainability transformation (e.g. guidance, calls for faster permitting)

Support for upskilling & reskilling (e.g. practical know-how, skills as a service)

Access to finance (e.g. guidance, alternative forms of finance, flexibility on payment terms)

Tackling problems that arise from the imbalance of power with card schemes