

Wholesale: The Invisible Giant of Europe's Economy

Connecting, Innovating, and Powering the EU Value Chain

What's Wholesale?

Wholesalers connect producers with businesses, offering seamless service beyond just logistics and storage.

Wholesalers **streamline the supply chain** by buying, storing, and selling goods in bulk — connecting businesses with producers from local, national, and international markets.

This makes **business-to-business (B2B)** transactions more efficient, reduces costs and makes it simpler for businesses to meet their customer needs.



Wholesalers buy, store, and sell goods in bulk to businesses, **simplifying the supply chain by lowering costs, tracking products, and meeting customers' exact needs**. They play a key role in local, national, and international markets.

Wholesale in Numbers

Wholesale delivers tailored solutions to a diverse customer base, supporting multiple sectors, including agriculture, healthcare, and manufacturing.

Wholesale's contributions to Europe's economy are significant:

1.6

million enterprises,
making it one of Europe's largest sectors.

10

million employees,
representing 6% of total EU employment.

€818

billion value-added,
contributing 5% of the EU's GDP.

€6.5

trillion turnover annually,
showcasing its economic might.

More than 90% are micro-businesses and **99%** are SMEs

Diverse Wholesale Sector

Wholesale adapts to meet market demands and serves almost every supply chain. Here are some examples:



Cash & Carry

Used by restaurants, small shops, cafes, or even office supplies, Cash & Carry is a self-service wholesale model in which customers select and transport their purchases directly. It offers a cost-effective and efficient alternative to placing orders with multiple vendors.



Industrial Distribution

Industrial wholesalers distribute a wide assortment of technical products for industrial applications. This includes heavy-duty equipment, machinery, as well as their parts and components, helping industrial processes run smoothly and ensuring a continuous supply.



Pharmaceutical Full-Line Wholesale

To ensure your local pharmacy is always stocked, full-line wholesalers offer a “one-stop shop” for all pharmaceutical products, including purchasing, warehousing, and delivering medicines to pharmacies and healthcare providers.



Chemical Wholesale & Distributors

Commercial agents are crucial in promoting business growth, as they connect suppliers and buyers on a commission basis. Businesses across Europe, especially SMEs, benefit from their deep knowledge of markets, customers, and products.



Commercial Agents

Logistics, packaging, recycling, and warehousing of chemical products is indispensable for modern industries. Chemical wholesalers provide tailored solutions, anticipate market trends, and deliver sustainable practices, to ensure safe and timely supply.



EuroCommerce: Who Are We?

EuroCommerce represents the interests of wholesale and retail industries in the EU. As **the voice of 5 million businesses** — 99% of which are SMEs — it advocates for policies that enhance competitiveness and sustainability.



EuroCommerce is the principal European organisation representing the retail and wholesale sectors. It embraces national associations in **28 countries** and **5 million companies**, including leading global players and many small businesses.

EuroCommerce is the recognised European social partner for the retail and wholesale sectors.

