

# E-COMMERCE SECTOR INQUIRY

## WHAT?

A sector inquiry that confirms the fast growth of e-commerce in the EU and identifies business practices that might restrict competition and limit consumer choice

**2,000+**  
Questionnaires

**1,800+**  
Responses

**28**  
Member States

**8,000**  
Distribution agreements

## WHY?



The European Commission is aiming to ensure better access to online goods and services for consumers and businesses across Europe. As one of the actions adopted under the umbrella of the Digital Single Market strategy, this inquiry will allow the Commission to identify possible competition concerns affecting European e-commerce markets.

## WHO?

Retailers & Manufacturers of consumer goods



Digital content providers & rights holders



## FINDINGS

- Contractual sales restrictions in distribution agreements could mean less choice and higher prices for consumers



- ± 10% retailers have contractual restrictions on cross-border sales



- 20% retailers contractually restricted from selling on online marketplaces



- ± 50% online retailers receive recommendations or restrictions on the way they sell their products



- 66.67% of online content providers engage in geo-blocking practices

## IMPLICATIONS

### ENFORCEMENT AND/OR REGULATION

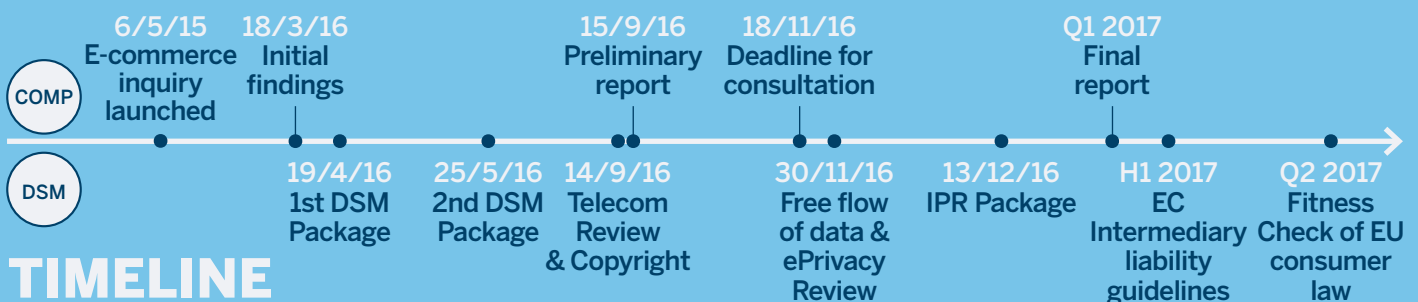
- Case by case assessment
- Companies to review contractual arrangements
- Revision of Vertical Block Exemption Regulation?
- Impact on ongoing Commission's legislative proposals



## WHAT'S NEXT?

- Public consultation – Deadline
- Final Report - Q1 2017
- Aggregated results to DG CNECT

**18**  
NOVEMBER  
2016



## TIMELINE