

## **Launch of the retail ecosystem transition pathway: a step toward a brighter future**

The European Commission today launched the co-creation process for [the retail ecosystem transition pathway](#). This represents the first step towards accelerating the green and digital transformation of the retail and wholesale sector, initially announced in the May 2021 Industrial Strategy Update.

Christel Delberghe, Director General at EuroCommerce – the European retail and wholesale association - commented: *“We warmly welcome the opportunity that the pathway presents. It will help bring together the actors in the retail ecosystem, with the Commission’s help, to propose a pathway for a more sustainable, digital, resilient and competitive retail and wholesale sector. Retail and wholesale provide an essential service to Europe’s consumers and business customers. Every recent global crisis has also hit our sector hard, disrupting supply chains, raising costs, adding pressure on margins, and limiting investment. Today’s announcement heralds a welcome shift in narrative towards driving a future agenda together. Co-creating this roadmap provides the opportunity to identify the critical measures needed for the sector’s transformation and for its continued contribution as the EU’s first private employer. It will help us add maximum value as a key adopter of technology and as a driver of circularity and climate neutrality.”*

A recent [study](#) in partnership with McKinsey estimates that up to €600 billion is needed for retailers and wholesalers to ensure a triple transform by 2030 to become more sustainable, digitalised and to attract and develop the right skills to enable change. EuroCommerce identified [five projects](#) where retailers and wholesalers could invest, and made suggestions [for developing a more favourable policy environment](#), with the single market at its heart, which could support this transformation.

We further welcome the launch of a similar process for the [agri-food sector](#) earlier this week. Retail and wholesale is a key partner in ensuring a sustainable and resilient agri-food chain that delivers safe, affordable, healthy and sustainable choice for consumers. The [sector works hard every day](#) to anticipate and meet consumer and business customer demands for better prices, choice and innovation. We look forward to contributing to this co-creation process.

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**EuroCommerce** is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 27 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of business and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.