

Retailers and wholesalers applaud efforts to boost talent in the EU as people are key to competitiveness

The European Commission announced its [Communication on Skills and Talent Mobility](#), which outlines measures for addressing pressing skills gaps within the dynamic backdrop of Europe's ageing population and the ongoing green and digital transition across the EU.

The Commission's Communication, including the prospective EU Talent Pool, will help retailers and wholesalers fill the gap created by talent shortages in the EU labour market, says EuroCommerce, the European association representing retailers and wholesalers. This Communication represents an important step in promoting the circulation of skills and knowledge. Promoting recognition of digital qualifications is critically needed, highlights EuroCommerce, as [90%](#) of growth in retail and wholesale is expected to be driven by e-commerce. Filling the roles which emerge in digital professions will help retailers and wholesalers drive their own competitiveness, and the benefits of this will spill over into the EU economy at large.

"Exceptional people and the talent they bring help make our sector an outstanding one. Opening opportunities to find that talent is critical to the performance of retail and wholesale. The green and digital transformation will only happen with the help of the driving force behind our companies - its people.", commented Christel Delberghe, EuroCommerce Director General.

Overall, the EU has seen a net decline of 5 million people from the EU workforce over the past decade with a projected 35 million fewer workers by 2025. This will have a profound impact on both low-skilled and high-skilled workers. While recruitment and retention challenges may remain for businesses that operate in multiple Member States, this first step will help address some of the most critical barriers and support a stronger, more competitive and sustainable retail and wholesale sector.

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¹ As part of the data gathering for a study carried out by EuroCommerce and McKinsey on Sustainability, Digitalisation and Skills: Transforming EU Retail and Wholesale.
https://mcusercontent.com/4a74fff5ca3121b6c30b96012/files/8c8d19cf-a6fb-e81a-147c-c091c062ba9e/Study_Transforming_the_EU_retail_and_wholesale_sector_Sustainability_Digitalization_Skills.pdf

Note to the editor

The retail and wholesale sector is the EU's leading private employer, providing one in seven jobs, representing a diverse landscape of 5 million businesses, and contributing significantly to European GDP by making up 10% of its total value.

Over 40% of the companies participating in the Triple Transformation Survey¹ highlighted the difficulty of securing talent with the requisite skills.

According to Eurostat, [82 regions across](#) the EU are already suffering a decline in numbers for the working-age population, as a result of various factors.

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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.