

European Commerce Awards 2025: A night of innovation, talent and transformation

Brussels - EuroCommerce proudly hosted the second edition of the European Commerce Awards at The Merode in Brussels, honouring outstanding achievements in retail and wholesale across Europe. The event highlighted the sector's vital role as a leading force in Europe's economy, creating local jobs across the EU and driving innovation.

Retail and wholesale are Europe's first private employer, with 26 million jobs, 5 million businesses, of which 99% are SMEs, serving communities in every region. They serve consumers and their business customers daily with a wide choice at competitive prices. They enable new ideas to reach consumers, for example, by bringing new products to market. The sector is transforming rapidly through digitalisation, investing in sustainability, and talent development.

EuroCommerce Director General Christel Delberghe opened the ceremony, stating:

"Our sector makes a fantastic contribution to Europe's economy and society. Tonight, we celebrate innovation, the drive and the deep connection to local communities that define retail and wholesale."

Before the awards ceremony, guests joined a fireside chat with Agustín Reyna from Beuc, MEP Niels Flemming Hansen from the EPP and Isabelle Perignon, Director for Consumer Policy at DG JUST, to discuss EuroCommerce's #Compliance4All campaign. The conversation focused on restoring a level playing field in retail through stronger enforcement of EU rules, harmonised standards across Member States, and measures to tackle non-compliant third-country traders.

The [10 key recommendations from EuroCommerce](#) including establishing an EU enforcement collaboration framework, accelerating the customs reform, reviewing the Consumer Protection Cooperation regulation and deploying the Digital Product Passport for compliance. Panelists agreed that these steps are essential to safeguard consumer safety and competitiveness in the Single Market.

The winners were chosen by an **independent jury of experts**, bringing together diverse perspectives from European institutions, consumer organisations and sustainability advocates. Their collective expertise ensured a fair and rigorous evaluation of nearly 60 applications from across Europe.

Award Categories and Winners

Skills: [El Corte Inglés Portugal](#) - Recognised for its commitment to education and inclusion, helping employees complete secondary education and thrive in a digital economy.

Community Engagement: [Vege Retail](#) and [SPAR Austria](#) - Honoured for projects strengthening local communities and preserving the local environment.

Digitalisation: [SONAE](#) and [Skupina COOP](#) - Celebrated for pioneering frictionless store concepts and using technology to bring retail closer to remote areas.

Sustainability: [Lidl Supermercados](#) - Awarded for ambitious initiatives reducing environmental impact and promoting healthier food choices.

EuroCommerce President Juan Manuel Morales concluded: “These awards are a testament to the creativity, leadership and ambition that define our sector. Technology may evolve, but it is human talent that drives progress.”

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For more information on the winners and their projects, visit: www.eurocommerce.eu/european-commerce-awards-2025

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EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 28 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 businesses 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.