

OWN BUSINESS STUDY

It is METRO's ambition to be "Champion for Independent Business". In the framework of the **Own Business Study**, 10,000 people in 10 countries were asked: what do **consumers** worldwide think about independent businesses, which challenges do **independent business owners** face starting and running their business, and how can **politics** support them? These are the results for Germany.

CONSUMERS APPRECIATE INDEPENDENT BUSINESSES

36% believe that independent businesses contribute to the diversity in their neighborhoods (8% say the same about non-independent businesses)

34% prefer to buy products and services from independent businesses (11% rather buy from non-independent businesses)

34% appreciate the higher quality of products and services from independent businesses



CONSUMERS WISH FOR INCREASED VISIBILITY OF INDEPENDENT BUSINESSES

54% make the remark that independent businesses are not sufficiently visible online

52% think it's hard to find further information about the independent businesses

65% of the business owners believe that digital tools are important to promote their business, but only

22% are present on social media



CONSUMERS ARE WILLING TO PROVIDE ADDITIONAL SUPPORT

40% have already bought a product in the store, although it was available online

27% have already paid a higher price to support an independent business

23% have already accepted taking a longer distance to shop from an independent business



CHALLENGES FOR INDEPENDENT BUSINESS OWNERS:

45% of independent business owners mentioned that they did not have enough customers on the first day of opening

38% of independent business owners found it difficult to get financing

34% consider a less secure income to be a main challenge

31% struggle with too much paperwork and bureaucracy



CLAIMS TOWARDS POLITICS:

64% of consumers seek more support for established businesses - not just for start-ups

60% of consumers approve more programs for the promotion of female entrepreneurship

58% of consumers desire more support for independent business owners by politics

53% of independent business owners ask for tax reductions and a simplified tax code



The OBD-Study was conducted by APCO Insight on behalf of METRO.