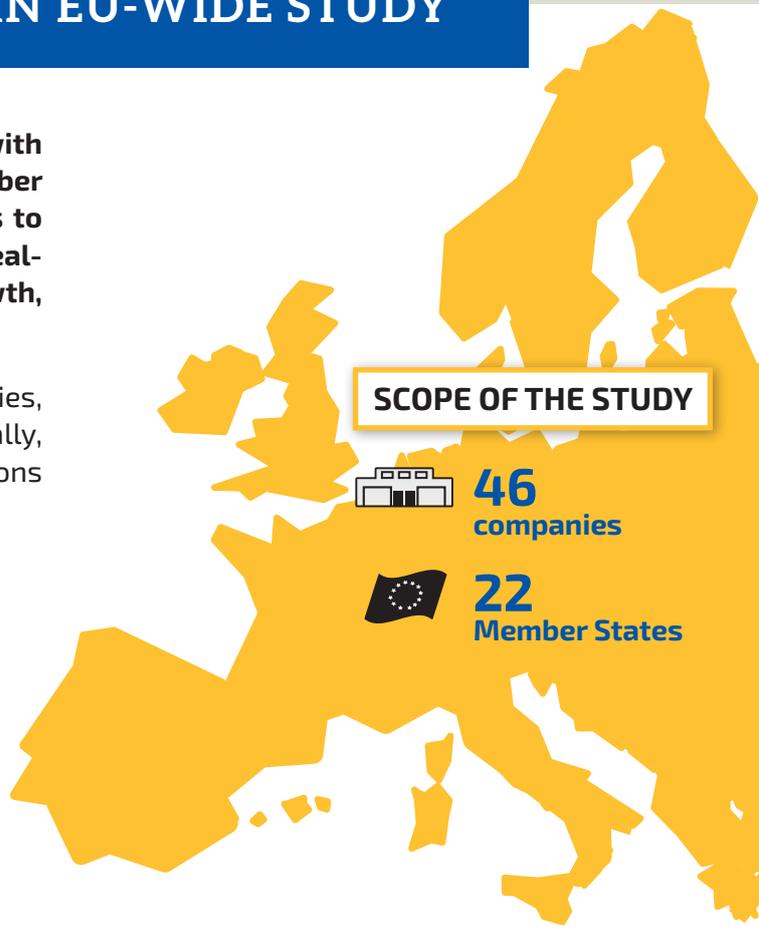


# TRADE BARRIERS IN THE SINGLE MARKET

## 5 KEY FINDINGS OF AN EU-WIDE STUDY \*

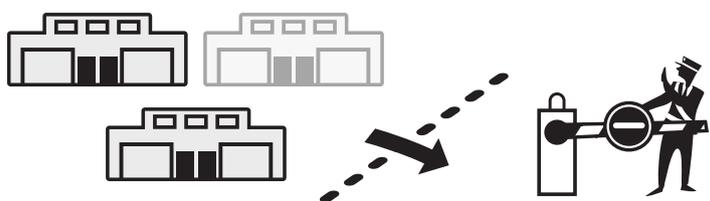
Retailers are increasingly confronted with protectionism in the Single Market. Member States continue to introduce new barriers to intra-EU trade. This hampers not only the realisation of the Single Market, but also growth, jobs and consumer choice.

This EU-wide survey looks into what companies, operating both domestically and internationally, perceive as discriminatory national restrictions when doing business across borders.



1

2 in 3 companies are **hampered by national requirements** when trading in the Single Market.



2

More than 1 in 3 foreign companies **feel discriminated** vis-à-vis their domestic competitors.



**The impact of trade barriers is:**

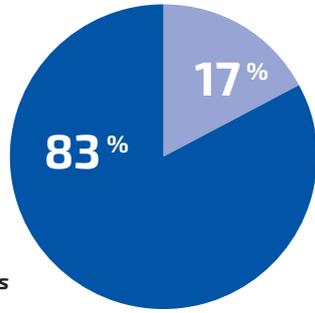
- **Restrictions on trade in goods**
- **Restrictions on opening stores abroad**

# 3

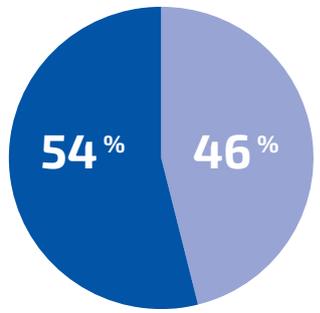
## The biggest impact of trade barriers

is perceived by operators in the Visegrád countries (CZ, HU, PL, SK).

**83%** % of operators experiencing barriers when trading across borders  
**17%** % of operators not experiencing barriers when trading across borders



Visegrád countries



Rest of the EU

# 4

## The 5 biggest barriers

- 1** different national labelling requirements
- 2** compulsory sales quota for domestic products\*
- 3** obligation to promote domestic products

- 4** notification requirements for the import of goods already placed on the EU market

- 5** regulations on the product composition of goods

\* Member States encourage and/or mandate minimum sales quota of domestic products. Most affected products are:



DAIRY



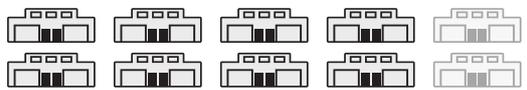
FRUITS AND VEGETABLES



MEAT

# 5

More than 8 in 10 companies would do more business cross-border without trade barriers.



Lifting trade barriers would mean:

- 

**more innovation**
- 

**more choice**
- 

**more jobs**
- 

**better prices**

### \* BACKGROUND INFO ON THE STUDY

The study was conducted by the Centre for European Policy (cep) in Freiburg on behalf of METRO AG. It aimed at identifying what national restrictions trade companies experience when trading across borders. For more information on the results of the study and methodology, please visit the [METRO Digital Office Brussels](#).