

Introduction

A spotlight on SME & freelancer business spending habits

There's plenty of data out there about the spending habits of consumers, on one hand, and large corporations on the other. But there's much less information available about the 25 million European Small- and Medium-sized Enterprises (SMEs) that fill the gap between those two categories.

SMEs make up 99% of all Europe's businesses, account for half of the GDP of the European Union and employ more than two thirds of the EU workforce (source: [European Commission](#)). They deserve our attention and can teach us valuable insights into current and future economic trends.

This report quantifies the growing digitalization of SMEs and freelancers across Europe, highlights potential changes in their spending habits in response to external events, and identifies specific spending behavior by country and by industry.



Qonto has analyzed the spending of 350,000 small and medium-sized businesses, revealing patterns on both a European and a national scale.