

# 2023 key findings

---



## **Online & dematerialized payments boom**

Even though offline payments and physical cards still remain the most common payment methods, European businesses are paying online more often, and the popularity of virtual cards is on the rise.

---



## **Demand for digital services in top 4 most recurring spendings**

The largest proportion of European small-business spending still goes on basic needs such as food, fuel and transport costs, but they are now closely followed by online services and IT equipment.

---



## **Business trips done by train**

When it comes to business trips, European SMEs and freelancers take the train more often than the plane. Train bookings represent between 55% and 60% of business trips depending on the market.

---



## **Inflation effects are stabilizing**

In a context of high inflation, European business spending on food increased in 2022, although the inflationary situation has shown signs of stabilizing in 2023.

---



## **¾ Digital marketing transactions done on TikTok**

TikTok seems to be a well-established platform as it accounts for at least 75% of transactions done by SMEs and freelancers for their communication and marketing needs, when compared to other channels like Meta, Twitter and Google.