Selective distribution limitation



Type of restriction

Sales in online marketplaces 78%
Use of manufacturer images 31%
Sales in own online shop 28%

Advertising for own online shop 22%

Accusation sale of counterfeit items 8%

Change according to German Cartel Office

10,5% 64% 25,5%

LESS NONE MORE

Consequences

56% Growth is not possible

31% Future is threatened

15% Had to dismiss employees

6% Threatened with insolvency

4% Had to close shop

Revenue loss

91% YES

31% More than a quarter

Effects

73% Diversity in online retail decreases

63% Manufacturers build monopoly

61% Decrease in online traders

57% Manufacturers focus on their own shop

56% Innovation in online trading decreases

51% Consumers is no longer find goods

48% Price increase for consumers

Online survey conducted by Choice in eCommerce - Initiative for diversity and innovation in online trading (Project of the Federal Association for Online Trading (BVOH)) in September / October 2014 n = 503 Multiple answers are possible. Without guarantee.

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