

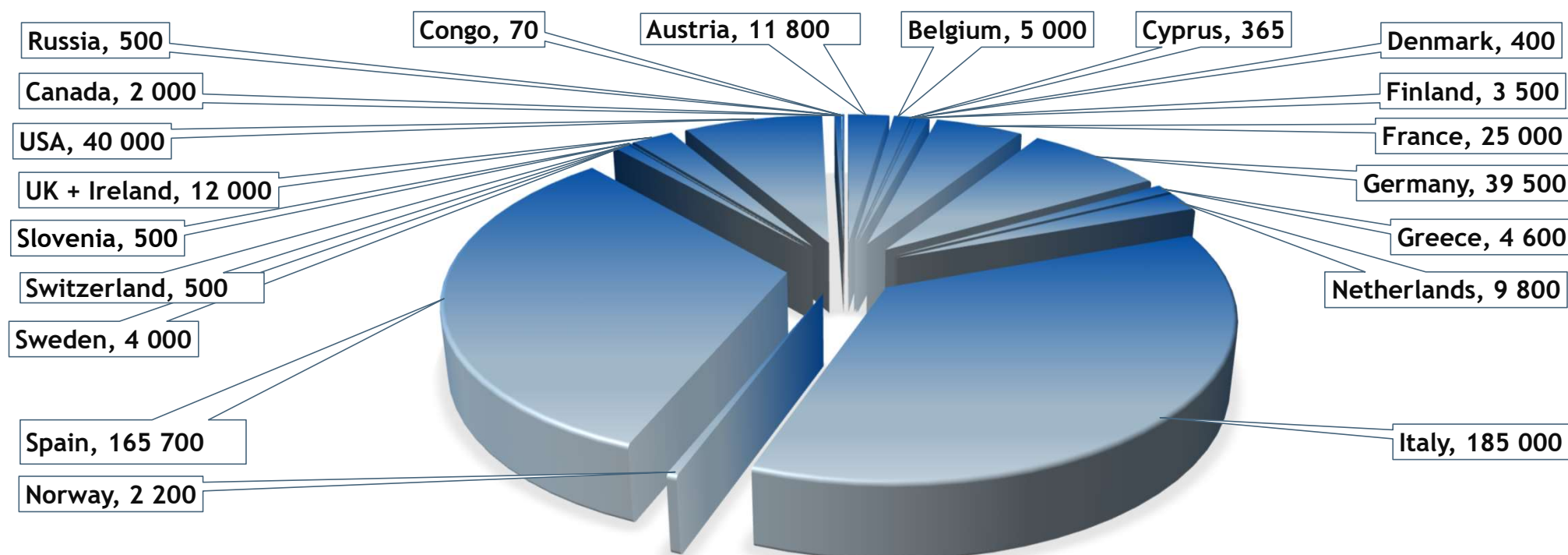


# B2B Key Figures 2025

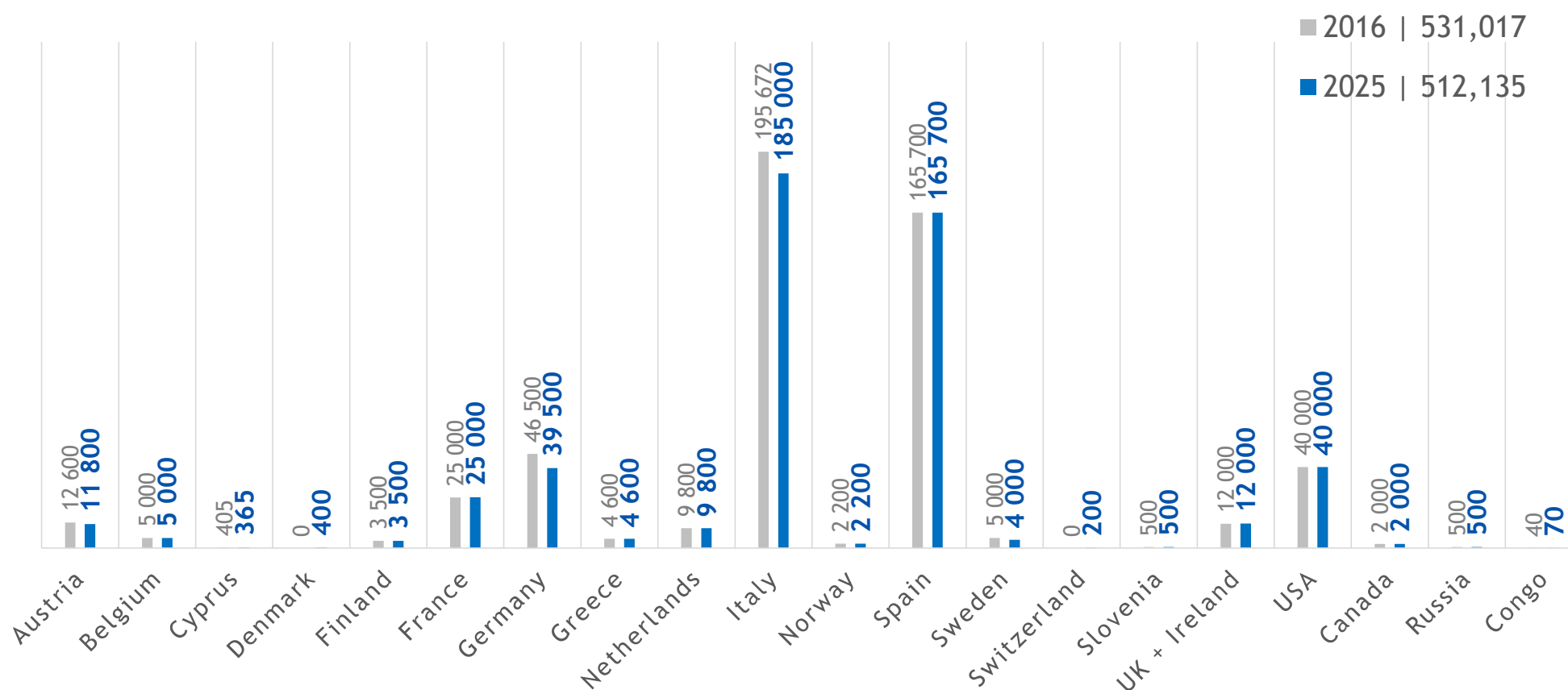
of Commercial Agencies in the IUCAB Member Countries  
in Europe, North America & Africa



## The geopolitical crisis have slightly affected the number of agencies 512,135 Commercial Agencies in 2022 (-3.5% compared to 2016)

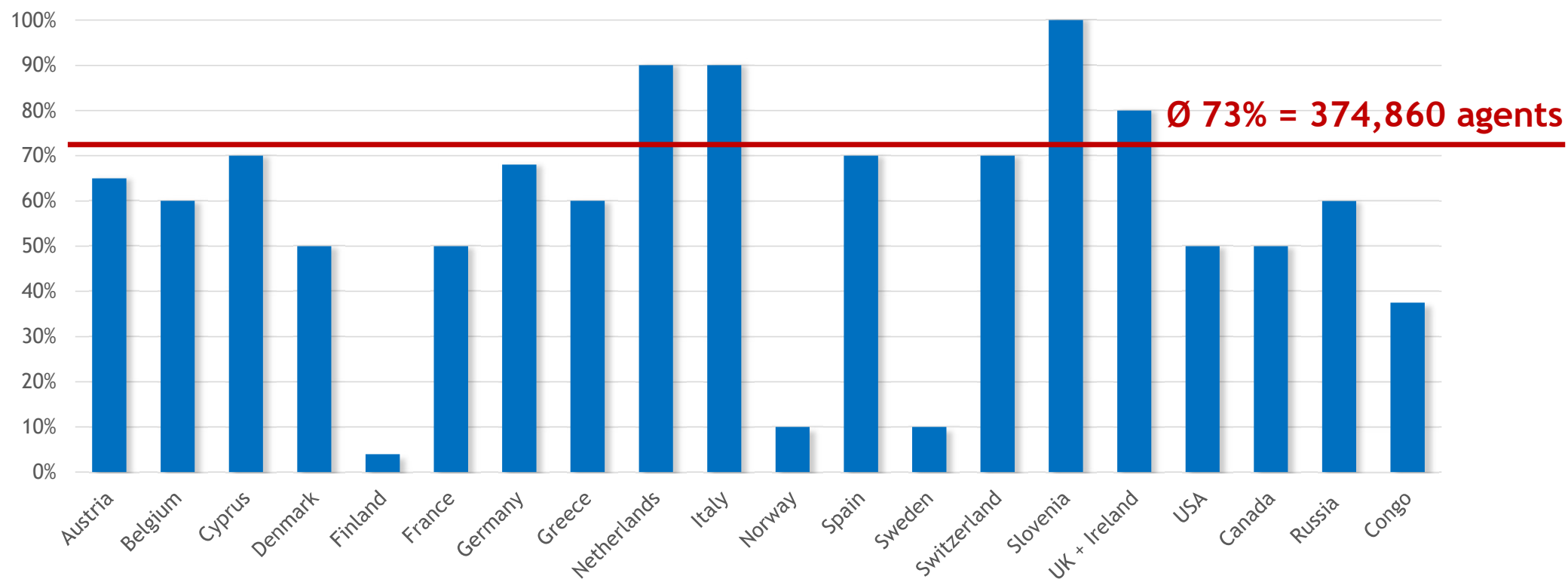


## Commercial Agencies 2025 compared to 2016



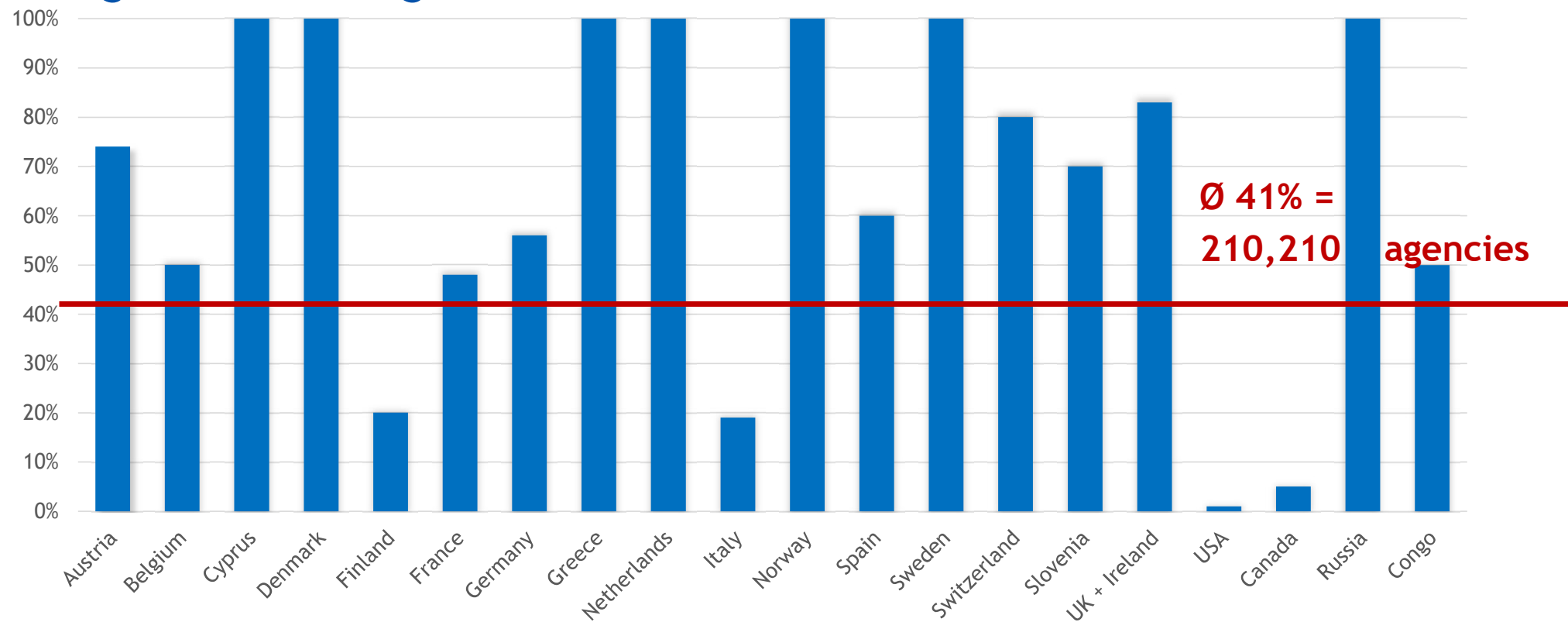
## 3 out of 4 agencies are organised as sole proprietors

### % of sole proprietors 2025

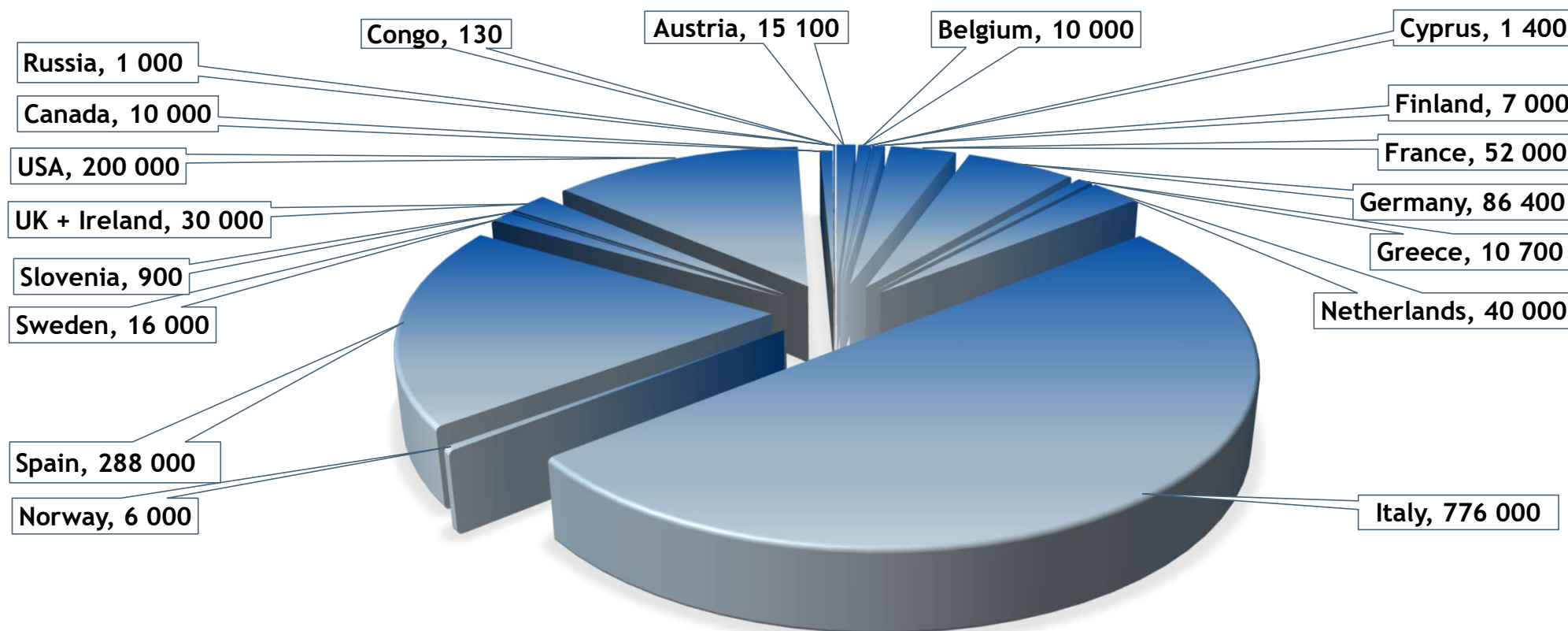


## 4 out of 10 agencies are working internationally

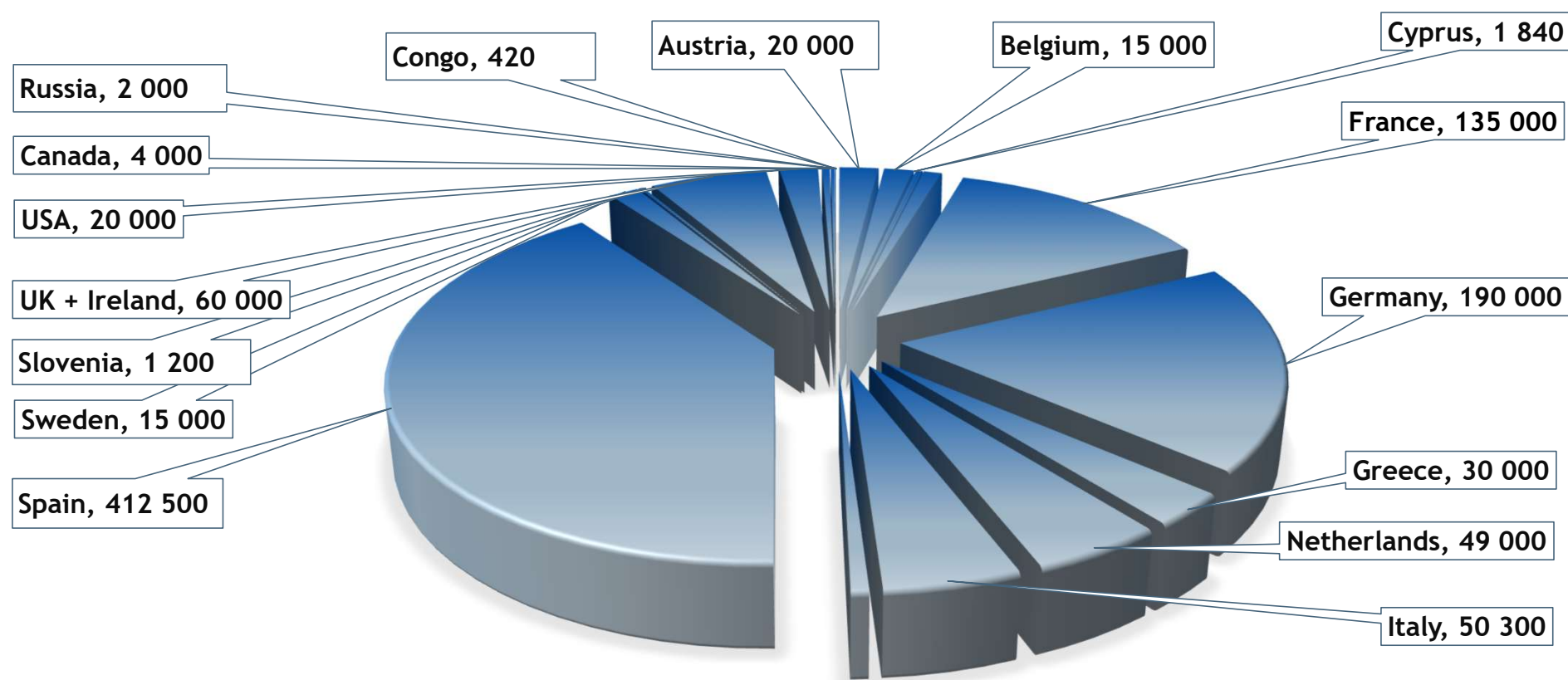
% of agencies working abroad



## Commercial agencies provide employment to almost 1.6 million people (-3.1% compared to 2016)

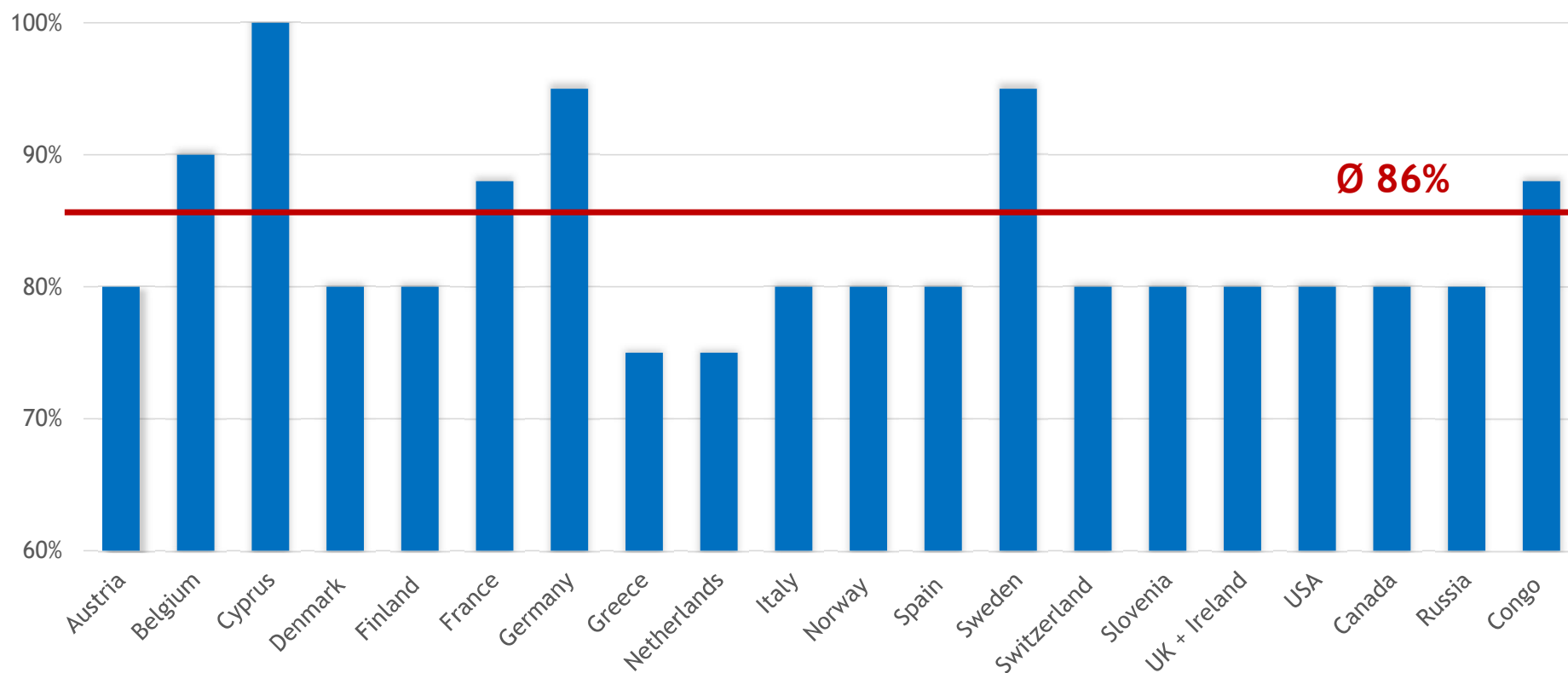


## Agencies work together with more than one million principals, 86% of them are organised as SMEs



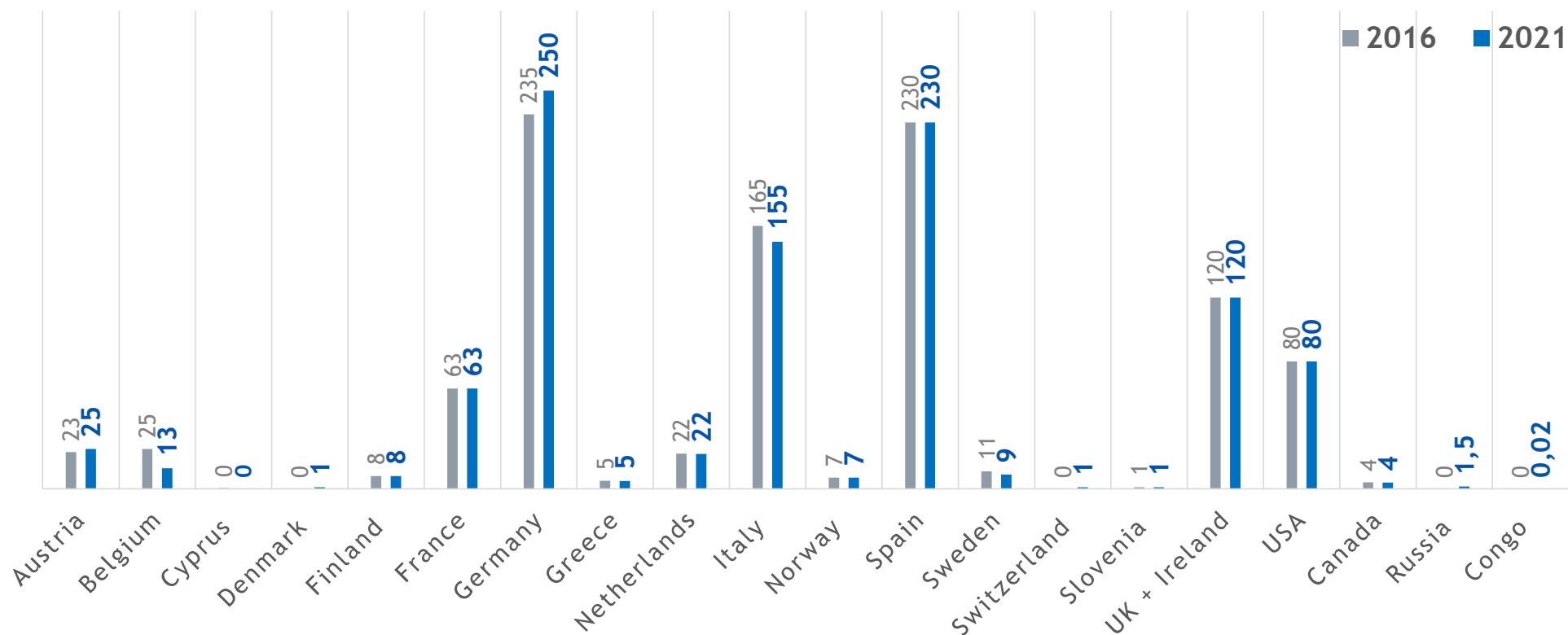
## SME principals in particular benefit from the know-how of the agencies

### % of SME principals in 2025



## Commercial agencies generated a turnover of EUR 995 billions Euro\*

### Principals turnover in billions (EUR)



## The most important B2B Key Figures 2025\* of Commercial Agencies in the IUCAB Member countries

B2B Key figures 2021/22		
Commercial Agents and Agencies	512,135	
Number of sole proprietors	73%	
Internationally working Agencies	41%	
Persons employed by Agencies	1.6 mio	1.552,000
Number of Principals	1.0 mio	1.023,000
Number of SME Principals	86%	
Principal's turnover	EUR 995 bn	EUR 994.900.000,000