

Digital Marketplaces Industry Survey

This questionnaire aimed to identify key trends, challenges, and opportunities in the digital marketplaces industry. Thank you for contributing.

Methodology Overview

1 Objective

Quick, high-level pulse check of top executives in the digital marketplaces ecosystem.

2 Audience

Senior leaders from European platforms in Real Estate, Automotive, and Classifieds.

3 Format

Online survey.

4 Sample Size

34 qualified respondents.

5 Distribution Channels

Promoted via DMA's own email newsletter, social media accounts, and internal networks only.

6 Timing

Responses were collected in April 2025.

7 Note

This is not a full-scale academic study, but rather a focused snapshot to surface key industry sentiments and priorities.

DMA Industry Survey 2025 - SNAPSHOT

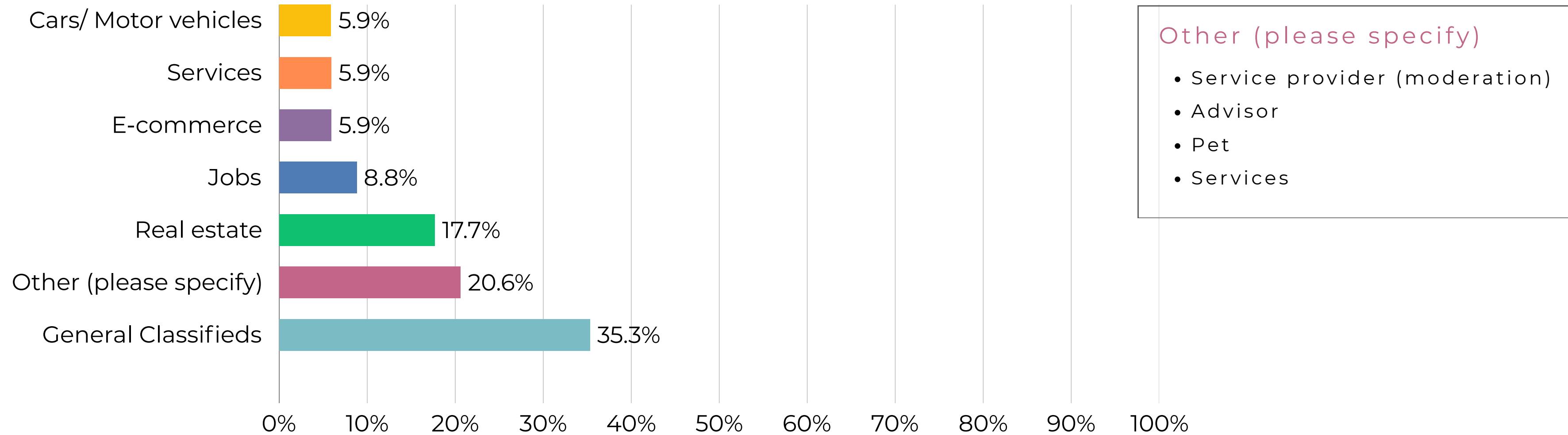
What We Learned

- Mostly EU-based, market-leading respondents
- Positive outlook; focus on AI, automation & CX
- Key challenges: big tech, shifting user behavior, compliance
- Mobile-first traffic dominance
- Top revenue: listings, subscriptions, freemium
- AI = major driver for service, ads, fraud detection
- Industry calls for faster innovation & better monetization

General Information



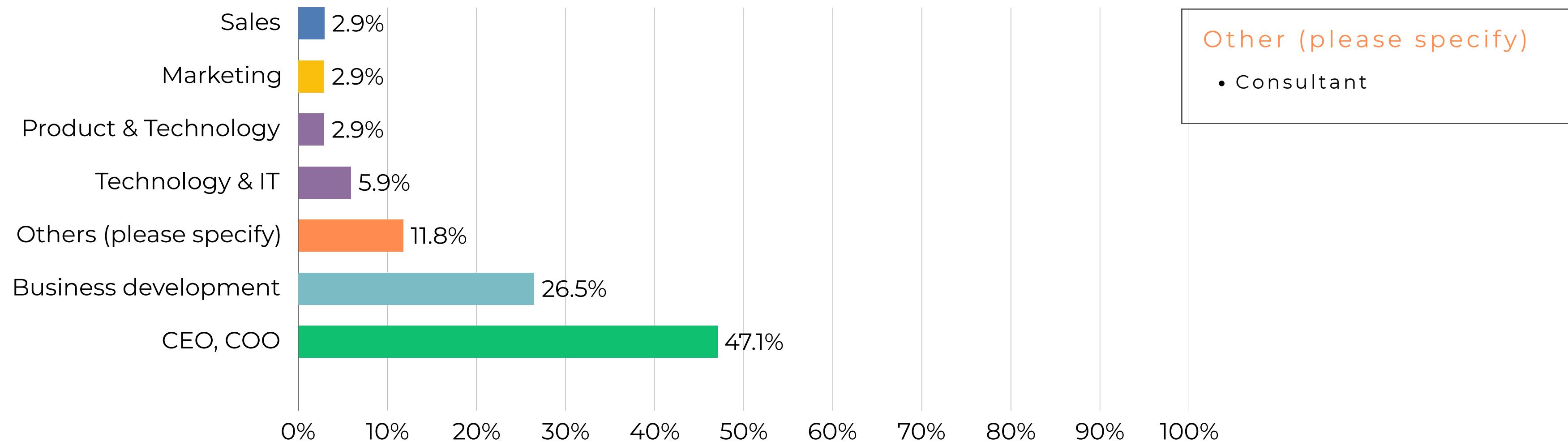
Which vertical(s) do you represent?



General Information



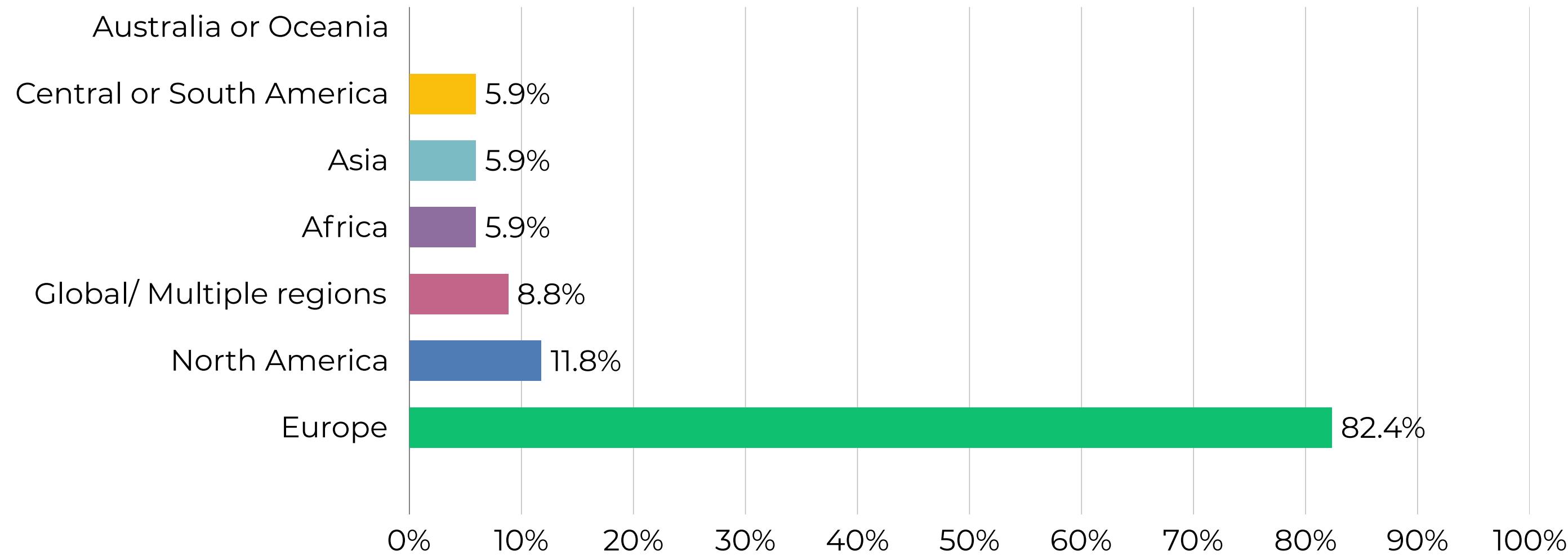
What is your role in the company?



General Information



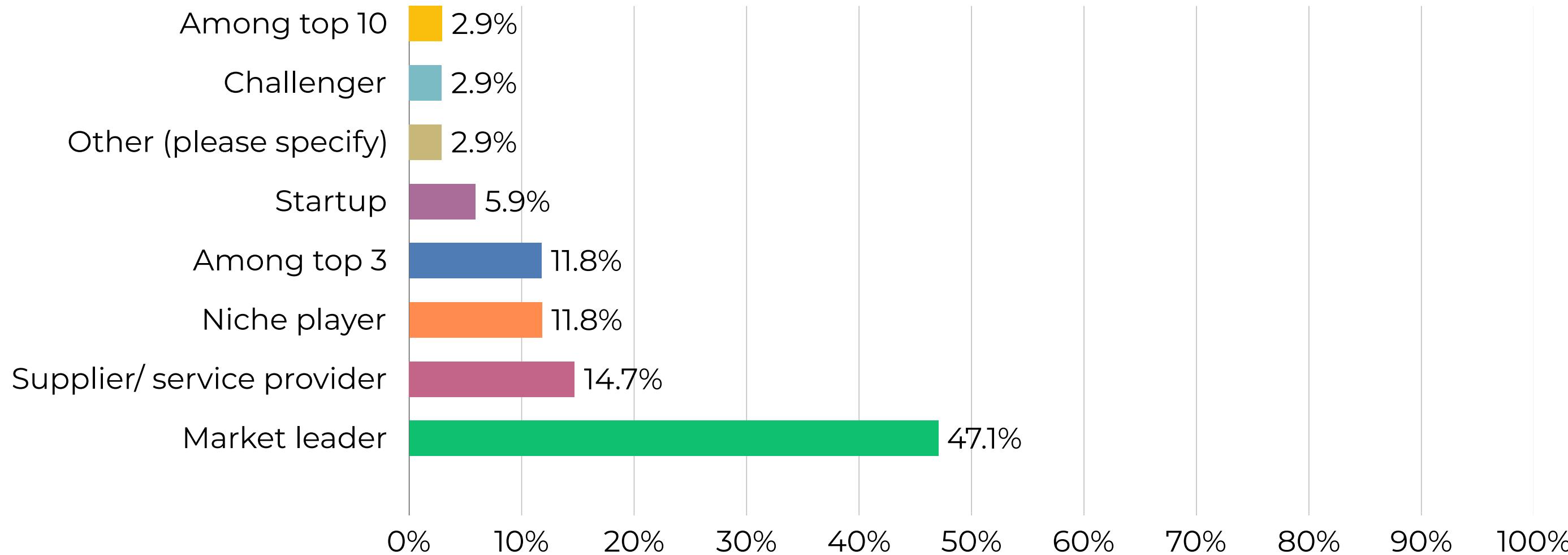
Which region(s) do you operate in?



General Information



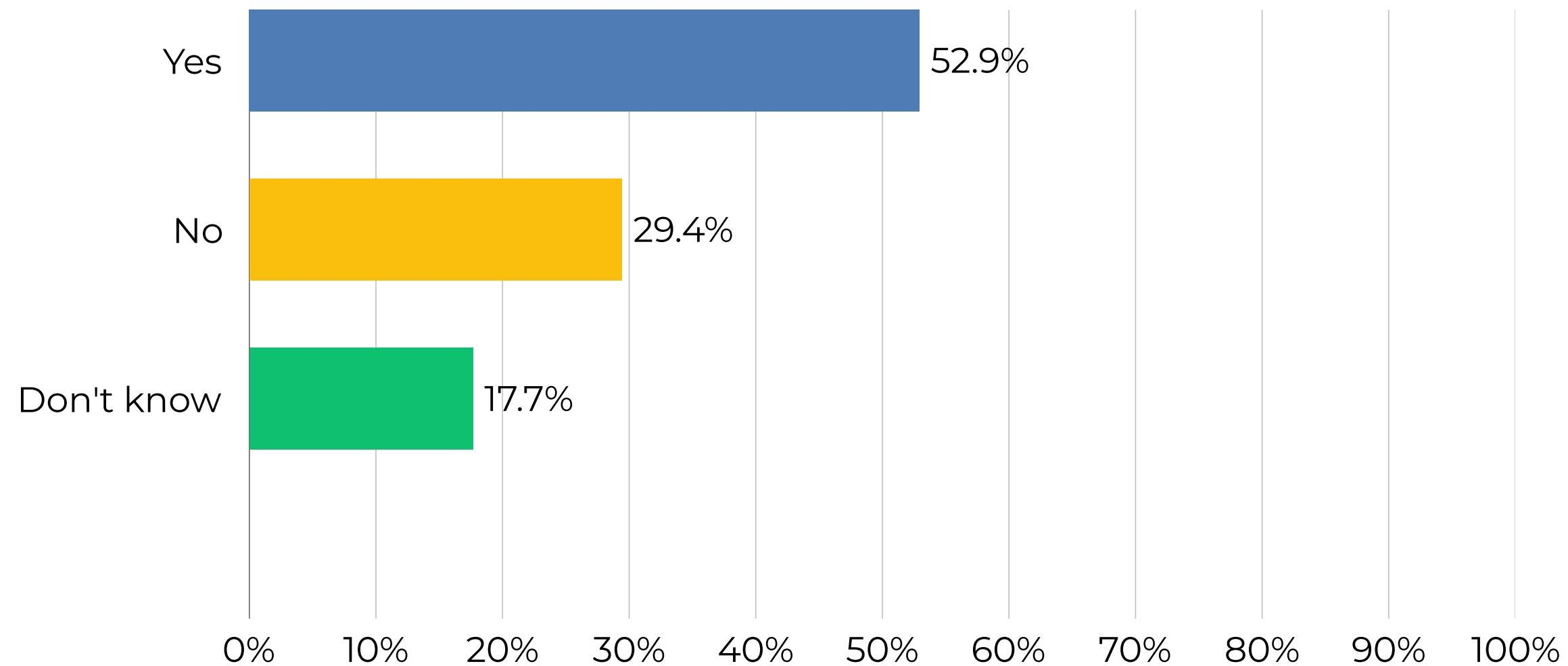
What is your company's market position in digital marketplaces?



General Information



Is your organization a member of the Digital Marketplaces Association?



Industry Outlook

DMA

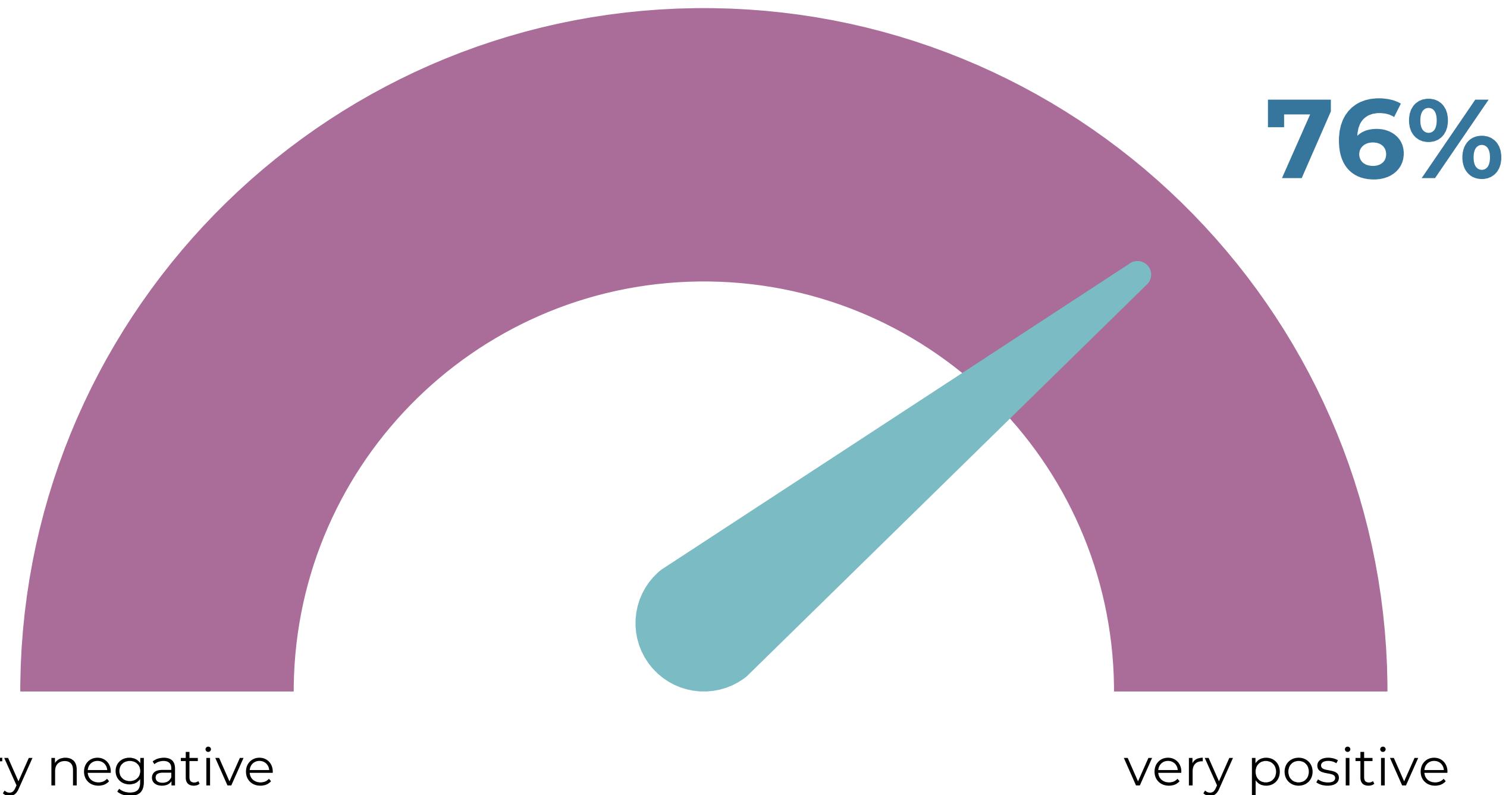
What is your outlook on the future of the digital marketplaces industry?



Industry Outlook

DMA

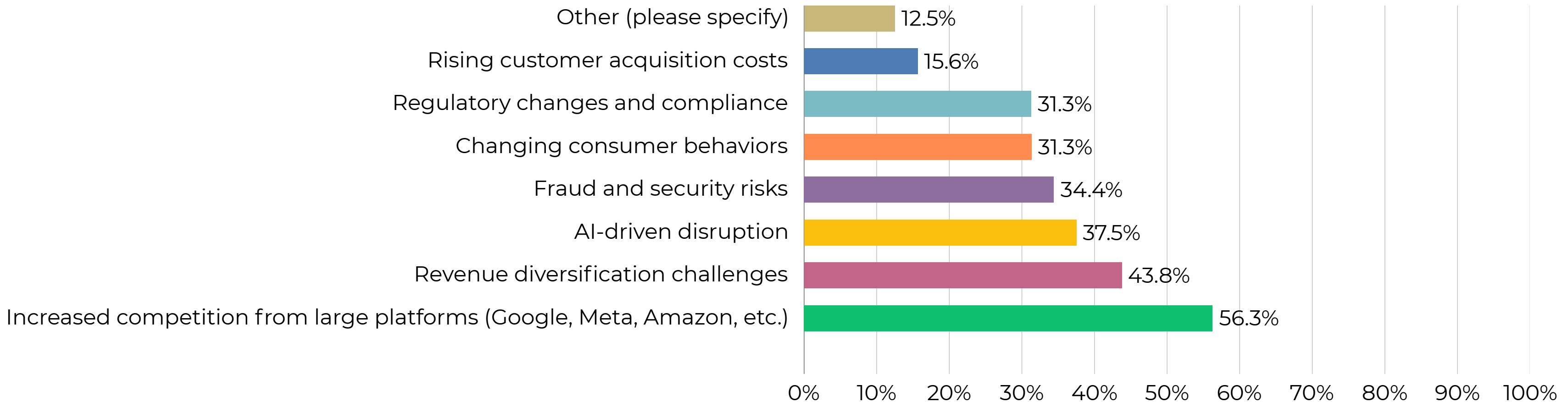
How do you see the outlook for your own marketplace in the near future?



Industry Outlook



What are the top 3 challenges currently impacting your business?



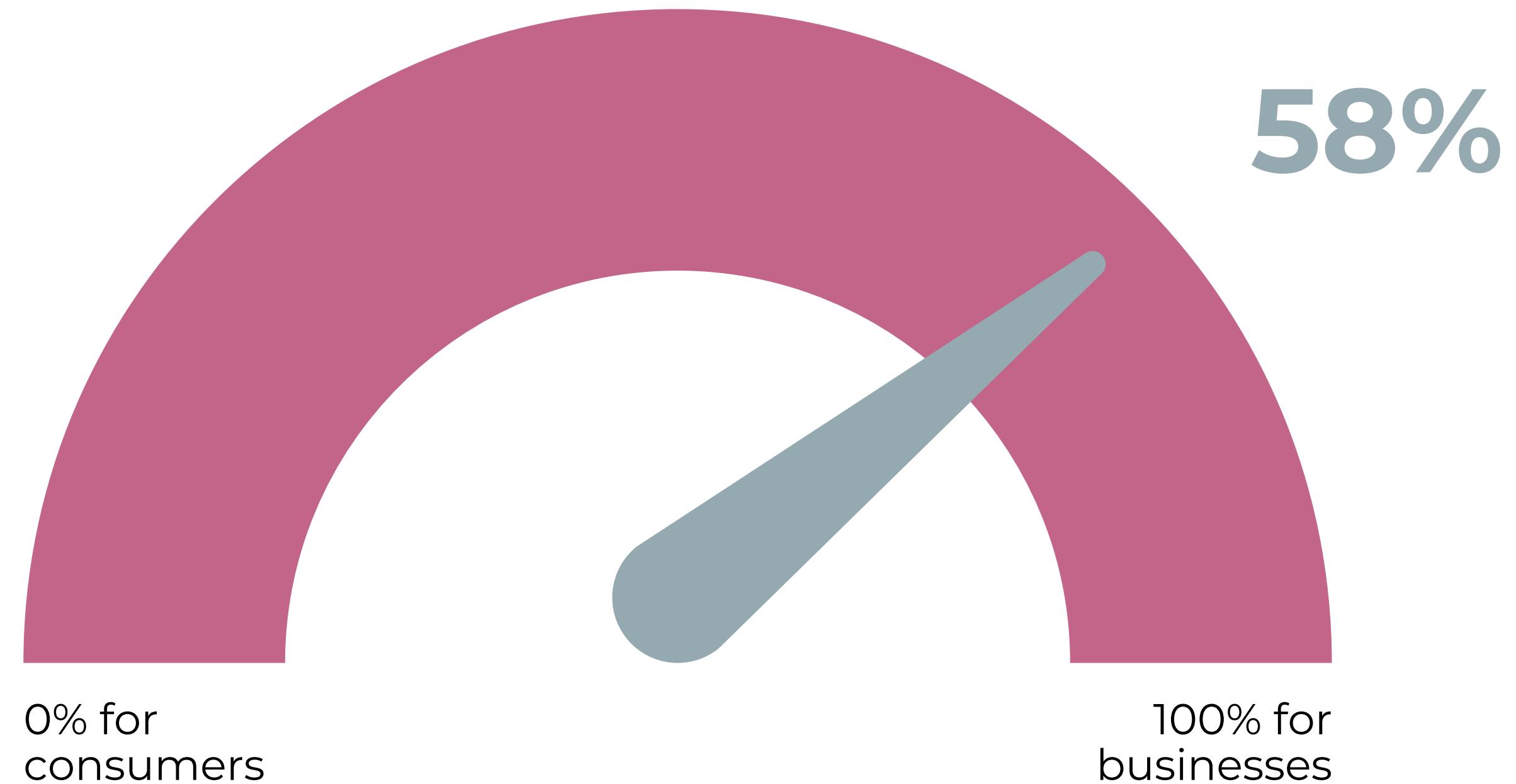
Other (please specify)

- Internationally scaling competition
- Economy
- Workforce
- Uncertainty and geopolitical changes

Industry Outlook

DMA

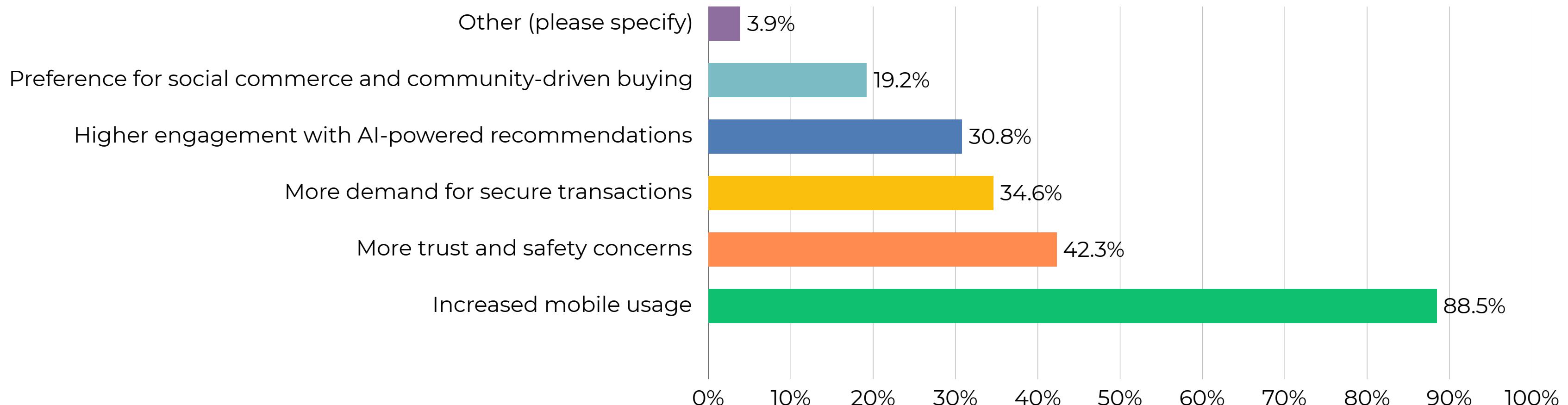
What percentage of your revenue comes from consumers vs. businesses?



Technology and Consumer Behavior



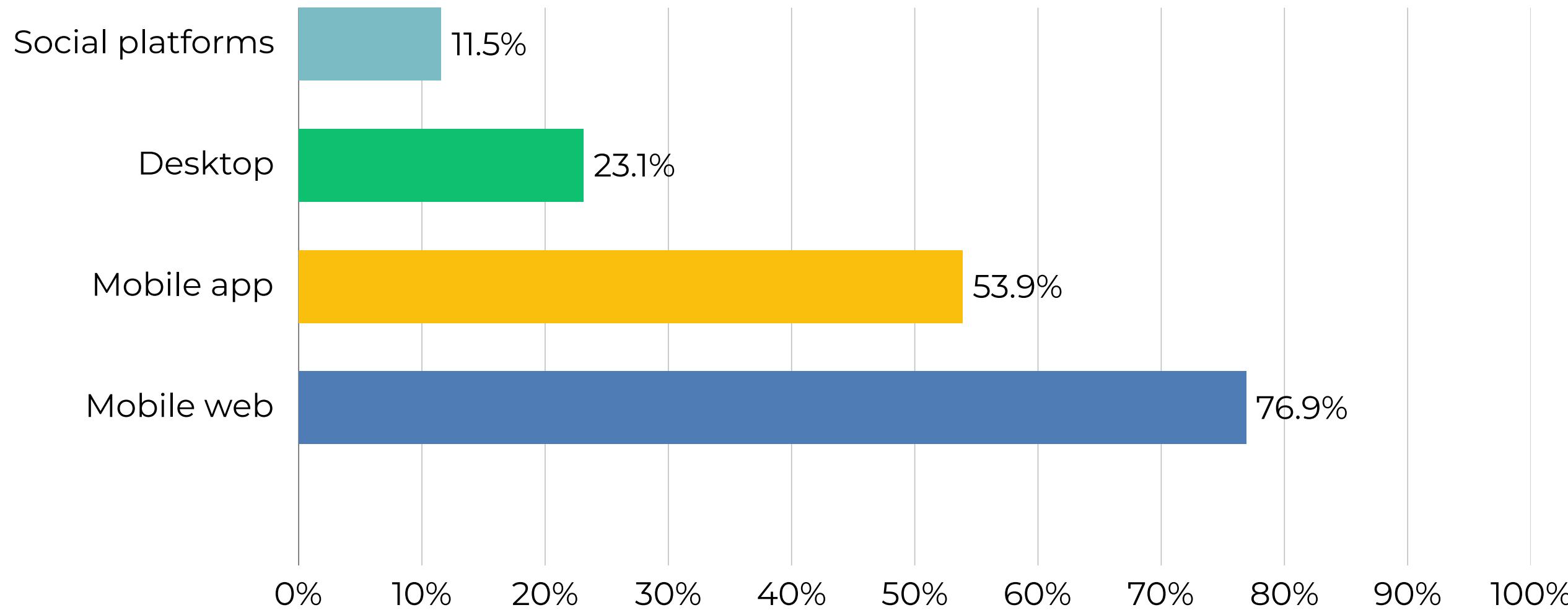
How has consumer behavior changed on your platform in the past 3 years?



Technology and Consumer Behavior



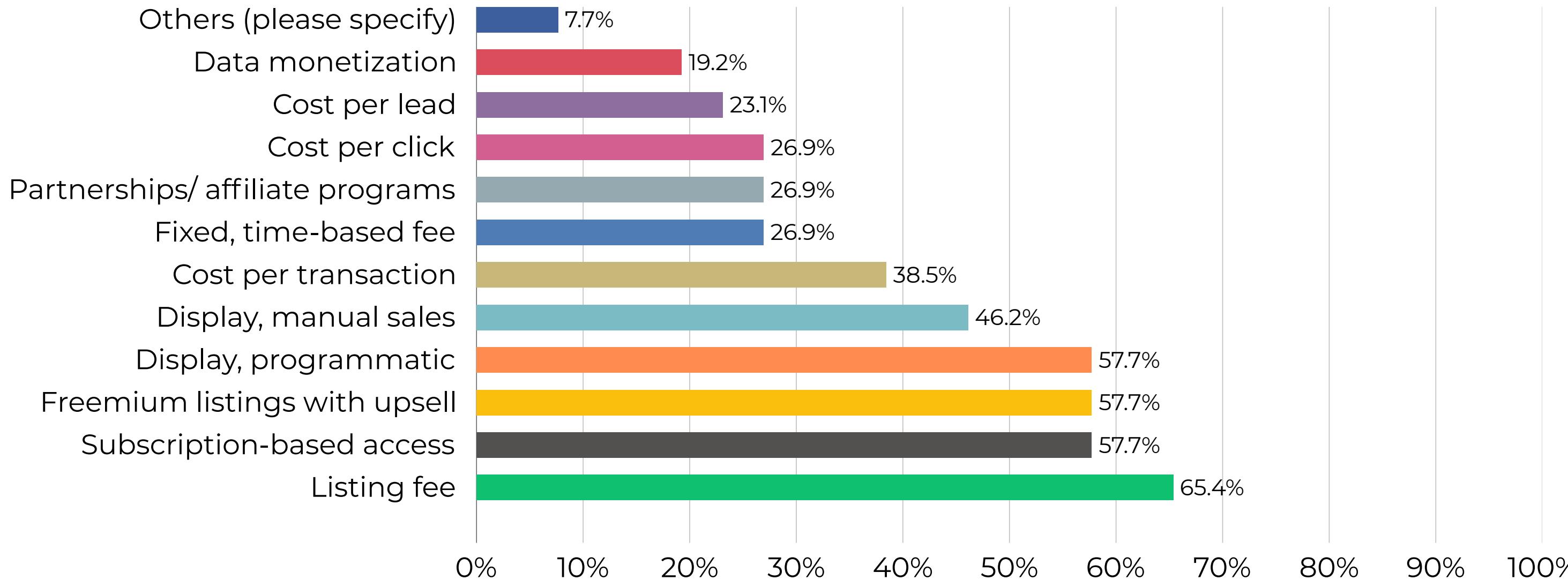
Which channels are most important to you in terms of traffic?



Technology and Consumer Behavior



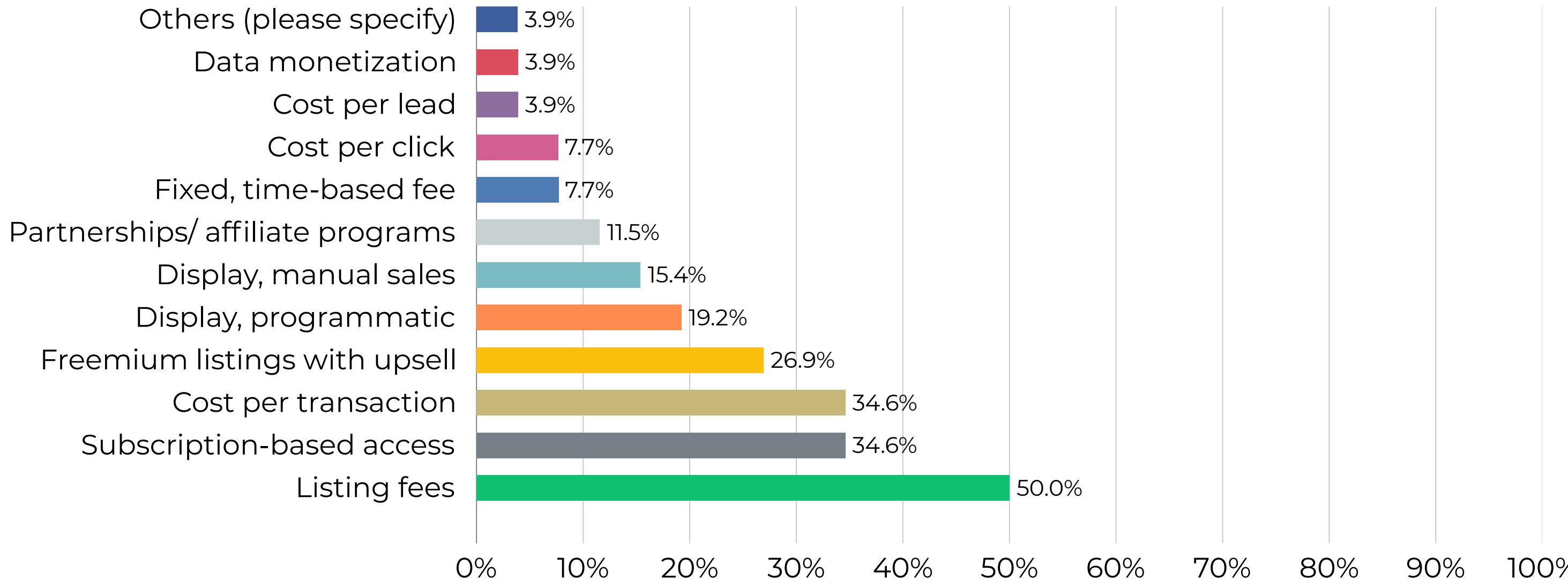
Which revenue models do you use?



Technology and Consumer Behavior



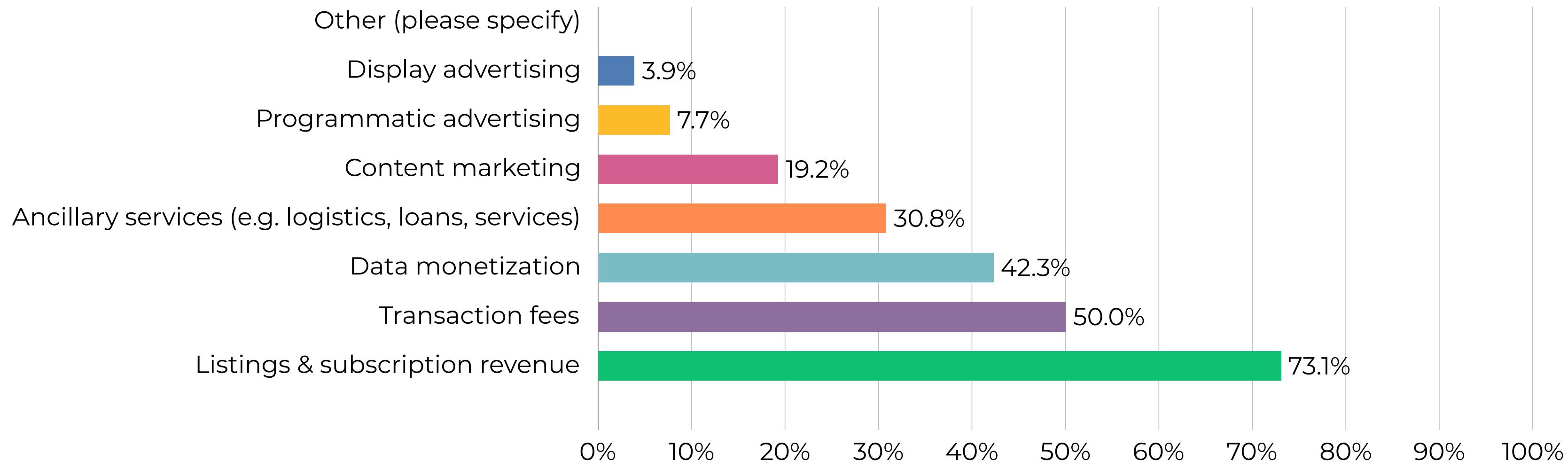
Which revenue models are the most important for you?



Technology and Consumer Behavior



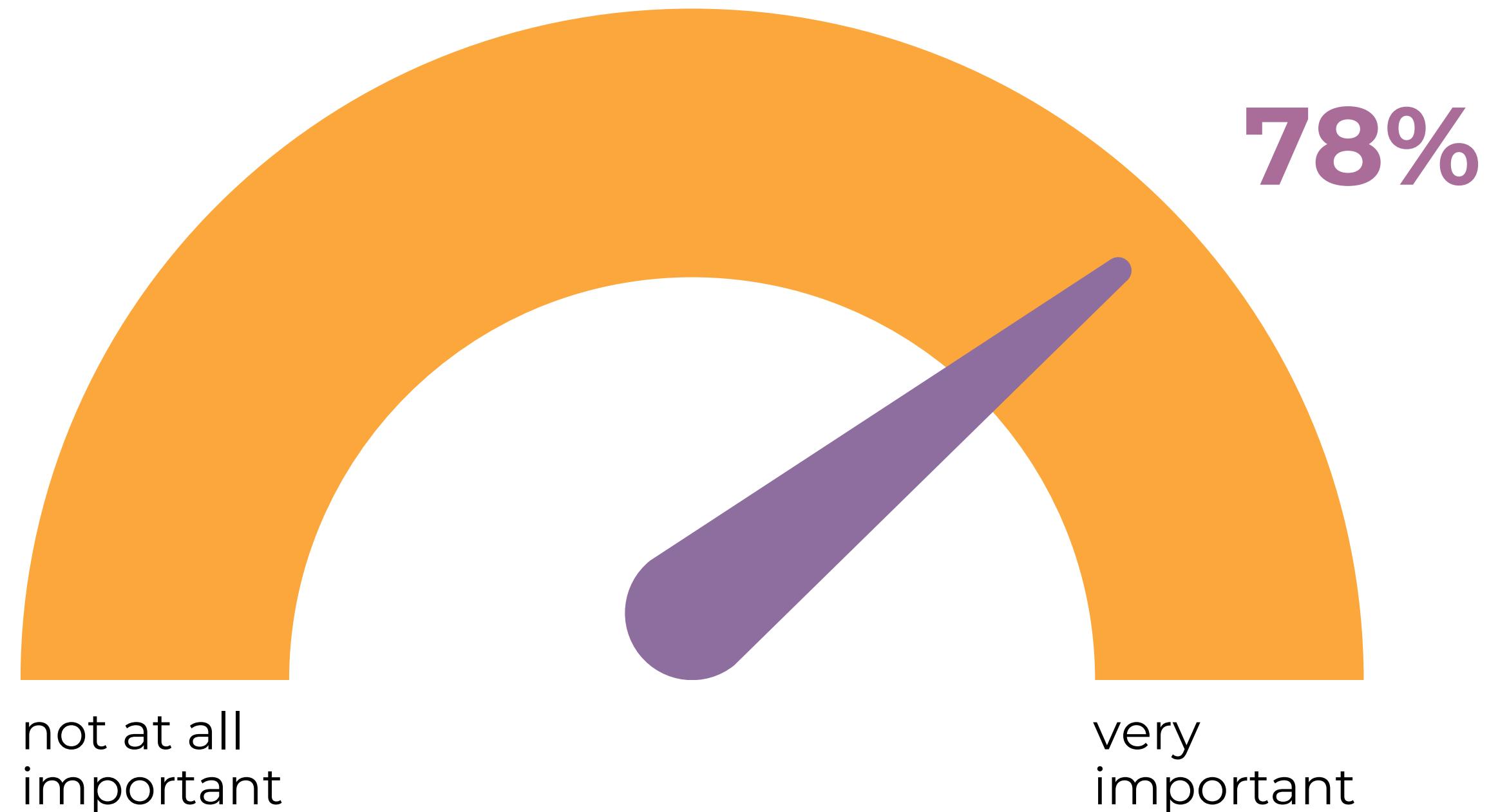
Where do you see the biggest revenue opportunities for digital marketplaces?



AI & Emerging Trends



How important do you think Artificial Intelligence and Machine Learning will be for your business in the next 3-5 years?



not at all
important

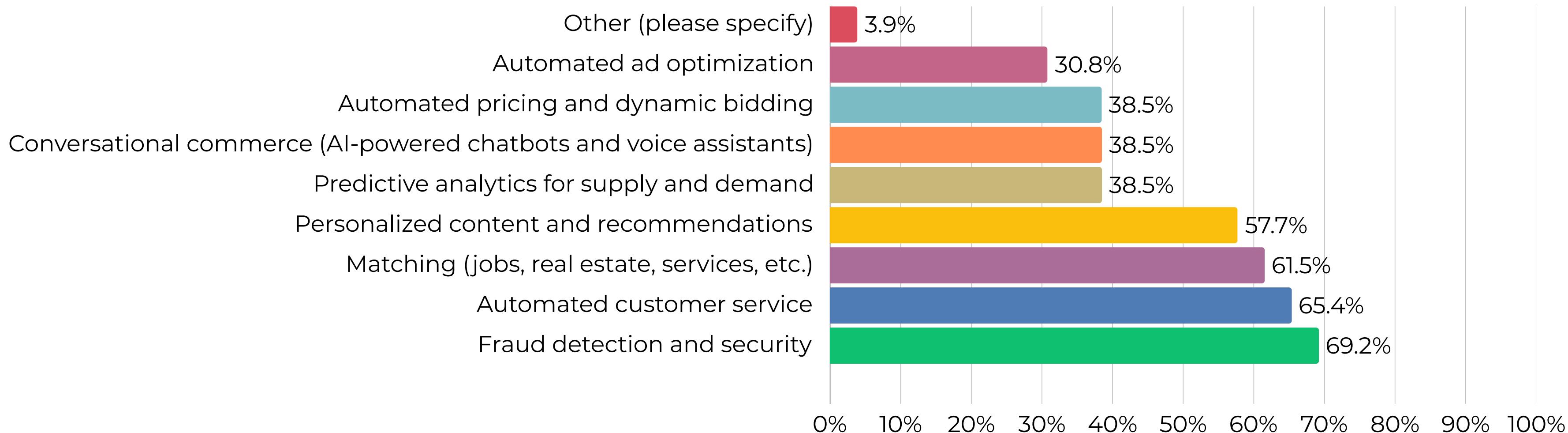
very
important

78%

AI & Emerging Trends



What fields of operation do you see benefiting the most from AI and automation?



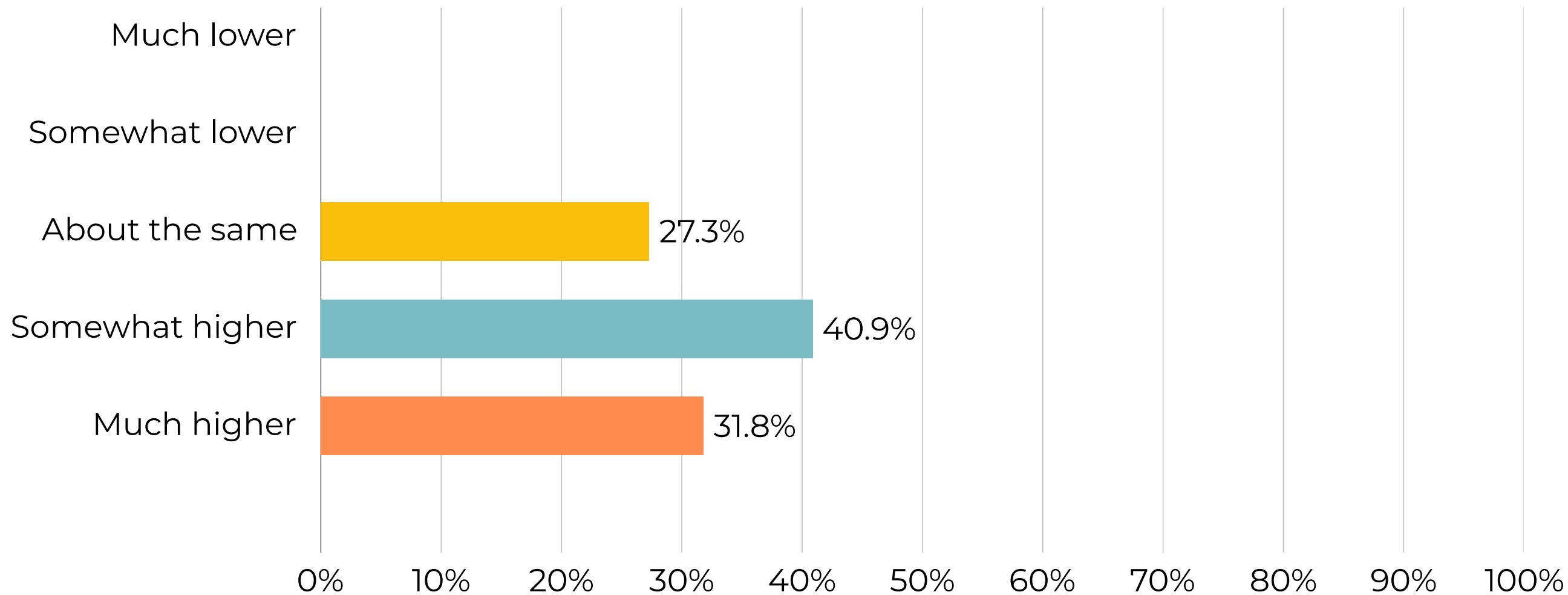
Other (please specify)

- Video generation, Social Media automation

Future Forecasts



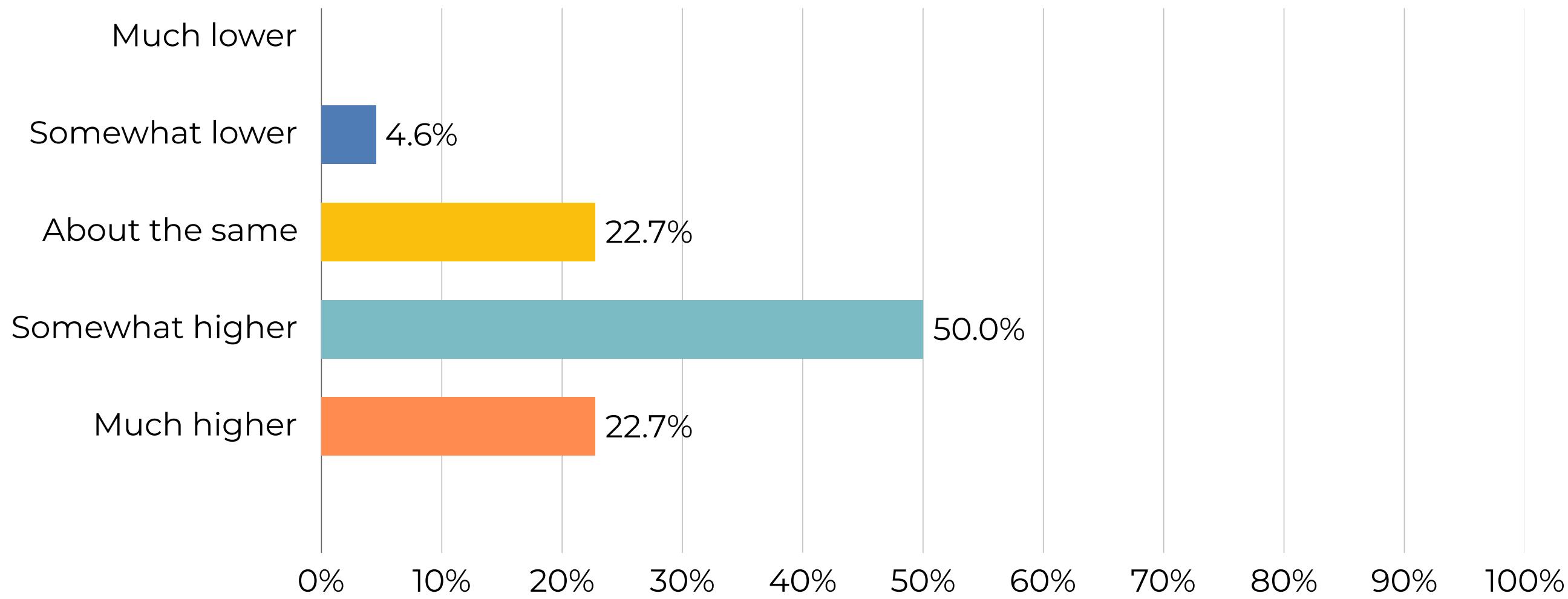
What is your forecast for your business in terms of revenue this year compared to last year?



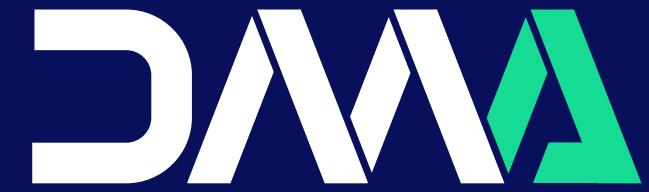
Future Forecasts



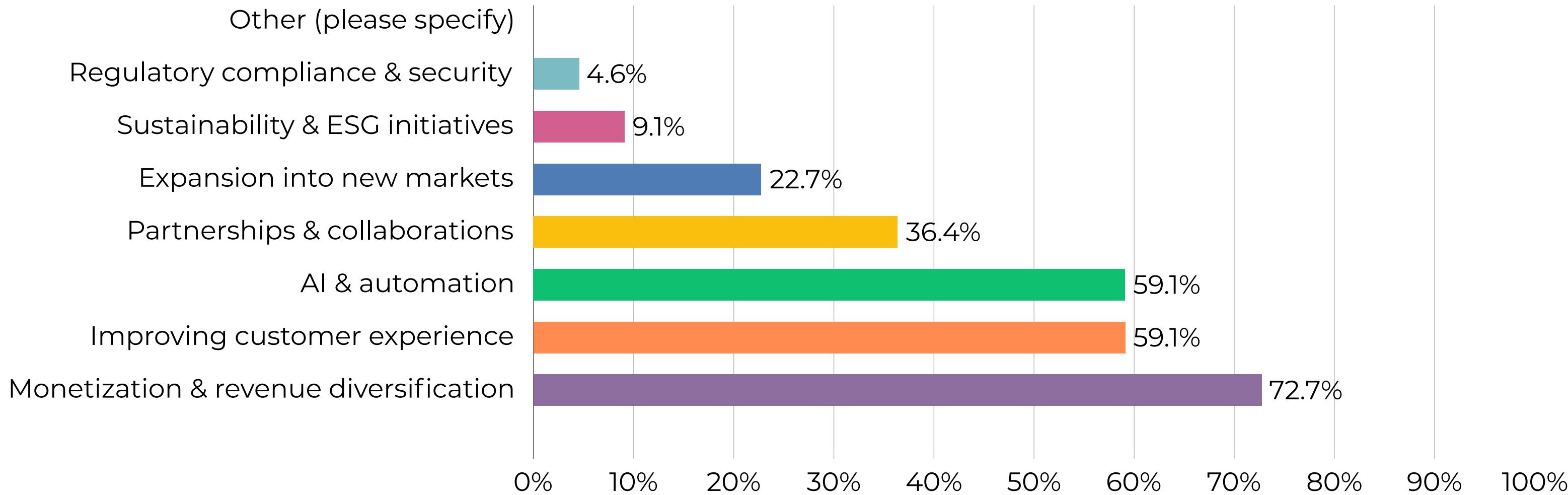
What is your forecast for your business in terms of profitability this year compared to last year?



Future Forecasts



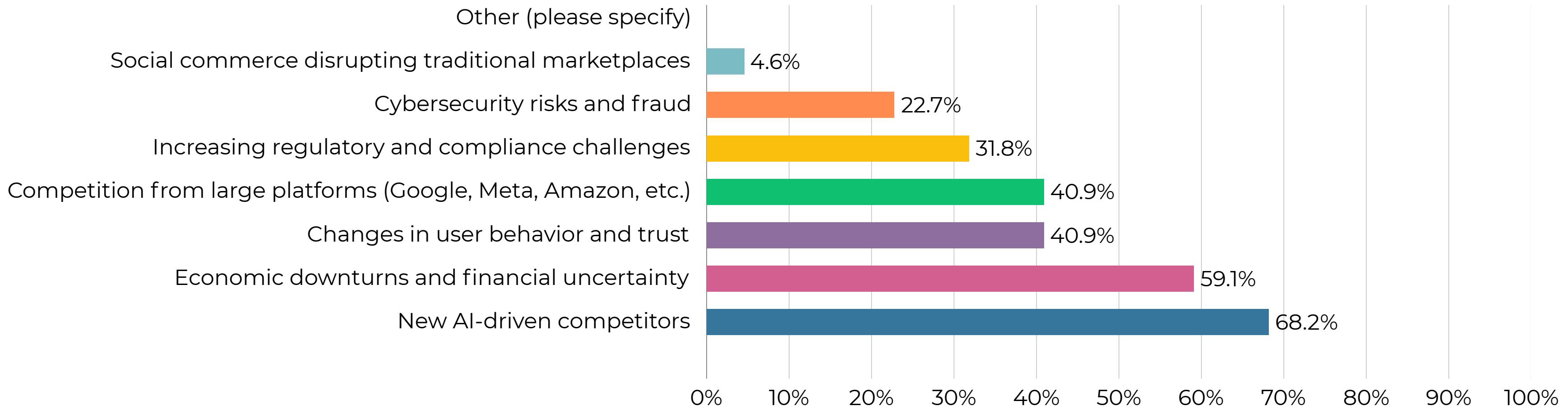
What are your top 3 investment priorities for the next 12-24 months?



Future Forecasts



Where do you see the biggest risks for digital marketplaces in the next 3-5 years?



Key learnings

- Optimistic outlook for both industry and individual businesses
- Strong focus on AI, automation, and customer experience
- Main challenges: competition from big tech, changing consumer behavior, and regulatory pressure
- Mobile remains the dominant traffic channel
- Top revenue models: listings, subscriptions, and freemium
- Clear call for faster innovation in UX and product development

Thank you
