

Question for written answer E-002450/2025
to the Commission
Rule 144
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Subject: Unforeseen consequences of the Digital Markets Act on SMEs and customers

The Digital Markets Act (DMA) has raised serious concerns among small and medium-sized enterprises (SMEs) in the EU, especially in the hotel and tourism sector. Reports indicate that the adjustments that the DMA requires from major online platforms have led to a reduction in SMEs' online presence.

For example, changes in search results, such as removing integrated map functions, have made SMEs harder to find. This not only makes it more difficult for customers to find local services, but also leads to a decrease in average customer engagement and income for these enterprises. One hotel technology company noted that some customers in markets covered by the DMA saw a 36 % decrease in direct bookings through their websites¹.

1. Considering the negative impact on SMEs' visibility, their financial health and customer convenience, what steps will the Commission take to combat these unexpected consequences?
2. How will the Commission ensure that the DMA, which aims to foster competitiveness, has not instead caused unforeseen harm to key EU businesses, especially SMEs, and decreased the quality of user services?

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¹ Source: <https://www.mirai.com/blog/dma-implementation-sinks-30-of-clicks-and-bookings-on-google-hotel-ads/>