CONTEXT

# The impacts of the Digital Markets Act on European digital markets:

what the evidence from its first years shows



## Key findings:

**Same rule, different effects**

The effects varied with the design of the obligations, the way companies complied, and the conditions in each market.

### We organized the findings into five areas:

**01 | New entrants and startup investment:** startup investment fell between adoption and the start of the obligations, and the decline has since stopped. Data on new entrants are lacking.

**02 | *Ex ante* conduct rules:** effects were clear in the interface and smaller in actual use. Rival browsers and flight comparison sites gained traffic; small sellers saw no revenue gains.

**03 | Innovation incentives:** no study has yet measured effects on R&D, patents or product launches, and theoretical predictions depend on the obligation.

**04 | Interoperability obligations:** new services have emerged, but with no usage data. Cross-app messaging does little to boost competition and may strengthen dominant services; access fees hold back rival app stores.

**05 | Consumer welfare:** choices have increased. Where competitors existed, they gained traffic; where they did not, users went back to the same service with extra steps.

We reviewed 27 sources published between 2022 and 2026 on the impacts of the Digital Markets Act (DMA) obligations on the European market. We classified the sources by robustness (robust, moderate or limited) and method (causal, correlational, descriptive or theoretical), and the findings by direction of effects. Because the obligations have only applied since March 2024 and causal studies are still scarce, **their effects cannot yet be conclusively assessed.**




Read the full study here, or scan the QR code alongside to learn more!