



Global E-Commerce Intelligence
we report, you grow

SAMPLE REPORT
SNAPSHOT: GLOBAL B2B
MARKETPLACES MARKET 2021
PUBLICATION DATE: JULY 2021

PREFACE



OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
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■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH



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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity in reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report is a snapshot of the global B2B E-Commerce market with a focus on B2B E-Commerce marketplaces. In this report, marketplaces are defined as platforms where third-party businesses, suppliers and manufacturers can sell their products online whereas the marketplace operator acts as an intermediary. The examples of B2B E-Commerce marketplaces include Amazon Business and Alibaba.com.
- In addition to the global data, major global regions in worldwide B2B E-Commerce were covered in the report, including Asia-Pacific, Europe, North America, and the Middle East. Data availability varied by region and country.

Report Structure

- The report opens with a global chapter. It includes information on the global B2B E-Commerce marketplace development and projections, top market trends and marketplace penetration rates.
- In addition to market data, the global chapter also includes profiles of three selected leading B2B E-Commerce marketplaces representing two global regions: Asia-Pacific (Alibaba) and North America (Amazon Business).
- The rest of the report is divided by regions, with each regional section containing county chapters and/or regional information, where available. The regions and countries are ranked by total E-Commerce sales volume or related criteria, such as share of companies selling and/or purchasing online.
- Depending on data availability, the following types of information were included: overview of select market players in the region (recent activities and key metrics where available), B2B marketplace penetration rate, Not all types of data mentioned were included for each section due to varying information availability.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **B2B E-COMMERCE** Internet-based transactions between businesses. A broad definition of B2B E-Commerce includes web-based sales and sales through other digital and electronic channels, such as EDI-type sales and sales negotiated via electronic means but not necessarily transacted online, while a narrow definition includes web- and app-based sales only.
- **B2B E-COMMERCE SALES** the total sales generated either on the B2B E-Commerce market in a certain country or region, or the total sales generated through B2B E-Commerce by companies.
- **B2B E-COMMERCE MARKETPLACE** platform where third-party businesses, suppliers and manufacturers can sell their products online whereas the marketplace operator acts as an intermediary. The examples of B2B E-Commerce marketplaces include Amazon Business and Alibaba.com.
- **B2B BUYERS** companies purchasing goods, materials, supplies, or services, from other businesses. In survey-based data, B2B buyers refer to the surveyed company employees conducting purchasing for their company.
- **B2B SELLERS** businesses selling products or services to other companies or organizations.
- **B2C E-COMMERCE** the sale of products and services through electronic transactions via the Internet from businesses to consumers.
- **B2G E-COMMERCE** the sale of products and services through electronic transactions via the Internet from businesses to governments.
- **CROSS-BORDER E-COMMERCE** the sale of goods to customers in other countries via E-Commerce.
- **B2B ONLINE CLASSIFIEDS** an online platform, where both businesses can publish advertisements about the sale of goods and services. The narrow definition of classifieds excludes pure business directories, where companies can be searched by category, but individual products cannot be viewed or ordered.
- **EDI** electronic data interchange (EDI) is used by businesses to exchange data in electronic format compatible between the sender and the receiver; through EDI companies and organizations can retrieve information from their internal systems electronically and send it to other parties via a communications network.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

TABLE OF CONTENTS (1 OF 2)

Sample Report

OBJECTIVE

RELIABLE

1. **Management Summary**
2. **Global**
 - B2B E-Commerce Market Overview, June 2021
 - B2B Digital Sales, in USD trillion, 2019 & 2020
 - B2B E-Commerce Sales, in USD trillion, 2018 – 2020e
 - Share of E-Commerce Sales, in % of Total B2B Sales, February 2021
 - B2B E-Commerce Marketplaces Trends, June 2021
 - Share of B2B Marketplace Sales, in % of Total B2B E-Commerce Sales, 2020e
 - Breakdown of B2B Buying Done via Marketplaces, in % of B2B Buyers, August 2020
 - Breakdown of Purchasing Frequency on B2B Marketplaces Compared to pre-COVID-19, in % of B2B Buyers, July 2020
 - Change in Spending on B2B Marketplaces Compared to Before COVID-19, in % of B2B Buyers, July 2020
 - Breakdown of B2B Buying Done with Amazon Business, in % of B2B Buyers, August 2020
 - B2B Vertical Marketplaces GMV, 2018 & 2019, and Third-Party B2B Marketplaces GMV, in USD billion, 2018 – 2020e
 - Amazon Business: B2B E-Commerce Marketplace Profile, January 2020
 - Alibaba: B2B E-Commerce Marketplace Profile, January 2020
3. **Asia-Pacific**
 - 3.1. **Regional**
 - Overview of Select B2B E-Commerce Marketplaces and Classifieds, June 2021
 - Market Share of B2B E-Commerce, by Countries, in % of Total E-Commerce Market, 2020e
4. **Europe**
 - 4.1. **Regional**
 - Top 20 European B2B Marketplaces, by Total Funding, July 2020
 - Expected Online Sales Growth by 2023, in % of Leading Manufacturers, 2020
 - 4.2. **Germany**
 - Share B2B Organizations that Earn the Majority of their Revenue from E-Commerce, in %, August 2020

TABLE OF CONTENTS (2 OF 2)**Sample Report****4. Europe (cont.)****4.2. Germany (cont.)**

- Channels Currently Used by Businesses for Purchasing, in % of Businesses, January 2021
- Channels Currently Used by Businesses for Purchasing, by Business Sizes, in %, January 2021

5. North America**5.1. Regional**

- Share of B2B Purchasing Running Through Digital, Self-Service Channels, in % of Purchasing Professionals, June 2020
- Overview of Selected B2B E-Commerce Marketplaces and Classifieds, June 2020
- Share of B2B E-Commerce Companies Selling on Marketplaces, in % of B2B E-Commerce Executives and Professionals, 2020
- Share of B2B Companies Generating Additional Value by Expanding Available Offerings with Third-Party Sellers, in % of B2B E-Commerce Executives and Professionals, 2020
- Share of B2B Companies that are Actively Developing Marketplace Strategies to Compete with Amazon and Alibaba, in % of B2B E-Commerce Executives and Professionals, 2020

5.2. United States

- B2B E-Commerce Sales, and B2B E-Commerce Sales Combined with E-Procurement, in USD billion, 2019 & 2020
- Share B2B Organizations that Earn the Majority of their Revenue from E-Commerce, in %, August 2020
- Share B2B SMBs that Saw an Increased Demand for Goods on E-Commerce Marketplaces Since COVID-19, in %, September 2020
- Key Benefits of E-Commerce for B2B SMBs, in %, September 2020

6. Middle East**6.1. Regional**

- Overview of Selected B2B E-Commerce Marketplaces and Classifieds, January 2020

6.2. Saudi Arabia and UAE

- Share of B2B Supply Orders Placed on Online Marketplaces, in %, January 2021
- Share of B2B Companies that Make their Purchases Primarily Online, in %, January 2021
- Share of B2B Companies that Make their Purchases Primarily Online, in %, January 2021

TABLE OF CONTENTS



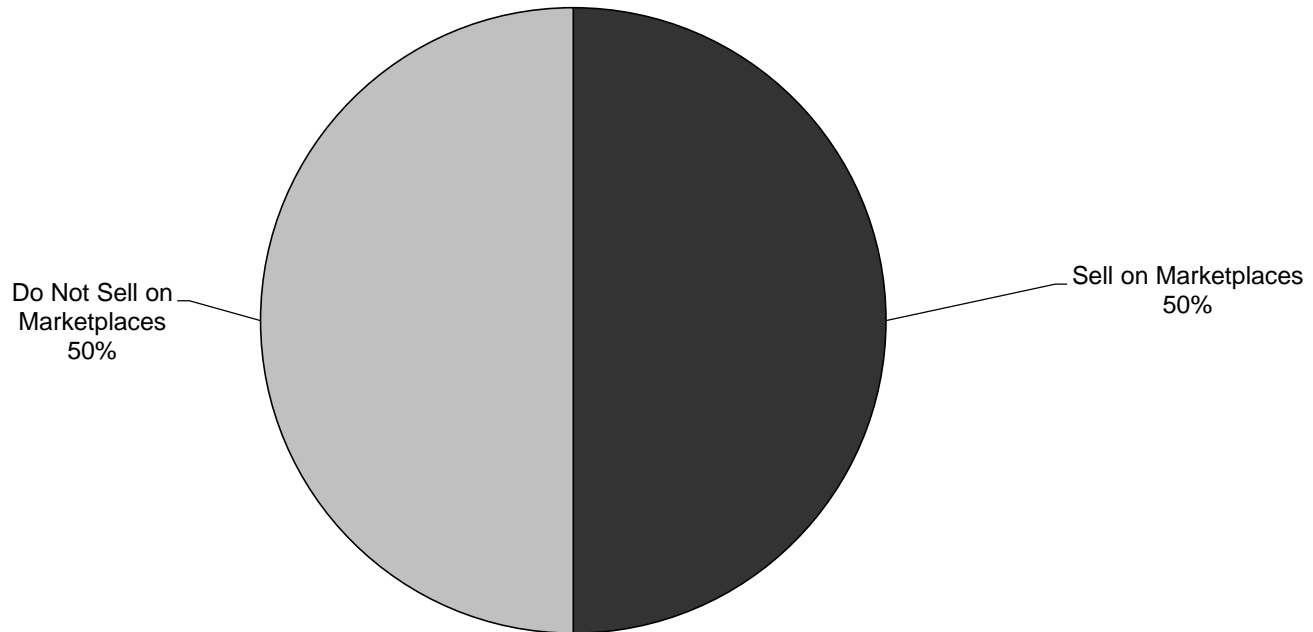
Sample Report

1.	Management Summary	9 – 10
2.	Global	11 – 24
3.	Asia-Pacific	25 – 27
3.1.	Regional	26 – 27
4.	Europe	28 – 33
4.1.	Regional	29 – 30
4.2.	Germany	31 – 33
5.	North America	34 – 43
5.1.	Regional	35 – 39
5.2.	United States	40 – 43
6.	Middle East	44 – 48
6.1.	Regional	45 – 45
6.2.	Saudi Arabia and UAE	46 – 48



In North America, half of surveyed B2B companies in manufacturing are selling on various marketplaces.

North America: Share of B2B E-Commerce Companies Selling on Marketplaces, in % of B2B Executives and Professionals, 2020

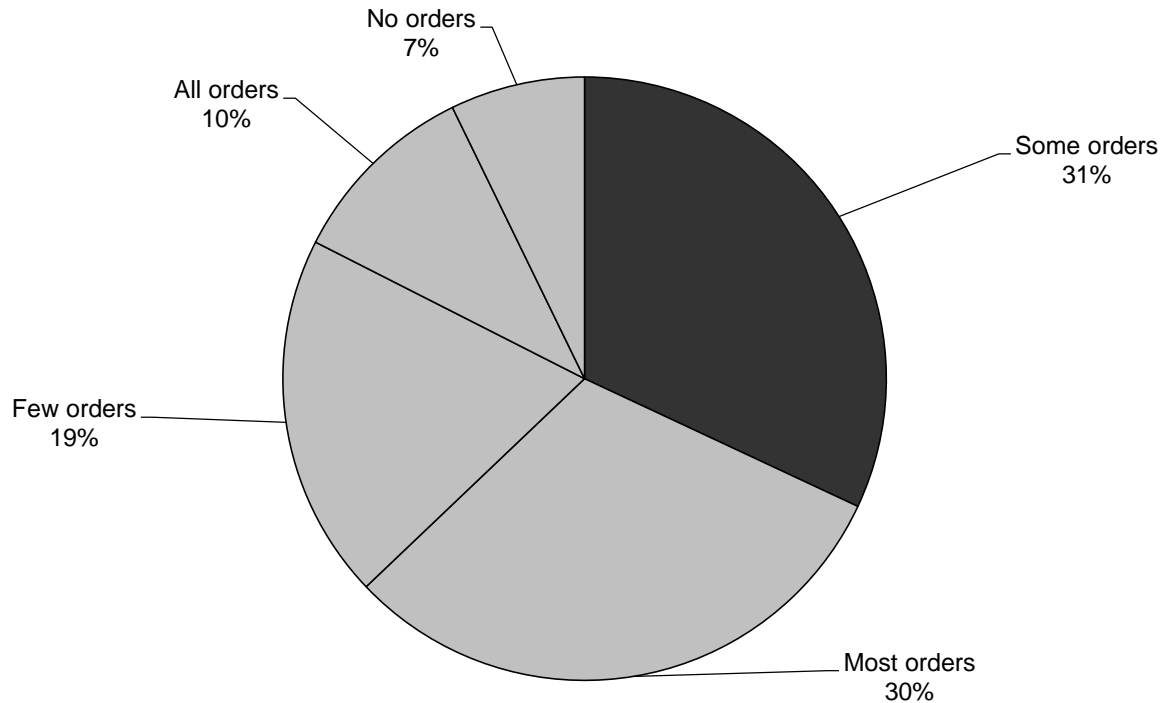


Survey: based on a survey of B2B E-Commerce executives (60+) and E-Commerce professionals directly responsible for E-Commerce in their organizations consisted (the sample consisted primarily of manufacturers, distributors, and retailers), conducted in 2020
Source: Oracle & Mirakl, March 2021



31% of Saudi Arabian and UAE's B2B firms place some orders on online marketplaces, and for further 30% it constitutes the major part of their supply orders.

Saudi Arabia and UAE: Share of B2B Supply Orders Placed on Online Marketplaces, in %, Jan 2021



Note: few orders = less than a quarter of the time; some orders = between one-quarter and three-quarters of the time; most orders = more than three-quarters of the time
 Survey: based on a survey of 500 business executives in Saudi Arabia and UAE, conducted in January 2021; question asked "What proportion of your supply orders are placed on online marketplaces?"
 Source: Tradeling cited by Digital Commerce 360, May 2021



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