



Global E-Commerce Intelligence
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SAMPLE REPORT
GLOBAL B2B E-COMMERCE MARKET 2022
PUBLICATION DATE: OCTOBER 2022

PREFACE



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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.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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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 based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources, we ensure maximum objectivity for 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 consider 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 covers the global B2B E-Commerce market. It includes global data and international comparisons related to B2B E-Commerce development and trends, along with region- and country-specific market information. A broad definition of B2B E-Commerce used by some sources cited in this report might include both web-based and other electronic sales (such as EDI-type sales).
- In addition to the global data, major regions in global B2B E-Commerce were covered in the report, including Asia-Pacific, Europe, North America, Latin America, the Middle East and Africa. 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 sales development and projections, top market trends and factors most important in B2B E-Commerce. The major market developments were also summarized on two text charts included in the global chapter.
- 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: B2B E-Commerce sales, share of companies engaged in B2B E-Commerce, factors most important to B2B buyers and sellers. Not all types of data mentioned were included for each section due to varying information availability.
- Furthermore, each regional chapter includes an overview of some of the B2B E-Commerce marketplaces and classified portals in the respective region.

DEFINITIONS

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The following expressions and definitions are used in this B2B E-Commerce 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 WEB SALES** sales made via an online store (web shop, E-Commerce marketplace), via web forms on a website or extranet, or via mobile apps
- **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.
- **EDI-TYPE SALES** sales via Electronic Data Interchange (EDI) messages in an agreed or standard format suitable for automated processing without the individual messages being typed manually.
- **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.
- **B2B E-COMMERCE MARKETPLACE** 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.
- **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.
- **CROSS-BORDER E-COMMERCE** the sale of goods to customers in other countries via E-Commerce.

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

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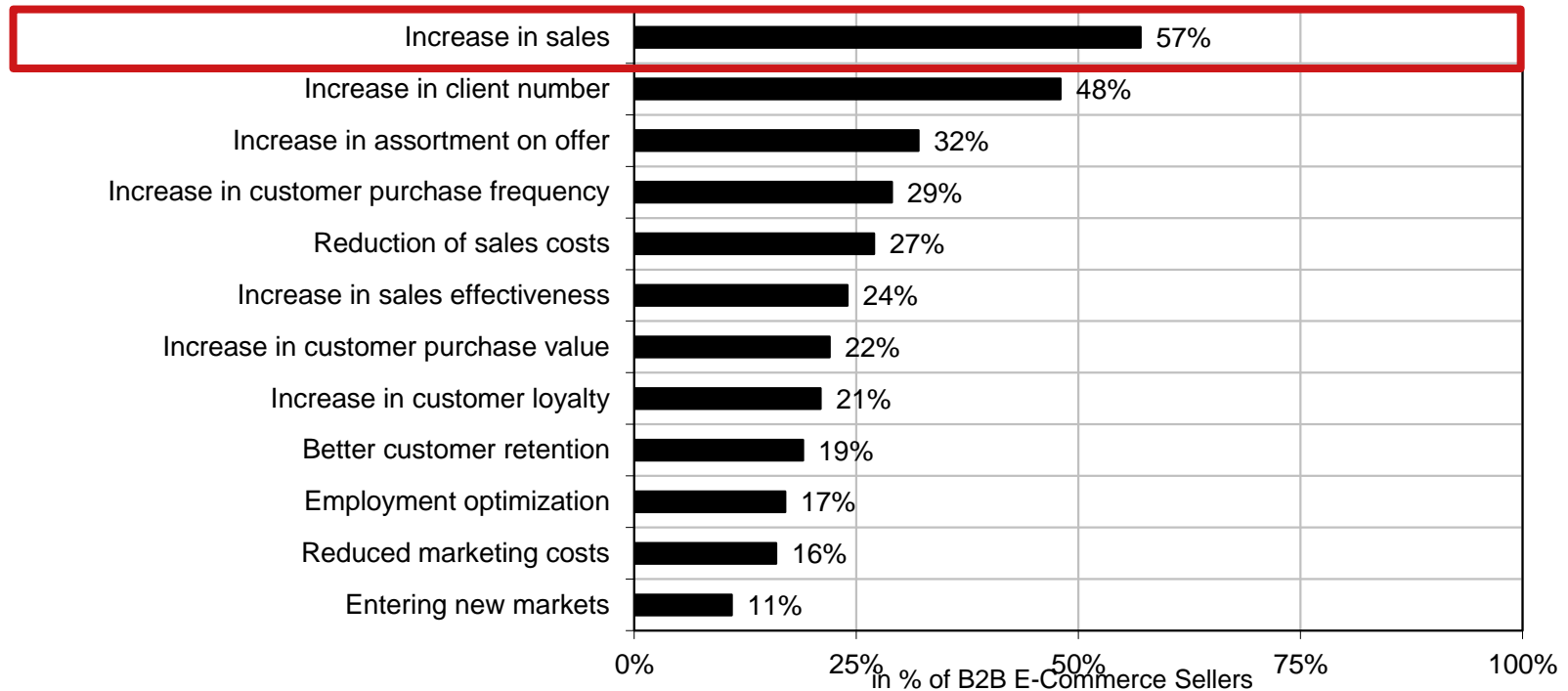


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57% of B2B online sellers surveyed in Poland in April 2022 experienced an increase in sales as a result of B2B E-Commerce

Poland: Success Factors That B2B Companies Experienced After Entering B2B E-Commerce in % of B2B E-Commerce Sellers, April 2022

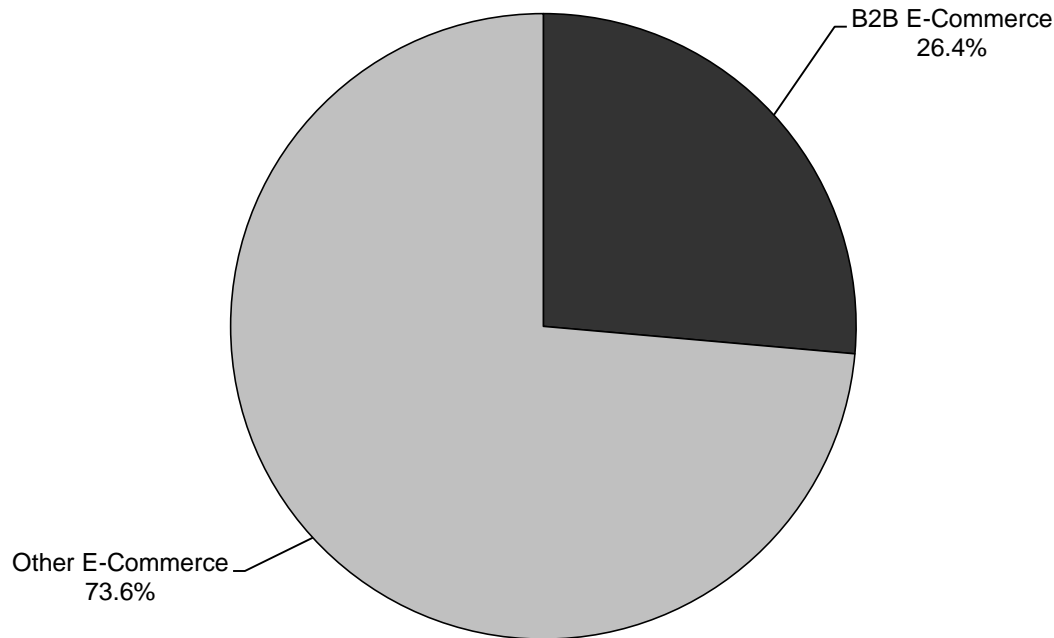


Survey: based on a survey of group of 155 companies from various industries, conducted in March/April 2022, conducted by Mobile Institute
 Source: Chamber of Digital Economy, May 2022



It is estimated that in Indonesia, B2B E-Commerce will have a share of 26.4% of total E-Commerce in 2022.

Indonesia: Share of B2B E-Commerce, in % of Overall E-Commerce, 2022e





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