



Global E-Commerce Intelligence
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SAMPLE REPORT
GLOBAL B2B E-COMMERCE MARKETPLACES 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.
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■ allows up to ten (10) user of a company worldwide to access the downloaded report.

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 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 covers 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, 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 marketplace development and projections, top market trends and marketplace penetration rates. Major qualitative developments were also summarized on a text chart included in the global chapter.
- In addition to market data, the global chapter also includes profiles of three selected leading B2B E-Commerce marketplaces representing three global regions: Asia-Pacific (Alibaba), North America (Amazon Business) and Europe (Mercateo).
- The rest of the report is divided by regions, with each regional section containing country 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: ranking of purchasing/selling channels used in B2B commerce and marketplaces' rank among them, top reasons to use marketplaces according to their users, and other relevant information. 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. 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

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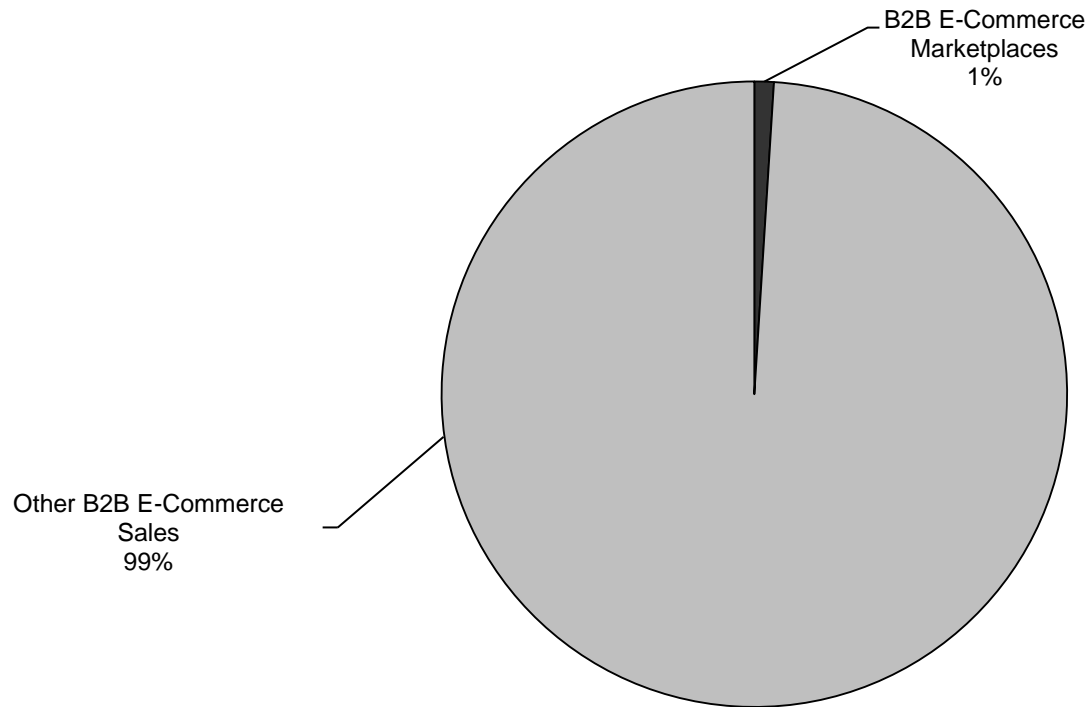
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B2B E-Commerce marketplaces accounted for an estimated 1% of total B2B E-Commerce sales in the U.S. in 2022.

USA: Marketplaces Share of Total B2B E-Commerce Sales, in %, 2022e



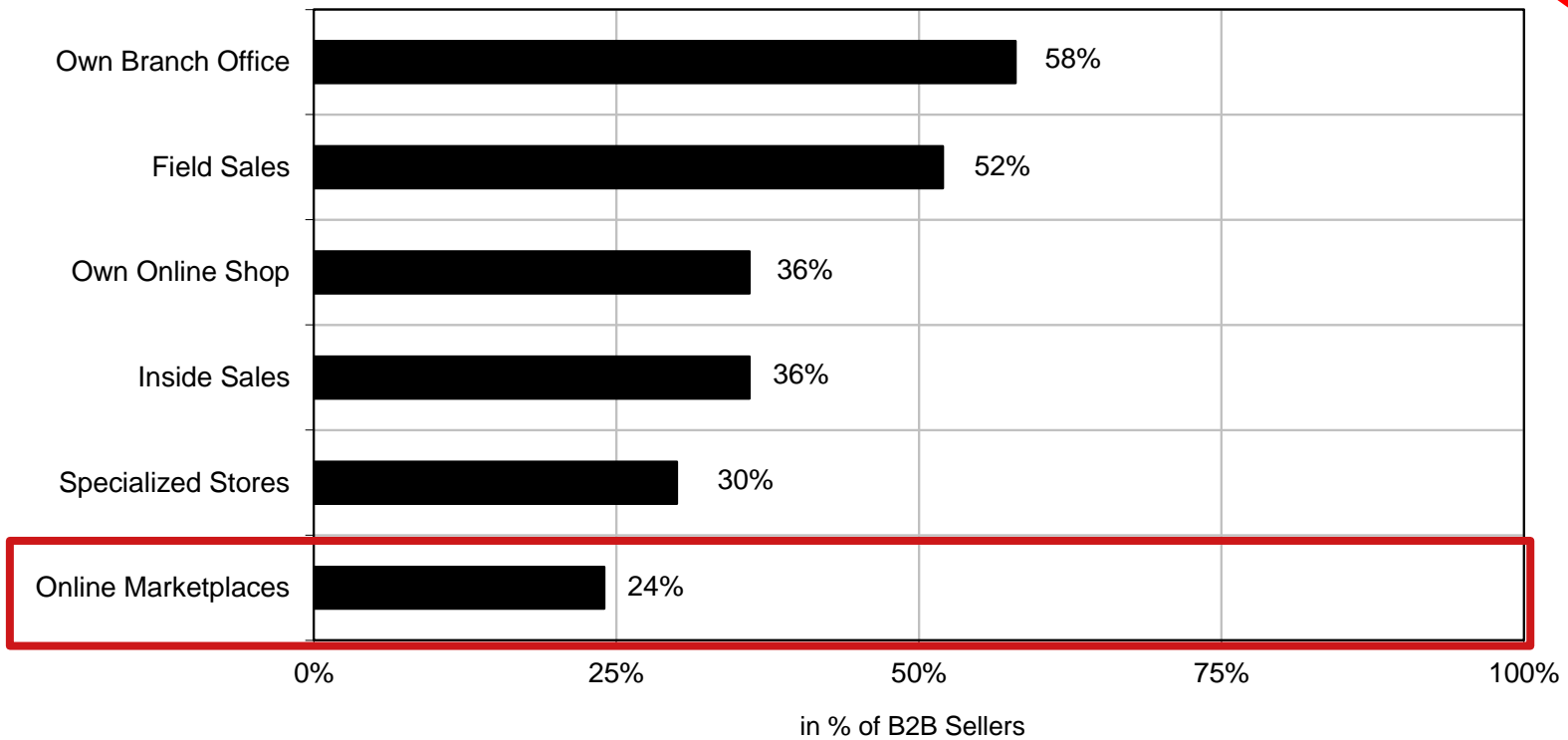
Definition: B2B E-Commerce sales defined as digital, transactional commerce of products that takes place over the Internet, via websites or mobile devices, between companies; excludes products that are sold through customer channels, transactions that result in consumer purchases and all B2B services; electronic data interchange (EDI) transactions are also excluded.

Source: Forrester, June 2022



Nearly one-quarter (24%) of B2B companies surveyed in 2021 used online marketplaces to sell their products.

Germany: B2B Sales Channels Used, in % of B2B Sellers, July 2021



Note: does not add up to 100% due to multiple answers possible
 Survey: based on a survey of 124 B2B decision-makers, conducted in July 2021
 Source: IFH Koeln, ECC Kolen, IntelliShop AG, August 2021



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