



Global E-Commerce Intelligence
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SAMPLE REPORT

GLOBAL B2B E-COMMERCE MARKET TRENDS 2024

PUBLICATON DATE: AUGUST 2024

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 accuracy of 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. Emphasizing significant trends, platform developments, and buyer behavior across various regions covered in this report. A broad definition of B2B E-Commerce is used by some original sources cited in this report might include both B2B and B2C E-Commerce.
- This report contains relevant international comparisons, information about market trends, B2B platforms, B2B market sizes and companies, B2B buyer sentiment and challenges. The report includes detailed international comparisons, focusing on market sizes, buyer sentiment, and leading companies within the B2B E-Commerce space. It examines regional trends across Asia-Pacific, Europe, North America, Latin America, and the Middle East & Africa. Not all types of information were included for each section, due to varying data availability.

Report Structure

- The report begins with a management summary, offering a concise overview of the key findings and insights. Following this, a section on key takeaways distills the analysis into actionable insights for strategic decision-making.
- It then provides an overview of the global B2B E-Commerce market, covering trends, market sizes, and buyer behavior. The rest of the report is divided into regional chapters, which delve into specific B2B E-Commerce trends and developments across Asia-Pacific, Europe, North America, Latin America, and the Middle East & Africa, with each chapter providing insights into the market dynamics within these regions. The report includes further B2B E-Commerce topics, including the impact of AI on B2B payments, platform innovations, and notable companies in the sector where information was available. The report also includes country specific data for the different global regions.

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

- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and their new purchasing behaviours and trends.
- **BIGCOMMERE** a cloud-based e-commerce platform that provides businesses with tools to create, manage, and scale online stores.
- **B2B E-COMMERCE** online transactions where businesses sell products or services to other businesses through digital platforms.
- **B2B MARKETPLACE** an online platform that connects businesses for buying and selling products or services.
- **CROSS-BORDER COMMERCE** Refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **COMPOSABLE COMMERCE** a modular e-commerce approach allowing businesses to customize and integrate best-of-breed solutions for various functions.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **GENERATIVE ARTIFICIAL INTELLIGENCE (AI)** Generative Artificial Intelligence (AI) can generate new content or data similar to the data it was trained on, including text, images, music, speech, and other forms of media.
- **GROSS MERCHANDISE VALUE (GMV)** a total value of successfully completed transactions between buyers and sellers on a marketplace. Depending on the source, might include shipping costs.
- **SAAS** cloud-based software delivery model where applications are hosted by a service provider and made available to customers over the internet

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

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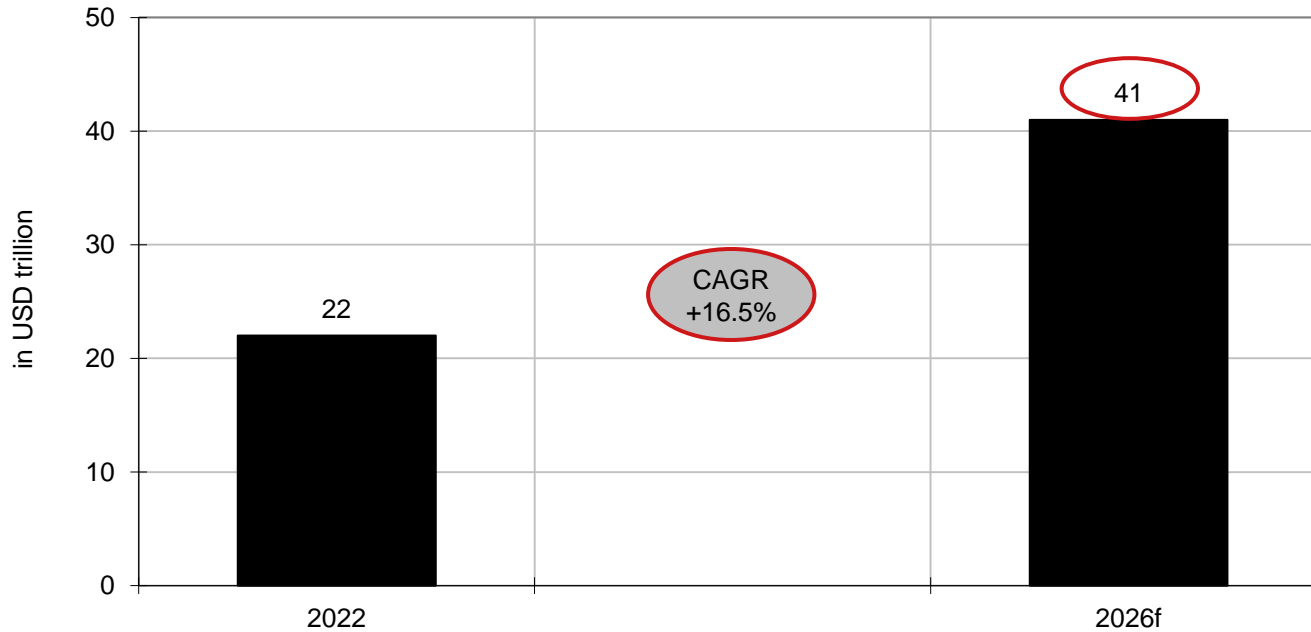
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By 2026, the global B2B E-Commerce GMV is projected to reach USD 41 trillion (EUR 38 trillion), growing at a +16.5% CAGR

Global: B2B E-Commerce GMV, in USD trillion, 2022 & 2026f

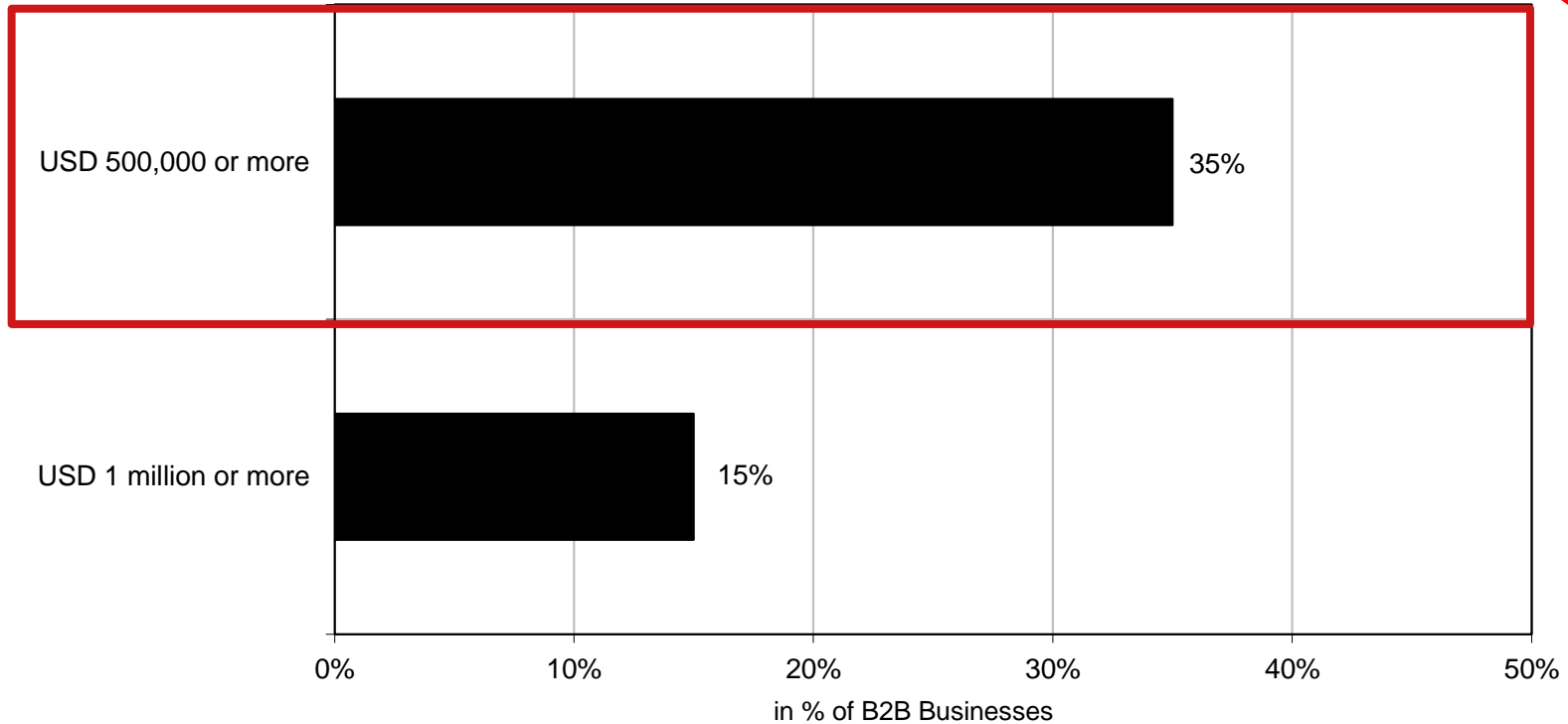


Note: the exchange rate applied in the action title is the average rate for the past 12 months to June 2024: USD 1 = EUR 0.9240
Source: Edgar Dunn & Company, March 2023



35% of APAC B2B businesses were willing to spend (EUR 462,000) or more in a single transaction on digital channels

APAC: Amount B2B Companies Are Willing to Spend in a Single Transaction on Digital Channels
B2B Businesses, 2022



Note: does not add up to 100% due to multiple answers possible; the exchange rate applied in the action title is the average rate for the past 12 months to June 2024: USD 1 = EUR 0.9240
 Survey: details of the survey were not revealed by the source
 Source: McKinsey cited by DHL, October 2023



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