



Global E-Commerce Intelligence
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SAMPLE REPORT

GLOBAL B2B ONLINE PAYMENTS 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.
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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 coverage 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 provides a comprehensive analysis of the global B2B online payments market, focusing on major trends, payment methods, and technological advancements. It explores the dynamics and growth patterns of B2B online payments, including the impact of artificial intelligence (AI), blockchain, and advanced E-Commerce platforms.
- The report also includes detailed international comparisons and insights into the adoption of virtual cards and other digital payment solutions. It examines the shift towards customer-centric payment strategies and highlights the increasing role of influencer marketing in B2B sectors. Furthermore, the report covers regional specifics with a focus on Europe and North America, detailing market trends and the adoption of B2B payment technologies.

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 clear insights for strategic decision-making.
- Then starts with an overview of the global B2B online payments market and trends. The rest of the report is divided into further B2B online payments topics, including Influencer marketing, B2B E-Commerce, B2B payment methods, and AI use in B2B payments. The report also includes a regional chapter, which includes B2B payment topics in Europe and North America, focused on the U.S.

DEFINITIONS



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

- **ACH** automated clearing house is an electronic system for transferring funds in the USA operated by the National Automated Clearing House Association (NACHA).
- **ALTERNATIVE PAYMENTS** generally, refers to payment methods other than credit card or bank card payments. Widely defined, alternative online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and private label cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.
- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and identify new purchasing behaviours and trends.
- **B2B PAYMENT** business-to-business payment transactions across all channels.
- **B2B E-COMMERCE** online transactions where businesses sell products or services to other businesses through digital platforms.
- **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.
- **CROSS-BORDER COMMERCE** Refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **ONLINE PAYMENT** transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.

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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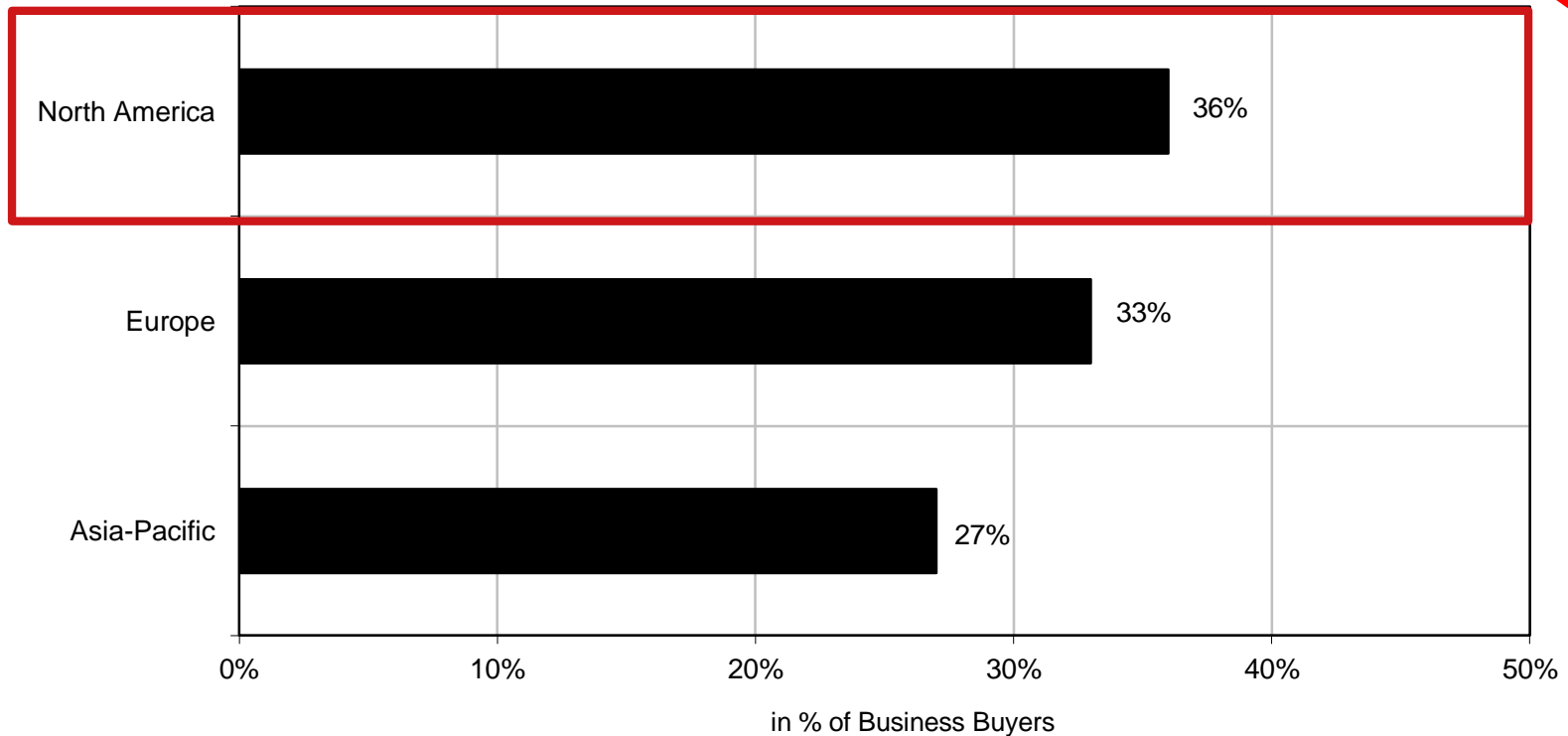
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36% of B2B buyers from North America displayed a price sensitivity in their B2B buying choices, as estimated in 2023.

Global: Price Sensitivity Affecting B2B Buying Choices, by Region, in % of Business Buyers,

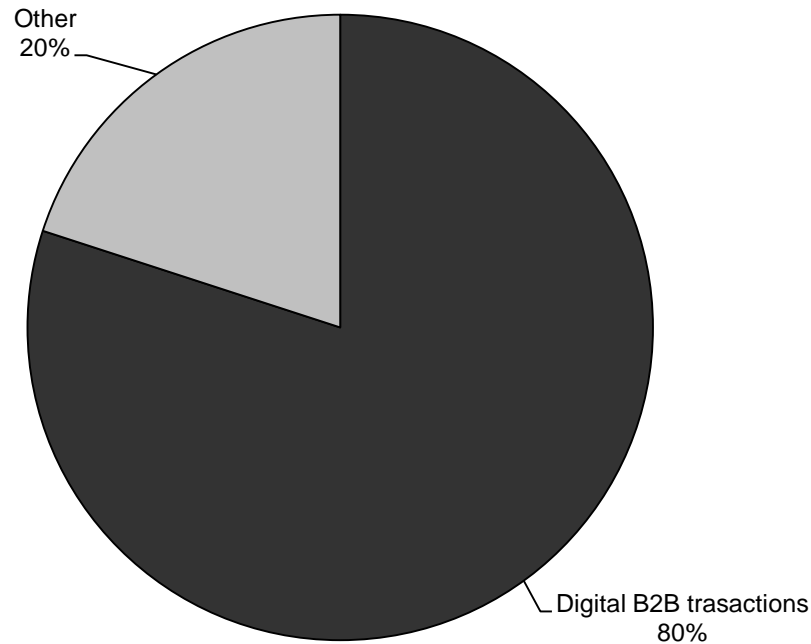


Note: does not add up to 100% due to multiple answers possible
 Survey: based on a survey of 18,000 international business buyers
 Source: Forrester cited by B2B eCommerce Association, October 2023



By 2025, in the U.S., 8 in 10 (80%) B2B transactions are expected to be digital.

USA: Share of Digital Making Up Total B2B Transactions, in %, 2025f





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