



Global E-Commerce Intelligence  
*we report, you grow*

**SAMPLE REPORT**  
**EUROPE B2B E-COMMERCE**  
**MARKETPLACES 2024**

PUBLICATON DATE: SEPTEMBER 2024

# PREFACE

Sample Report

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- 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 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.

# METHODOLOGY OF THE CURRENT

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20%

11%

8%

60

40

20

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## Report Coverage

- This report covers the B2B E-Commerce marketplace market in Europe. Major trends and topics are covered in the 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 covers the rapid growth and transformation of B2B E-Commerce marketplaces in Europe, driven by technological advancements like AI, increasing digitalization, and strategic partnerships. It highlights the rise of verticalized marketplaces catering to niche industries, the role of acquisitions in expanding market reach, and the challenges related to transparency and competition from traditional suppliers. Additionally, the report emphasizes the resilience of the B2B marketplace sector despite economic challenges and forecasts continued growth as more companies adopt digital procurement strategies. Not all types of information were included for each section, due to varying data availability.

## Report Structure

- The report begins with the key takeaways which distills the analysis into actionable insights for strategic decision-making. Following this, a section on the management summary, offering a concise overview of the key findings and insights.
- The report starts by discussing key trends shaping the B2B E-Commerce marketplace landscape in Europe, focusing on technological advancements such as AI and the growing importance of digitalization. It then explores the rise of specialized marketplaces, strategic acquisitions, and partnerships, emphasizing their impact on market growth and sustainability, specific regional insights are provided for Scandinavia. The report concludes with an overview of Europe B2B E-Commerce Marketplaces Players, offering insights into key players in various countries, including the UK, Germany, France, and the Netherlands.



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

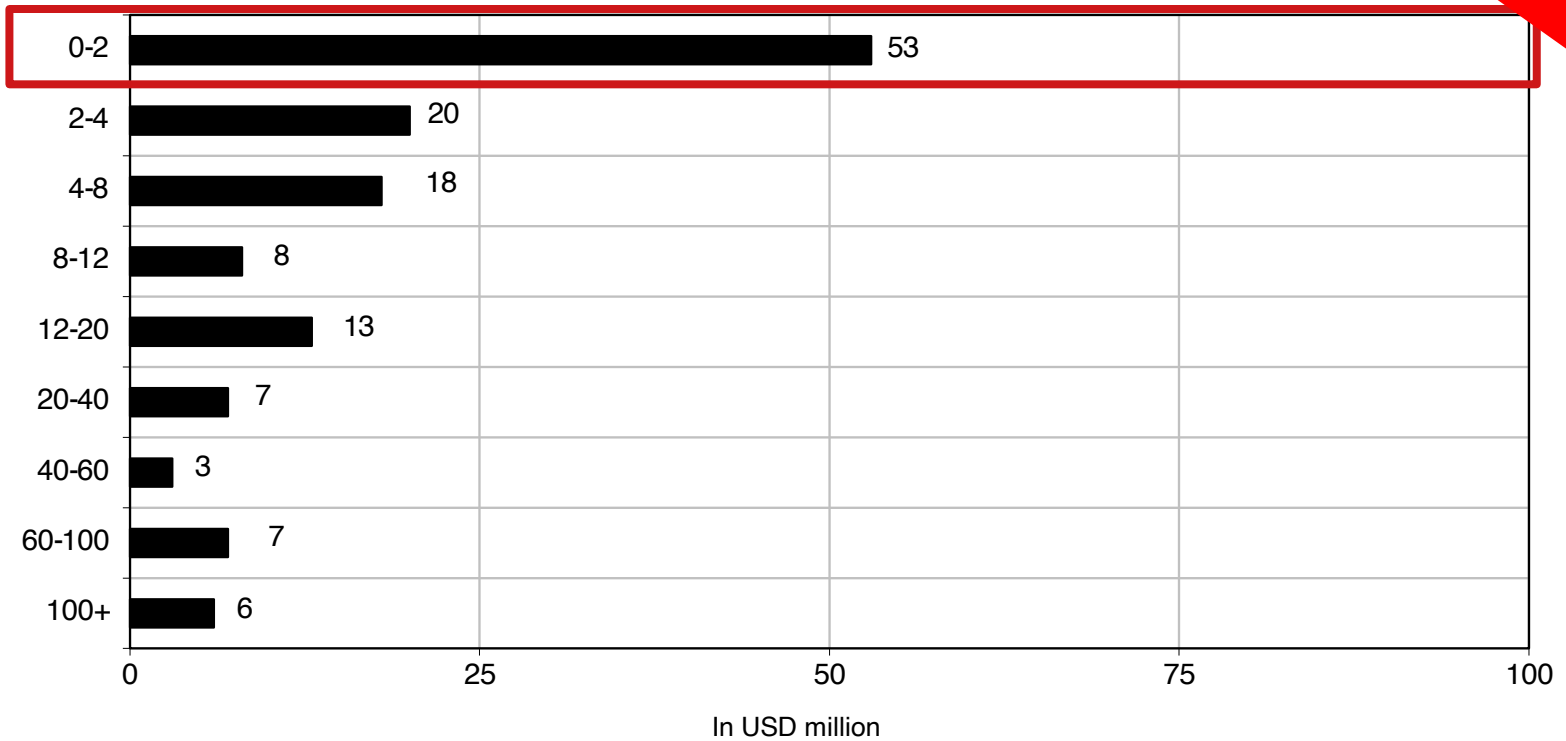
- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and their new purchasing behaviours and trends.
- **B2B E-COMMERCE** online transactions where businesses sell products or services to other businesses through digital platforms.
- **B2B MARKETPLACE** an online platform that connects businesses for buying and selling products or services.
- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **CROSS-BORDER COMMERCE** refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **USER EXPERIENCE (UX)** the overall interaction and satisfaction a person has when using a product, system, or service.
- **USER INTERFACE (UI)** the visual and interactive elements of a product or system that enable users to interact with it, including layouts, buttons, icons, and menus.
- **VENTURE CAPITAL (VC)** a form of private equity financing where investors provide funding to early-stage, high-potential companies in exchange for equity or ownership stakes.

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



## As of a 2023 estimation, 53 B2B marketplaces received an amount of USD 0-2 million (EUR 0-1.9 million) in Europe.

Europe: Number of B2B Marketplaces, by Funding Amount, in USD million, 2023e



Note: the exchange rate applied in the action title is the average rate for the 12 months to December 2023: USD 1 = EUR 0.9248

Source: P9, Hokoda and Crunchbase Data, September 2023



# Top B2B marketplaces in Germany include Amazon Business, Alibaba and eBay, among others, as of a 2023 estimation.

## Germany: Overview of Selected Top B2B Marketplaces, 2023e

Name	Overview
Amazon Business	Amazon Business has evolved into one of the most prominent B2B marketplaces, offering businesses of all sizes a wide range of products and services. As part of the well-known Amazon ecosystem, Amazon Business benefits from a robust infrastructure and an extensive customer base. With its vast product selection, competitive pricing, and user-friendly platform, Amazon Business has become a preferred destination for B2B buyers. Companies can efficiently meet their business needs through Amazon Business, whether it's for office supplies, industrial goods, or IT equipment.
Alibaba	Alibaba has established itself as one of the largest B2B marketplaces in the world, enabling businesses to build international trade relationships and conduct business globally. Headquartered in China, Alibaba maintains a strong presence in the global market, connecting millions of buyers and suppliers across various industries.
Ebay Business & Industrie	eBay Business & Industrie is a versatile B2B marketplace offering businesses a wide range of products and opportunities. With advanced features, including search engine optimization tools, businesses can increase their visibility and conduct successful transactions on this well-established platform. Key advantages of eBay Business & Industrie include a large selection of products, affordable pricing, and a global reach.
Mercateo	Mercateo is a B2B marketplace that offers businesses an efficient procurement solution, providing access to a selection of products and services from various suppliers. The marketplace stands out with diverse product range, which includes office supplies, industrial equipment, IT hardware, and services. Mercateo offers an intelligent search and filtering features, enabling businesses to efficiently search for specific products, manufacturers, or suppliers.
Wucato	Wucato is a relatively new B2B marketplace where businesses can find a wide variety of products for office and business needs, including office supplies, IT accessories, office furniture, and more. The platform features a user-friendly interface that allows companies to easily search, compare, and order products, making procurement more efficient.
AnkorStore	Ankorstore is an innovative B2B marketplace that enables retailers to purchase directly from independent brands and manufacturers. The platform aims to simplify the buying process while offering a diverse range of unique products. Ankorstore carefully selects independent brands and manufacturers to ensure that only high-quality and trendy items are featured. It places a particular emphasis on promoting sustainable and ethical products. Additionally, by using the Ankorstore platform, retailers can fully digitize their procurement process, streamlining operations and improving efficiency.

Source: Shopify, July 2023



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