



Global E-Commerce Intelligence
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SAMPLE REPORT
NORTH AMERICA B2B E-COMMERCE
MARKETPLACES 2024

PUBLICATON DATE: SEPTEMBER 2024

PREFACE

Sample Report

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 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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20%

8%

11%

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Report Coverage

- This report covers the B2B E-Commerce marketplace market in North America. 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 contains relevant regional comparisons, information about market trends, B2B platforms, B2B marketplace market sizes and companies, B2B buyer sentiment and challenges. Not all types of information were included for each section, due to varying data availability.

Report Structure

- The report starts with an overview of the B2B E-Commerce marketplace market and trends in North America. The rest of the report is divided into a regional U.S. chapter of the B2B E-Commerce marketplace market. The North America B2B E-Commerce marketplace report covers adoption trends, technological advancements, niche specialization, market forecasts, user experience challenges, platform comparisons, and benefits of digital procurement in B2B sectors.



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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 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 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.
- **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.

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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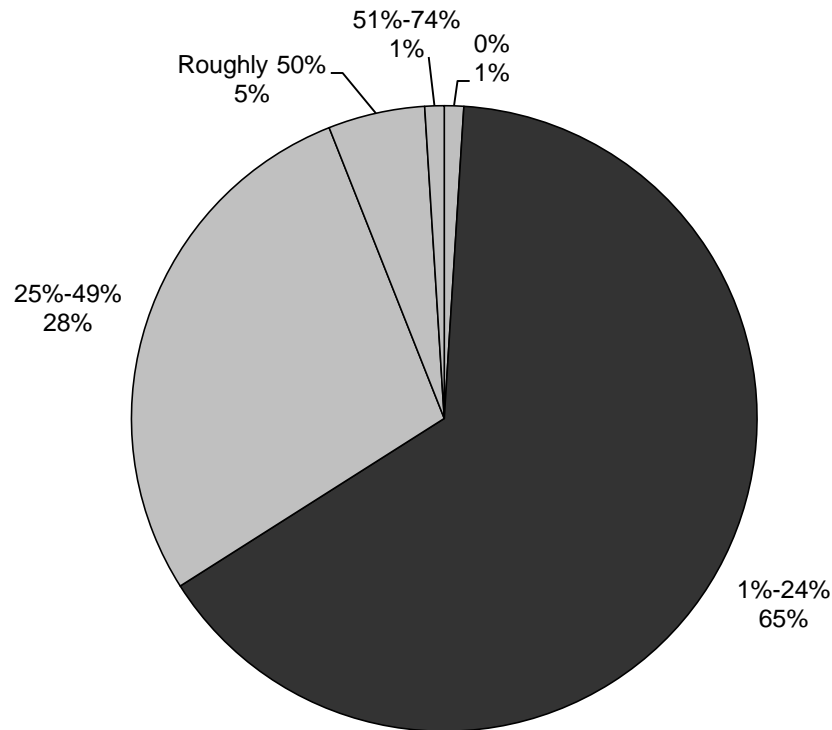
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65% of companies in North America made 1% to 24% of their B2B purchases through B2B marketplaces, as of a 2023 estimate

North America: Breakdown of B2B Purchases Made on B2B Marketplaces, by Share, in %, 2023



Survey: based on a survey of 100 company managers and senior managers across the U.S. and Canada; question asked: "What percentage of your B2B purchases do you currently make through B2B marketplaces?"

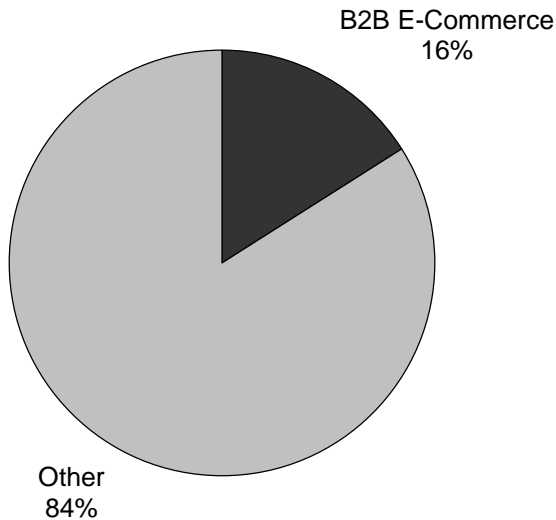
Source: WBR Insights, B2B Online and Oro Commerce, May 2023



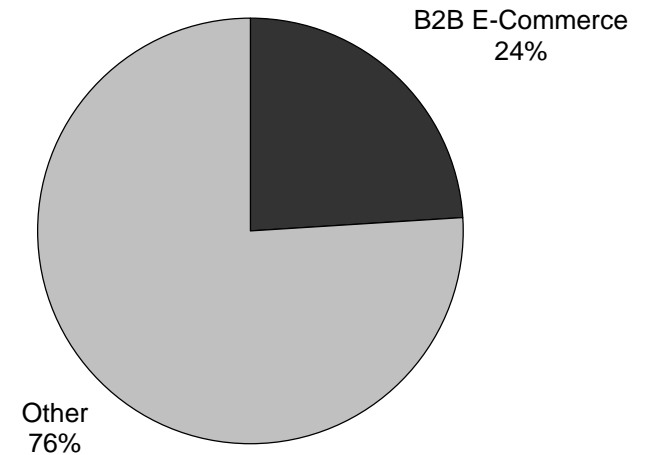
By 2027, in the U.S., B2B E-Commerce is projected to make up 24% of all B2B sales, up from 16% in 2021.

USA: Share of B2B E-Commerce Making Up Total B2B Sales, in %, 2021 & 2027f

2021



2027f





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