



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

**SAMPLE REPORT**  
**NORTH AMERICA B2B TRENDS:  
E-COMMERCE, PAYMENTS & 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.
- 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.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

### TERMS OF USE AND COPYRIGHT CONDITIONS

- This report is copyrighted. All rights reserved and no part of this report may be reproduced, stored in a retrieval system or transmitted in any form without the prior permission of the publishers.
- The information in this report does not constitute the provision of investment, legal or tax advice. Any views expressed reflect the current views of the original authors, which do not necessarily correspond to the opinions of yStats.com GmbH & Co. KG.
- The information in this report is provided for informational purposes only and without any obligation, whether contractual or otherwise. No warranty or representation is made as to the correctness, completeness and accuracy of the information given or the assessments made.
- We have taken every precaution to ensure that details provided in this report are accurate. The publishers are not liable for any omissions, errors or incorrect insertions, nor for any interpretations made from the document.

## LEGAL NOTICE

Sample Report

This report is subject to the Terms & Conditions of yStats.com GmbH & Co. KG, which can be found at [yStats.com](https://www.ystats.com). By selecting this particular license, you agree to the Terms & Conditions which pertain to said license. Please be aware that any misuse of this product or any other product not in accordance with the aforementioned Terms & Conditions will result in legal action.

The licensing structure is as follows:

### **SINGLE USER LICENSE**

■ allows one (1) user to access the downloaded report.

### **SITE LICENSE**

■ allows up to ten (10) users of a company within a specified geographic area (i.e. country) to access the downloaded report.

### **GLOBAL SITE LICENSE**

■ allows up to ten (10) user of a company worldwide to access the downloaded report.

# GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

Sample Report

OBJECTIVE

RELIABLE

## 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

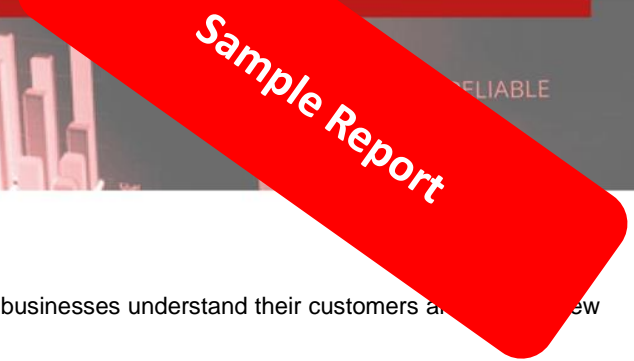
- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and 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.



OBJECTIVE

RELIABLE

**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.
- **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.

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



OBJECTIVE

RELIABLE

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

- **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
  
- **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.
  
- **B2B PAYMENT** business-to-business payment transactions across all channels.
  
- **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

# TABLE OF CONTENTS (1 OF 2)



Sample Report

1. **Key Takeaways**
2. **Management Summary**
3. **North America**
  - 3.1. **B2B E-Commerce Market Trends**
    - 3.1.1. **Regional**
      - B2B E-Commerce GMV Compound Annual Growth Rate, in % of CAGR, 2018-2022 & 2022-2026f
    - 3.1.2. **U.S.**
      - B2B E-Commerce Sales Value, in USD trillion, & in % of Y-o-Y Change, in %, 2019-2023
      - Share of B2B E-Commerce Sales Making Up Total Electronic Sales, in % of Total Electronic Sales, 2019-2023
      - Share of B2B E-Commerce Sales Making Up Total B2B Sales, in % of Total B2B Sales, 2019-2023
      - Share of B2B Buyers Who Would Switch Suppliers If Another B2B Web Store Offered a Better Experience, in %, 2023\*
  - 3.2. **B2B Payment Insights & Trends**
    - 3.2.1. **U.S.**
      - Breakdown of B2B Payment Transaction Value, by Payment Method, in USD trillion, 2018-2022e
      - Breakdown of B2B Payment Transaction Value, by Transaction Method, in % of Total B2B Transaction Value, 2019 & 2024f
      - B2B Card Payment Transaction Value, in USD trillion, & in % of Y-o-Y Change, in %, 2019-2024f
      - ACH B2B Payment Transaction Value, in USD trillion, & in % of Y-o-Y Change, in %, 2019-2024f
      - Check And Cash B2B Payment Transaction Value, in USD trillion, & in % of Y-o-Y Change, in %, 2019-2024f
      - Share of Digital Making Up Total B2B Transactions, in %, 2025f
      - Share of B2B Payments That Experience Errors, in %, 2023e
      - Share of B2B Invoices That Are Paid Late, in %, 2023e

# TABLE OF CONTENTS (2 OF 2)

**Sample Report**

OBJECTIVE

RELIABLE

### 3. North America (Cont.)

#### 3.3. B2B E-Commerce Marketplaces

##### 3.3.1. Regional

- Breakdown of B2B Purchases Made on B2B Marketplaces, by Share, in %, 2023e
- Breakdown of B2B Purchases Made on B2B Marketplaces in the Next 12 Months, by Share, in %, 2023e
- Breakdown of Preferences For Purchases Through B2B Marketplaces Over Traditional Purchasing Arrangements, in %, 2023e
- B2B Marketplaces Used to Find And Purchase Supplies, in % of Companies, 2023e
- Breakdown of Supplier Number Used by Companies, in %, 2023e
- Experienced B2B Marketplace Features, in % of Companies, 2023e
- Top Pain Points Experienced on B2B Marketplaces, in % of Companies, 2023e
- Most Significant Benefits Realized From Purchasing Through B2B Marketplaces, in % of Companies, 2023e
- Least Significant Benefits Realized From Purchasing Through B2B Marketplaces, in % of Companies, 2023e

##### 3.3.2. U.S.

- B2B E-Commerce Marketplaces Market Overview, August 2024
- B2B E-Commerce Site Sales, in USD trillion, 2022e-2026f
- Share of B2B E-Commerce Site Sales Making Up Total B2B Electronic Sales, in % of Total B2B Electronic Sales, 2022e-2026f
- B2B E-Commerce Marketplace Sales Value, in USD billion, & in % of Y-o-Y Change, in %, 2020-2023
- Share of B2B E-Commerce Marketplace Sales Making Up Total Electronic Sales, in % of Total Electronic Sales, 2020-2023
- Share of B2B E-Commerce Marketplace Sales Making Up Total B2B Sales, in % of Total B2B Sales, 2019-2023
- B2B Sales Origin, by Sales Value, in USD trillion, 2023e
- Breakdown of B2B Product Sales, by Channel, in %, 2023e
- Share of B2B E-Commerce Making Up Total B2B Sales, in %, 2021 & 2027f
- Share of Companies That Sell Through Third-Party Marketplaces Like Amazon, in %, December 2022
- Amazon Business Product Sales Value, in USD billion, 2022 & 2023e
- Electronic Purchasing Options In Which B2B Buyers Participate, in % of B2B Buyers, 2023e
- Breakdown of Total B2B Spending of Companies Done Via Amazon Business, in %, 2023e
- Share of B2B Buyer That Do More Than a Quarter of Their Purchases On Amazon Business, in %, 2023e



# TABLE OF CONTENTS (3 OF 3)



Sample Report

## 3. North America (Cont.)

### 3.3. B2B E-Commerce Marketplaces (Cont.)

#### 3.3.2. U.S. (Cont.)

- Share of B2B Buyers That Do More Than Half of Their Purchasing On Amazon Business, in %, 2023e
- Share of B2B Buyers That Do Not Buy Anything On Amazon Business, in %, 2023e
- Share of B2B Buyers That Buy On Other B2B Marketplaces Than Amazon Business, in %, 2023e
- Overview of Selected B2B Marketplaces, April 2024 (1 of 3)
- Overview of Selected B2B Marketplaces, April 2024 (2 of 3)
- Overview of Selected B2B Marketplaces, April 2024 (3 of 3)
- Critical Features of Selected B2B Marketplaces, April 2024 (1 of 2)
- Critical Features of Selected B2B Marketplaces, April 2024 (2 of 2)

# TABLE OF CONTENTS



OBJECTIVE

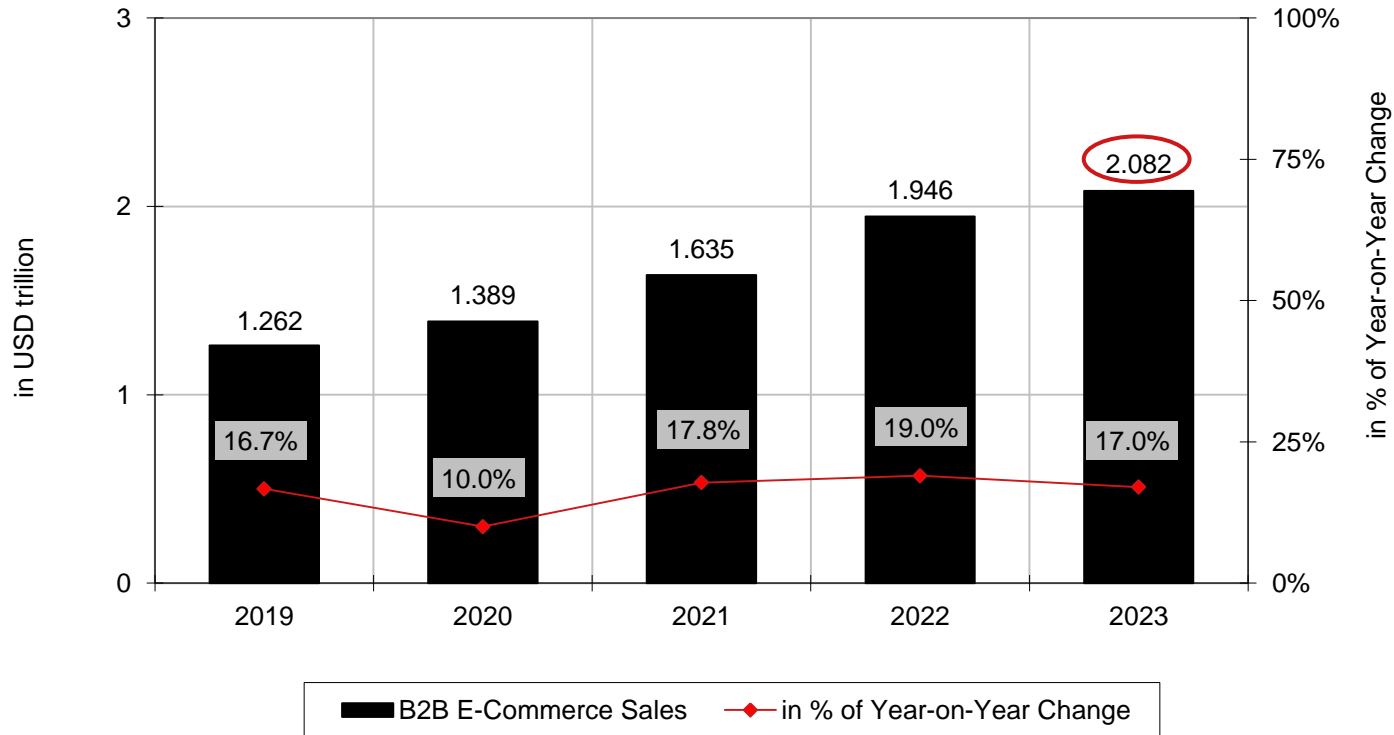
RELIABLE

<b>1.</b>	<b>Key Takeaways</b>	<b>10 – 13</b>
<b>2.</b>	<b>Management Summary</b>	<b>14 – 17</b>
<b>3.</b>	<b>North America</b>	<b>18 – 64</b>
<b>3.1.</b>	<b>B2B E-Commerce Market Trends</b>	<b>18 – 23</b>
3.1.1.	Regional	19 – 19
3.1.2.	U.S.	20 – 23
<b>3.2.</b>	<b>B2B Payment Insights &amp; Trends</b>	<b>24 – 32</b>
3.2.1.	U.S.	25 – 32
<b>3.3.</b>	<b>B2B E-Commerce Marketplaces</b>	<b>33 – 64</b>
3.3.1.	Regional	34 – 42
3.3.2.	U.S.	43 – 64



# In 2023, the B2B E-Commerce sales in the U.S. reached **USD 2.1 trillion (EUR 1.9 trillion)**, almost doubling from 2019

USA: B2B E-Commerce Sales Value, in USD trillion, & in % of Y-o-Y Change, in %, 2019-2023

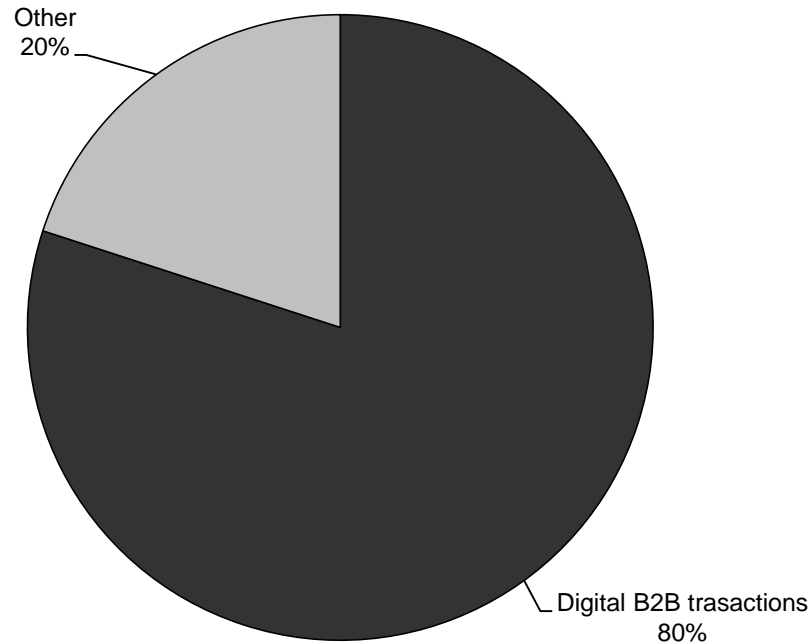


Note: the exchange rate applied in the action title is the average rate for the past 12 months to December 2023: USD 1 = EUR 0.9248  
Source: Digital Commerce 360, February 2024



# 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





Global E-Commerce Intelligence  
we report, you grow

**ADDRESS**

yStats.com GmbH & Co. KG  
Behringstr. 28a | 22765 Hamburg | Germany

**CONTACT**

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | [info@ystats.com](mailto:info@ystats.com)

**SOCIAL MEDIA**

 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)  
 [twitter.com/ystats](https://twitter.com/ystats)  
 [facebook.com/ystats](https://facebook.com/ystats)  
 [gplus.to/ystats.com](https://gplus.to/ystats.com)

**MORE NEWS?**

Please subscribe to our Newsletter at [www.ystats.com](http://www.ystats.com)