

B2B ECOMMERCE: 2016 vs. 2018

This infographic highlights stats and insights on the topic of growth in B2B eCommerce from 2016-2018, sourced from the [2018 Manufacturing & Distribution Sales and Technology report](#), a survey of over 500 suppliers who sell B2B.

MARKET PENETRATION & GROWTH

44%

vs.

51%

of respondents had B2B eCommerce in place in 2016

of respondents have B2B eCommerce in place in 2018

SUPPLIER SATISFACTION

77%

of suppliers are satisfied with their B2B eCommerce solutions in 2018, vs. only 52% in 2016.

B2B supplier satisfaction level

52%

77%

2016

2018

GROWING IMPACT

After implementing B2B eCommerce...

2016

2018

45%

73%

Customers are placing orders at a higher frequency

50%

76%

Customers are discovering new products & product categories

38%

53%

Previously inactive customers have placed orders once again

MOBILE OFFERING

63%

vs.

75%

of respondents offered mobile B2B customer ordering in 2016

of respondents offer mobile B2B customer ordering in 2018

Source:

2018 Manufacturing & Distribution Sales and Technology Survey Report, http://pages.handshake.com/WCResources-REPORT-2018Survey_LP-Download.html

