

# Digital Business Trends Influencing Today's B2B Landscape

Buyer demographics are changing, purchasing preferences are evolving, and new digital players are entering the B2B market. In response, B2B businesses must reevaluate their relationship with digital commerce to remain competitive within their given industry.

## B2B is Changing with the Times

Manufacturers and wholesalers recognize the value of digital solutions<sup>1</sup>



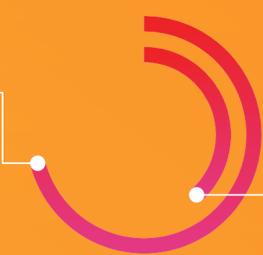
**75%** plan to launch eCommerce sites within two years

**38%** OF WHOLESALERS do not have an eCommerce site

**61%** OF MANUFACTURERS do not have an eCommerce site

## Markets and audiences are overlapping<sup>2</sup>

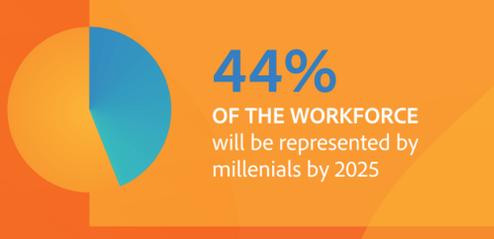
**72%** prefer managing B2C and B2B buyers on a single platform



**40%** OF BUSINESSES plan to sell to other segments – B2B or B2C

## Buyer Demographics and Preferences are Changing

### Millennials are taking over



### Their purchasing expectations are different

<p><b>DIGITAL FIRST</b></p> <p>85% use social media, vendor websites, and search engines for primary research</p>	<p><b>SKIPPING THE MIDDLEMAN</b></p> <p>43% want to purchase directly from manufacturers</p> <p>20% are willing to pay slightly more to do so</p>	<p><b>MORE THAN JUST YOUR PRODUCT</b></p> <p>80% of buyers prefer doing business with companies who align with their interests in social causes</p>
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## Buyers of All Ages are Going Digital

### The speed and convenience of digital channels is unmatched

**90%** OF B2B BUYERS research online before making a purchase

**84%** prefer repeat purchases through online channels



**74%** regard website purchases as much more convenient

## Research Shows Digital Leaders Win

### Data supports the value of experience-transformation

<p>B2B digital leaders see five times more revenue growth</p>	<p>Digital equals 1.6x higher YoY increase in orders and 2x higher loyalty metrics</p>
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## Amazon and Digital Leaders are Moving In

### Amazon Business is taking direct aim at many B2B industries

<p>10% of the US B2B market</p>	<p>5% of the international market by 2021</p>	<p>Projected to reaching \$33.7B in sales by 2023</p>	<p>Offers tremendous service value to business buyers</p>
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## Take Your Business Online

There are many ways to build a case for adding a digital commerce channel or upgrading your existing eCommerce platform. For an in-depth look at these individual approaches, download a copy of an eBook below best suited to your business situation.

[Adopting Digital Commerce](#)

[Upgrading Your eCommerce](#)

1. 2018 B2BecNews survey of 276 manufacturers, wholesalers, and distributors  
 2. A 2018 survey of European manufacturers by Worldwide Business Research (WBR) shows