

# The rise of B2B e-commerce

WHAT THE GROWTH IN  
ONLINE BUSINESS SALES MEANS  
FOR YOUR ORGANIZATION

# B2C expectations from B2B buyers

Every year, professionals across all industries turn to online sources for their procurement needs. Influenced by the technology they use every day and their personal shopping preferences, B2B buyers increasingly expect a seamless, convenient online shopping experience. In fact, 82% of

business buyers want the same purchasing experience they have in their personal lives.<sup>1</sup>

Manufacturers and wholesalers around the globe are listening. They know that to compete in this ever-changing digital world they must deliver a rich, omnichannel customer experience, while offering a quality product with sharp prices and timely availability.



## Online business buyers

**73%** are millennials (born between 1982 and 2000)<sup>2</sup>

**68%** prefer to gather information online instead of interacting with sales<sup>3</sup>

**61%** use mobile devices to research the products and services they buy for work<sup>4</sup>

# B2B e-commerce is rising — with no end in sight

This intersection of buyer digital demand with seller e-commerce capability is driving rapid growth in B2B e-commerce across all categories.

Statista estimates the gross merchandise volume of global B2B e-commerce transactions in 2017 amounted to \$7.66 trillion.<sup>5</sup> By Forrester's projections, global B2B e-commerce sales will reach \$9 trillion in 2021.<sup>6</sup>



## Global B2B e-commerce transactions

**\$7.66**  
trillion

**\$9**  
trillion

2005

2010

2015

2017

2020 2021



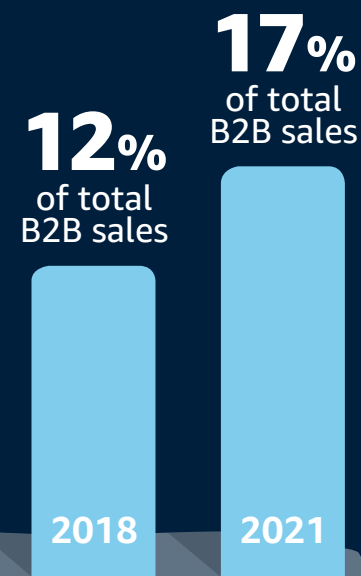
## The growing opportunity in B2B e-commerce

Productivity is the key to profitability, which is why B2B customers have turned to online procurement.

They'll do whatever they can to make business purchasing more cost-effective, efficient and quick, so they can move on to more strategic and valuable tasks. Increasingly, that means cutting the sales rep out of the process and consolidating their purchasing channels into a few online sources.

Even with accelerating growth in B2B e-commerce, it still makes up a small but growing fraction of overall B2B sales, presenting an opportunity for e-commerce enabled companies to grow.

### B2B e-commerce in the US<sup>7</sup>



# Highest B2B e-commerce growth rates: North America

Online B2B sales are rising globally, but North American business buyers in particular have embraced e-commerce for their procurement needs.

These digital buyers are driving the exceptionally robust year-over-year growth in North America — and they're buying from sellers all over the world.

North America's share in the global B2B e-commerce channel increased from 10.4% in 2013 to 12.9% in 2017,<sup>8</sup> and it's only expected to keep growing over the next decade. In the US alone, Forrester estimates that B2B e-commerce sales will total \$1.8 trillion by 2023.<sup>9</sup>

## US B2B e-commerce sales<sup>10</sup>



**+10%**  
compound annual  
growth rate

**\$829 billion** 2016

**\$889 billion** 2017

**\$1.8 trillion<sup>xx</sup>** 2023

Projected sales from 2016–2023 in US dollars

# A huge opportunity for professional sellers

Sellers of all sizes have access to the increasing number of businesses who purchase on Amazon Business, which is why the total number of third-party sellers has grown dramatically. From 30,000 sellers in 2016, Amazon Business

now has hundreds of thousands of business sellers around the world.

Today, third-party B2B sellers on Amazon Business make up 50% of the \$10 billion in global annualized sales.



## Amazon Business by the numbers



**\$10B+** global annualized sales



**2M+** customers on Amazon Business

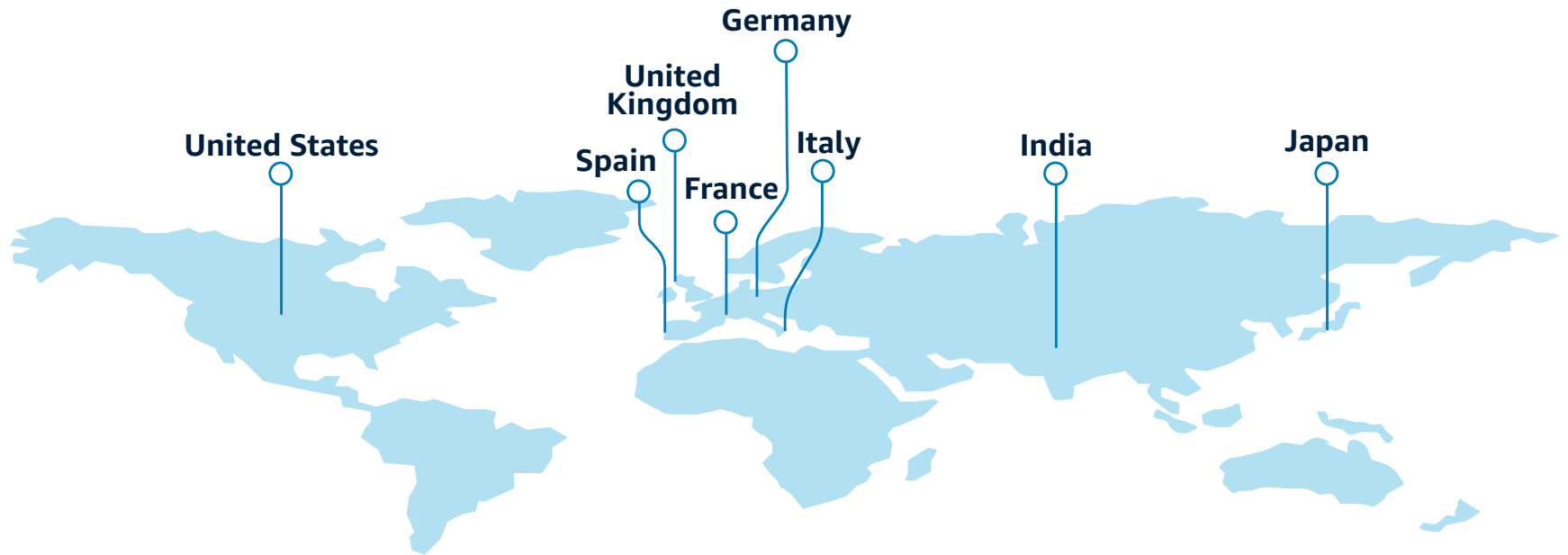


**200K+** sellers on Amazon Business

# Global sales growth potential

Amazon Business serves millions of business customers around the world. Sellers have the opportunity to grow their sales by reaching

customers ranging from small companies to multinational enterprises in the these eight countries.



Amazon Business buyers in the US



**55**  
of the Fortune 100 companies



**+50%**  
of the 100 biggest US hospital systems



**+40%**  
of the 100 most populous local governments



**80%**  
of the 100 largest enrollment education organizations

# Why do B2B buyers choose Amazon Business?

Simply put, Amazon Business provides buyers with everything they love about Amazon, with features designed with their businesses in mind. B2B buyers are already familiar with the Amazon experience because an overwhelming majority of them use Amazon in their daily lives.

Among consumers in the United States, Amazon was ranked as the most reputable company for three years in a row.<sup>11</sup> A Forrester survey determined that 92% of B2B buyers use Amazon to research purchases for work, and that 82% of buyers reported making work purchases on Amazon.com.<sup>12</sup>



## **Business pricing**

Exclusive price and quantity discounts



## **Fast, convenient shipping**

Free two-day shipping with Business Prime on eligible orders



## **Vast selection**

Easy price comparison on business products for every industry



## **Flexible payments**

Supports purchasing cards, lines of credit and tax exemption



## **Spending control**

Approval workflows, buyer authorizations and complete spending visibility



# The time is now for B2B e-commerce

As we've seen, B2B e-commerce sales are up all over the world, and Amazon Business in particular is experiencing accelerated growth. Now's the perfect time for manufacturers, wholesalers and distributors to take their sales online and their businesses to the next level.

Selling on Amazon Business is a proven way to help companies of any size take advantage of the potential for growth in online business sales.

1. Andy Hoar, Forrester, Magento Imagine Conference 2017
2. *B2B Report: Millennials*, Merit/Sacunas, March 2016
3. *Death of a (B2B) Salesman: Two Years Later*, Forrester, March 2017
4. *Death of a (B2B) Salesman: Two Years Later*, Forrester, March 2017
5. *B2B e-Commerce 2017*, Statista, 2017
6. *Mapping the \$9 Trillion US B2B Online Commerce Channel*, Forrester, April 2018
7. *B2B eCommerce Forecast, 2018 to 2023 (US)*, Forrester, 2018
8. *B2B e-Commerce 2017*, Statista, 2017
9. *US B2B eCommerce Will Hit 1.8 Trillion by 2023*, Forrester, January 2019
10. *US B2B eCommerce Will Hit 1.8 Trillion by 2023*, Forrester, January 2019
11. *2018 Harris Poll Reputation Quotient*, Harris Insights & Analytics, 2018
12. Andy Hoar, Forrester, Magento Imagine Conference 2017



## More about selling on Amazon Business

**Getting started in B2B e-commerce**  
A quick guide to selling to other businesses

**GET THE GUIDE**



amazon business

Reach millions of business customers with Amazon Business

**GET STARTED**