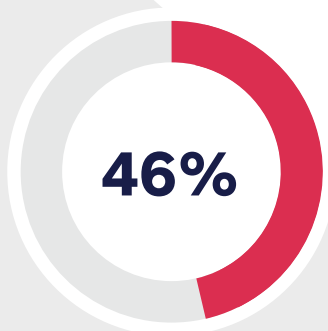


B2B buying is changing – so must B2B selling

If you're unsure whether your B2B web store is helping customers buy what they want, when they want, then consider these stats:



On average **\$4.9m USD** is spent by companies online each year



Order volumes are **up by 46%** across all product types



428 business-critical purchases are placed by organizations each day



Want more valuable insights from B2B buyers? Download the full report here.

Buying online is more popular than ever. B2B buyers are spending two-thirds more online than they did pre-pandemic. And e-commerce has seen the largest increase of all methods of buying – overtaking the phone and email as the most popular way to source products.

The volumes speak for themselves, B2B organizations are making **428 business-critical purchases** every single day – that translates into \$4.9m USD spent on average per company, each year.

A couple of years ago, buyers would go offline to purchase high value products. Now, they source everything online – from complex, technical products to low value commodities.

If B2B buying is changing, then so must B2B sales. For B2B organizations that means having to adapt their route to market and place greater emphasis on their B2B e-commerce store.

We spoke to more than 1,200* B2B buyers about what it's like to currently buy online. The results were both surprising and informative. [Read on for more insights.](#)

Total respondents in each region

USA	414
Germany	215
UK and Ireland	200
Spain	151
Netherlands	151
Mexico	101
Belgium	50

B2B e-commerce needs to keep up with the new normal

01

Two-thirds of companies are spending more online now than they did prior to the pandemic.

66%



02

Those spending more have increased by nearly half on average.

45%



03

Ordering via e-commerce has seen the largest increase since the outbreak of the pandemic.

58%



04

Half of B2B buyers use e-commerce platforms for placing orders frequently.

50%



While the pandemic has certainly accelerated the move from offline to online buying, the transition was already well under way. Most B2B organizations were already on their digital transformation journey, and Covid simply acted as a catalyst for moving through that process at pace. And it's not the only factor that has altered the rate of change for the buying process.

While digital transformation journeys have enabled B2B organizations to increase efficiency, it's digital acceleration bringing newer technology to the hands of the increasingly younger and more diverse B2B buyer. If this is the new normal that B2B organizations are operating in, how can they then influence the buyer and meet their online needs?



Learn more about what B2B buyers want. Download the full report here.

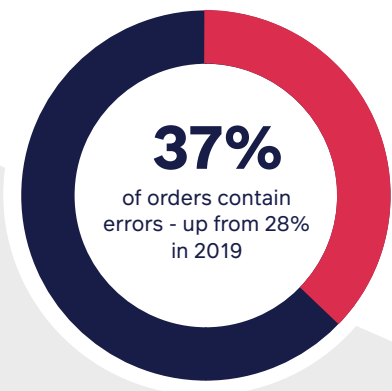
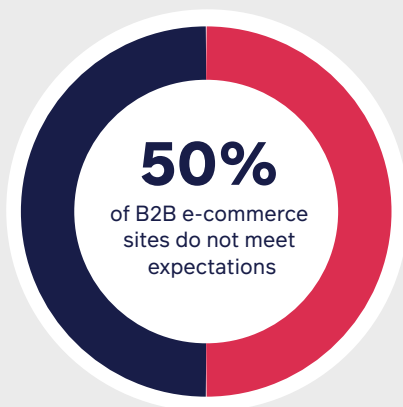
It's time to prioritize B2B web stores

Our research showed that B2B organizations are failing buyers. 94% of B2B buyers experience issues with the online buying experience – whether that's delivery and tracking, visibility of product features, payment terms or ease of checkout.

Does that mean that B2B e-commerce web sites aren't equipped to deliver accurate and reliable customer experiences? Not at all. It's just time to prioritize e-commerce.

Prior to the pandemic, e-commerce wasn't a focus for organizations. Many were concentrating on their digital transformation journeys and process improvements in the back office. When buyers shifted their attention to online sales as the pandemic hit, suppliers did not have the scalability needed to support this shift.

Get e-commerce right and it pays dividends.



Want to learn more? Download the full report here.



Prioritize relationships, not just transactions.
E-commerce for SAP and Microsoft Dynamics.

www.sana-commerce.com

B2B Buyer Report - The power of buying relationships in the evolving B2B online world Version ENG 1.0 10/2021

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