

THE B2B MARKET – FACTS AND FIGURES

The »Marktmonitor« published by ECC KÖLN shows a clear trend for the DACH region: B2B e-commerce has been growing continuously since 2012. Turnover rose from 870 billion euros (2012) to 1.5 trillion euros (2021) – and to more than 1.7 trillion euros in 2022. With Germany being the fourth largest economy in the world, the German market accounts for the largest sales volume by far.



A 30.7 Per Cent Growth

in B2B e-commerce by manufacturers and wholesalers was recorded in 2021 compared to 2020.



At 20.4 Trillion USD

the global B2B market was over five times the size of the B2C market in 2022.



2.47 Trillion USD

is what B2B e-commerce sales are forecast to reach in the USA by 2026.



One Third

of total sales by Nordic companies in 2023 were generated via digital channels.



31.4 Trillion Yuan

(around 4.36 trillion USD) was the B2B transaction volume in China in 2022.



At 48 Per Cent

manufacturers accounted for the largest share of total B2B sales in the DACH region in 2021.

Share of wholesalers: 32%

Share of other economic sectors (such as construction, food and beverage, transport): 20%



67 Per Cent

of B2B retailers now offer PayPal as a payment option. However, payment by invoice remains the most common method.



58 Per Cent

of B2B companies from Nordic countries expect to sell through digital channels outside of their home market by 2026.



Only 14 Per Cent

of medium-sized B2B retailers offer e-commerce (as of 2023).



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