

# THE GROWTH OF DIGITAL B2B ECOMMERCE IN FASHION, APPAREL AND CONSUMER LIFESTYLE BRANDS

Leading brands are applying lessons learned from the B2C digital revolution to address new B2B challenges. Going digital is helping brands reduce costs, gain flexibility and ultimately, take on one of today's biggest market-facing challenges- **enhancing customer experience**. Here are key trends and insights from **leading industry sources such as Aberdeen Group, Forrester, PwC and more**



## TOP MARKET PREDICTIONS

## GROWTH DRIVERS

## INDUSTRY EXPERTISE

## DIGITAL STRATEGIES

### Predictions on Market Spend



In **2015**, U.S. B2B eCommerce spend is expected to reach **\$780 billion...**<sup>6</sup>  
...more than double the \$304 billion in U.S. retail eCommerce sales for 2014.<sup>6</sup>

And momentum is strong...

In **5 years** U.S. B2B eCommerce sales are projected to **grow 2.5x, up to \$1.9 trillion.**<sup>4</sup>

Worldwide, by year 2020, B2B online sales are **expected to reach \$6.7 trillion.**<sup>6</sup>

eCommerce accounted for **51.9%** of both revenue and manufacturing shipments in 2012 (\$3.0 trillion out of \$5.8 trillion total).<sup>5</sup>

### Top 3 Key Growth Drivers

**1 BUYER PREFERENCES:** Driven largely by "Channel-shifting B2B buyers" who buy more online than through the traditional channels.<sup>4</sup>

**2 BUILDING LOYALTY:** 60% of B2B companies say their buyers spend more when they interact with sellers through digital sales channels.<sup>3</sup>

**3 CUSTOMER EXPERIENCE:** "Buyers are used to products that are simple to use and expect that from B2B solutions, whether it's using the product itself or interacting with the company they're buying the product from."  
- Leo Bley, Director, Management Consultant PwC.<sup>5</sup>

### Why Embrace the Digital B2B Revolution?



**74%**

Top performing companies supporting use of sales force automation and mobility.<sup>1</sup>



**63%**

Sales Reps who achieve annual sales targets by leveraging digital B2B technology.<sup>1</sup>



**79%**

Companies reporting higher team sales quota attainment.<sup>1</sup>



**48%**

Companies reporting more accurate sales forecasts.<sup>1</sup>



**26%**

Companies reporting higher customer retention rates.<sup>1</sup>



**44%**

Average order value increase realized by B2B eCommerce execs. after shifting to online strategies.<sup>2</sup>

### User Insights



"BlueCherry B2B eCommerce is a very effective [digital sales] communication tool. It's very user friendly. It's quick. As a merchandiser, we can give Sales the tools they need to create full line sheets for national brands like Nordstrom and Macy's to show them their full buy, in a very visual, beautiful way. I've trained sales reps on the necessary functions that they need to be up and running - in a day."

- Kimberly Deignan, Associate Merchandiser, Komar Brands ★★★★★

### Expert View

"B2B companies that calibrate their organizations around their customer and focus on providing digital seamless experiences will seize a strong foothold in securing buyer loyalty."

- Bob Barr, Managing Director, N. America, Digital Transformation & Ops., Accenture ★★★★★

### SOURCES

1. Aberdeen Research Report, 2014
2. Forrester: "The Case for Channel-Shifting Customers Online"
3. Forrester: "US B2B eCommerce Forecast: 2015 to 2020"
4. Frost & Sullivan: "Global B2B online sales are projected to grow"
5. Statista.com
6. U.S. Department of Commerce