



**Euromonitor
International**

Transition to E-Commerce: Industries Most Ready to Expand into Digital Trade

December 2022

INTRODUCTION

Scope

Key findings

E-COMMERCE MARKET OVERVIEW

Asia Pacific to drive future e-commerce sales growth

B2B and retail industries drive e-commerce sales growth

COVID-19 accelerates technology enhancements and shift to digital trade

Companies invest in digital tools and e-commerce to shield from supply chain disruptions

Improved delivery and new payment methods to reshape digital trade

E-COMMERCE INDEX

Factors impacting industry's readiness to expand into B2B e-commerce

Calculation of B2B e-commerce readiness score

Manufacturing sector is the most ready to expand into e-commerce

E-commerce index by category (1)

E-commerce index by category (2)

Strong investment demand and diverse client pool supports digital trade in machinery

Case study: Liebherr creates B2B e-commerce platform to simplify spare parts sales

Strong B2B demand supports construction sector, but digital trade remains challenging

Case study: Stockpile launches a procurement platform for construction in Sri Lanka

Hi-tech goods sector benefits from strong B2B demand and efficient logistics

Case study: HellermannTyton uses e-commerce platform to customise products

Innovation capabilities and B2B demand support digital trade in business services sector

Case study: Fobi AI launches digital marketing agency

Large investment demand supports B2B e-commerce in transport equipment industry

Case study: Bosch and Autozilla to simplify spare parts procurement in India

BENEFITS FOR THE COMPANIES

Major benefits of B2B e-commerce for sellers and buyers

Suppliers enjoy lower operational costs, while competitive pricing allows savings for buyers

B2B e-commerce helps to boost revenues through a higher reach of new clients and markets

E-commerce increases efficiency, supply chain resilience and customer satisfaction

Analysis of e-commerce data provides new growth opportunities

Case study: Dunlop Protective Footwear employs Oro's B2B e-commerce solution

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/transition-to-e-commerce-industries-most-ready-to-expand-into-digital-trade/report.