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

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.