



Key B2B Market Trends in 2024 and Beyond

May 2024

[Table of Contents](#)

INTRODUCTION

Scope

Key findings

B2B IN THE SPOTLIGHT

As consumer demand cools, B2B markets offer new growth opportunities

Mapping the global B2B market for consumer goods

Food: Both developed and emerging markets to drive growth in B2B channel

Computers and mobile phones boosted by services sector growth, cybersecurity and AI

Furniture: China and the US offer most growth opportunities

UNLOCKING ASIA

Asia to lead global B2B growth over 2024-2027

Focus on Asia: 30% of global future growth

Unlocking country and industry specific opportunities in Asia

Which B2B channels to target in Asia Pacific?

Case study: IKEA offers B2B product line in India

IMPROVING ECOSYSTEM

B2B marketplace becoming easier to navigate

Case study: Visa B2B Connect – simplifying cross-border B2B payments

Case study: Kraft Heinz uses B2B sales platform to reach more customers

Case study: Samsung offers e-commerce solutions for B2B customers

PERSONALISED B2B: ASK AI

AI tools promise to personalise the B2B marketplace

E-commerce platforms and AI tools to ease transition to B2B sales channels

B2B marketing: Efficiency and personalisation enabled by generative AI

Case study: Coca-Cola uses Gen AI to improve personalisation on its eB2B platform

CONCLUSION

Key takeaways

B2B marketplace: How to win

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/key-b2b-market-trends-in-2024-and-beyond/report.