

B2B E-Commerce - UK - March 2020

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This report looks at the following areas:

- Marketplace or website?
- To market or sell on the internet?



“E-commerce is a strongly established market in the UK compared with other European countries. The B2B market has long been much larger than the B2C sector largely as a result of the inclusion of EDI as well as websites. The experience of Millennials in the B2C market is now impacting expectations in the B2B website sector.”

– Terry Leggett, Senior Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report

EXECUTIVE SUMMARY

- **The market**
- **Strong growth**
Figure 1: Total development of e-commerce sales, 2015-19
- **The B2B activity**
Figure 2: B2B e-commerce sales, 2015-19, by channel
- **Wholesale and manufacturing leading the market**
Figure 3: Segmentation of e-commerce sales, 2019, by sector
Figure 4: Segmentation of B2B e-commerce sales, 2019, by sector
- **The importance of e-commerce**
Figure 5: Proportional importance of e-commerce, 2018, by sector
- **The major drivers**
- **Strong prospects**
Figure 6: Forecast development of B2C and B2B e-commerce, 2020-24
Figure 7: Forecast segmentation of the B2B e-commerce market, 2020-24
- **Companies and brands**
- **The role of marketplaces**
- **The remainder of the sector**
Figure 7: Proportion of companies making e-commerce sales, by channel, 2009-18
- **What we think**

ISSUES AND INSIGHTS

- **Marketplace or website?**
- **The facts**
- **The implications**
Figure 8: Proportion of companies gaining orders for goods or services via a website or app, 2018, by size of company
- **To market or sell on the internet?**
- **The facts**
- **The implications**
Figure 9: Proportion of UK businesses with marketing and e-commerce websites, 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 10: Sector penetration of small businesses, by sector, 2019

THE MARKET – WHAT YOU NEED TO KNOW

- **16% growth**
- **The B2B activity**
- **Market penetration**
- **Routes to market**

MARKET SIZE

- **Strong e-commerce growth**
Figure 11: Total development of e-commerce sales, 2015–19
- **Website sales driving growth**
Figure 12: E-commerce sales 2015–19, by channel
- **The B2B activity**
Figure 13: B2B e-commerce sales, 2015–19, by channel

MARKET SEGMENTATION

- **B2B much larger than B2C**
Figure 14: Segmentation of e-commerce activity, 2019, by end use market (£ billion)
- **The role of EDI**
Figure 15: Segmentation of the B2B e-commerce market, 2019, by channel (£ billion)
- **Business sector segmentation**
Figure 16: Segmentation of e-commerce sales, 2019, by sector
Figure 17: Segmentation of B2B e-commerce sales, 2019, by sector
Figure 18: Proportional importance of e-commerce, 2018, by sector

SEGMENTATION: MANUFACTURING

- **Continued steady growth**
Figure 19: Development of manufacturing e-commerce sales, 2015–19
- **EDI is the favoured route**
Figure 20: Segmentation of e-commerce sales in the manufacturing sector, 2015–19, by channel
- **The dominant role of B2B**
Figure 21: Segmentation of e-commerce sales in the manufacturing sector, 2015–19, by end use market
- **The mismatch in importance**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 22: Proportion of Turnover and proportion of companies active in E-commerce in the manufacturing sector, 2018

SEGMENTATION: UTILITIES

- **Erratic e-commerce development**

Figure 23: Development of utilities e-commerce sales, 2015-19

- **The importance of e-commerce**

- **A major website sales market**

Figure 24: Segmentation of e-commerce sales in the utilities sector, 2015-19, by channel

- **B2C more important than B2B**

Figure 25: Segmentation of e-commerce sales in the utilities sector, 2015-19, by end use market

SEGMENTATION: CONSTRUCTION

- **A modest user of e-commerce**

Figure 26: Development of construction e-commerce sales, 2015-19

- **EDI and web sales both in growth**

Figure 27: Segmentation of e-commerce sales in the construction sector, 2015-19, by channel

- **B2B leading the growth**

Figure 28: Segmentation of e-commerce sales in the construction sector, 2015-19, by end use market

- **The mismatch in importance**

Figure 29: Proportion of Turnover and proportion of companies active in E-commerce in the construction sector, 2018

SEGMENTATION: WHOLESALE

- **The largest e-commerce market**

Figure 30: Development of wholesale e-commerce sales, 2015-19

- **An equal split; website and EDI sales**

Figure 31: Segmentation of e-commerce sales in the wholesale sector, 2015-19, by channel

- **Still predominantly a B2B market**

Figure 32: Segmentation of e-commerce sales in the wholesale sector, 2015-19, by end use market

- **Still major potential**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 33: Proportion of Turnover and proportion of companies active in E-commerce in the wholesale sector, 2018

SEGMENTATION: RETAIL

- Strong growth continues**

Figure 34: Development of retail e-commerce sales, 2015-19

- Website sales dominate**

Figure 35: Segmentation of e-commerce sales in the retail sector, 2015-19, by channel

- Mainly, but not totally, targeting consumers**

Figure 36: Segmentation of e-commerce sales in the retail sector, 2015-19, by end use market

- Still further potential**

Figure 37: Proportion of Turnover and proportion of companies active in E-commerce in the retail sector, 2018

SEGMENTATION: TRANSPORT AND STORAGE

- A strongly penetrated sector**

Figure 38: Development of transport and storage e-commerce sales, 2015-19

- EDI slowly growing in importance**

Figure 39: Segmentation of e-commerce sales in the transport and storage sector, 2015-19, by channel

- B2B more important than B2C**

Figure 40: Segmentation of e-commerce sales in the transport and storage sector, 2015-19, by end use market

SEGMENTATION: ACCOMMODATION AND FOOD SERVICES

- Growth increases in 2019**

Figure 41: Development of accommodation and food services e-commerce sales, 2015-19

- Strongly geared to website sales**

Figure 42: Segmentation of e-commerce sales in the accommodation and food services sector, 2015-19, by channel

- Growth of B2C market**

Figure 43: Segmentation of e-commerce sales in the accommodation and food services sector, 2015-19, by end use market

- Major differences between sectors**

Figure 44: Proportion of Turnover and proportion of companies active in E-commerce in the accommodation and food services sector, 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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SEGMENTATION: INFORMATION AND COMMUNICATIONS

- Strong growth continues**

Figure 45: Development of information and communications e-commerce sales, 2015-19

- Strong website sales activity**

Figure 46: Segmentation of e-commerce sales in the information and communications sector, 2015-19, by channel

- Strongest growth in B2C sector**

Figure 47: Segmentation of e-commerce sales in the information and communications sector, 2015-19, by end use market

- Still room for growth**

Figure 48: Proportion of Turnover and proportion of companies active in E-commerce in the information and communications sector, 2018

SEGMENTATION: OTHER SERVICES

- Slow growth**

Figure 49: Development of other services e-commerce sales, 2015-19

- Market led by website sales**

Figure 50: Segmentation of e-commerce sales in the other services sector, 2015-19, by channel

- B2C and B2B both major markets**

Figure 51: Segmentation of e-commerce sales in the other services sector, 2015-19, by end use market

MARKET FORECAST

- Significant further potential**

Figure 52: Forecast total e-commerce market, 2020-24

- Strong growth of both B2C and B2B**

Figure 53: Forecast development of B2C and B2B e-commerce, 2020-24

- EDI and website sales in the B2B sector**

Figure 54: Forecast segmentation of the B2B e-commerce market, 2020-24

THE IMPACT OF THE ECONOMY

- UK GDP flat in Q4**

Figure 55: UK GDP growth rate, 2012-19

- Covid-19 affecting markets around the world in 2020**

- Business investment and confidence suffering from uncertainty**

Figure 56: UK business investment, £ million, Q1 2015 – Q3 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 57: UK ICT investment, £ million, Q1 2015 – Q3 2019

Figure 58: ICAEW UK National Business Confidence™ index, Q1 2014 – Q1 2020

MARKET TRENDS

- **The influence of B2C on B2B e-commerce**
- **Environmental issues gaining importance**
- **The voice-enabled evolution**
- **AI and ML continued development and impact**
- **Online marketplaces**
- **Speed of order fulfilment**
- **Immersive e-commerce**

MARKET DRIVERS

- **Continued internet growth**

Figure 59: Worldwide internet usage, by region, 2000-19 (million)

Figure 60: Proportion of UK businesses with internet access, by size of company, 2018

Figure 61: Proportion of employees using computers and the internet for their business, by size of company, 2018

Figure 62: Breakdown of employees with work internet access, by size of company, 2018 (million)

Figure 63: Proportion of employees provided with a 3G portable device for accessing the internet for their business, by size of company, 2018

- **Website use by companies**

Figure 64: Proportion of UK businesses with websites, by size of business, 2018

Figure 65: Proportion of companies with various capabilities on their websites, by size of business, 2018

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Marketplaces open the market to all**
- **More and more companies getting involved**
- **Size matters**

INDUSTRY STRUCTURE

- **The role of marketplaces**

Figure 66: Sales development of world top e-commerce marketplaces, 2018 (number)

- **The remainder of the industry**

Figure 67: Development of the dedicated retail sales via mail order or internet, 2015-19

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Strong potential for growth**

Figure 68: Proportion of companies making e-commerce sales, by channel, 2009-18

- **E-commerce sales vary by company size**

Figure 69: Proportion of companies gaining e-commerce sales by size of company, 2017 and 2018

Figure 70: E-commerce sales by size of company and channel, 2018

COMPETITIVE STRATEGIES

- **Introduction**
- **E-commerce plus**
- **Internationalisation**

Figure 71: Geographic breakdown of Electrocomponents sales 2019 (£ million)

- **Transforming catalogue sales**
- **The multi-channel approach**

COMPANY PROFILES

- **Alibaba Group Holdings**
- **Activity**
- **Performance**

Figure 72: Turnover summary of Alibaba Group Holdings, 2015-19

Figure 73: Revenue segmentation of Alibaba Group Holdings, 2019 (US\$ million)

- **Strategy**
- **Amazon**
- **Activity**
- **Performance**

Figure 74: Financial performance of Amazon, 2014-18 (\$ million)

Figure 75: Net sales of Amazon in the UK, 2014-18

- **Strategy**
- **Electrocomponents**
- **Activity**
- **Performance**

Figure 76: Financial performance of Electrocomponents, 2015-19 (£ Million)

- **Strategy**
- **Office Depot International**
- **Activity**
- **Performance**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 77: Financial performance of Office Depot International (UK), 2014-18 (£ million)

- **Strategy**
- **Orbital Fasteners**
- **Activity**
- **Performance**

Figure 78: Financial performance of Orbital Fasteners Holdings, 2014-18 (£ million)

- **Strategy**
- **Screwfix Direct**
- **Activity**
- **Performance**

Figure 79: Financial performance of Screwfix Direct, 2015-19 (£ million)

- **Strategy**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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