

## B2B E-Commerce - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“While media attention is drawn to the disruption caused by the dynamic growth of the B2C market, the B2B e-commerce market is almost two and a half times the size of the B2C sector. Despite strong market growth it remains under-developed. Nonetheless, companies of all sizes are far more likely to use the internet for purchasing than selling.”

– Terry Leggett, Senior Analyst

This report looks at the following areas:

- E-commerce is more than just having a website
- E-commerce still underdeveloped, particularly by SMEs
- Paid internet advertising – A key component

E-commerce is a route to market for both consumer and B2B products and services. The focus of media attention tends to centre on the B2C sector, and the disruption caused in the retail sector in particular, but the B2B market is almost two and a half times larger than the B2C sector. However, in the B2B market there are two distinct activities, with 67% of the B2B e-commerce market accounted for by Electronic Data Integration (EDI), a well-established sector. If only website e-commerce is considered, the B2C market is larger than the B2B market. The comparative position of the two sectors is changing, with the website sector of the entire e-commerce market currently most buoyant.

The overall growth of e-commerce was strong in 2018 - above the overall growth of the UK economy - but the sector remains under-developed.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Activity

Performance

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