

## B2B E-Commerce - UK - March 2020

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“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

This report looks at the following areas:

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

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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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