

# B2B payments providers must meet complex and sometimes conflicting priorities for SMBs

Article

**B2B is the largest segment of overall US payment volume, holding roughly five times that of consumer payments.** It has been slower to digitize than the consumer sector, but finally

passed the tipping point during the pandemic. Even now, almost a third of the market is up for grabs.

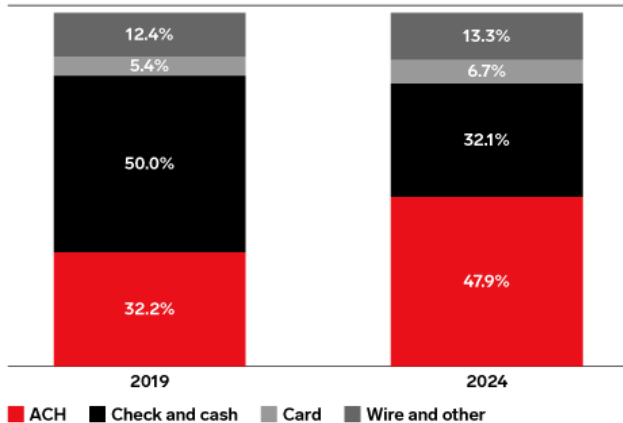
**The real growth opportunity lies within small and medium-sized businesses (SMBs).** They make up almost half (44.9%) of B2B payment transaction value and have dragged their feet on digitization relative to larger firms given more limited resources. Providers can capture their payments volume by helping SMBs digitize.

**To win over SMBs, providers must address two ongoing tensions in the B2B payments process:**

- **Balancing speed, convenience, and costs.** Buyers want to defer payments and use the most convenient payment method. But suppliers want to receive funds quickly and minimize the cost of payment acceptance.
- **Navigating complex accounts payable (AP) and accounts receivable (AR) processes.** These laborious and time-consuming processes need to be automated. But first, businesses must transition to digital payments.

#### US B2B Payment Transaction Value Share, by Transaction Method, 2019 & 2024

% of total



Note: payment transaction value for products or services from one business to another; includes payments for goods and services made via cash, check, ACH, card, wire, and other methods; net of taxes, cash advances, chargebacks, and balance transfers  
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# US B2B Payments Forecast 2024

