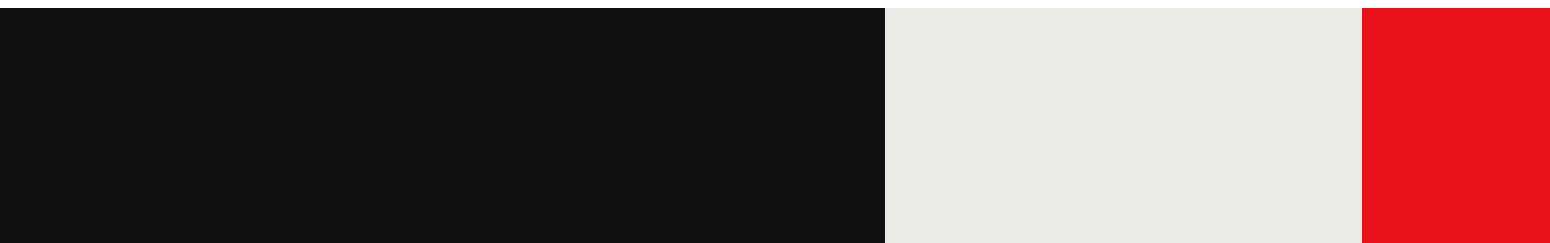



# B2B ecommerce site sales will gain ground over the next four years

Article

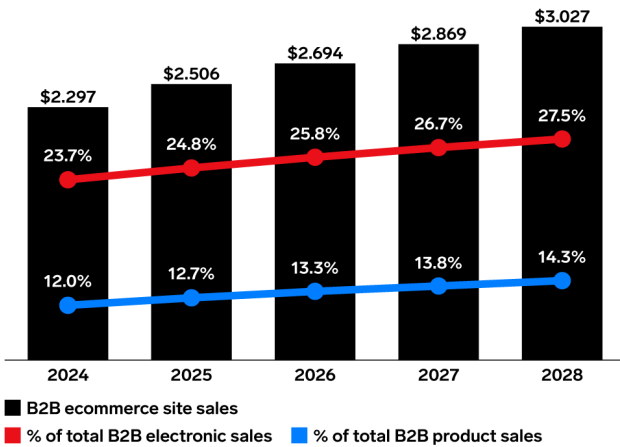


B2B ecommerce site sales increased 10.5% YoY in 2024, reaching \$2.297 trillion. After a pandemic-era peak of 17.6% YoY in 2020, annual growth rates continue to moderate but remain strong. Ecommerce site sales will grow an average 7.8% YoY from 2024 through 2028, reaching \$3.027 trillion by 2028.

- **B2B ecommerce takes a bigger share.** By 2028, B2B ecommerce will account for 27.5% of electronic sales and 14.3% of total B2B product sales. This is up from 23.7% and 12.0%, respectively, in 2024. Growth is driven by trends in buyer behavior, the convenience of third-party marketplaces, and AI tools offering personalized digital experiences that enhance customer engagement and streamline the procurement process.

**Ecommerce Sites Will Take a Larger Share of the US B2B Electronic Sales Market**

trillions in US B2B ecommerce site sales, % of total B2B electronic sales, and % of total B2B product sales, 2024-2028



Note: the sale of physical products from one business to another that occurs over the internet via an ecommerce site; includes sales directly from a supplier website or indirectly through third-party online stores like marketplaces; includes online orders placed via any device, regardless of the method of payment or fulfillment  
 Source: EMARKETER Forecast, Jan 2025

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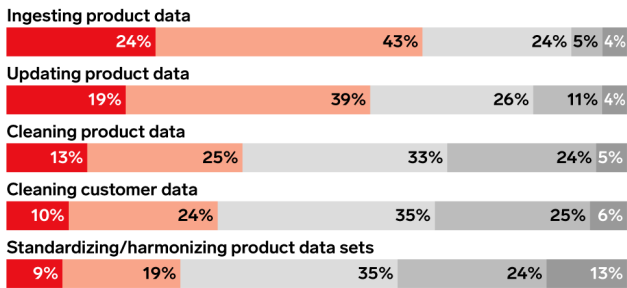


- **Data accuracy is critical for advanced ecommerce capabilities.** A 2024 Forrester Consulting survey found that despite the momentum of ecommerce in B2B, data management is not optimized or automated. Inconsistent, incomplete, and unstructured data stalls efforts to meet buyers' expectations for personalized, seamless experiences. Without addressing these gaps, even the best ecommerce platforms can't deliver the reliable product discovery and tailored journeys that today's B2B buyers demand.

## Few B2B Decision-Makers Have Optimized Their Ecommerce Platform Data

% of B2B decision-makers worldwide, Jan 2024

Q: How does your organization manage customer and product data for its ecommerce platform in the following ways?



- Optimized/only exceptions are done manually
- Automated/low manual effort (still not optimized)
- Moderate automation/moderate manual effort
- Low automation/high manual effort
- Very low automation/very high manual effort

Note: n=413; numbers may not add up to 100% due to rounding  
 Source: Forrester Consulting, "2024 State Of B2B Ecommerce Report" commissioned by Zoovu, Feb 14, 2024

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Read the full report, [US B2B Ecommerce Forecast 2024](#).

Report by Kelsey Voss Feb 19, 2025

## US B2B Ecommerce Forecast 2024



