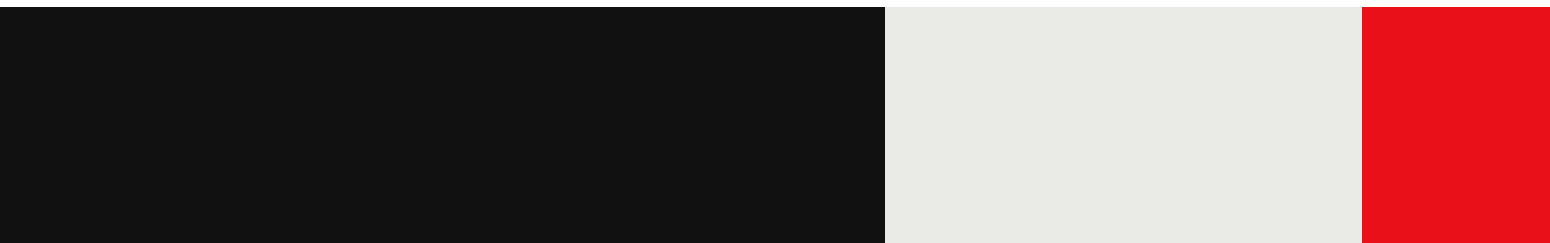



B2B ecommerce in the US: A trillion-dollar market that is still small by comparison

Article



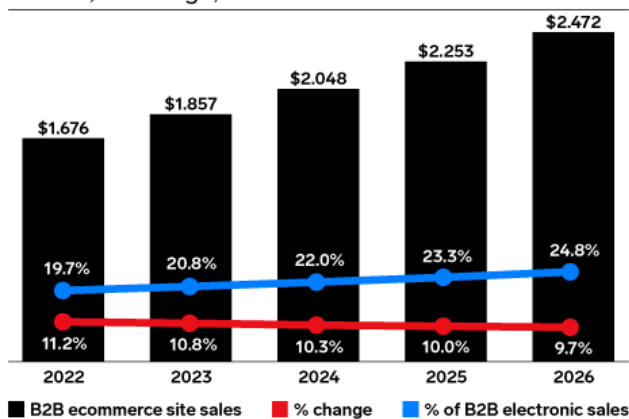
US B2B ecommerce sales will grow by a healthy 11.2% this year, reaching \$1.676 trillion. Although macroeconomic conditions remain challenging, we expect B2B ecommerce sales to

outperform the overall B2B market. That said, B2B ecommerce still plays a limited role in B2B transactions, and the room for growth is enormous.

Total B2B product sales will amount to an eye-watering \$16.273 trillion in the US this year. To put that in context, the GDP of the entire US economy was \$24.882 trillion as of Q2 2022, per the Bureau of Economic Analysis (BEA). Given that scale, ecommerce's relatively small share of B2B product sales still adds up to a huge figure.

US B2B Ecommerce Site Sales, 2022-2026

trillions, % change, and % of B2B electronic sales



Note: B2B product sales are the sale of physical products from one business to another, including sales from manufacturers, wholesalers, distributors, and retailers to other businesses; B2B electronic sales are the electronic sale of physical products from one business to another that occurs over the internet via an electronic data interchange (EDI), web-based ecommerce sites, or other online systems; B2B ecommerce sales are the sale of physical products from one business to another that occurs over the internet via an ecommerce site, including 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, Aug 2022

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eMarketer | InsiderIntelligence.com

Ecommerce will make up only 10.3% of B2B product sales this year, but it'll account for a much larger portion of B2B electronic sales. B2B has become increasingly digitized over the past few decades, and recently, the ecommerce portion of this digitization has been growing more quickly than the portion of sales conducted via e-procurement and EDI.

B2B product sales growth is rapidly decelerating along with the rest of the US economy, but B2B ecommerce growth will remain robust. Last year, all of our B2B sales metrics grew by double digits, largely because of the overall B2B rebound from 2020's pandemic-driven nadir. This year, however, only ecommerce will grow at a strong clip.

[Read the full report.](#)

Report by Ethan Cramer-Flood Oct 18, 2022

US B2B Ecommerce Forecast 2022–2026

