

Failure to Offer Delivery Is the Top Reason US B2B Buyers Switched Suppliers amid the Pandemic

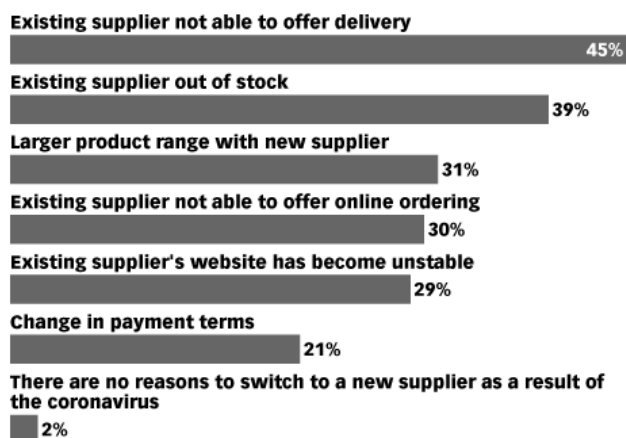
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Shelagh Dolan

Business and marketing plans conceived earlier in the year seem to be no longer suitable in a COVID-19 world.

Reasons US B2B Buyers Switched to New Suppliers as a Result of the Coronavirus, April 2020

% of respondents



Note: ages 20+

Source: Wunderman Thompson, "The B2B Future Shopper Report," June 30, 2020

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Per June 2020 research from Wunderman Thompson, 45% of US B2B buyers switched to a new supplier because their existing supplier was not able to offer delivery amid the pandemic.

Unexpected surges in demand, stock shortages and restocking delays also heavily affected the B2B industry. Nearly 40% of B2B buyers switched suppliers because an existing supplier ran out of stock, and 31% switched because they found a new supplier with a larger product range.

Read more:

- [COVID-19's Impact on the B2B Industry](#)
- [COVID-19's impact on the worldwide retail market will be worse than the 2009 financial crisis](#)
- [Half of Worldwide CEOs Have Seen Diminished Demand for Their Products and Services](#)

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