



**Euromonitor
International**

Key B2B Market Trends in 2024 and Beyond

May 2024

Table of Contents

INTRODUCTION

Scope

Key findings

B2B IN THE SPOTLIGHT

As consumer demand cools, B2B markets offer new growth opportunities

Mapping the global B2B market for consumer goods

Food: Both developed and emerging markets to drive growth in B2B channel

Computers and mobile phones boosted by services sector growth, cybersecurity and AI

Furniture: China and the US offer most growth opportunities

UNLOCKING ASIA

Asia to lead global B2B growth over 2024-2027

Focus on Asia: 30% of global future growth

Unlocking country and industry specific opportunities in Asia

Which B2B channels to target in Asia Pacific?

Case study: IKEA offers B2B product line in India

IMPROVING ECOSYSTEM

B2B marketplace becoming easier to navigate

Case study: Visa B2B Connect – simplifying cross-border B2B payments

Case study: Kraft Heinz uses B2B sales platform to reach more customers

Case study: Samsung offers e-commerce solutions for B2B customers

PERSONALISED B2B: ASK AI

AI tools promise to personalise the B2B marketplace

E-commerce platforms and AI tools to ease transition to B2B sales channels

B2B marketing: Efficiency and personalisation enabled by generative AI

Case study: Coca-Cola uses Gen AI to improve personalisation on its eB2B platform

CONCLUSION

Key takeaways

B2B marketplace: How to win

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/key-b2b-market-trends-in-2024-and-beyond/report.