

10 SURPRISING ECOMMERCE FACTS YOU WON'T BELIEVE!

ORDER PLACED

\$12 TRILLION IS THE PREDICTED VALUE OF B2B ECOMMERCE SALES WORLDWIDE BY 2020

ECommerce for manufacturing companies is on the rise thanks to the general growth of eCommerce, which is expected to grow rapidly through 2018.

63% OF MANUFACTURERS AND DISTRIBUTORS BELIEVE B2B ECOMMERCE IS A PRIORITY

The movement towards eCommerce is changing how manufacturers do business, moving the focus away from products and channels to a renewed focus on customer needs and preferences.

87 OF THE TOP 100 GLOBAL ECOMMERCE EXPONENTS ARE MANUFACTURERS

One of the key attractions of website eCommerce is that sales potentially have no geographic boundaries, which is particularly appealing to small businesses and startups.

75% OF ECOMMERCE BUSINESSES USE FOUR TYPES OF PROGRAMS TO SELL ONLINE

ECommerce for manufacturing is becoming increasingly omnichannel; unifying online stores and their bricks and mortar equivalents.

45% OF MANUFACTURERS SAW MORE FREQUENT ORDERS AS A RESULT OF USING ECOMMERCE

ECommerce-based transactions from the manufacturing sector have grown exponentially, leading to self-sufficient platforms for providing and delivering information to potential buyers.

34% OF MANUFACTURERS SAW AN INCREASE IN AVERAGE ORDER VALUE WHEN USING ECOMMERCE

Changes in how orders are placed has increased both order frequency and order value. There has also been strong adoption in mobile commerce in manufacturing and distribution.

50% OF MANUFACTURERS SAW AN INCREASE IN PRODUCT DISCOVERY USING ECOMMERCE

Adding a B2B web store to traditional sales channels is helping manufacturers to inform their customers about their complete assortment of products and services.

34% OF ALL SALES PROFESSIONALS ARE NOW 'TECH-SAVVY' MILLENNIALS

Manufacturers that primarily serve clients through traditional phone, fax, or email methods risk losing the loyalty of 'digital native' customers.

79% OF MANUFACTURERS SAY THAT ECOMMERCE IS A RESPONSE TO CUSTOMER DEMAND

An increasing number of manufacturing companies see the benefits of adding a web store to their existing channels. Though many are yet to make that leap into eCommerce.

73% OF GLOBAL TRAFFIC TO B2B COMPANY SITES COMES FROM SEARCH ENGINES

Many customers will not bother to venture beyond page one of Google, which emphasises the need for effective SEO and paid search strategies to ensure the search visibility of eCommerce platforms.

ORDER RECEIVED

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