

A man and a woman are smiling and looking at a laptop screen in an office setting. The woman is on the left, wearing glasses and a striped shirt. The man is on the right, wearing a white shirt. A large blue diagonal graphic is on the right side of the image.

DynamicWeb®

Winning in the Digital Marketplace: **Key B2B eCommerce Trends for 2025**

A report into how B2B is using eCommerce to operate more efficiently, diversify and grow

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Introduction

Across the B2B sector, eCommerce storefronts are becoming more and more prevalent. That's perhaps no surprise, given how integral devices are in our lives today, whether at work or at home. But the drivers for this increased adoption aren't always those you might expect.

Customer demand is, of course, a major factor in firms' eCommerce decisions. B2B purchases may be more complex than B2C, but buyers increasingly expect the option to self-serve and pay online, with a process built around their personal preferences.

Our survey of more than 400 B2B professionals in the US and Europe confirms the fact that customer expectations, in terms of the online experience, payment options, quoting, reordering and more, partly explain why organizations are prioritizing eCommerce portals.

85%

of organizations now offer
eCommerce portals.

But the impetus is also coming from inside the organization. Leaders recognize that eCommerce storefronts and product information management (PIM) systems are central to more efficient and profitable ways of working.

These platforms open up more revenue channels: including online marketplaces, and direct-to-consumer models, which emerge as notable trends in this year's report. And these platforms facilitate consistency across sales and marketing activities, to improve the customer experience and reduce delays, waste, and costly errors.

The question is no longer whether B2B firms will adopt eCommerce, but how soon and how well they can harness the technology to generate more efficient, cost-effective growth.

What do we mean by eCommerce in a B2B context?

Traditionally, eCommerce in B2B often referred to self-service tools, sometimes known as customer or dealer portals. However, since the technology has become more widely adopted, and user experience more closely mirrors business-to-consumer (B2C) or direct-to-consumer (D2C) online shops, eCommerce within B2B now encompasses a wide range of applications and processes; from simple self-serve tools to end-to-end, personalized purchase journeys.

Methodology

This research was conducted among 400 B2B companies in the US, UK, Germany, Netherlands, Denmark, Norway and Sweden, with more than 20 employees and revenues above \$20 million.



Key findings



The interviews were conducted online by Sapio Research in March 2025 using an email invitation and an online survey.

More than 85% of B2B firms now offer eCommerce

B2B companies without eCommerce portals are very much in the minority. **Last year over two-thirds (68%) had an eCommerce storefront or online ordering portal; this year that number has grown again to 85%.**

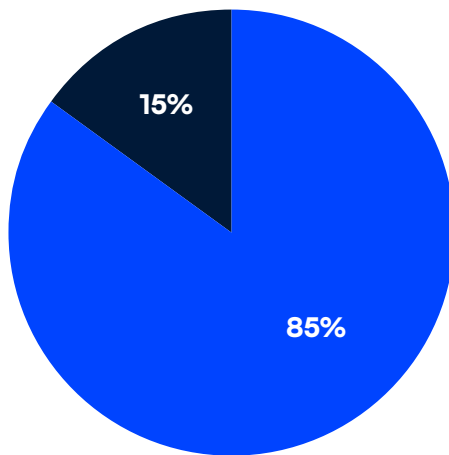
Over a third (34%) of those who don't yet have an online storefront plan to introduce one within two years.

Q.

Do you currently provide your customers with an eCommerce storefront or online ordering portal?

■ Yes

■ No



Over half

(53%)

of B2B revenue comes from
online orders



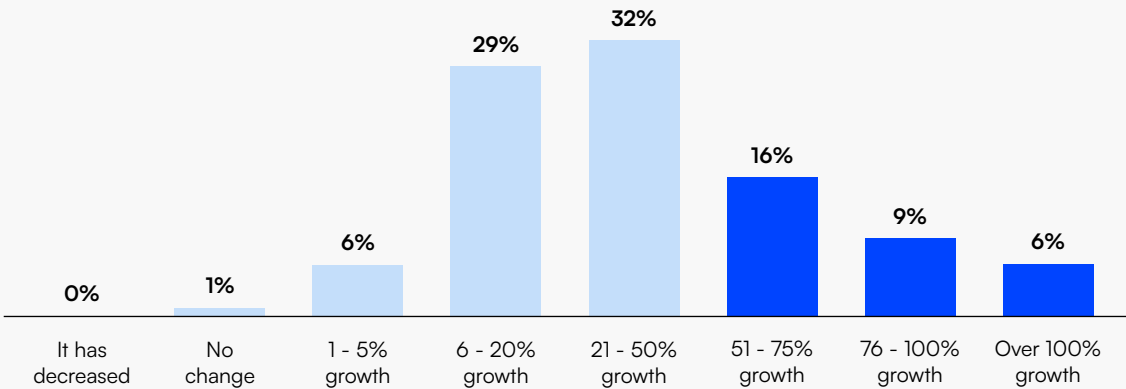
eCommerce revenues are increasing for B2B

The widespread uptake of eCommerce among B2B firms is easy to explain when we look at revenue trends. **Since implementing an online portal or storefront, firms have seen, on average, a 41% increase in sales revenue.**

Around a third (31%) of respondents reported that their revenue had increased by more than 50%.

Q.

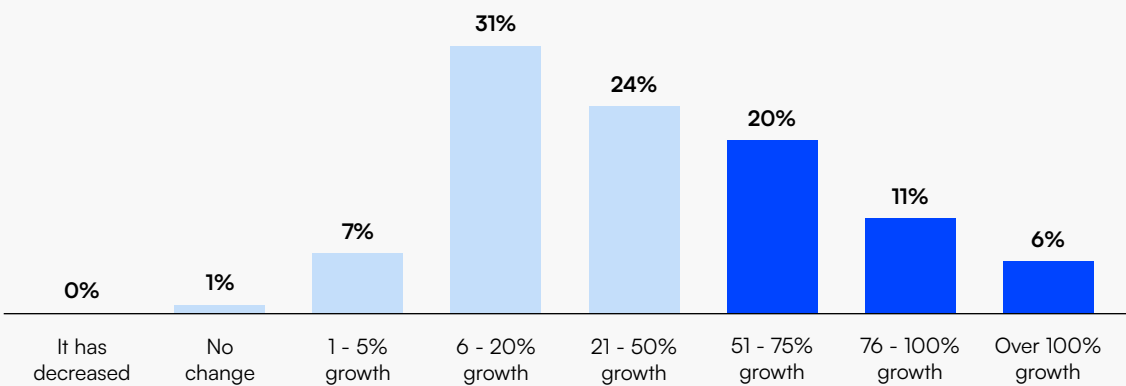
How does last year's sales revenue compare to the year before you implemented eCommerce?



It's a trend that shows no sign of slowing. On average, **businesses using eCommerce expect their revenues to grow by 42% over the coming year.** More than a third (37%) of respondents predicted growth of over 50%.

Q.

What is this year's revenue growth expectation?

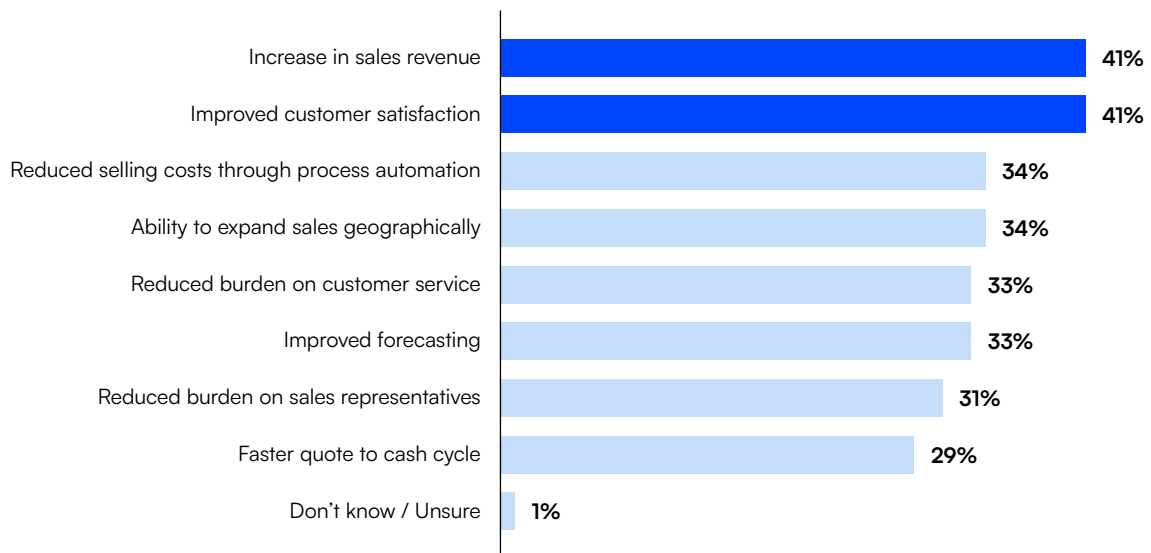


Sales and customer satisfaction top benefits list

We've seen already how eCommerce is positively impacting sales revenue, so it's no surprise to find it top of the list of benefits cited by our respondents. However, **another positive self-service outcome is improved customer satisfaction (41%)**, sitting alongside revenue growth in the top spot.

In addition to the direct impact on the customer experience, one-third (33%) say eCommerce reduces the burden on customer service — making it easier for these teams to deliver better outcomes.

Q. What have been the main benefits of B2B eCommerce/self-service for your business?



More firms adopting the Direct-to-Consumer model

Manufacturers are increasingly embracing the benefits of D2C (direct-to-consumer) selling.



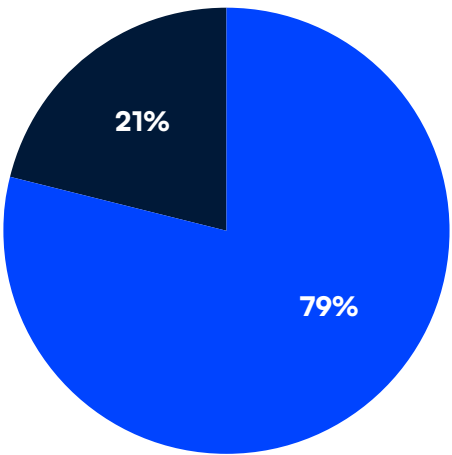
More than three-quarters
of respondents

(79%)

say they sell direct — this is an
increase of 13% since last year.

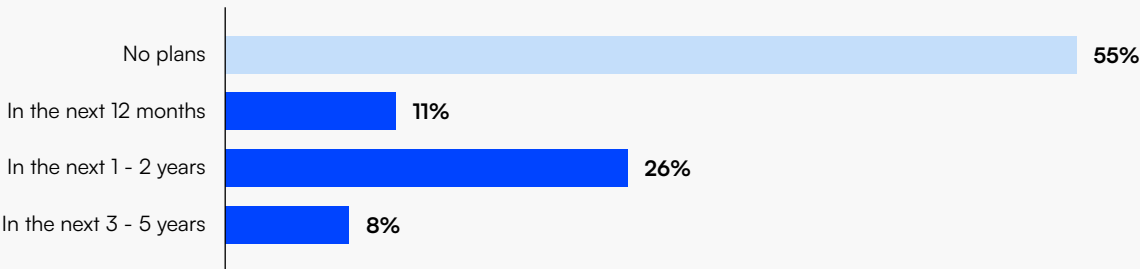
Q. Do you sell Direct-to-Consumer (D2C)?

- Yes
- No



Of those not currently selling D2C, nearly half (45%) plan to do so in the future, up from 22% last year.

Q. Do you have plans to start selling D2C in the future?



Integration and customization issues hamper some eCommerce rollouts

Despite the proliferation of B2B eCommerce portals, and the benefits accruing from them, some organizations find adoption challenging.

Q. What top challenges have you encountered during the implementing of B2B eCommerce / ordering portal?

Top 3 challenges when implementing B2B eCommerce

#1

Integrating data and inventory with the ERP or CRM

3# (Joint)

Ability to tailor the system to customer requirements

3# (Joint)

Ability to scale in response to more orders, SKUs, API calls, or traffic

When we look at the self-service features which are most important to customers, we see why data integration and customization are crucial. After placing orders, interactions which rely on easy access to personalized information top the list: viewing order history, online quoting and looking up products and specs.

Q. Which of the following eCommerce / self-service features are important for your customers?

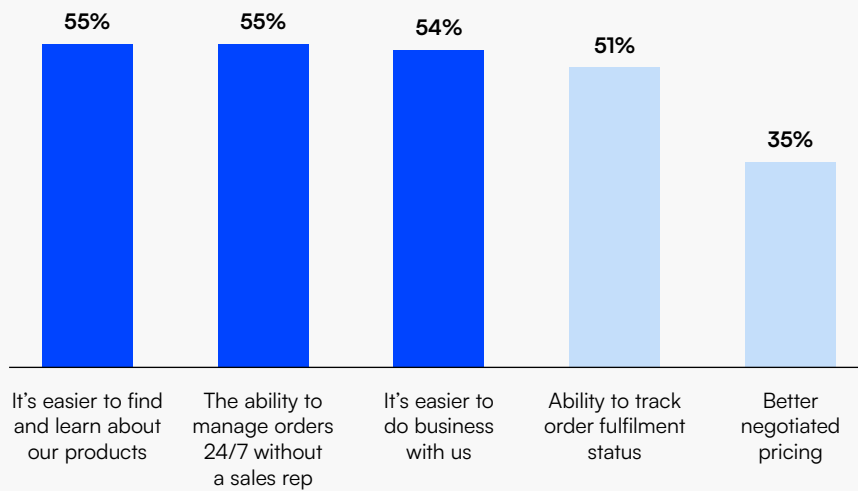
1	Placing orders and reordering	41%
2	Viewing order history and receipts	40%
3	Online quoting	38%
4	Looking up products or parts and specifications	35%
5	Customer support	34%
6	Pay open invoices	32%
7	Accessing product information and digital assets for resale	32%
8	AI-powered search and recommendations	31%
9	Managing addresses, users, and payment methods	31%
10	Customer-specific pricing	30%
11	Product configuration	28%
12	Loyalty programs and promotions	27%
13	Warranty claims	26%
14	ACH payment method	24%
15	Return Merchandise Authorizations	23%

As more and more manufacturers adopt eCommerce, the ability to generate online quotes has become more important over the past year, jumping from 7th to 3rd place on the list.

Customers value autonomy and ease of ordering

When it comes to the top three benefits for the user, eCommerce offers an easier way to research products (#1), manage orders around the clock without speaking to a sales rep (#2) — and overall ease of doing business (#3).

Q. You said that you have an eCommerce or self-service portal, what are the benefits you hear most from your customers?

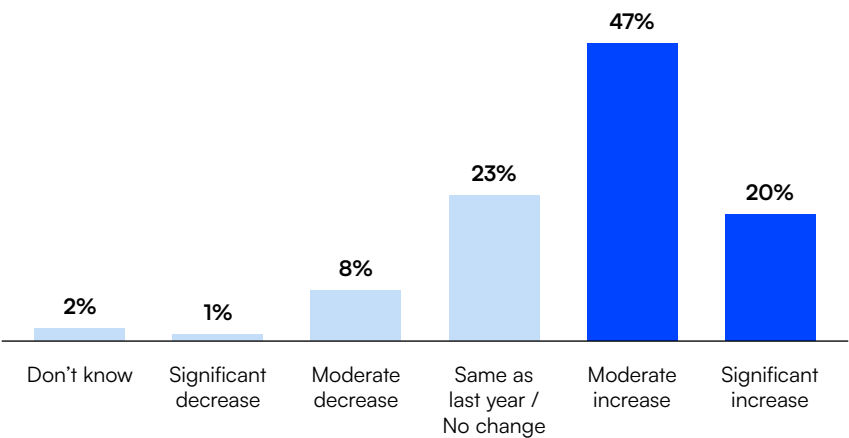


Firms invest in customer experience and efficiency

On average, **two-thirds (66%)** of firms are increasing their investment in customer portals — with one-fifth making a ‘significant’ increase.

Q.

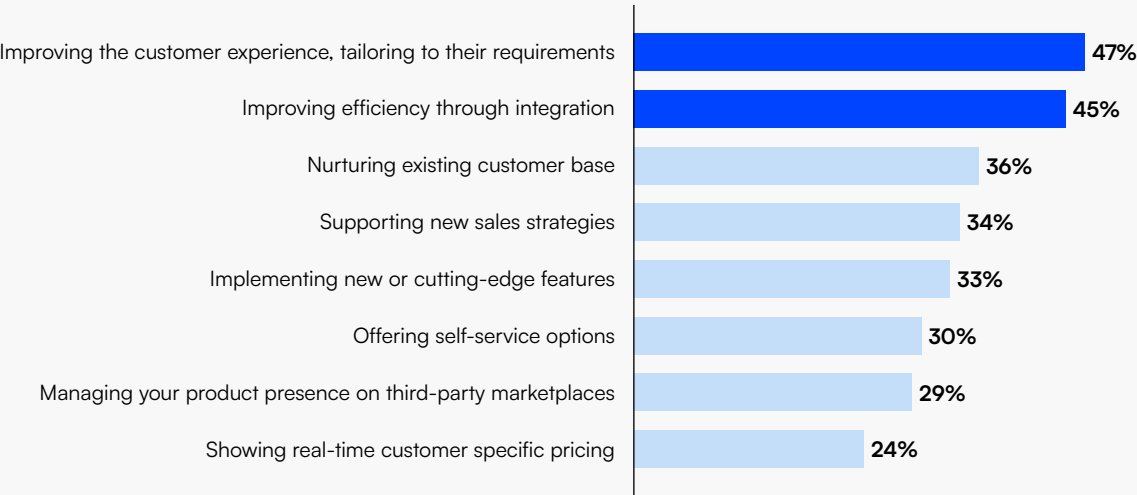
What are your customer portal investment plans in the coming year?



These investments are primarily aimed at making the customer experience better, as well as improving efficiency through integrating portals with other systems and data — themes which recur elsewhere in this report.

Q.

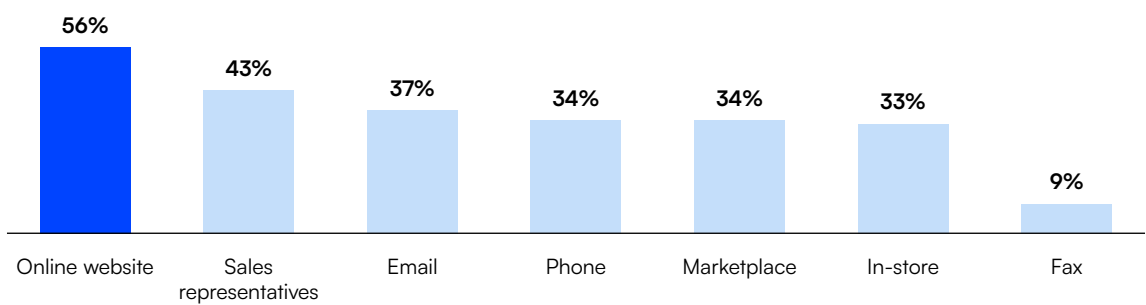
What are your main reasons behind your future customer portal investment plans?



Website is top channel, but marketplace adoption grows

B2B organizations who use eCommerce say their own site is the #1 channel customers use to order — more than via sales reps, email or over the phone.

Q. Through which channels do you receive sales orders most often?

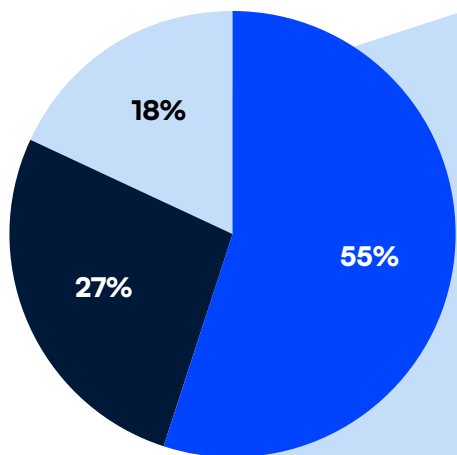


However, more than a third (34%) say that orders are coming in most often through marketplaces — up 11% from last year.

Overall, more than half (55%) sell via online marketplaces such as Amazon, eBay, or sector-specific sites — a 49% increase from last year. A further 27% plan to sell via marketplaces in future.

Q. Do you sell on online marketplaces such as Amazon, eBay, or an industry specific marketplace?

- Yes
- No, but we intend to do it in the future
- No, and we have no plans to do this in the future



43%

sales growth is predicted over the next 12 months by those selling on marketplaces.

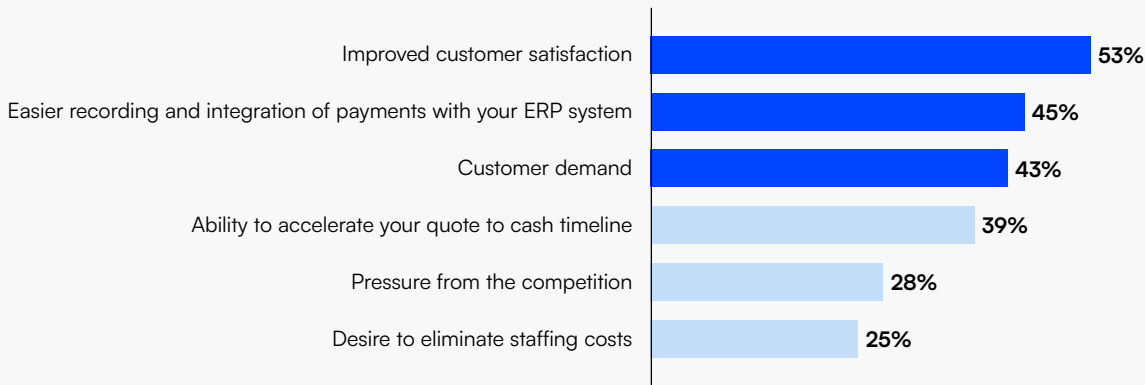
Firms offer online invoice management for better customer experience

The majority of firms (85%) offer customers the ability to manage and pay invoices online.

Once again in this report, we see B2B firms prioritizing customer experience and operational efficiency in order to generate sales and improve profitability. **Those who have invested in an online invoice management center have done so to improve customer satisfaction (53%) or in response to customer demand (43%), and to integrate payments with their ERP system (45%).**



Q. What were the main reasons why you invested in an Invoice Management Center for your customers?



What are invoice management portals?

Online invoice management centers offer the facility for B2B customers to pay by invoice as well as by credit cards or digital wallets. Customers can view their paid and unpaid invoices, track their credit usage, make payments and view their outstanding balance overall. Vendors benefit from fewer manual processes and less collections work for their AR (accounts receivable) department.

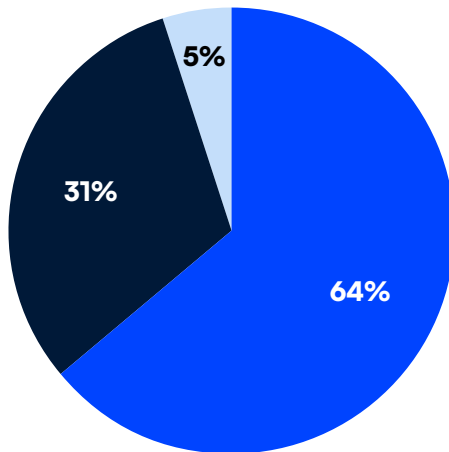
Increased adoption of PIMs boosts visibility and control

More than two-thirds (64%) of B2B organizations use a Product Information Management (PIM) system or product data enrichment solution to manage product information in a centralized repository.

Q.

Do you currently have a PIM or a product data enrichment solution to manage your product information in a centralized repository?

- Yes
- No
- Don't know



With sales revenue increasingly being generated online, and firms managing multiple channels including online marketplaces, control of product information (41%) and consistency of marketing data quality (37%) are the top driving forces in PIM adoption.

Q.

What were the main reasons why you invested in a PIM or product data management solution?

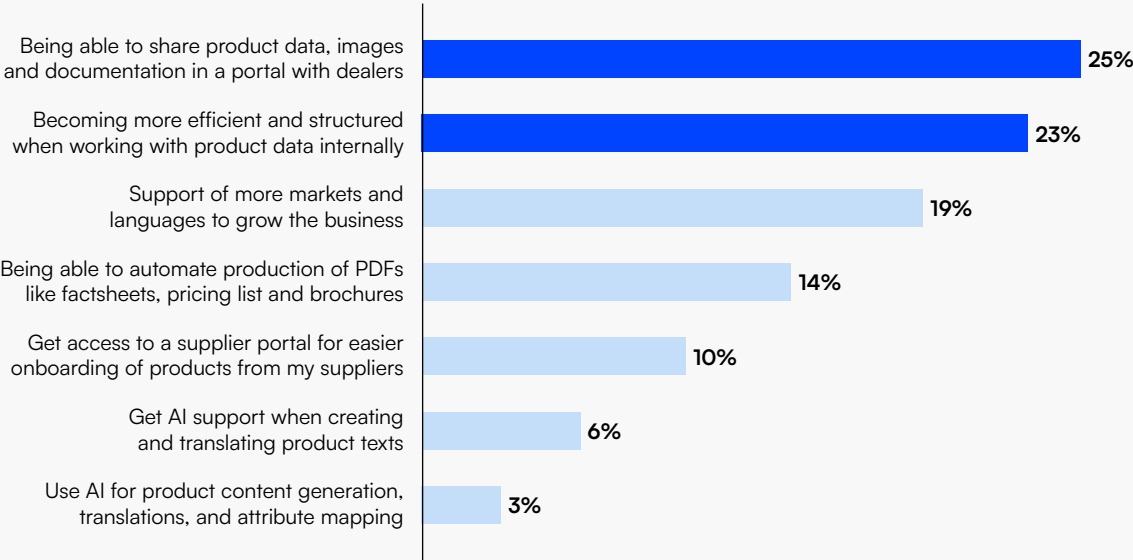
1	Getting complete visibility and control of product information	41%
2	Keeping consistent data quality across sales and marketing channels	37%
3	Managing product information centrally	36%
4	Quicker time to market with new products	32%
5	Being able to categorize and work with related products more easily	32%
6	Managing international expansion, languages, and legislation around your products	29%
7	Getting access to more sales channels	26%
8	The ERP isn't the right place for this data	16%

Over two-thirds plan to invest in PIM systems

The benefits of a centralized repository for product information are well understood across those B2B firms with eCommerce portals. **Two-thirds of those who don't yet have a PIM system are planning to invest in one.**

Firms expect to use the technology for better sharing of product data, images and documentation with dealers (#1) and increasing the efficiency of internal product data-related processes (#2).

Q. If you were to invest in a PIM system, which of the following things would be of most value to your company?



Personalization is no longer a nice-to-have

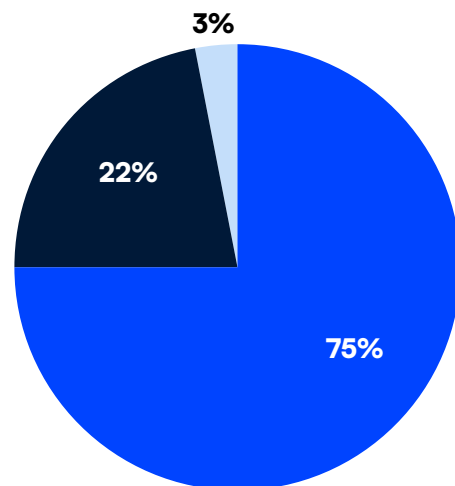
Three-quarters (75%) of firms offer a personalized shopping experience online, and of those who don't, 61% have personalization in their roadmap. The 8% of firms who don't provide customers with a tailored experience, and have no plans to do so, may find themselves struggling to compete in an environment where personalization is the norm.

“Business buyers now demand personalized interactions, expecting streamlined product discovery and context-aware recommendations. Role-based personalization, while addressing the collective needs of buying groups, will be crucial in B2B sales. Additionally, self-service capabilities can empower buyers and reduce friction in complex buying scenarios.”¹

IDC, 'The Main Trends Transforming B2B Digital Commerce in 2025 and Beyond'

Q. Do you currently offer a personalized shopping experience online?

- Yes
- No
- Don't know



1. <https://blogs.idc.com/2025/02/19/the-main-trends-transforming-b2b-digital-commerce-in-2025-and-beyond/>

Firms target AI for better product search and recommendations

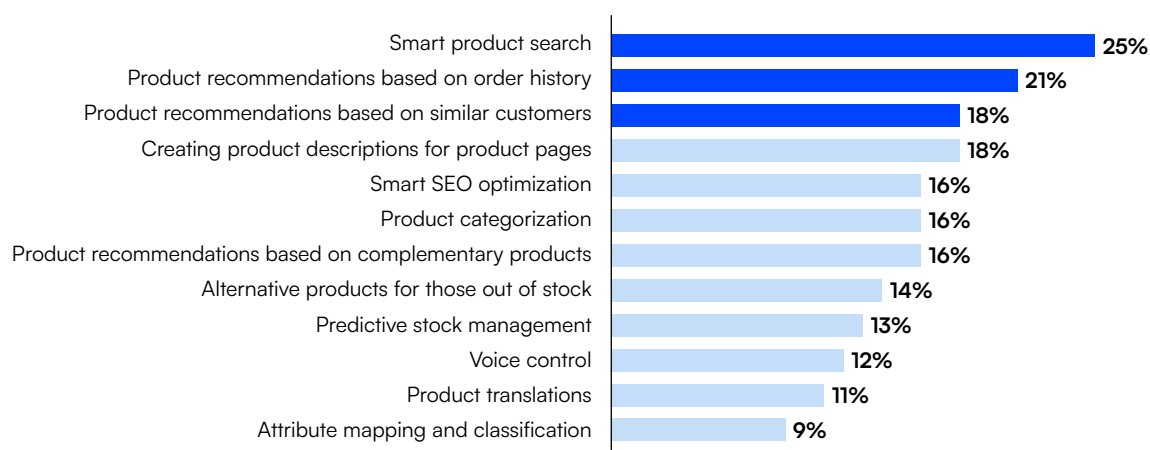
AI usage is increasing in eCommerce as in other areas of life. **63% of respondents are using AI to make intelligent product recommendations, answer customer queries or proactively serve customers.**

Of the one-third not using AI in this way on their eCommerce sites, 68% are planning to do so in future.

Firms feel AI could help customers buy more, in particular by making it easier to search for products (#1) and get recommendations based on previous orders (#2) or similar customers (#3).



If you were to deploy AI with a customer portal environment, what would the two primary use cases be?



The most common planned AI capability is the introduction of chatbots (42%), followed by AI-driven product recommendations (36%).



Which AI capabilities do you plan to introduce in the next 12-24 months?

1	AI-powered chat bots	42%
2	AI-driven product recommendations	36%
3	AI-driven personalized pricing	35%
4	AI-powered fraud detection	33%
5	Dynamic inventory management	27%
6	Automated product descriptions	27%
7	Customer churn prediction	20%
8	We don't plan in introducing any AI capabilities	7%

B2B eCommerce — where will it take you?

What are the key takeaways from this report, and how can you use the insights to improve your organization's performance?



#1

Customer satisfaction and internal efficiencies are interlinked

We saw a focus on improving both customer satisfaction and internal efficiency throughout this year's survey. Each is heavily dependent on the other. The fewer manual processes, errors and duplications of effort, the better the customer is served. The better the customer is served, the less company time is spent dealing with complaints and system fixes. An eCommerce platform designed for B2B facilitates improvements in both areas simultaneously.



#2

New channels need strong foundations

Online marketplaces — whether the big names or niche industry options — offer access to a wider audience and more deals. Similarly, the direct-to-consumer model, in relevant markets, can improve profit margins and allow firms to reach new customers. But to avoid exponentially more time and effort for your team, lay strong foundations first with the right eCommerce, content management (CMS), PIM system, and digital marketing tools.



#3

It's eCommerce — but it's still B2B

One size doesn't fit all when it comes to eCommerce platforms. For instance, your buyers might be researching and shopping like consumers, but they want to pay like a business. Choose an eCommerce suite that allows for invoice payments alongside credit card options, to make it easier for customers to choose you versus your competitors — and to order as often as they like.



#4

You can't afford not to personalize

When three-quarters of B2B organizations are offering their customers a personalized online shopping experience, you don't want to be among the minority who aren't. Selling in B2B is tough enough already: battling economic volatility, budget scrutiny, and status quo apathy. Any opportunity to make it easier for customers to buy from you should be embraced.

DynamicWeb®

DynamicWeb is a comprehensive Digital Experience Platform that integrates eCommerce, Content Management (CMS), Product Information Management (PIM) and Digital Marketing tools into a single platform. Our unified platform makes it easy for B2B and B2C sellers to scale faster and personalize, automate and enrich the eCommerce experience across sales and marketing channels.

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