

PRODUCTS THAT COUNT PRESENTS

Product Industries to Watch:

B2B TECH

B2B Tech is: electronic commerce and connections facilitating the exchange of products, data, goods, and services between businesses.

Key Trends in B2B Tech Products

Platform as a Service (PaaS)

The Platform as a Service (PaaS) market consists of sales from cloud-based platform services enabling customers to develop, run and manage applications over the internet.

$96 billion

Expected value of PaaS market by 2026, growing at a 13.9% CAGR

4 types of PaaS

- computing platforms
- web applications
- business applications
- social applications

Cybersecurity

$10.5 trillion

Expected annual cost of cybercrime globally by 2025

$345.4 billion

Expected value of cybersecurity market by 2026, growing at a 9.5% CAGR

65%

Share of B2B technology buyers who say data security and data privacy are top considerations when purchasing new tech

Low-Code and No-Code Platforms

75% Expected share of large organizations using low-code development platforms by 2024

90%

Potential reduction in application development time due to use of no-code and low-code platforms

100%

of enterprises have received ROI from low-code adoption

Ecommerce

18% Share of B2B business revenue coming directly from ecommerce

$20.9 trillion Expected value of global B2B ecommerce by 2027

17.5% Expected CAGR of global B2B ecommerce market through 2027

Omnichannel Interactions

Email | In-person | Procurement department | Mobile app

52% share of B2B buyers frustrated with a solely online buying experience

Supplier website | Video chat | Phone | E-procurement portal

72% of B2B companies selling via 7+ channels in 2021 gained market share

Text-based chat | Web search | E-procurement portal

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