



**Euromonitor  
International**

# Key B2B Market Trends in 2024 and Beyond

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## 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

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