

# Transition to E-Commerce: Industries Most Ready to Expand into Digital Trade

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Table of Contents

## INTRODUCTION

Scope

Key findings

## E-COMMERCE MARKET OVERVIEW

Asia Pacific to drive future e-commerce sales growth

B2B and retail industries drive e-commerce sales growth

COVID-19 accelerates technology enhancements and shift to digital trade

Companies invest in digital tools and e-commerce to shield from supply chain disruptions

Improved delivery and new payment methods to reshape digital trade

## E-COMMERCE INDEX

Factors impacting industry's readiness to expand into B2B e-commerce

Calculation of B2B e-commerce readiness score

Manufacturing sector is the most ready to expand into e-commerce

E-commerce index by category (1)

E-commerce index by category (2)

Strong investment demand and diverse client pool supports digital trade in machinery

Case study: Liebherr creates B2B e-commerce platform to simplify spare parts sales

Strong B2B demand supports construction sector, but digital trade remains challenging

Case study: Stockpile launches a procurement platform for construction in Sri Lanka

Hi-tech goods sector benefits from strong B2B demand and efficient logistics

Case study: HellermannTyton uses e-commerce platform to customise products

Innovation capabilities and B2B demand support digital trade in business services sector

Case study: Fobi AI launches digital marketing agency

Large investment demand supports B2B e-commerce in transport equipment industry

Case study: Bosch and Autozilla to simplify spare parts procurement in India

## BENEFITS FOR THE COMPANIES

Major benefits of B2B e-commerce for sellers and buyers

Suppliers enjoy lower operational costs, while competitive pricing allows savings for buyers

B2B e-commerce helps to boost revenues through a higher reach of new clients and markets

E-commerce increases efficiency, supply chain resilience and customer satisfaction

Analysis of e-commerce data provides new growth opportunities

Case study: Dunlop Protective Footwear employs Oro's B2B e-commerce solution

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