

# Pivotal Trends and Predictions in B2B Digital Commerce in 2025

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# What's inside

<b>Is 2025 the year of bold innovation in B2B digital commerce?</b>	3
<b>The state of B2B digital commerce</b>	4
<b>The extended B2B experience: Beyond the buyer</b>	8
<b>The future of B2B technology: Beyond composable</b>	16
Composable technology	17
Augmented AI	19
Online security	19
Data interoperability	21
<b>What's next for B2B commerce: Predictions for 2025</b>	23
1. The new BFFs: Extensibility takes automation to the next level	23
2. Generative, predictive and more: AI in B2B grows out of the buzzword bingo	25
3. All roads lead to omnichannel — B2B marketplaces included	26
4. The future of sales is hybrid and collaborative	27
5. Smart strategies for inventory and replenishment management surges	29
6. Digital maturity investments with composable will grow in enterprise-level organizations	30
The B2B trend cycle: Where do our predictions stand en route to maturity?	32
<b>7 actionable insights for today and tomorrow</b>	33
<b>commercetools: The leading platform for B2B</b>	34
<b>Continue exploring</b>	35
<b>About commercetools</b>	36

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# Is 2025 the year of bold innovation in B2B digital commerce?

Since last year's publication of this report, digital channels have become even more commonplace in B2B commerce. The proof: Organizations are boosting technology investments, with [83% of B2B leaders confirming that their firms](#) planned to spend more money on digital in 2024 than in 2023, aggressively investing in technologies that enable a better customer experience.

This data shows that the B2B sector is overwhelmingly ready to embrace digital after years of tight budgets due to economic uncertainty. Another reason for increased investment is that B2B practitioners are seeing how transformative digital technology is, as they're being exposed to these experiences from within the B2B ecosystem. Leading organizations are paving the way for truly sophisticated buyer experiences that translate into enhanced efficiency, improved experiences and increased revenues.

There's no denying that the digital maturity spectrum in B2B is wide, as an estimated [29% of B2B businesses](#) don't have eCommerce capabilities at all. While many are just beginning their digital transformation journey, the overall buyer experience is often still subpar. However, 2024 has shown promising progress — which we expect to evolve even further in 2025 — with more manufacturers, distributors and wholesalers stepping up to deliver the sophisticated experiences B2B buyers demand thanks to increased investments in technology.

The flipside of a higher technology investment comes with higher expectations to show ROI faster. Achieving this is no small feat, especially when businesses are increasingly confronted with buyer inertia. Sales cycles have become longer and more complex due to one of the most common problems with B2B companies: They simply lack brand differentiation.

While technology expands revenue-generating opportunities in eCommerce, creating a digital presence that highlights your company's expertise, trustworthiness and unique brand value to deliver outstanding purchasing experiences is what makes B2B outperformers stand out.

**What's on the horizon for 2025?** From small starts to bold innovation, more and more organizations across industries are leveraging modern technology to create advanced digital experiences that exceed buyer expectations — setting a high bar for the B2B sector as a whole.

This report showcases the power of bold innovation in B2B. With insightful stories of how B2B organizations leverage digital commerce, as well as trends and predictions from the experts at [commercetools](#), we invite you to explore the winning strategies of digital outperformers.

Here's to a 2025 of **BOLD** innovation for B2B commerce!



**Michael Scholz**  
VP Product and Customer Marketing  
[commercetools](#)

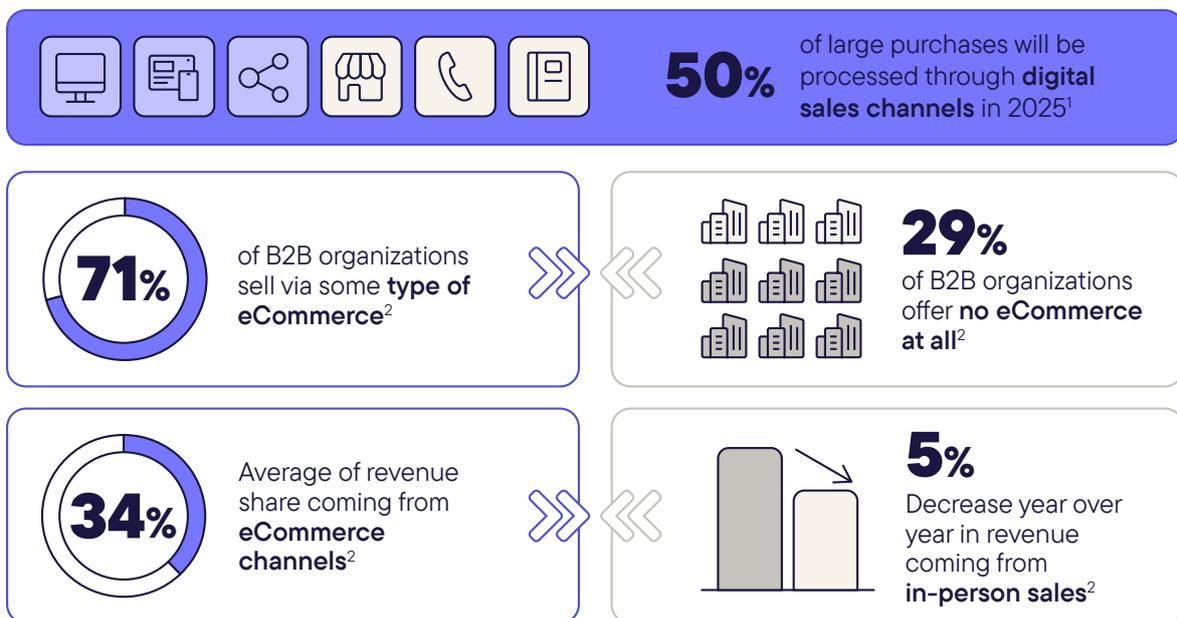


**Julia Rabkin**  
Senior B2B Product Expert  
[commercetools](#)

# The state of B2B digital commerce

Since the COVID-19 pandemic, digital commerce in B2B has taken root and begun to flourish. While a significant portion of the B2B market isn't fully digital yet — or digital at all — the essential role of eCommerce is now considered indispensable. According to [McKinsey's latest B2B Pulse survey](#), eCommerce has overtaken in-person sales as the leading revenue channel, with over 33% of revenue now coming from eCommerce in organizations that offer digital purchasing options. Notably, B2B buyers are now more comfortable placing orders of more than \$500,000 USD through remote and self-service channels.

## The state of digital commerce at a glance



Sources: <sup>1</sup>Forrester, <sup>2</sup>McKinsey

B2B digital commerce has rapidly accelerated in the last five years, but the spectrum of digital experiences is still very wide. While scores of organizations just have a website without transactional capabilities or even a digitized product catalog, many others are digitally mature organizations selling across multiple channels — and continuously investing in tools and processes to enable even more digital capabilities.

Evidently, the top driver of this digital fever is creating an exceptional buyer experience, especially surrounding omnichannel and self-serve journeys. Today, B2B customers use an average of 10.2 channels during their decision journey, a 2x increase from 2016, as consumer-grade expectations gain traction into B2B buying experiences.

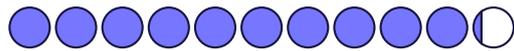
While revenue from in-person sales has declined, this channel remains essential in B2B commerce, oftentimes built on long-term personal relationships. Interest is growing in “seller-assisted digital commerce,” with hybrid and assisted selling expected to become key capabilities in 2025, especially for complex transactions.

## Is the B2B experience on the way to meeting buyer expectations?

### THE GOOD



of B2B buyers want a **true omnichannel experience**<sup>1</sup>



are now used by B2B buyers during their decision journey, a **2x increase** from 2016<sup>1</sup>



### THE BAD



of buyers had **positive experiences** across different aspects of the purchase journey in 2024<sup>2</sup>

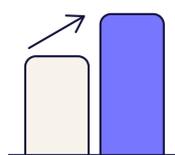


**two-thirds**

of buyers are expected to **seek new solutions** due to dissatisfaction<sup>3</sup>

## The takeaway

 **B2B businesses are ready to invest in buyer experiences**



is the **investment increase in eCommerce** reported by one-third of B2B manufacturers<sup>1</sup>



of B2B leaders are aggressively investing in technologies that enable a **better customer experience**<sup>4</sup>



of B2B leaders agreed their CEOs are "supportive" or "very supportive" of their **digital transformation efforts**<sup>4</sup>



of B2B firms planned to **spend more money on digital** in 2024 than they did in 2023<sup>4</sup>

Sources: <sup>1</sup>McKinsey, <sup>2</sup>Dentsu, <sup>3</sup>Forrester, <sup>4</sup>Master B2B

In 2024, technology investments soared compared to the constrained budgets of recent years, as B2B leaders recognized that their businesses' destinies are directly connected with the digital experiences they can offer to increasingly tech-savvy buyers. There's a caveat though: Investing in technology for the sake of technology isn't enough. What businesses need is technology to scale their business, that aligns with their strategy — and can demonstrate ROI at a faster pace.

Indeed, with maximizing ROI on top of every B2B practitioner's agenda, many organizations can't wait years to see returns of investment. The fact that the top digital business goal for 82% of manufacturers is increasing the share-of-wallet and revenue growth from existing customers indicates that companies need to continue balancing short-term wins with long-term gains.

# Technology investment soared – but are B2B organizations spending wisely?

## THE GOOD



## THE BAD



## The takeaway eCommerce technology investment pushes for immediate results



Sources: <sup>1</sup>Forrester and Zoovu, <sup>2</sup>Dentsu, <sup>3</sup>McKinsey, <sup>4</sup>Valtech and Copperberg, <sup>5</sup>Master B2B, <sup>6</sup>McKinsey

While organizations focus on accelerating their digital maturity to shape the buyer experience with existing customers as a priority, there's no denying that the path to revenue growth is to acquire new customers – including a sizeable investment in shopping events like Black Friday, even though it's still viewed as a “B2C” strategy.

For many B2B companies, however, overcoming buyer inertia is a significant problem. For instance, the average decision time to make a significant purchase increased by 29 days between 2023 and 2024, and the number of people involved in purchasing decisions remains multi-layered and complex.

One of the factors holding many businesses back is their lack of brand visibility and differentiation, which prevents buyers from seeing the value these potential suppliers can bring – and deciding in their favor.

## Is overcoming buyer inertia a top priority for B2B organizations?

### THE GOOD



#### The **#1** decision factors

for B2B buyers are **trust and expertise** amid an environment of uncertainty<sup>1</sup>



#### **9 weeks**

can be shaved off **decision times** by B2B brands by offering market-leading digital purchase experiences<sup>1</sup>



### THE BAD



#### **54 days**

is the **increase in average decision time** since 2021 (29 days increase between 2023 and 2024)<sup>1</sup>



of B2B buyers agree with the statement: Many of the brands I see at work have **very similar marketing and communications messages** – they all sound and act the same<sup>1</sup>

## The takeaway

 Branding has never mattered more in B2B



As buyers emphasize trust and expertise, B2B companies must strengthen their brand building muscles. [...] Experience shortens the sales cycle. Hybrid digital-physical journeys that sustain impact from minute one are critical to accelerate revenue.<sup>1</sup>

Sources: <sup>1</sup>Dentsu Superpowers Index 2024

As expertise and trustworthiness become key purchasing factors for B2B buyers, it's absolutely essential for organizations to invest in a digital presence that puts their expertise front and center, showcasing what they do best. This approach will help them retain existing customers while increasing revenue from new sales. At the same time, businesses that believe buyer inertia could work in their favor are in for an unpleasant surprise: **74% of B2B buyers** would switch suppliers if a competitor offered a better experience.

**Strengthening trust and expertise through digital is the way forward in 2025.** Increased technology investments to improve digital buyer experiences and brand visibility, combined with smart spending in specific areas, such as aftermarket sales, will continue to be transformational in B2B commerce. Companies ahead in digital maturity — aka, the outperformers — are ideally positioned to increase market share, as they're better able to capitalize on the benefits digital has to offer through bold innovation.

# The extended B2B experience: Beyond the buyer

2024 showed the B2B sector that satisfying buyers is a 24/7/365 job that consists of omnichannel experiences and personalized interactions reminiscent of B2C commerce. For manufacturers, distributors and wholesalers to succeed in an increasingly digital-first context, the first step is knowing that these capabilities are now table stakes. Likewise, **customer centricity is the North Star that started shining last year — and is here to stay for good.**

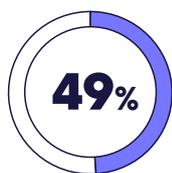
“ I think now, more than ever, the customer experience is becoming so central to the selling process, that end-to-end ownership gives us the flexibility to build exactly the customer experience that we need to build.

— Matt Swan, Cloud Data Architect, Henry Schein

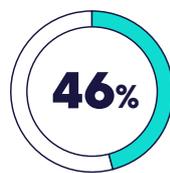
\*Testimonial shared at [Elevate 2024 — The Global Commerce Summit™](#)

More than the natural evolution of the B2B purchasing experience and the importance of customer centricity, digital leaders must consider how their sellers, marketers and developers are empowered to deliver the ultimate experience to buyers. This requires a **holistic approach to digital commerce investments** that include no-code/low-code tools, hybrid sales, an effective change management framework and a composable technology stack. This tried-and-tested approach helps businesses overcome the common impediments in their internal adoption of digital, while accelerating the goal of meeting buyers' needs across teams.

## What's holding manufacturers back with their adoption of digital initiatives and services?



said a reluctance to change or embrace digital tools.

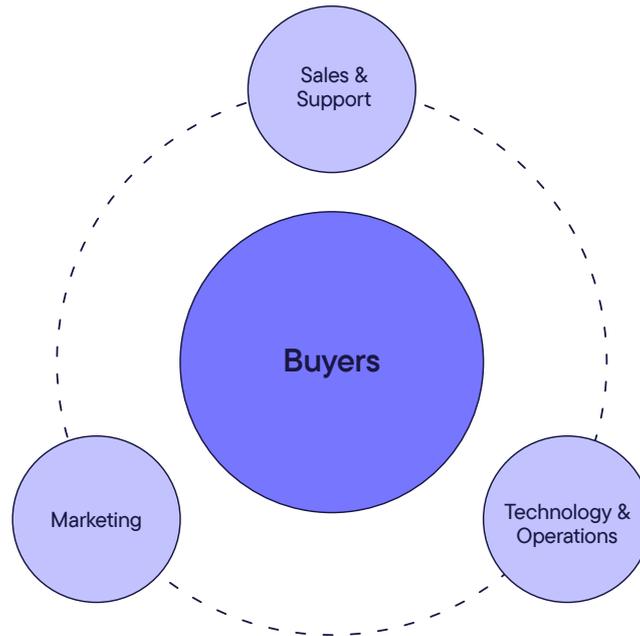


said a lack of cross-functional and departmental collaboration.

Source: [Valtech and Copperberg](#)

Let's explore the nuts and bolts of the extended B2B experience for all the teams involved in shaping the B2B experience — and what you can learn from outperformers.

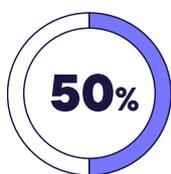
## The 4 facets of B2B experiences for 2025



### The buyers

Nobody is getting younger — except the B2B buyer. According to [Forrester](#), over two-thirds of buyers involved in large and complex transactions valued over \$1 million USD in 2024 are millennials and Generation Z buyers. The digital prowess of younger buyers means they require a wealth of data and transparency during online research and purchasing, without having to interact with a sales rep.

What's more, the younger generations are upending how the B2B sector does business, influencing their peers to embrace digital tools — even the ones traditionally reluctant to do so. A great example is how the B2B purchasing process now relies on online ratings and reviews. This isn't only a sign of how B2C influences B2B experiences, but also reflects how millennials and Gen Z increasingly rely on external sources to validate information and make decisions.



of younger business buyers will include 10 or more external influencers in their purchase  
[Forrester](#)



of B2B buyers feel encouraged by their companies to look at ratings and reviews before making a purchase  
[Master B2B](#)

Overall, B2B buyers, no matter their age, are looking for ways to make their purchases faster and more efficient. Switching from one supplier to another is easier than ever — and buyers know it. With [54% of buyers](#) reporting that they're likely to switch suppliers due to poor-quality customer experiences, it's clear that only by delivering top-notch experiences can B2B businesses succeed in an increasingly competitive market.

## Outperformer spotlight: Meeting customer demands *where* they are

### How Beacon Building embodies omnichannel by being omnipresent

For [Beacon Building](#), the largest publicly traded distributor of roofing materials and building products in North America, the concept of omnichannel is bigger than meeting customers where they are (aka, by enabling them to shop on any channel). In fact, Beacon's promise is to meet customer demands **where** they are — a particularly evident trend in the roofing industry.



For example, the company provides specific instructions with each delivery, typically based on the location's requirements. However, when the shipment arrives, it's common for contractors on-site to realize they forgot something or don't have enough of something — and it can't wait until tomorrow. That makes it imperative for Beacon to be “omnipresent” wherever the customer needs it to be.

“If you don't deliver at the time, the place and speed at which they expect, your customer is going to be pissed off and eventually you'll lose them in the grand scheme of things.

— Khalid Saleem, Vice President of IT Digital Platforms, Beacon Building

## Sales & support teams

Every story has two sides: Winners and losers. And, for a long time, many B2B professionals assumed that [sales representatives would end up on the losing side](#) of the eCommerce revolution. Fortunately, this assumption couldn't be further from the truth. While buyers are undoubtedly drawn to the convenience and efficiency of digital purchasing, they continue to rely on sales representatives when it's most convenient for them, such as navigating complex purchases. In fact, [64% of B2B buyers still prefer in-person interactions](#), proving that digital commerce isn't an all-or-nothing proposition.

This underscores the importance of integrating digital tools to support sales teams in engaging buyers through hybrid sales models and collaborative buying experiences. Rather than competing with sellers, orders processed through digital channels should complement in-person sales.

That said, the role of B2B sales representatives is undeniably evolving. It's becoming more consultative and strategic, with a stronger focus on guiding customers with expertise and best practices, and solving their challenges, rather than simply taking orders.

“Companies that have increased their hybrid sales teams by **more than 10%** are **79%** more likely to be market share winners compared to those with less emphasis on hybrid models. This indicates a direct correlation between hybrid sales strategies and competitive advantage.

— The multiplier effect: How B2B winners grow, [McKinsey](#)

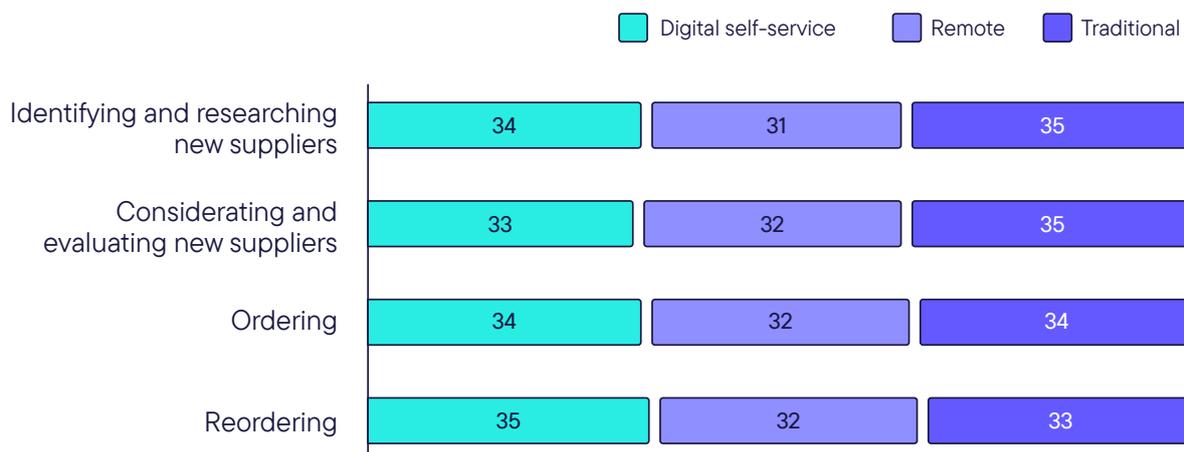
McKinsey states that the “rule of thirds” has remained stable since 2019, with a healthy mix of in-person interactions, remote communications and digital self-service — each channel taking about one-third of buyer interactions at any given stage of the buying journey.

### The rule of thirds trend for sales interactions continues to be the norm throughout the buying journey

#### Interaction type, by stage of buying journey

April 2024

% of respondents per sales interaction type



Source: McKinsey

What’s more, online and offline interactions complement and influence each other’s success. A [recent survey](#) revealed that 32% of sellers say that more than half of their sales are influenced by the online channel, and 64% of buyers say that they research the majority of their purchases online before buying offline.

Our experts weigh in:

## The emerging capabilities to meet buyer expectations



Nils Medina, Senior Product Manager  
commercetools

### What are buyers looking for to make their digital experiences easier and faster?

Modern buyers expect modern digital experiences, a guiding principle that I see emerging in B2B commerce, especially as millennials and Gen Z continue to upheave traditional ways of buying and selling. In practical terms, this includes sleek, user-friendly storefronts that go beyond traditional static product catalogs, offering seamless navigation and checkout options, such as online self-service, agent-assisted purchases, as well as integrated quote-to-order workflows. Buyers also prioritize tailored buying processes where roles, permissions and approval conditions can be customized.

It's clear that personalization is critical, but so are scalability and integration. Buyers also require systems that support large, complex orders with customized pricing, bulk reordering and unique product configurations like bundles and discounts. Real-time inventory visibility and the ability to reserve stock at various stages of the journey further enhance operational transparency. Plus, more companies are paying attention to compatibility with their ERP systems to ensure smoother data management and streamlined procurement.

### Which digital tools are essential for B2B companies to streamline the buyer journey?

My advice is to take a step back and understand the customers and their pain points. Many B2B practitioners believe they know what buyers want based on anecdotal information, but that's not enough. Collecting and analyzing information through CRM and analytics tools is a great way to understand customer behavior. This serves as the foundation for A/B testing and segmentation, so your business can pursue data-driven improvements to refine experiences.

Companies with traditional sales channels can — and should — make powerful seller tooling available to sales reps. With best-of-breed tools, including generative AI, you can turn your reps into all-knowing “super-sellers” who solve problems using a mix of technology and one-on-one relationships.

### What are the emerging B2B capabilities to stay ahead in 2025?

For starters, businesses must focus on capabilities that simplify operations while enhancing the customer experience. For instance, when selling across multiple channels, having a unified commerce platform — instead of disparate platforms for each channel — is crucial.

Secondly, I see modern buying becoming more collaborative. Businesses should accommodate team-based decision-making, with clear roles and responsibilities, reducing errors and improving the buying experience.

Next, we all know that hyper-segmentation and personalization are becoming essential. Adopting B2C-style marketing and merchandising, particularly through social media, is also growing. B2B organizations should be ready to tackle that channel, blending seamless engagement with effective targeting.

And finally, automation is another critical area of investment. In my experience, innovative use cases like IoT devices interacting directly with commerce APIs will help automate reordering processes. AI also holds potential, but its adoption should be deliberate, focusing on areas where it delivers clear, tangible value.

## Marketing teams

The stereotype that B2B marketing must be only “logical and rational” is over. In fact, brand power — and the emotions it evokes — are a purchase deciding factor. For B2B marketers, this means tapping into consumer-grade expectations across every stage of the sales funnel.

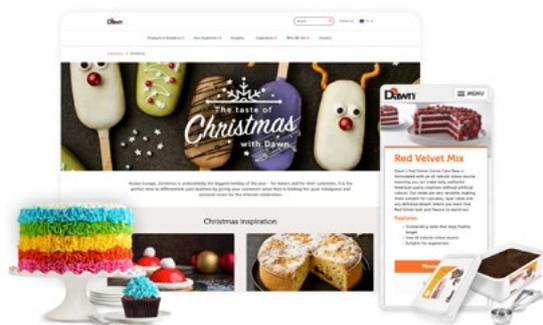
In practice, marketers are increasingly involved in shaping eCommerce alongside their technical peers. By utilizing a range of solutions, such as customer data platforms (CDPs), artificial intelligence and advanced analytics, seamlessly integrated into digital commerce capabilities, marketers can personalize content, map journeys and infuse the company’s brand at every touchpoint.

The proliferation of no-code tools in the commerce space is critical for marketers to be more active in creating campaigns and running promotions, driving personalization and boosting brand awareness without depending on IT colleagues. With marketers, sellers and developers working in tandem, your business can accelerate digital initiatives that directly impact the bottom line.

### Outperformer spotlight: Product discovery through content

#### How Dawn Foods inspires B2B buyers with inspirational content

Today’s B2B buyers are increasingly drawn to content that brings products to life, showcasing practical applications and industry-specific insights through the powerful educational entertainment combo (aka, edutainment). This “inspiration through content” approach transforms traditional B2B purchasing into a more engaging, consultative experience, helping buyers envision how these products can fuel their own success.



A standout example is [Dawn Foods](#), an American wholesale manufacturer and distributor of breads and baked goods, which developed innovative ways for customers to explore and purchase new combinations of bakery ingredients and recipes. This approach lets buyers see ingredients in action and imagine how these products can elevate their offerings, sparking ideas for menu enhancements and seasonal specials.

This strategy has resonated with Dawn’s customers: **75% of buyers** now use the company’s eCommerce channel, with online sales experiencing **triple-digit percentage growth**.

Behind these initiatives, skilled marketers play a critical role in driving eCommerce success. By understanding buyer needs and crafting engaging content, marketers can enable their businesses to build stronger connections with customers, ultimately boosting both adoption and sales.

## Technology teams

For too long, developers have focused their efforts on maintaining the commerce backend: Setting up infrastructure, managing databases, fixing bugs and navigating rigid legacy systems, alongside a complex landscape of shaky integrations and multiple ERPs. This intense focus on backend operations often came at the expense of improving the customer experience and experimenting with new ideas.

Fortunately, modern technologies have transformed this dynamic. With the rise of composable commerce, much of the complexity of backend operations is handled by scalable microservices and APIs that remove the need for upgrades and backwards compatibility testing. This shift allows developers to offload backend maintenance and redirect their energy toward what truly matters: Enhancing the buyer experience.

A flexible backend architecture enables developers to focus on customer-centric improvements, such as seamless purchasing flows, personalized recommendations and real-time order tracking — all without risking disruptions to the core infrastructure. This modern approach empowers developers to experiment and implement new features quickly, and iterate based on customer feedback, fostering innovation and agility.

**“Our developers are a lot happier. They’re learning new code and new technologies and they’re learning faster. Now we’ve transitioned to more modern technology, it’s helped them grow their toolbox of development capabilities. It’s helped them be better developers, and they like that.”**

— **Tim Lavinder**, Director of Digital, Beacon Building

\*Testimonial shared at [B2B Online Orlando 2024](#)

Integrations are also pivotal. Developers can now more efficiently connect essential tools and systems — such as CRM, ERP and analytics platforms — to deliver a unified and cohesive user experience. With a modular backend, these integrations become simpler, ensuring smooth data exchange across the ecosystem.

By leveraging advanced tools and technologies, developers can elevate the entire customer journey, creating a more seamless experience for buyers while simplifying their own workflows.

## Outperformer spotlight: Making developers' work (and lives) easier

### How Tekton unified B2B, B2C and D2C on one platform with only five in-house devs

A leading manufacturer, distributor and retailer of precisely made hand tools for mechanical applications, Tekton faced significant challenges with their legacy commerce platform as it evolved toward a D2C model, such as the inability to integrate popular payment options like Apple Pay. To pave the way for growth, Tekton embarked on a digital transformation journey with composable commerce.



The technical team found the modern tools and newfound flexibility so compelling that Tekton created an online shop for consumers **and** B2B buyers using commercetools' unified commerce platform. The migration process began with the D2C business and was completed by a small, dedicated in-house dev team in under five months. The out-of-the-box B2B APIs made everyone's lives easier when it came to

implementation of the B2B business, completing that migration in under four months, in addition to the seamless integration of best-of-breed technologies, including Stripe for payments and Algolia for search.

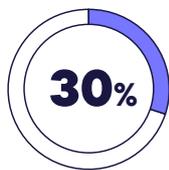
The move empowered Tekton's developers, a lean team of five, to work with modern technologies, boosting morale and productivity.

**“ We've found significant success in the digital world because we approach technology differently from many hand tool companies. We've invested heavily in developing world-class systems to deliver our products online, focusing on both frontend and backend capabilities. Our strong foundation with commercetools positions us well for scalable growth.**

— Jeff Amash, CIO, Tekton

# The future of B2B technology: Beyond composable

It's no secret that composable commerce is shaking up the B2B world, as this technology paves the way for the easier and faster creation of exceptional online purchasing experiences. In the past year, composable solutions continued to lead the way in digital transformation efforts, as more organizations hit the limits of their monolithic applications — whether third-party or homegrown.



of B2B businesses plan to change their eCommerce platform in 2025.

Master B2B

Meanwhile, as 29% of B2B companies without eCommerce capabilities become the new kids on the digital block, there's a tremendous opportunity for the B2B sector to embrace composable commerce. Notably, many of these digital first-timers have adopted composable from the outset. Companies like **Dawn Foods** and **Normet** and have reported that composable commerce helped them leapfrog competitors, as well as future-proof their businesses.



**Practitioners are far more likely to take advantage of the modularity and extensibility of composable solutions to swap in and out parts of their systems piecemeal based on the ability of those improvements to generate higher profits.**

— Andy Hoar and Brian Beck, [Master B2B](#)

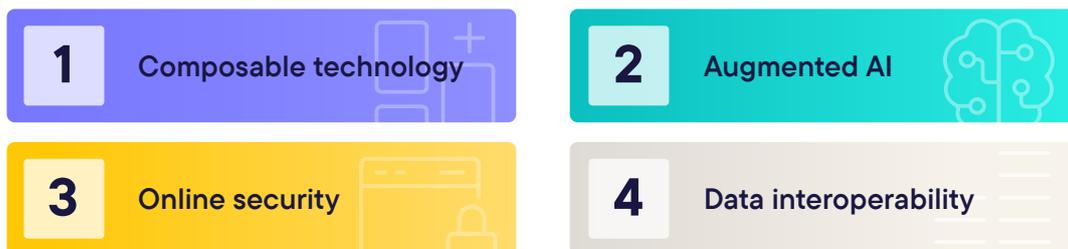
Looking ahead, the evolution of B2B technology points toward **unified commerce** — a strategy that integrates all sales channels, customer data, inventory management and backend operations into a single, cohesive commerce platform.

For B2B companies, where buying journeys are inherently complex and involve multiple stakeholders, this level of integration is becoming essential to meet growing buyer expectations. With centralized data and processes, businesses can deliver real-time order tracking, inventory visibility and personalized recommendations — whether buyers interact online or offline:

- A buyer sees the same contract-based pricing and available inventory through an online portal as they would in direct conversations with a sales rep.
- A buyer might browse products online, get a quote from a sales representative and then finalize the order through a customer portal.
- A buyer might research product specifications online, schedule a visit to the manufacturer's showroom or demonstration center to see the equipment in action, and later use a digital portal to review customization options, view related spare parts, finalize their purchase or arrange for delivery to multiple locations.

A unified commerce platform makes all this possible by providing real-time access to critical data, enabling businesses to offer accurate inventory details, personalized pricing and consistent customer support across every touchpoint. The result? Faster purchasing cycles and a smoother buyer experience — key advantages in a sector characterized by lengthy buying processes and high-stakes transactions.

## Unified commerce is undoubtedly the overarching theme of B2B technology in 2025, so what are the trends propelling its growth?

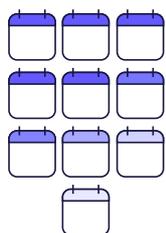


### Composable technology

At first glance, the modular nature of composable solutions might seem to contradict the concept of unified commerce. After all, unified commerce strives to create a seamless, interconnected ecosystem, while composable solutions prioritize modularity and flexibility.

In reality, composability is the key to successful unified commerce. By leveraging best-of-breed components that integrate seamlessly, businesses can build a unified system tailored to their unique needs and preserve full control over all of it. This approach not only ensures a cohesive customer experience but also provides the adaptability needed to keep pace with evolving market demands.

Traditional all-in-one platforms, once seen as the default choice for “unified” solutions, are increasingly losing relevance. Businesses today prioritize flexibility, scalability and innovation — qualities that all-in-one platforms struggle to deliver due to their monolithic nature. The shift away from these monolithic solutions is a natural progression, as companies recognize the superior benefits of composable commerce. In fact, Gartner has deemed composability “transformational,” as more organizations move away from rigid, slow-to-update legacy platforms and toward agile, future-ready systems.



### 5 to 10 years

Expected timeframe for composable commerce to mature.

[Gartner Hype Cycle for Digital Commerce 2024](#)

As adopting composable technology becomes easier over time through pre-composed solutions, B2B-specific accelerators and no-code tools, it's clear that the best way to achieve unified commerce is through composable.

Our experts weigh in:

## The unified commerce imperative with a composable approach



Anastasia Drougka, Staff Product Manager  
commercetools

### Why is unified commerce important for B2B organizations?

Unified commerce is emerging as essential for B2B organizations because it creates a seamless experience for both buyers and sellers. When a buyer starts a transaction in one channel, like visiting a showroom or demonstration center, and finishes it online, businesses don't have to worry about losing any data along the way. Everything stays connected, making the process much smoother and more efficient.

In other words, having a single source of truth for orders, payments and customer data is a game-changer that provides real-time visibility at every step of the buyer's journey. Whether it's tracking order status, managing approvals or checking delivery timelines, buyers always know exactly where things stand — and so do the sellers.

### Can you provide examples of common challenges B2B organizations face when implementing unified commerce?

On the technology front, I often hear challenges related to system integration across multiple legacy systems; ERP being very common. Dependency on different vendors, especially for systems that businesses have multi-year contracts for — aka, vendor lock-in — usually have a harder time streamlining processes and integrating their chosen solutions.

Another thing I see often is that most challenges aren't actually about technology (after all, if you're going to be composable, that's pretty straightforward). Challenges rooted in cultural and operational complexities, such as siloed departments and resistance to change, keep popping up. After all, when teams are accustomed to working in isolation, it can be difficult to foster the collaboration needed for a unified approach.

That being said, addressing these challenges requires more than modern technology; a strong focus on change management, collaboration and strategic planning is also needed.

### What advice would you give B2B firms beginning their unified commerce journey?

First, it's important to understand what moving towards a unified commerce solution means for your business — and why it might be the better choice compared to an all-in-one suite. Playing devil's advocate, I can imagine someone asking, "Why not just choose a suite to have everything in one place?" The answer is simple: With unified commerce, you still get the flexibility to choose best-of-breed solutions while achieving seamless integration and interoperability. You have ultimate control over all of the individual components, with the ability to swap them as your business needs change and evolve.

The key is to take small, deliberate steps. Start by focusing on a single market to test this transformation, see how it performs, and refine the approach. Once you've proven its value, you can scale up and expand confidently. It's about building a solution that grows with your needs, rather than locking yourself into a one-size-fits-all system.

## Augmented AI

While many B2B organizations adopt AI-powered technologies — both generative and predictive — for product discovery, recommendations and personalization, there's growing concern that relying solely on AI could backfire. Why? In B2B, sales representatives hold a wealth of customer knowledge, much of which exists only in their minds and isn't always documented in formal systems. As a result, AI-driven recommendations based solely on data may sometimes miss the true mark.

This is where augmented intelligence shines. By fostering collaboration between humans and AI, this approach allows technology to assist rather than replace human expertise. In B2B sales, augmented AI empowers sales representatives to contribute their unique insights to AI models, enriching the system with the nuanced understanding that only they can provide. When paired with an internal knowledge base, powered by these trained AI models, companies can guarantee that their customer-facing teams have complete information to provide a stellar experience, whether during buying or support phases.

This approach is especially critical as B2B sales transition to hybrid models, blending traditional in-person selling with digital commerce channels. Augmented AI enables organizations to enhance decision-making and deliver highly personalized experiences through a unified data strategy — combining the best of human knowledge with the power of AI-driven knowledge.

### 4 steps to leverage augmented AI

Augmented AI can be transformative for B2B sales and support teams, leveraging the unique insights of their collective knowledge to enhance decision-making.

1. **Positioning:** Position all things digital and AI as tools that help sales reps succeed, instead of competing against them.
2. **Training:** Equip customer-facing teams on how to interpret AI-generated information.
3. **Interoperability:** Ensure your platforms connect CRM data with other business systems (like ERP or CPQ) to enhance the quality of output generated by AI tools.
4. **Feedback culture:** Encourage a culture where sales teams regularly provide feedback on AI recommendations, enhancing human and machine learning capabilities.

## Online security

Online security is a critical consideration for B2B eCommerce, as businesses increasingly transition to digital platforms. What's more, B2B organizations, especially manufacturers, are boosting their security investments due to an increase in cyberattack incidents.



Share of manufacturing attack incidents within the top 10 attacked industries.  
IBM X-Force Threat Intelligence 2024

Clearly, the stakes are high due to the sensitive nature of the data involved, such as financial information, proprietary business processes and customer details.

Similarly to B2C companies, B2B organizations are investing in security to counter growing cyber threats and safeguard sensitive business data. This includes AI-powered fraud detection and enhanced protection measures to support modern online payment solutions. Standard practices like regular security updates, multi-factor authentication and comprehensive employee training have also become essential for effectively mitigating risks.

Our experts weigh in:

## Securing emerging technologies in B2B eCommerce



Larry Fritsche, Data Security Team  
commercetools

B2B companies transitioning to eCommerce face significant security challenges, compounded by the broader threats of cyberattacks and outdated infrastructure vulnerabilities. While B2B organizations must take action to protect sensitive customer data and transaction information online with a comprehensive approach that includes access controls, secure software development lifecycle management and much more, emerging technologies, such as generative AI, cloud-native platforms and composable commerce, also demand robust security preparations to be harnessed effectively.

For example, leveraging generative AI requires close collaboration with business leaders to establish pragmatic guidelines and maintain a comprehensive inventory of AI-enabled assets, including those managed by partners and sub-processors. Proactively monitoring data usage within AI tools can help organizations detect and prevent potential issues early.

Another critical trend reshaping B2B operations is the migration from legacy systems to cloud-native solutions and composable commerce architectures. While these shifts promise scalability and adaptability, they also introduce migration risks that need careful management. Because many B2B companies operate hybrid environments where both outdated and modern systems coexist, vulnerabilities may arise if integrations aren't properly secured.

Partnering with trusted vendors experienced in secure, high-performance digital transformations is essential. Organizations must also adopt robust identity and access management (IAM) practices to secure integrations and updates. Revising service-level agreements (SLAs) and contracts to reflect cloud-specific needs is equally important for clarifying roles and responsibilities.

To successfully navigate these transformative changes, businesses must prioritize strong governance, updated policies and automated infrastructure to mitigate risks. By addressing these challenges and collaborating with experienced partners, organizations can enhance buyer trust and position themselves to thrive in the evolving B2B eCommerce landscape.

## Data interoperability

Interoperability is essential for making unified commerce a reality. Put simply, it allows different systems to seamlessly exchange data and work effectively together. In the B2B sector, interoperability is a cornerstone of unified commerce, enabling critical systems, such as ERP, CPQ, payment platforms and CRM, to communicate and operate in harmony.

For instance, a commerce platform integrated with an ERP system can provide real-time inventory updates, while integration with CPQ tools ensures accurate pricing and personalized offers during the buying process. The outcome? Streamlined operations, faster responses to customer inquiries, improved data accuracy and, ultimately, enhanced buyer experiences.

In 2025, advances in technologies like APIs and cloud-native integrations will further empower B2B firms to harness the power of interoperability as a competitive advantage, connecting disparate systems. After all, open standards and APIs simplify the integration process, reducing complexity and fostering greater connectivity across commerce infrastructures.

### Tackling interoperability in the healthcare B2B sector

If there were an award for the industry that has most struggled with interoperability, healthcare would win. For decades, patient data has been trapped in siloed systems that don't speak to each other, requiring physicians and caregivers to search through multiple sources to piece together a complete picture of a patient's health. For instance, the British healthcare system, the NHS, reported [patients are dying](#) because of problems sharing medical records due to IT issues and restrictions on access to information.

This lack of interoperability doesn't only affect patient-facing health businesses. Healthcare B2B buyers need to make decisions based on the stock levels of certain products, from medicines to consumables and laboratory equipment, where full visibility of inventory availability is crucial.

Real-time information helps manufacturers, distributors and wholesalers automate ordering processes effectively, boosting the digitization of supply procurement processes.

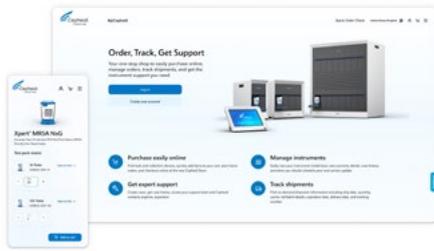
More than automation and personalization, data interoperability plays a key role in streamlining B2B operations by leveraging the latest technologies — artificial intelligence, the Internet of Things (IoT) and more — for predictive maintenance on medical devices as well as utilizing data from medical device usage for patient health monitoring.

To improve interoperability for healthcare, health organizations using commercetools can tap into the **Google Cloud Healthcare API** to help break down data silos, enabling a more unified and seamless exchange of patient and product data. This API-first approach enables organizations to harmonize disparate healthcare datasets with pre-configured data maps and pipelines, effectively making every data point interoperable.

## Outperformer spotlight: Healthcare manufacturing

### How Cepheid exceeds buyer expectations in eCommerce

Cepheid, a molecular diagnostics company that provides PCR lab equipment and testing for medical providers to identify and treat diseases early, has operated sales offline for a long time. As their products are complex and typically require a demonstration and the path to purchase can often be tricky, digital commerce wasn't originally part of the company's strategy. However, when COVID-19 hit, customers became desperate to know the status of their orders, spurring rapid digital transformation.



In just six months from planning to launch, Cepheid launched MyCepheid, a B2B portal with a personalized dashboard, enabling their hospital buyers to manage orders, invoices and shipments. The portal includes a “Buy Again” feature for quick reordering, as well as tools to manage equipment and connect with support.

Cepheid's online store now offers its full product inventory, allowing customers to check availability, view contract pricing and get estimated delivery dates.

**“ Our customers can complete their order with a single page checkout. On average, an order can be completed in as fast as two minutes. ”**

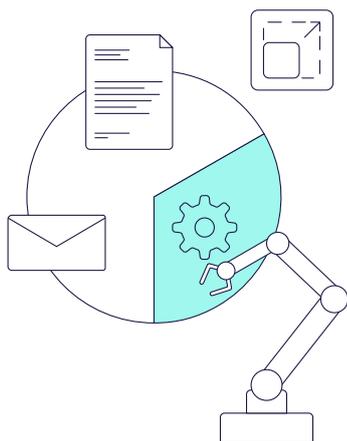
— Amelita Ebuña, Director of eCommerce, Cepheid

# What's next for B2B commerce: Predictions for 2025

Just a few years ago, digital commerce could have been considered a revolution in the B2B sector. Today, however, we can confidently say that “evolution” is a more fitting term to describe the state of B2B commerce as even the naysayers are recognizing the importance of digital channels. The rapid pace of digital adoption has shifted from being seen as a disruptive force to a natural progression.

For instance, customization, omnichannel and sustainability — trends that we have predicted to take off in 2024 — aren't brand-new anymore, but they continue to expand and evolve. These trends are driving businesses to create the sophisticated digital experiences that are becoming more the rule than the exception.

For 2025, we'll see that trends that were once in the early stages of adoption are en route to growth and maturity, which is a clear indication that the evolution of B2B commerce is stronger than ever.



## 1. The new BFFs: Extensibility takes automation to the next level

Still today, many B2B practitioners feel the burden of manual work — think paper- and fax-based quote negotiations, order management and so on — that currently account for about two-thirds of sales teams' time. Handling such tasks manually is prone to errors and highly inefficient, so it comes as no surprise that organizations are digitizing and automating processes faster than ever.

While many organizations have been successful in automating low-hanging fruit processes, how can they extend the power of automation beyond the basics?

Fortunately, B2B businesses can surf the wave of advanced automation by tapping into the **extensibility** of composable technology — a trend expected to climb in 2025. This design approach enables platforms to continuously expand the out-of-the-box features beyond their initial use cases — and build on top of that.

### More than 30%

of sales tasks and processes are estimated to be partially automatable, from sales planning through lead management, quotation, order management and post-sales activities.

Next-gen B2B sales: How three game changers grabbed the opportunity, [McKinsey](#)



## Outperformer spotlight: A new frontier for advanced automation

### How BIC augmented self-service to meet the needs of MEA buyers

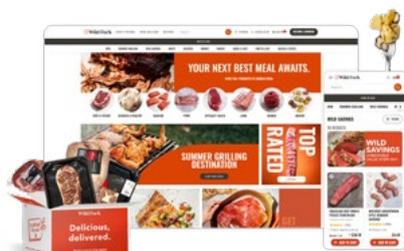
The globally recognized leader in the stationery, lighter and shaver markets BIC was able to customize the digital experiences they were creating for the needs of their specific markets. For example, the manufacturer developed a pallet/container volumetric calculation tool specifically designed for the MEA market, addressing its price-sensitive nature and the challenges posed by lengthy shipping times and high costs.



This new tool, embedded as part of the checkout process, enables their B2B customers, mostly owners of small convenience stores, to optimize their purchase planning and shipping costs by maximizing the space available in a shipping container or pallet. This feature was built using extensions from the out-of-the-box checkout capabilities and seamlessly integrated into the overall experience. As a result, BIC's clients can use self-service to plan container shipments for the year based on their purchasing budgets.

### How Wild Fork Foods handles variable weight products with precision

The high-quality protein supplier [Wild Fork Foods](#) embraced the extensibility of composable commerce to implement dynamic pricing and inventory management systems that could accurately handle variable-weight products. Unlike traditional eCommerce items with fixed weights and prices, its high-quality meat and protein products require dynamic pricing based on weight. Relying previously on Shopify, Wild Fork Foods encountered pricing discrepancies and inventory inaccuracies, which impacted revenue and customer trust.

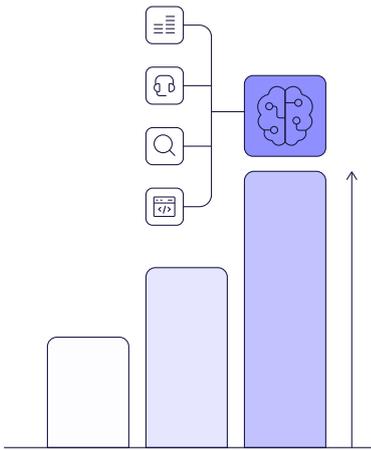


With commercetools, Wild Fork Foods was able to build a system where the product weight determines the final price at the time of fulfillment, and ensures accurate pricing that minimizes potential revenue loss. Using an API-first approach, the company can now track product availability instantly, ensuring customers have up-to-date information, streamlining the inventory and checkout process and enhancing the direct customer experience.

**“ I do like what the platform has allowed and the enablement that it provides for our future growth and future agility. We're in a very complex space; we may have to shift where the customer experience needs to be, and having a platform like this allows us to make those moves much easier.**

— Raul Sukraj, CIO, Wild Fork Foods

## 2. Generative, predictive and more: AI in B2B grows out of the buzzword bingo



Having survived the hype and stood the test of time, GenAI is rapidly growing in the generally risk-averse B2B space, as it helps all the stakeholders in the extended B2B buying experience. Buyers perform various use cases using GenAI, from researching new suppliers to surfacing unstructured data for decision-making, as well as marketers, sellers and developers, who are leveraging the tool to get their jobs done easier and faster.

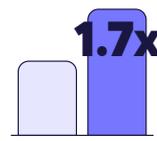
According to McKinsey, “Companies with larger deals and longer sales cycles are more excited about meeting support and smart research assistants to minimize administrative tasks, help with meeting preparation, and reduce effort in answering customer questions. Those with many potential customers and a high volume of transactions are more interested in the next-best opportunity and the next-best action to help them prioritize and better nurture leads.”



19%  
of B2B sales teams are already implementing GenAI use cases and finding success



23%  
of B2B sales teams are in the process of experimenting with GenAI



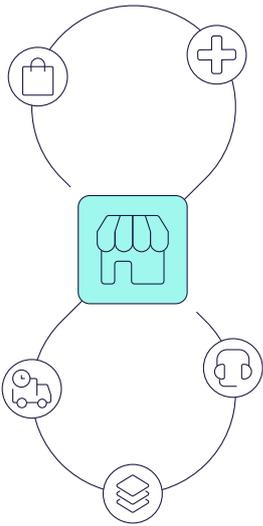
1.7x  
likelihood of increasing market share when data-driven commercial teams blend personalized experiences with GenAI

Source: Five fundamental truths: How B2B winners keep growing, [McKinsey](#)

However, there's more to AI than the generative kind. **Advanced data analytics** is the unsung hero of AI technologies, as it enables companies to predict buying trends, optimize pricing strategies and manage inventory more effectively. Companies that harness and democratize the data insights across their teams can make informed decisions that drive efficiency and competitiveness in the market.

To make the most of artificial intelligence, you need clean, high-quality data from a single source of truth that feeds every interaction in real-time. As Michael Scholz, Vice President of Product and Customer Marketing at [commercetools](#), said, “As a system of record, we can give you all your data and transactions and pump it into your search vendor or wherever else you want. So, we focus on making it as easy as possible to integrate.”

While in early stages, **augmented AI** is a trend worth following closely in hybrid sales, so algorithms can leverage the most current and relevant data for personalized recommendations and customer support.



### 3. All roads lead to omnichannel — B2B marketplaces included

The appeal of marketplaces is undeniable, whether you're buying for yourself or on behalf of your company. While giants like Amazon and Alibaba have dominated B2B marketplaces for many years — taking advantage of the crossover of consumers and buyers on one platform — the number of marketplaces serving B2B has jumped from just around 75 players five years ago to over 600 today. A wide range of companies, from food service distributors to medical device components to freight trailers and everything in between, are creating industry-specific B2B marketplaces that cater directly to their buyers and sellers.

**1000**

Projected number of B2B marketplaces globally in the next few years.

Digital Commerce 360

While marketplaces provide benefits, such as faster product discovery and transactions, they also have downsides, such as intense price competition, loss of brand control and limited direct customer relationships. Potential data loss may also be an issue if marketplace channels aren't integrated or don't provide the right kind of analytics to share.

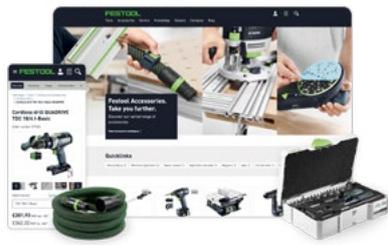
That said, a strategy that relies solely on marketplaces may be at odds with B2B organizations becoming more customer-centric, focusing on retention and loyalty, and even taking steps to strengthen their brands. While we expect B2B marketplaces to thrive by filling in the sales gap for more commoditized products, businesses with a highly specialized product catalog are more likely to focus their efforts and investments into their own digital presence.

Marketplaces clearly play a significant role in the future of B2B eCommerce, but it isn't stopping B2B organizations from investing in their own digital presence and, most importantly, viewing **marketplaces as part of a wider omnichannel strategy.**

#### Outperformer spotlight: Focusing on your own eCommerce pays off

##### How Festool created direct customer relationships by going beyond marketplaces

**Festool** has historically depended on specialized retailers, dealers and marketplaces to distribute its comprehensive range of power tools to buyers. While this approach was successful, the company faced limitations in capturing and comprehending data related to customer needs and the purchasing process.



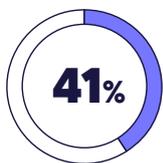
The company observed that customers discovered their products predominantly online, often directly from Festool's website, but made online purchases in marketplaces or specialized retailers. Moreover, Festool boasts over 2,700 available products and over 15,000 spare parts. Given the extensive product range, it's impractical for any retailer to list and stock all these items for immediate purchase, further complicated by local market regulations and applications.

Establishing its own online store helped the company facilitate the collection of customer feedback while providing immediate access to the entire portfolio. Since then, Festool has created sophisticated modern buying channels, such as mobile apps, that enable customers to order, manage and communicate directly with the manufacturer. All channels, including third-party marketplaces, are seamlessly managed through a unified platform that orchestrates operations across every touchpoint.



## 4. The future of sales is hybrid and collaborative

Speaking of omnichannel, B2B buyers want the best of both worlds: A mix of digital technology and personal relationships to help them find what they're looking for, exactly where and when they are looking for it, get customized pricing and terms, and order items seamlessly. Hybrid sales has made incredible strides since the COVID-19 pandemic, and new developments and tools are further cementing it as a cornerstone of B2B commerce.



of buyers said they prefer to do their own research online instead of interacting with a salesperson during this process

BUT



of buyers said they prefer to speak to a salesperson on the telephone as their primary source of research

Source: [Master B2B](#)

One such trend is **digital sales rooms (DSRs)**, which serve as virtual spaces where sellers can present products, conduct demos and engage with buyers instantly, personalizing their experience. According to [Gartner](#), "The increasing interest in seller-assisted digital commerce continues, characterized by hybrid selling scenarios where 'self-service' B2B is supported by sales agents and frequently uses a DSR."

**Assisted selling** is another development worth watching, as it's expected to break down intricate sales processes into manageable steps. With the ability to pick up a customer's cart and act on their behalf, sales reps can prepare a quote, communicate it to the customer and, once approved, finalize the order. This personalized model is the perfect example of a hybrid approach tapping into both digital and traditional sales to succeed.

Finally, **collaborative buying** helps multiple stakeholders within an organization, such as procurement, finance and operations, participate more efficiently and effectively in the buying process and decision-making. In a hybrid sales environment, these participants can collaborate on purchasing lists across business units by grouping their orders and seamlessly obtaining approval. This process doesn't have to be digital-only, as sales reps can jump in to facilitate the purchase process.

**By  
2030,**

sellers will seamlessly integrate into B2C and B2B digital commerce interactions, stepping in when customers require direct involvement.  
[Digital Commerce 360](#)

In other words, as hybrid sales expand with technological advancements that blend digital and traditional sales, we expect sellers will become more comfortable with digital tools and use them to boost their own performance — as well as the company's. Meanwhile, B2B organizations need to address thorny themes, such as change management and sales commissions coming from eCommerce, to unleash the full potential of hybrid sales in the years to come.

## Outperformer spotlight: When traditional meets digital

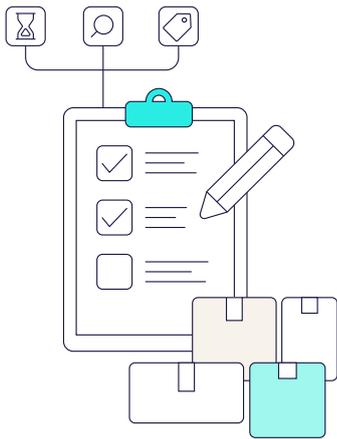
### How a distribution company created a hybrid sales strategy for sustained success

A leading distribution company focused on serving small businesses in Chile thrived for a long time with an in-person sales approach. Sales representatives play a crucial role in the business, managing orders through direct visits to points of sale across the vast South American country, but this model was severely disrupted during the COVID-19 pandemic.



To streamline the ordering process with sales reps — who still bring the bulk of revenue for the company — and meet the needs of increasingly younger buyers, the distributor embarked on enabling a robust hybrid sales model that empowers sales reps, customers and even fulfillment vendors.

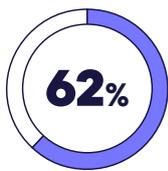
Thanks to commercetools' unified commerce platform, the company developed and seamlessly connected four core channels: A primary eCommerce site, an in-person sales app, a customer app and an app for carriers managing fulfillment. This digital transformation marked a shift from a fully in-person sales approach to a comprehensive omnichannel model, enabling the company to grow in a competitive market.



## 5. Smart strategies for inventory and replenishment management surges

Managing appropriate levels of inventory is no small task for B2B businesses, considering today's complex supply chains with shipping and logistics issues and limited visibility into inventory levels across multiple locations and warehouses, as well as data silos. For example, B2B buyers purchasing products may find that what they need is out of stock, causing a devastating ripple effect to their businesses, or find they ordered more of what they needed because of a lack of real-time inventory data.

We expect more B2B organizations to address this pressing need of efficient replenishment in smart ways using eCommerce, so they can fulfill the needs of their buyers with subscription-like ordering, investments in AI, predictive analytics and inventory availability technologies.



of buyers say their companies are asking them to move lower consideration replenishment orders to the online channel.

Master B2B

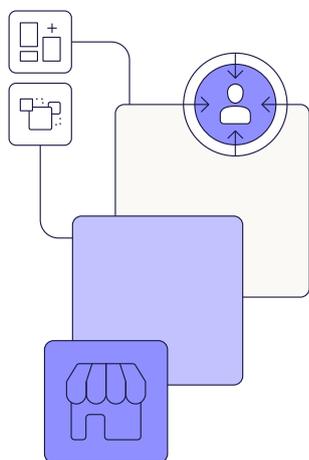
Emerging replenishment strategies include:

- ☑ **Automated reordering** streamlines the process of replenishing inventory without manual intervention. This system triggers orders based on predefined criteria, such as inventory levels or sales velocity, ensuring businesses maintain optimal stock levels while minimizing the risk of stockouts or overstocking. To achieve this, it's crucial to tap into real-time inventory tracking and seamless integration with ERP systems.
- ☑ An **early order program** allows buyers to place orders for products ahead of peak demand seasons, helping B2B organizations foster customer retention and loyalty. For buyers, ordering early means guaranteed availability of the products they need, while receiving discounts.
- ☑ **Predefined shopping lists** are also a valuable tool for B2B companies looking to streamline the replenishment process for frequently used items. By creating reusable templates tailored to specific needs — such as office supplies, raw materials, consumables or maintenance parts — B2B buyers can avoid the repetitive task of manually selecting items with each order, ensuring that critical items are consistently available. Predefined shopping lists can be set based on specific projects, like a Bill of Materials, so that internal operations become even more efficient.

What's more, **autonomous ordering processes** are expected to grow with the rise of machine commerce, enabling systems to make purchasing decisions without human intervention. IoT-enabled devices, such as smart shelves and sensors, will monitor inventory levels in real time and trigger automatic replenishment when stock reaches predefined thresholds.

**By  
2028,**

an estimated **15 billion** connected products will act as independent customers, autonomously purchasing services and supplies for themselves and their owners.  
Gartner



## 6. Digital maturity investments with composable will grow in enterprise-level organizations

In early 2024, the market analyst firm IDC predicted that B2B “midmarket growth companies,” or MMGs for short, are the ones adopting composable technologies faster to increase digital maturity. According to the report [IDC MarketScape: Worldwide B2B Digital Commerce Midmarket Growth](#), “By embracing API-first composable commerce, which offers modular architecture for rapid innovation, MMG B2B firms can swiftly adapt to market changes to optimize revenue generation and capitalize on emerging CX opportunities.”

Indeed, composable implementations across the midmarket sector picked up steam in 2024, propelled by the emergence of pre-composed and low-code/no-code commerce solutions for business practitioners, allowing for quicker and simpler timelines. The rapid rise of B2B-specific accelerators was also a key factor in helping companies shorten their time to market.

Fast forward to today. It's easier to find composable advocates not only in the midmarket sector but increasingly among enterprise-level B2B manufacturers, distributors and wholesalers. Slowly but surely, they're discovering that composable commerce allows them to deliver custom solutions with the speed and agility that legacy platforms can't match. After all, the B2B sector continues to follow the evolution of composable spearheaded by brands and retailers, a trend that gained traction a few years ago.



of IT decision-makers say composable technology will be instrumental in the success of their organization in the next five years.

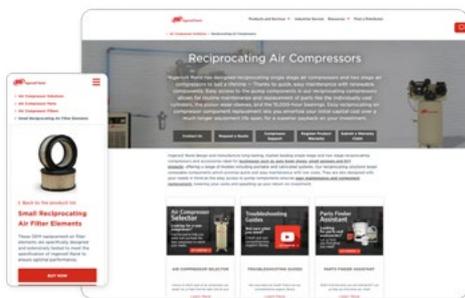
MACH Alliance Survey 2024

Moreover, digital newcomers are choosing to implement modern technologies from the get-go, instead of falling for the facade of simplicity that legacy platforms claim. The modularity of composable provides an incremental approach to implementation, which is particularly helpful in organizations going through a change management process, enabling them to gradually shift people’s hearts and minds to a new, digitized way of doing business.

## Outperformer spotlight: Composable everything, everywhere, all at once

### How Ingersoll Rand boosts innovation with composable

“B2B businesses are under constant pressure to innovate and adapt, and a composable approach gives us the flexibility to try new solutions, test quickly and make changes as needed,” said Martin Eggers, Director of eCommerce at industrial manufacturing giant [Ingersoll Rand](#).



In addition, the manufacturer witnessed the practical benefits of this modular approach, with a significant reduction in project timelines and a more efficient collaboration between departments. With composable technology, the company has been able to “try new solutions, test quickly and make changes as needed,” which has led to faster product cycles and enhanced alignment across teams. “Our latest composable project has halved the implementation time compared to previous projects.” In fact, Ingersoll Rand went live with one of their business lines in just 100 days.

More importantly, composable solutions have helped Ingersoll Rand meet these customer demands: “Each customer can have a different journey depending on their specific needs, and we’re able to make adjustments without disrupting the whole platform,” said Martin.

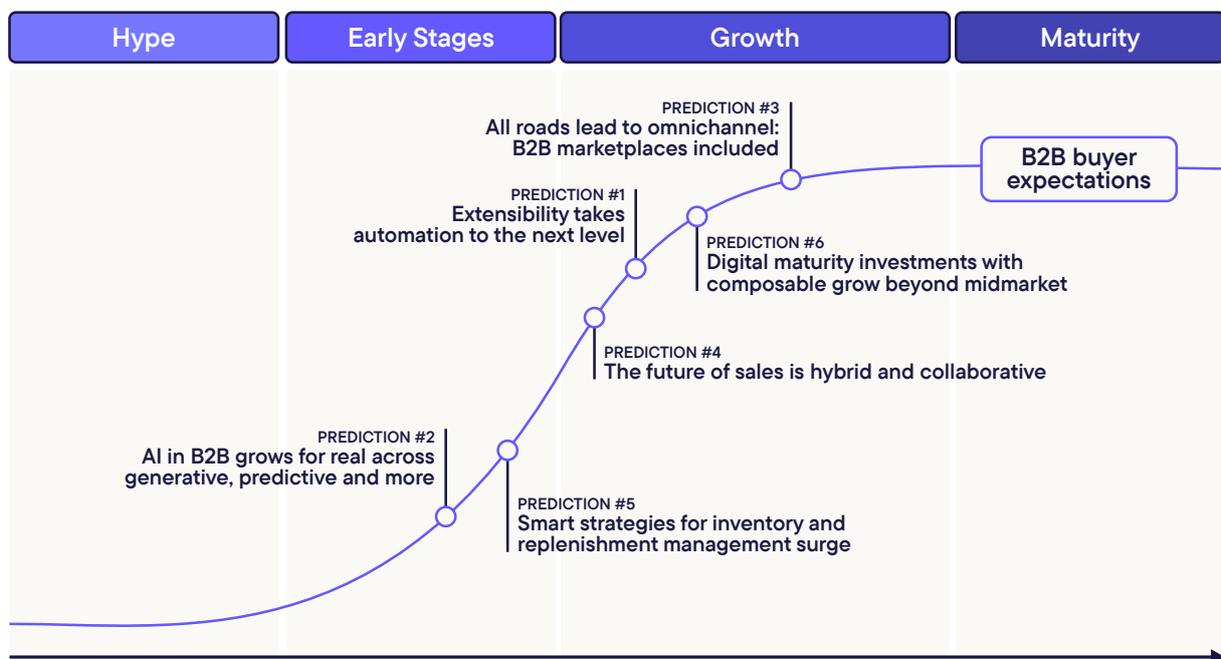
# The B2B trend cycle: Where do our predictions stand en route to maturity?

As B2B organizations invest in modern technologies to meet the needs of B2B buyers — while enhancing the experience across their sales, support, marketing, technology and operations teams — trends are progressing faster than anticipated. B2B buyer expectations have reached “maturity” status, as predicted last year, and have also become less of a mystery, as organizations become more customer-centric and invest in tooling and processes to better understand customer needs. Today, we’re seeing B2B firms monitor behavior through analytics, incorporate buyer feedback and view adaptability to meet buyers’ needs as part of their daily business.

So, what’s our take on how our predicted trends are evolving — and what can you consider a priority for your business? The **B2B Trend Cycle for 2025** gives you an overview of trends across four phases: Hype, Early Stages, Growth and Maturity.

- ☑ **Hype:** Much-talked-about ideas that haven’t yet materialized into concrete benefits.
- ☑ **Early Stages:** A trend that has seen initial developments with potential to grow in the short to medium-term.
- ☑ **Growth:** A trend marked by rapid adoption and expansion.
- ☑ **Maturity:** The trend is mainstream.

## The B2B Trend Cycle for 2025



As your business takes a digital journey, consider that the expectations of your B2B buyers are likely related to more mature trends, which can serve as a starting point for your 2025 digital maturity strategy.

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# 7 actionable insights for today and tomorrow

The common denominator of B2B outperformers? **Bold actions and focused strategies.**

Discover how these industry leaders are transforming trends into actionable strategies to win in 2025.

- 1 Customer centricity reigns supreme**  
Success starts with understanding buyer expectations. Use customer insights and feedback to shape your digital strategy, delivering on what matters most for your specific customers and industries.
- 2 Continuous digital investment: The key to resilience**  
The top B2B firms prioritize ongoing digital investments to ensure seamless purchasing experiences, even during economically challenging times. Secure executive and critical stakeholder buy-in by balancing long-term goals with quick wins, such as focusing on aftermarket sales and niche audience segments to create an innovation flywheel.
- 3 Building trust and expertise through your digital presence**  
Strengthen your credibility by offering detailed, accurate and interactive product information and customized configurations — all provided online — positioning your business as a trusted partner in complex buying journeys. Engaging product content for intuitive discovery is also a great way to enhance trust.
- 4 Sophisticated self-service capabilities**  
Leaders are developing advanced self-service tools like customized product selectors, complex product configurators and volumetric measurement calculators, all making it easier for buyers to navigate their journeys autonomously. These capabilities reduce the burden on sellers, enabling them to focus on high-value activities, streamline operations through automation and shorten purchase cycles.
- 5 Empower sales reps with hybrid and collaborative tooling**  
Elevate hybrid selling by enabling reps to earn commissions on online purchases, and provide them with tools for assisted selling, allowing them to take actions on behalf of customers and engage with clients on their preferred terms and timing.
- 6 Beyond omnichannel with unified commerce**  
Industry front-runners are adopting unified commerce solutions to integrate all sales channels into a cohesive system. This approach ensures consistent, transparent experiences, better real-time inventory visibility and enhanced data interoperability for buyers and sellers alike.
- 7 Composable commerce: The backbone of bold innovation**  
Every bold action is driven by powerful technology. Tap into composable commerce to create the experiences your buyers are looking for, while simplifying workflows for sellers, marketers and developers. Future-proof your business with flexible, scalable solutions that help you stay customer-centric, today, tomorrow and long into the future.

# commercetools: The leading platform for B2B

The commercetools product portfolio provides the essential elements to create a commerce solution that's a perfect fit regardless of where you are on your eCommerce journey — it's a future-ready platform that lets you evolve your digital footprint without limits.

Our composable approach ensures your team can experiment and innovate at speed to meet the outstanding experiences your customers now expect from their B2B purchasing journeys.

Named as a Leader in 2024 Gartner® Magic Quadrant™ for Digital Commerce

Named as a Leader in IDC MarketScape: Worldwide B2B Digital Commerce Applications for Midmarket Growth 2023-2024

Recognized with a record-breaking 15 gold medals across Enterprise and MidMarket in the Paradigm B2B Combine 2024

## commercetools Composable Commerce for B2B

Our flagship composable commerce platform with a robust 500+ API portfolio that meets the unique needs of B2B manufacturers, distributors and wholesalers across the entire buying journey, enabling the creation of exceptional digital experiences at scale.

### commercetools Frontend

Create stunning digital storefronts quickly and with lower effort thanks to templated components for your B2B buyers to purchase with the utmost convenience.

### commercetools Foundry for B2B Manufacturing

The pre-composed solution that delivers all the benefits of composable commerce, with 30% less time spent on implementation.

### Integrations Marketplace

Leverage our connectors and integrations for a successful commerce implementation.

### Premium Support

Deploy and manage your commerce solution with our service offering, featuring 99.99% uptime SLA, priority support handling, expert guidance and load testing.

### Expert Services

Begin your commercetools journey, outline your unique solution and boost time to value with personalized guidance from our commerce experts.

# Continue exploring

If you'd like to learn more about composable commerce in the B2B space, keep reading the vast resources we have available.

## Blogs

[Composable commerce for B2B 101: Everything you need to know in one place](#)

[Composable commerce for B2B 101, Part 2: How complex and costly is it really?](#)

[How commercetools Composable Commerce for B2B is simplifying the path to eCommerce success for ACE Southern](#)

[How B2B accelerators expedite your eCommerce implementation](#)

[How composable commerce is unlocking speed, scale and simplicity for a medical technology and life sciences company](#)

## White papers and booklets

[Establishing Your Baseline: Assessing B2B Digital Maturity](#)

[Accelerating Your Digital Vision: Taking Your Strategy to the Next Level](#)

[The Composable Commerce Migration Guide for B2B](#)

[The Starter Guide for B2B Digital Commerce](#)

## B2B customer stories



### Disclaimer

Please note that not every company mentioned in this report is a commercetools customer. We have interacted with a multitude of thought leaders that provided relevant insights across various events and webinars and are quoted in event recap blogs, as stated for transparency.

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# About commercetools

commercetools, a global commerce company, is the market leader in composable commerce. We enable companies to flexibly customize, tailor and scale shopping experiences across markets. Our composable commerce platform equips some of the world's most influential businesses with tools to remain agile, future-proof digital offerings, reduce technical risks and costs, and build outstanding experiences that drive revenue growth.

commercetools has led a global renaissance in digital commerce by combining cloud-native, technology-agnostic, independent components into a unique system that addresses personalized business needs. We empower brands — including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group — to stay ahead of changes in the market and consumer preferences by powering distinctive, dynamic user experiences.

More information at [commercetools.com](https://commercetools.com).  
Contact us at [info@commercetools.com](mailto:info@commercetools.com)

## Create your MVP or POC

Take advantage of our free 60-day trial and get a glimpse of how commercetools can work for your business.

[Your free trial →](#)

## Get in touch

Contact our team of commerce experts and tell us about your business goals, so we can advise you on the next steps.

[Schedule a call →](#)