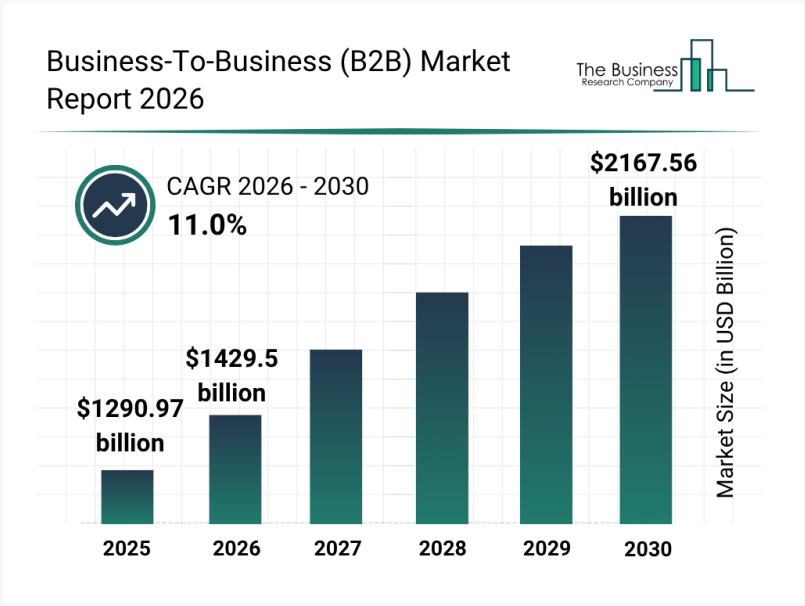
Business-To-Business (B2B) Market Growth Rate Expected To Reach 11% CAGR By 2030

The Business Research Company's Business-To-Business (B2B) Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035



Business-To-Business Market Size

The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, October 1, 2026 /EINPresswire.com/ -- The business-to-business (B2B) sector has witnessed remarkable expansion in recent years, driven by technological advances and evolving market dynamics. This growth reflects a broader shift towards digital integration and global connectivity among enterprises. Let's explore the current market size, key growth drivers, regional leadership, and anticipated trends shaping the B2B landscape.

Market Size and Growth Outlook for the Business-To-Business Market

The B2B market has experienced significant growth, with its value expected to increase from $1290.97 billion in 2025 to $1429.5 billion in 2026, representing a compound annual growth rate (CAGR) of 10.7%. The historical growth during previous years was largely influenced by reliance on traditional offline wholesale trade, limited adoption of digital procurement methods, the rise of enterprise resource planning (ERP) systems, the globalization of supply chains, and the expansion of industrial manufacturing networks.

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Looking ahead, the business-to-business market is projected to expand rapidly, reaching $2167.56 billion by 2030 with a CAGR of 11.0%. This positive forecast is driven by the growth of digital B2B ecosystems, increased automation in procurement processes, greater demand for global supplier connections, the uptake of AI-based decision-making tools, and a shift toward cloud-enabled B2B platforms. Key trends during this period include the rise of digital marketplaces, subscription-based B2B services, digitization of cross-border trade, AI-powered procurement automation, and cloud-based supply chain collaboration platforms.

Understanding the Business-To-Business Market Concept
Business-to-business (B2B) transactions involve commercial dealings between two companies rather than between a company and individual consumers. This sector covers the sale of products, services, or solutions that businesses offer to other organizations to support their operations, production activities, or resale purposes.

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Primary Factors Fueling Business-To-Business Market Growth
One of the main forces propelling growth in the B2B market is the surge in digital transformation initiatives. These initiatives encompass the integration of advanced digital technologies—such as cloud computing, artificial intelligence, and data analytics—into business operations to boost efficiency and competitiveness. The increasing need for operational excellence is encouraging enterprises to adopt sophisticated digital solutions. The B2B market facilitates this demand by enabling smooth digital transactions, better supply chain integration, and enhanced collaboration across business entities.

For example, a report from the Office for National Statistics in the UK, published in March 2025, indicated that 69% of companies adopted cloud-based technologies in 2023, with AI adoption at 9%. Additionally, there was a 19% increase in the government digital and data workforce, highlighting strong growth compared to previous years. These figures emphasize how digital transformation is a key driver behind the expansion of the business-to-business market.

Regional Leaders and Emerging Markets in the B2B Sector
In 2025, North America held the largest share of the business-to-business market. However, Asia-Pacific is expected to emerge as the fastest-growing region during the forecast period. The market analysis covers several regions, including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive view of global market trends and opportunities.

New analytical features added to our 2026 market reports:

• Market attractiveness scoring and analysis
• Total addressable market (TAM) analysis
• Company scoring matrix graphics and tables
• Excel-based forecasting dashboards
• Market hotspots infographics
• Key technologies and future trend analysis
• Updated graphics and tables

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