

# 2Checkout 2020 Survey

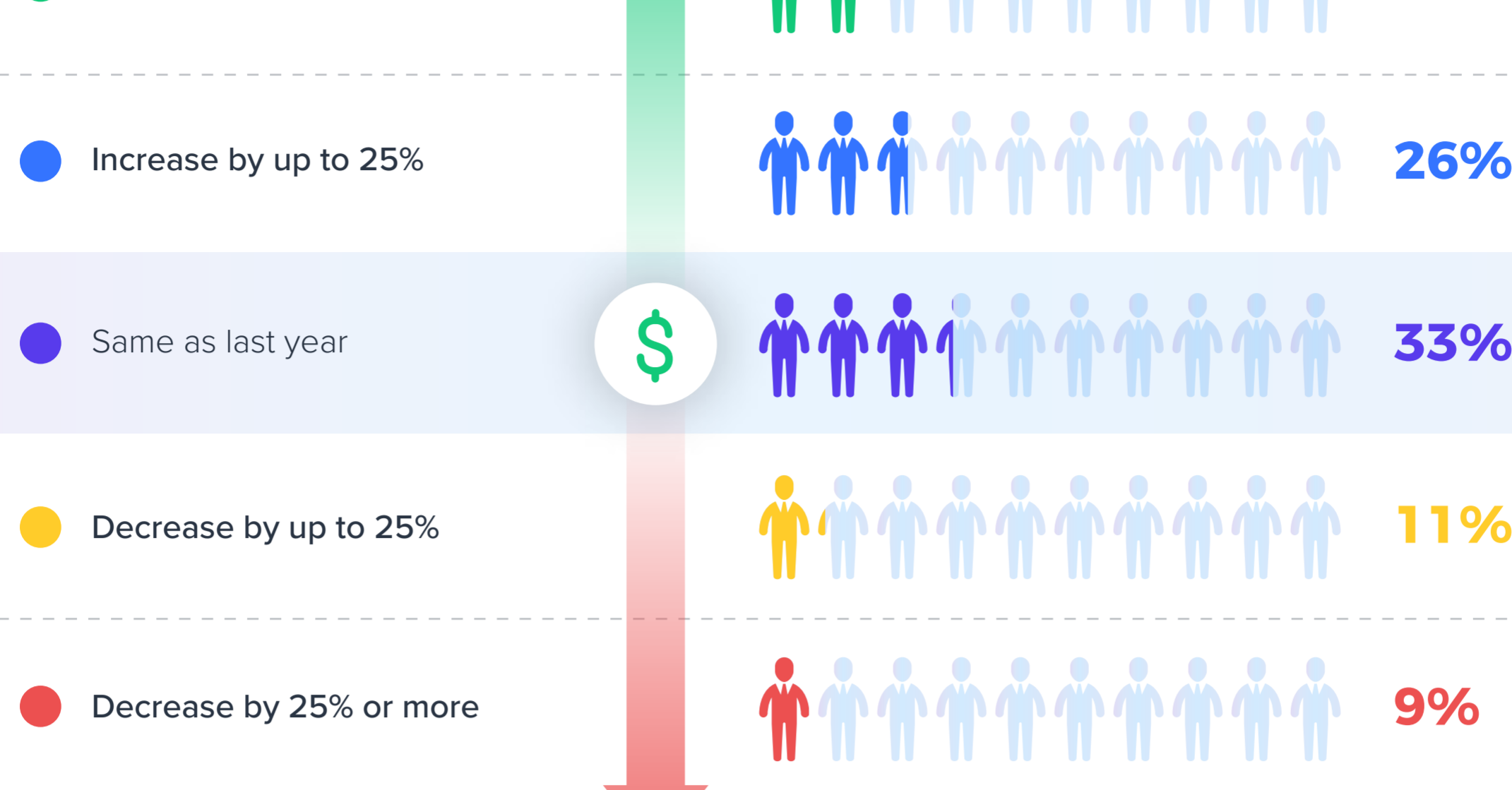
## The State of B2B Digital Commerce

2Checkout recently conducted a global study with B2B digital companies to understand what their main challenges are at present and what they are looking forward to in the next year. While some companies reported downsizing and others recorded growth, most respondents are in sync in terms of focus areas that can help them overcome the year of the pandemic.

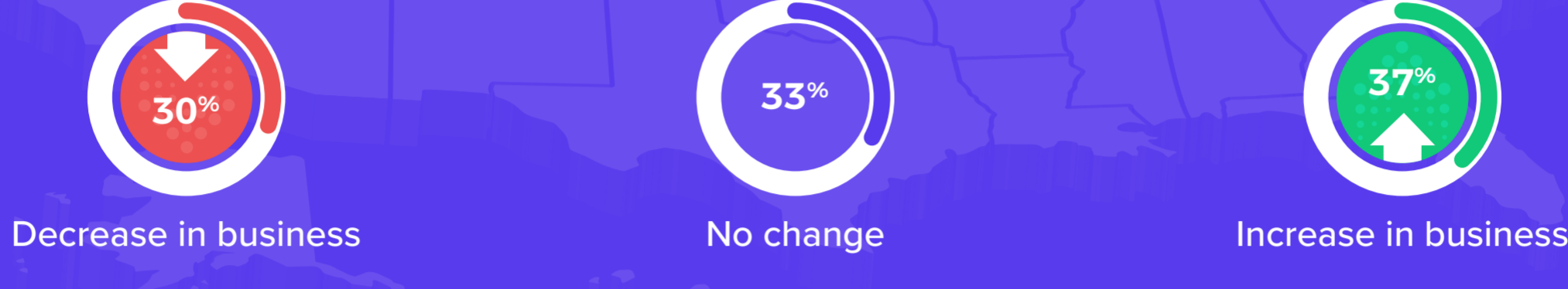


### 2020 Was Kind to Some and Harsh to Others

Almost half of B2B companies interviewed said they succeeded in scaling in 2020, whereas a third of them maintained a similar turnover to 2019. On the opposite side, 20% registered decreases in the year of the global pandemic.



More American companies report having struggled with 2020 challenges vs. global averages.

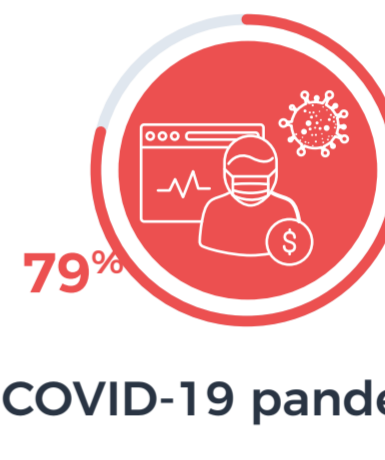
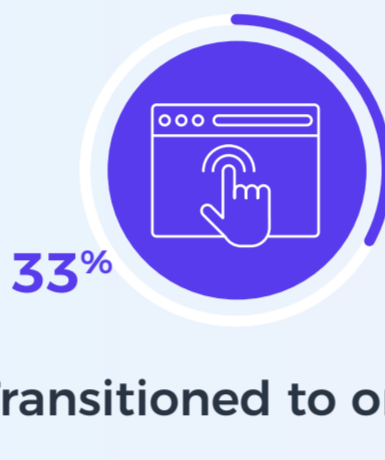
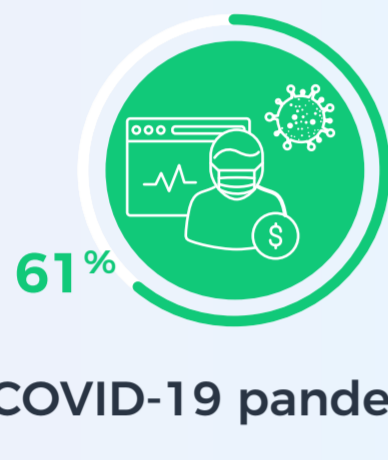


### COVID-19 Impact on B2Bs

The global COVID-19 pandemic was the greatest factor in generating growth as well as contraction of revenues compared to the previous year for B2B companies. A marked focus on online sales was the other factor that helped companies achieve growth, as signaled by almost 62% of respondents.

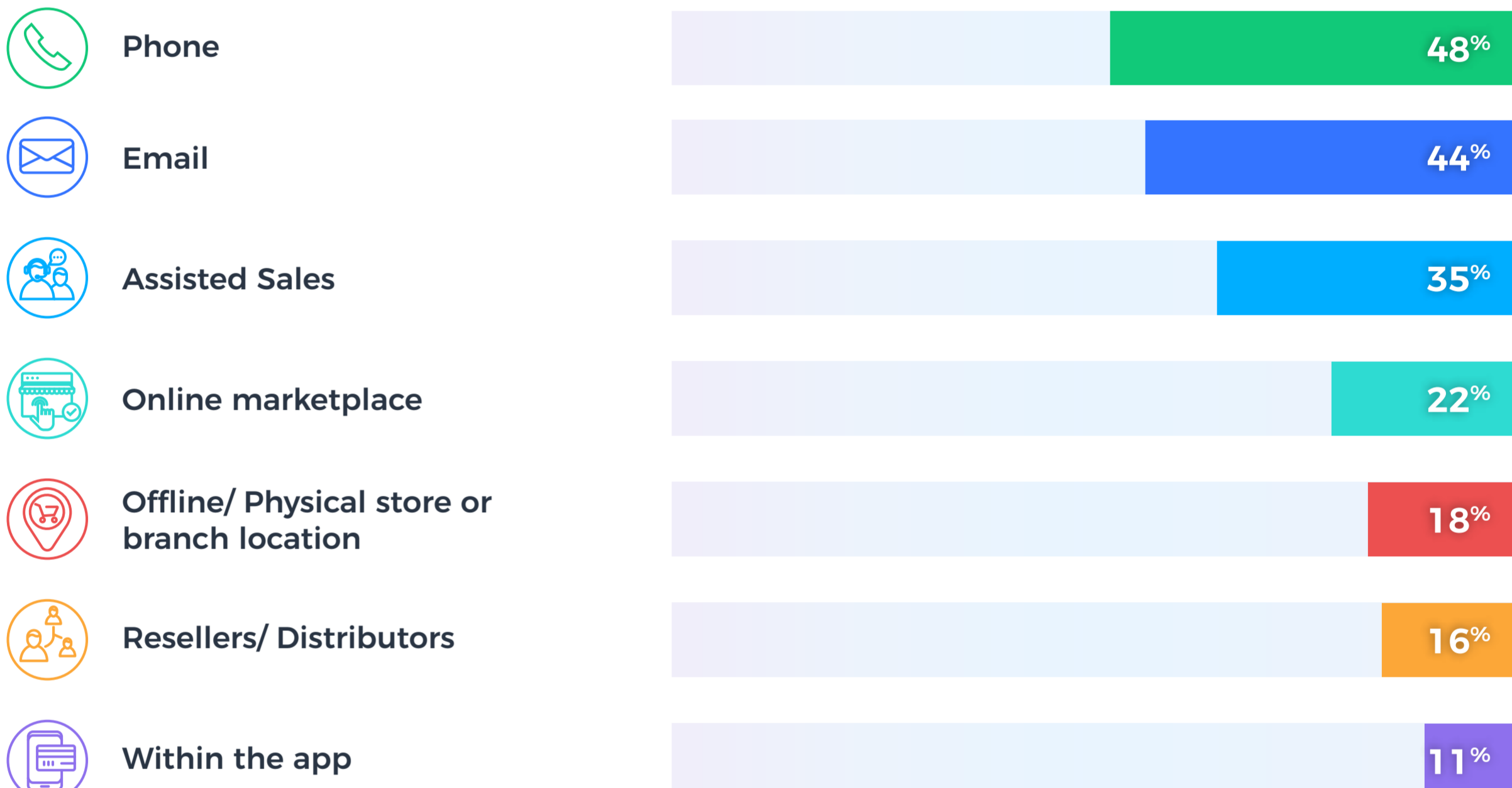
#### Factors that contributed to business scaling

#### Factors that forced businesses to downscale

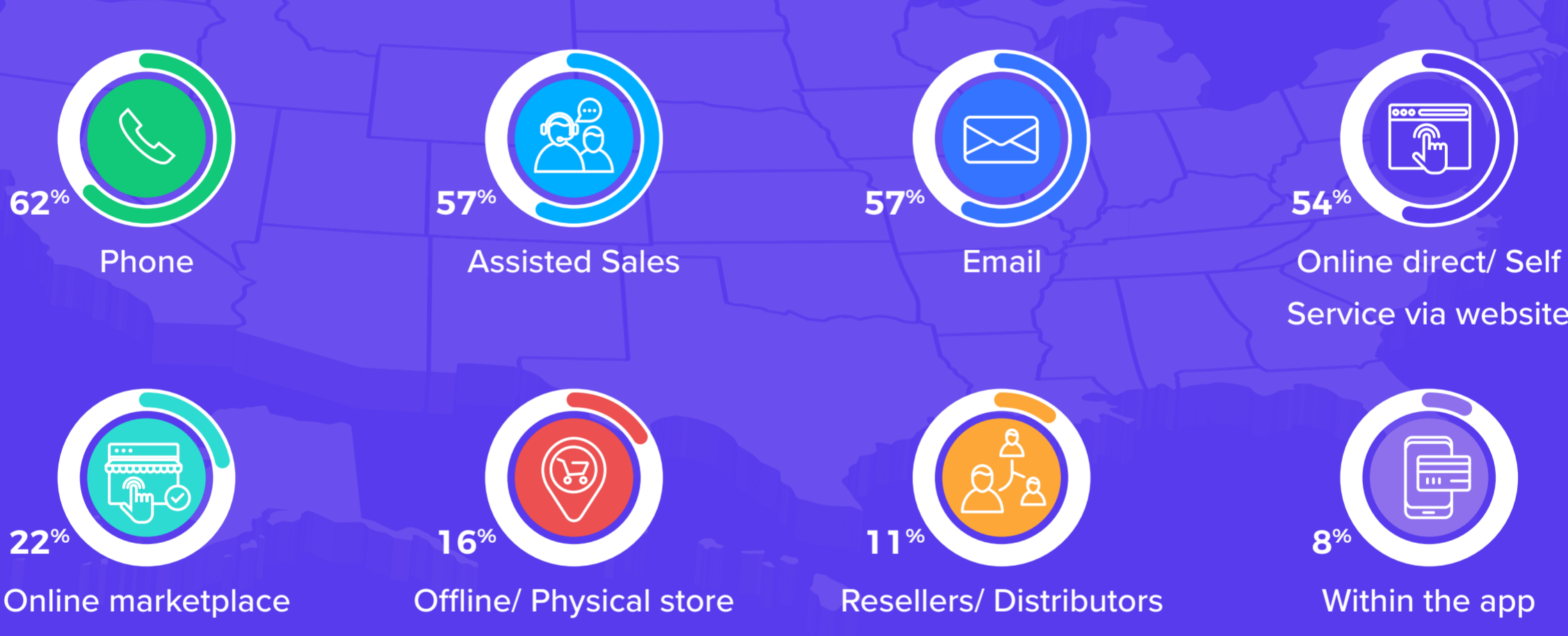


### Channels used by B2Bs for order placing

This has been the year that made us all go digital, and some companies were ready and others were not. At present, most B2B companies are using multiple digital and offline channels to reach their prospects, without a proper integration between these. On average, each B2B company uses at least three sales channels.



The situation is similar in the US, the world's greatest eCommerce market, where B2B companies also employ a disjointed mix of channels to reach their buyers.



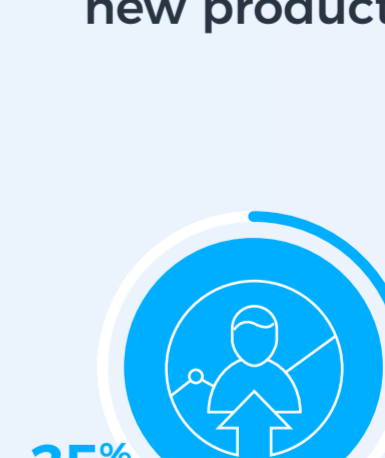
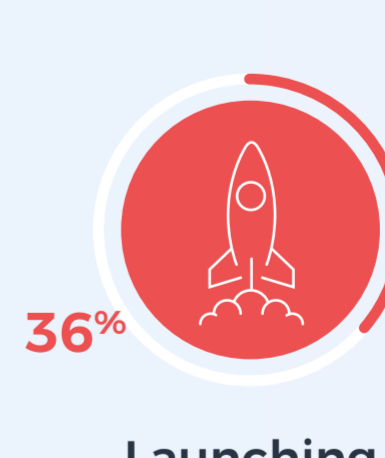
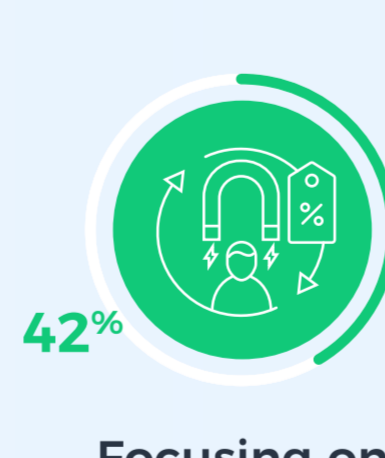
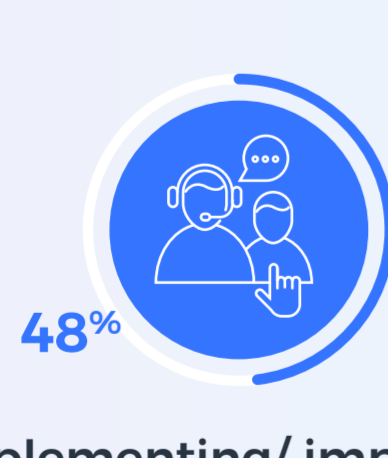
### Challenges & Opportunities Going Forward

Properly managing the sales funnel is the most challenging area of selling B2B. Almost half of all respondents expect to struggle with finding new leads in 2021, while a third are also dreading having to deal with longer sales cycles.

B2Bs are struggling with:



To address these challenges, B2Bs will prioritize:



Main areas of investment in B2B in 2021:



This infographic is based on a survey conducted by 2Checkout in October and November 2020 on 840 respondents from around the world. Respondent profiles included categories like Executive/Owner, Sales VPs and Professionals and other B2B roles.

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