

A Brief Guide to B2B Payments in the Retail Industry

B2B retail sales are expected to overtake B2C sales within 5 years, but frustration in the B2B buyer experience highlights an opportunity for retailers to improve.



Worth \$20.9 Trillion by 2027

The B2B eCommerce market is projected to reach a value of \$20.9 trillion by 2027 – and with its projected revenue B2B eCommerce sales will outgrow B2C eCommerce sales. (Forrester)*



80% of B2B buyers are going mobile

Mobile phones are playing an increasingly role in the purchase of retail goods for B2B buyers, with 80% reporting using in the buying process. (Magento Commerce)**



52% of B2B buyers frustrated with online buyer experience

The online buying experience is frustrating for 52% of B2B buyers. 89% of US and UK companies find buying online more complicated than offline. (Wunderman Thompson)**

Three ways retailers can attract B2B buyers and simplify processes:



Offer a line of credit and payment on terms without risk

Extend a line of credit and payments on terms to encourage additional spending, repeat visits and increased loyalty. Plus offering 30-day terms – uncommon in B2B eCommerce – can help differentiate from competitors.



Stand out to your B2B customers

Offer choice and convenience at checkout with a 100% digital B2B payment experience, requiring no paperwork for a seamless buyer experience.



Eliminate late payment and reduce fraudulent orders

Remove risk by placing risk assessment, underwriting and collections with one trusted provider.

TreviPay in numbers:

\$5K-\$20M+

Credit lines of \$5K to \$20M+

TreviPay enables you to offer market-leading uncapped credit lines to your B2B buyers.



Zero credit risk

TreviPay underwrites the risk so there is zero credit risk or A/R overheads for your business. All processes are digital, so you'll never need to handle this manually.



32 countries

TreviPay offers pay in and pay out capabilities in 32 countries.

*<https://financesonline.com/b2b-statistics/>

**<https://www.wundermanthompson.com/news/online-b2b-shopping-experience-falls-short>

Find out more about how TreviPay is helping retailers to power up sales.

TreviPay.com

The Global B2B Payments & Invoicing Network