



# Mastering B2B complexity

Exclusive insights from  
industry experts solving  
challenging ecommerce  
scenarios



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# Preface

## Dear Readers,

The future of commerce is now – hybrid, hyper-personalized, and fully customer-experience-driven. Technology, customer expectations, and business models are more interconnected than ever before.

In B2B, the rules of the game have fundamentally changed. One-size-fits-all solutions are no longer viable. Today's customers expect more – seamless self-service, omnichannel convenience, and the right balance between automation and personal interaction. Mobile-first, data-driven, and marketplace-centric – this is the new reality. Unified commerce isn't just an option anymore; it's a strategic necessity.

The difference between success and stagnation? Preparation. Businesses that invest in connected systems don't just create better customer experiences – they gain the agility and efficiency to thrive in a highly competitive market.

The boundaries between B2B and B2C are fading. However, the idea that B2B will simply follow B2C's lead is a myth. The reality? B2B is far more complex. Many companies still rely on manual processes, yet today's B2B buyers expect fast, digital, and intuitive experiences – just like in B2C. This shift is pushing experience-led commerce to the forefront. It's no longer just about selling products – it's about creating engaging and frictionless buying experiences. Technologies like Generative AI and immersive commerce solutions are accelerating this transformation, making the line between online and offline increasingly irrelevant.

But technology alone isn't enough. Without a clear strategy and well-trained teams, even the most advanced tools remain underutilized. One of the biggest challenges? Getting employees to see technology not as a competitor but as a powerful asset.

Take Digital Sales Rooms as an example – when used effectively, they enable sales teams to connect with more customers in less time, digitally and efficiently. The impact? Lower operational costs, reduced travel expenses, and increased sales. This is where technology and human expertise come together to create seamless synergy.

At Shopware, we understand the unique challenges facing modern B2B businesses. Our mission is to transform complexity into sustainable growth and long-term success. With our open-source platform and a strong partner network, we provide the flexibility to turn bold ideas into real innovations. Our goal? To make ecommerce more powerful, more accessible, and more future-proof.

This B2B Trend Report will help you make sense of today's biggest developments, turn insights into action, and implement the strategies and technologies that drive sustainable growth. Finding the right balance is key: automation brings efficiency, but trust, inspiration, and outstanding experiences are what truly set businesses apart.

At Shopware, we don't just follow trends – we actively shape them. Join us in driving the future of B2B commerce.

*Sebastian Hamann*

Founder & Co-CEO, Shopware AG

# Introduction

The ecommerce landscape is undergoing a seismic shift, presenting both formidable challenges and unprecedented opportunities. In the B2B sector, the game is entirely different from B2C: while B2C often relies on standardized solutions, B2B demands flexible, tailor-made approaches that can adapt to intricate business processes. Decision-making paths are longer, investment sums are heftier, and products and services often require more detailed explanations – the stakes for personalization and efficiency are sky-high. This phenomenon is known as Complex Commerce, characterized by the fusion of cutting-edge technology, relentless personalization, and maximum efficiency, setting new benchmarks in digital trade.

To pinpoint the central developments in B2B ecommerce for 2025, we've conducted extensive research, compiling key insights from esteemed analyst studies and renowned ecommerce sources. From this, we've identified 11 global trends, validated and refined through surveys with international ecommerce experts and partner agencies across the United States. The result: eight focal themes deemed particularly relevant for the B2B arena – strategies that inspire and are ready for immediate implementation.

Everything centers on the following three pivotal aspects:

## **Customer-Centric Commerce:**

Modern customer-centric commerce places the needs of today's clientele at the forefront, focusing on personalized experiences, straightforward self-service options, and building trust through transparency, security, and compliance. According to [Gartner](#), by 2025, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels. Simultaneously, [Forrester](#) predicts that by 2025, more than half of large B2B transactions (US\$1 million or greater) will be processed through digital self-serve channels, including vendors' websites or marketplaces.

## **Next-Generation Technologies:**

Advanced technologies like Generative AI, omnichannel solutions, and mobile applications are propelling the evolution of B2B ecommerce, offering companies new avenues for efficiency and growth. Generative AI has the potential to significantly impact the market. A [study by the McKinsey Global Institute](#) estimates that generative AI could add the equivalent of \$2.6 trillion to \$4.4 trillion annually across various use cases.

## **Innovative Sales Strategies:**

To remain agile and competitive, future-proof sales strategies embrace hybrid sales models and the growing significance of marketplaces. The importance of online marketplaces is skyrocketing: In 2023, [64.3%](#) of all online purchases by North American consumers were made on marketplaces, reinforcing their position as the dominant force in ecommerce.

These topics offer insights into the latest developments in B2B commerce and provide key approaches for building a long-lasting business strategy. This report shows you how to overcome your B2B challenges using the latest technologies and strategic initiatives. Plus, you'll benefit from success stories from our partners and customers, along with practical tips and proven best practices.



# Reflecting on Recent Market Developments

As 2025 begins, the U.S. economy is entering a phase of stabilization and technological acceleration. While the world continues to recover from the economic and societal challenges of recent years, issues such as energy crises and geopolitical tensions remain present in 2024. However, a steady inflation rate of the U.S. – holding at 2.9% in both January and December – and the prospect of moderate economic growth in 2025 are fostering a more optimistic outlook across industries.

Businesses in 2024 increasingly leveraged key technologies such as Artificial Intelligence (AI), cloud services, and the Internet of Things (IoT) to simplify complex processes and elevate the customer experience. These technologies not only enhanced operational efficiency but also enabled hyper-personalized experiences throughout the entire customer journey. At the same time, the focus on clean data became more critical than ever. Investment in data-driven strategies proved essential for maintaining competitiveness and ensuring customer satisfaction. The convergence of B2B and B2C business models also gained momentum as customers increasingly demanded a seamless and hyper-personalized shopping experience that combines the speed and flexibility of B2C with the complexity of B2B transactions.

The **U.S. B2B ecommerce sector** demonstrated remarkable growth, with total sales reaching \$2 trillion in 2023. Forrester projects this number will surge to \$3 trillion by 2027, reflecting a fundamental shift in the way businesses buy and sell online. The forces driving this expansion are diverse, with the technological

trends of 2025 offering a clear vision of the road ahead. Companies are prioritizing **digital self-service** to meet the growing demand for more efficient and autonomous processes. **Generative AI and hyper-personalization** are redefining customer interactions, while **hybrid sales models** bridge the gap between digital commerce and traditional sales structures. Establishing **customer trust** has become a competitive necessity, with AI governance, blockchain transparency, and optimized fulfillment processes playing pivotal roles. At the same time, **omnichannel commerce, mobile commerce, and marketplaces** are solidifying their positions as dominant sales channels.

Beyond technology, sustainability has become a central focus. The B2B sector is ramping up investments in **sustainable supply chains and energy-efficient logistics**. The push toward **unified commerce** remains a top priority as companies work to deliver a consistent customer experience across all touchpoints. Emerging technologies such as **Virtual Reality (VR) and Augmented Reality (AR)** are also making inroads in B2B, unlocking new possibilities for the future of commerce with immersive product discovery experiences.

For businesses, 2025 presents a **pivotal opportunity** to invest strategically in digital tools, platforms, and processes to stay ahead of the competition. Companies that take decisive action now will not only unlock greater efficiency but also position themselves to fully capitalize on the explosive growth of the B2B ecommerce market.

# Ecommerce Maturity Checklist: Identify your ecommerce challenges and assess digital transformation readiness

**Do these B2B challenges sound familiar? Review the list below to see which obstacles apply to your business's operational efficiency or customer experience. The sooner you address the areas for improvement, the faster you can prepare your business to evolve and adapt quickly to market changes to remain competitive.**

## Digital Self-Service

Your customers have to wait for sales reps because they don't have direct access to pricing, stock levels, or delivery times.

Your sales team is overwhelmed with manual quotes and order processing.

Your market expansion is stalling due to a lack of scalable self-service solutions.

## Hyper-Personalization

Customers hesitate to buy because they don't receive personalized offers.

Customer retention is low since your content and recommendations aren't tailored to individual needs.

Your sales team isn't leveraging data effectively to respond to customer demands.

## Omnichannel Commerce

Your sales channels aren't connected, leading to an inconsistent shopping experience.

Your online and offline operations aren't synchronized, causing stock and coordination issues.

You lack visibility into availability, pricing, and delivery times due to disconnected systems.

## Building Customer Trust: Transparency, Security, Compliance

Customers have concerns because you don't have clear policies on AI usage and data privacy.

Lack of supply chain transparency creates uncertainty in orders and fulfillment.

Lack of data transparency and code ownership risks customer trust, regulatory penalties, and potential deplatforming.

### Mobile Commerce

Your online store isn't optimized for mobile devices, leading to abandoned purchases.

Your sales team lacks mobile access to real-time pricing and inventory data.

Your mobile checkout process is complicated or not user-friendly.

### Generative AI

Creating technical documentation, product descriptions, or quotes is time-consuming and resource-intensive.

Your messaging isn't personalized enough to cater to individual customer needs.

Your customer service isn't available outside of business hours.

### Marketplaces as Key Sales Channels

You don't have a clear strategy for leveraging marketplaces as a sales channel.

Integration with marketplaces is technically or organizationally too complex.

High upfront sales costs make it difficult to expand into new markets.

### Hybrid Sales Models

High sales costs due to frequent in-person meetings and travel.

Long sales cycles because decision-making processes aren't digitally supported.

Your team lacks training in using digital sales tools efficiently.

### Ecommerce Maturity Assessment Rating

How many boxes did you check for the statements above?

- **0–8 statements apply:** You're in a strong position, but there's still room for optimization. Identify key strategies to enhance efficiency and drive growth.
- **9–17 statements apply:** Your business faces some hurdles in digital B2B commerce. Take targeted action to address weak points and unlock new opportunities.
- **18–24 statements apply:** There's an urgent need for change! Now is the time to reassess your processes and implement new strategies to stay competitive.

**Survival of the Fittest:** In today's market, old ways of operating and selling won't survive against innovative brand experiences. Review the trends for guidance on how to tackle your challenges effectively and evolve your business operations to thrive in today's B2B economy.

# B2B Ecommerce Trend #1: Digital Self-Service



Digital self-service empowers customers to independently access information, configure products, and place orders – anytime and without direct sales involvement. As B2B buyers increasingly expect fast, flexible, and seamless solutions, this approach is becoming essential. Advances in AI and

automation, including AI-powered chatbots, are making self-service more efficient and personalized, reducing costs while enhancing customer satisfaction. According to [Gartner](#), 33% of buyers, including 44% of millennials, prefer a sales-free purchasing experience.

## How will this trend evolve?

Beyond 2025, digital self-service will become even more interactive and personalized with technologies like artificial intelligence (AI), augmented reality (AR), and virtual reality (VR). These innovations allow customers to test and configure products virtually in real time, a development [McKinsey](#) highlights as key to the next stage of digital sales. Automation will also play a larger role, with features like autonomous reordering streamlining procurement processes. Digital self-service will become indispensable in ecommerce, setting new benchmarks for efficiency and customer satisfaction.

*"The future of B2B ecommerce belongs to companies that recognize digital self-service as a strategic growth driver and consistently invest in optimal user experiences."*



Sebastian Holzhüter,  
Managing Director, [AGIQON GmbH](#)



## What B2B pain points does Digital Self-Service solve?

Many B2B companies struggle with long decision-making processes, reliance on sales teams, and inefficient operations. Digital self-service addresses these issues by streamlining workflows and enhancing customer access to information. Buyers often need immediate insights into pricing, stock levels, and delivery times. Self-service portals provide real-time data, reducing unnecessary back-and-forth communication. Automated workflows also accelerate processes such as order and quote management, preventing bottlenecks and minimizing administrative overhead. This reduces the burden on Customer Service teams by cutting down the number of calls related to order status, pricing inquiries, and long order processes. Scaling operations can be another challenge, especially when expanding into new markets. Traditional sales models require increased staffing, whereas self-service solutions support international growth without proportionally increasing resource requirements.

## What are the key use cases for B2B ecommerce?

Digital self-service unlocks a range of opportunities in B2B commerce. Interactive product configurators allow customers to tailor complex products to their needs, providing real-time previews of design changes, technical specifications, and pricing updates. Self-service quote management enables buyers to create offers, adjust pricing, and complete purchases without waiting for a sales representative. Recurring orders become seamless with personalized dashboards and saved shopping lists. Digital support platforms with FAQs, tutorials, and documentation empower customers to resolve issues independently. Additionally, virtual sales rooms enhance advisory-driven sales processes by offering interactive presentations and real-time data.

## How does Shopware facilitate the use of Digital Self-Service?

Shopware provides tailored features for digital self-service in B2B commerce. The [B2B Components](#) optimize purchasing and quoting processes, while the [Sales Agent](#) centralizes sales operations, enabling teams to efficiently monitor and adjust processes. This ensures personalized, automated support for customers while complementing independent purchasing behavior. [Returns management](#) allows merchants to handle returns seamlessly within the admin interface. The self-guided mode of [Digital Sales Rooms](#) lets customers explore personalized offers on their own terms, while the [Flow Builder](#) and [Rule Builder](#) enable automation and custom rules for greater efficiency.



**B2B employee  
management**



**B2B budget & right  
management**



**B2B quick order  
options**



**B2B quote  
management**



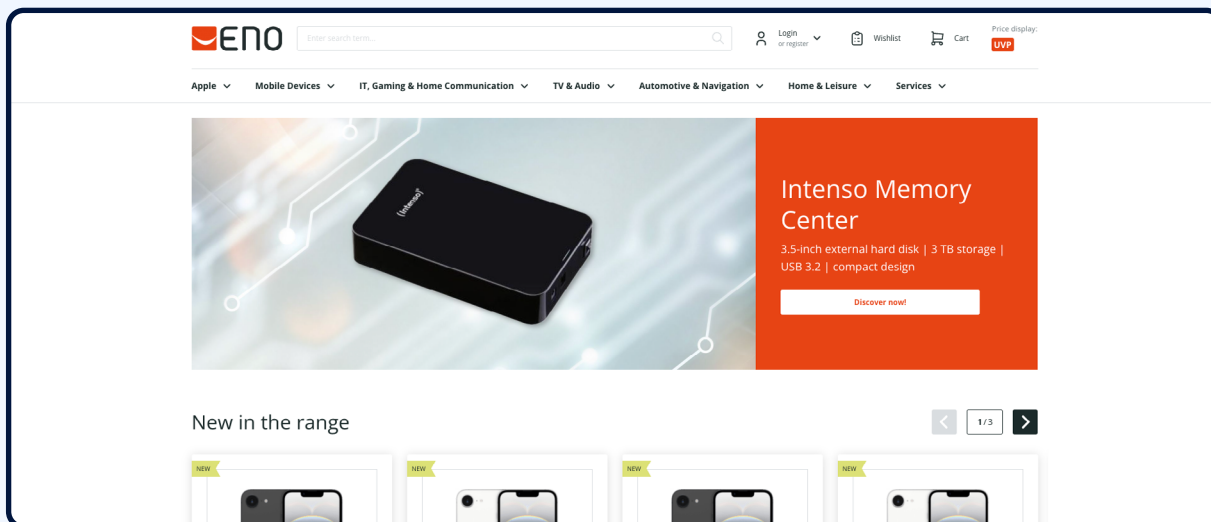
**B2B  
order lists**





## Case Study: ENO telecom & onacy – A scalable B2B self-service success

ENO telecom GmbH, a leader in telecommunications products and services, partnered with Shopware partner agency onacy to create a bespoke B2B shop on Shopware 6, tailored to its dealer network's needs.



### Project highlights at a glance:

- Platform: Shopware 6 with custom B2B Components (license-free).
- ERP-Integration: Reduced synchronization time from 24 hours to 10 minutes.
- Performance: Load times improved from 7-10 seconds to 1-2 seconds.
- Catalog: approximately 10,000 products across six main categories.
- Migration: Seamless transition from Magento 1 to Shopware 6.
- Cross-Selling: Optimized product representation with ERP-driven bundling.

The project tackled complex requirements, such as customer-specific pricing, extensive self-service features, and seamless ERP integration. The result is a scalable solution that empowers dealers with real-time stock visibility, automated data sheets, and tailored pricing – all while significantly reducing manual tasks.

### The impact

ENO's revamped platform has optimized internal processes, enhanced tracking accuracy, and provided a modernized shopping experience. Shopware has proven to be the ideal shop system for businesses seeking a flexible and scalable solution that aligns with modern B2B requirements.

### Future outlook:

There will be deeper integration with search engine advertising (SEA), improved customer retention strategies, and increased automation to boost efficiency. With Shopware 6's flexibility, ENO is well-equipped to create a unique and scalable B2B shopping experience.

***"Digital self-service is not just a trend but a critical driver of growth. ENO's success showcases how tailored solutions can redefine B2B commerce for the modern age."***



Hajo Hajo,  
Head of Customer Success

## B2B Ecommerce Trend #2: Omnichannel Commerce



Omnichannel commerce is a customer-centric strategy designed to create a seamless shopping experience across all touchpoints – whether customers engage with a business online, in-store, or through mobile devices. While this approach is already well-established in B2C, it's rapidly gaining

traction in the B2B world. According to research from [McKinsey](#), businesses that implement a consistent omnichannel strategy see significant advantages: 83% of B2B decision-makers stated that an omnichannel sales approach is just as effective or even more effective than traditional methods.



## Where is the trend headed?

IDC predicts that demand for seamless omnichannel experiences in B2B will grow. Businesses that invest in smart solutions to unify customer interactions across platforms and devices will come out on top. Social commerce is also emerging as a key player in B2B sales, creating direct engagement opportunities that traditional channels can't match. Meanwhile, cutting-edge technologies like AI-powered guided selling, clienteling apps, and intelligent promotion engines are making personalization at scale a reality. But none of this works without solid data governance. Clean, consistent, real-time data is the backbone of a truly connected, efficient customer journey.

## What B2B pain points does omnichannel solve?

Let's face it, B2B sales can be a fragmented mess. Disjointed sales channels create friction, making it harder for buyers to move through the journey smoothly. Omnichannel fixes that by breaking down silos and connecting data across platforms, delivering a unified and hyper-personalized experience. It also eliminates inefficiencies between online and offline sales, syncing every touchpoint in real time. No more outdated inventory updates, inconsistent pricing, or frustrating delivery uncertainties – integrating systems like ERP and CRM ensures everything is transparent and up to date. And for companies looking to scale, omnichannel opens up new revenue streams, allowing businesses to expand without operational headaches.

## What are the key use cases for B2B ecommerce?

Omnichannel Commerce isn't just about selling. It's about creating a frictionless, engaging experience at every stage. Buyers can configure products online, test them in a showroom, and even explore them in AR or VR before making a purchase. Cross-channel ordering makes life easier – research online, buy in-store, or mix and match however it suits them. AI-driven insights help deliver personalized, consistent offers across all touchpoints. Even post-purchase experiences get an upgrade: digital platforms streamline customer support and returns, while physical locations become high-value service hubs.

## How does Shopware power omnichannel success?

Shopware is built for the modern, connected B2B world. As an open commerce platform, it gives businesses total control over their sales channels – whether that's online stores, in-person retail, social media, or digital marketplaces. With an API-first approach and a rich store ecosystem, you can manage everything from one place. Omnichannel features like Click & Collect let buyers place orders online and pick them up in-store, while the integrated Store Locator with Google Maps helps them find your nearest location. Real-time inventory tracking speeds up decision-making and drives revenue, and the Sales Agent tool gives your team a powerful CRM-backed dashboard to close deals faster. For B2B, Shopware's robust B2B Components include features like shopping lists, approval workflows, and cross-channel quote management. And when it's time to go global, Shopware makes international expansion seamless with localized storefronts, multi-currency support, and region-specific tax configurations.



## Success achieved: Webmatch x Toyota

### What does omnichannel look like in action?

#### A seamless, customer-first journey.

Imagine this: a buyer kicks off their journey online, browsing product catalogs, configuring options, and placing an order – all with AI-driven recommendations or real-time chat support. Once the deal is sealed, the experience continues offline, with in-person pickup, installation, or onboarding at a designated location. At this stage, human interaction makes all the difference. Knowledgeable advisors enhance the customer experience, not just by providing guidance but by introducing relevant upsell opportunities. This mix of digital efficiency and personal connection builds trust, deepens relationships,

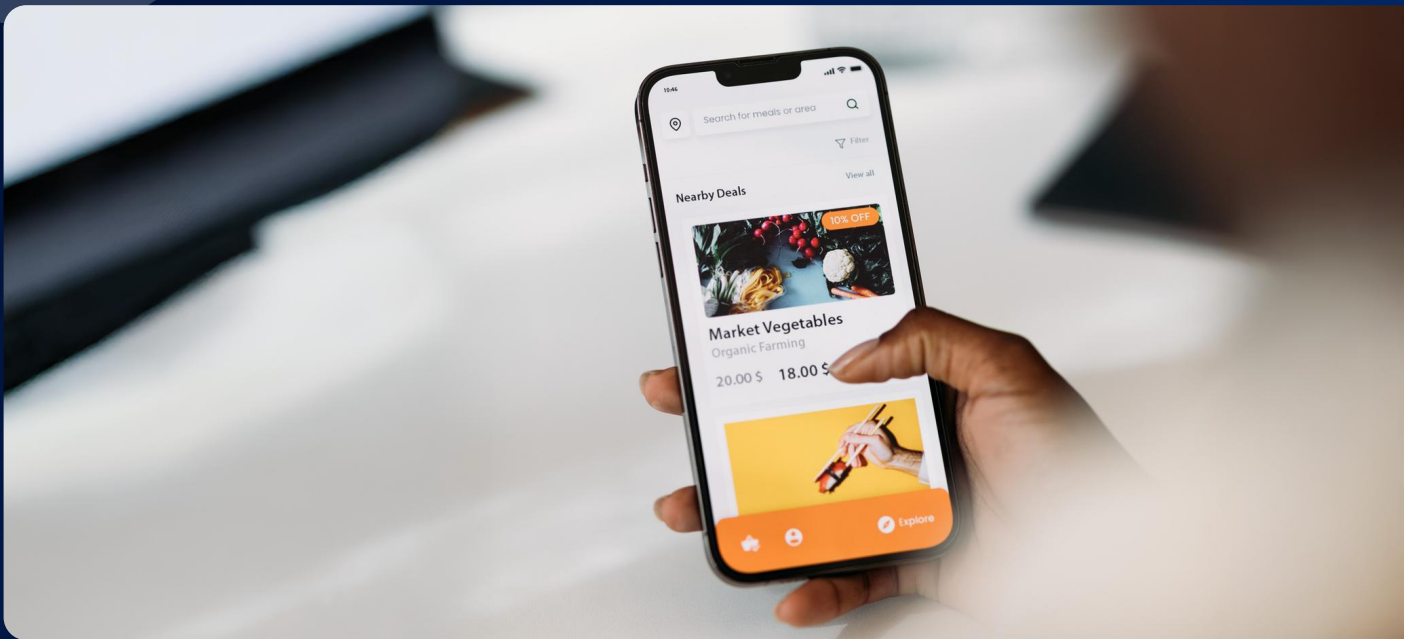
and – yes – boosts revenue. The collaboration of Toyota with Shopware partner agency Webmatch is a prime example of omnichannel done right. Customers explored Toyota's accessories online, configured their ideal setup, and completed their purchase digitally. The final step – pickup or installation – happened in-store, where trained specialists ensured a top-tier experience while seamlessly recommending additional accessories and service packages. The result? Higher sales and stronger customer loyalty.

[View full case study](#)

### Omnichannel success checklist from Webmatch:

- ✓ Make sure your online browsing, configuration, and purchasing processes are intuitive and hassle-free.
- ✓ Train your team to create welcoming in-store experiences, provide expert advice, and strategically introduce upsell opportunities.
- ✓ Ensure your online and offline interactions feel consistent, upholding the same service quality and brand identity.
- ✓ Leverage purchase history and customer preferences to personalize both digital and in-person experiences.

## B2B Ecommerce Trend #3: Mobile Commerce



Mobile Commerce isn't just for consumers – it's also dominating B2B. Buyers everywhere rely on smartphones and tablets to research, compare, and place orders. If your business isn't mobile-ready, you're already behind. Mobile Commerce puts your entire operation in the palm of your hand, making transactions faster, smoother, and more accessible. And the numbers don't lie: according to [Statista](#), B2B mobile ecommerce transactions have surged from 43% in 2018 to a projected 63% by 2028, with 59% expected by 2025. Even more mind-blowing? Mobile ecommerce revenue is set to nearly double from \$1.71 trillion in 2023 to \$3.35 trillion by 2028.

*"Mobile commerce has evolved from being a trend to becoming the cornerstone of modern B2B interactions. As buyers increasingly rely on mobile devices for their professional needs, providing intuitive and user-friendly mobile experiences is essential. Businesses that prioritize seamless navigation, speed, and accessibility on mobile are not just meeting expectations but are setting new standards in customer experience and staying ahead in the competitive B2B landscape."*



Hajo Hajo  
Head of Customer Success



## Where is the trend headed?

By 2025 and beyond, Mobile Commerce will be smarter, faster, and more intuitive than ever. Expect next-gen technologies like Composable Frontends, 5G, and AI-powered personalization to reshape the mobile shopping experience. Voice search and AI-driven recommendations will streamline navigation, making it effortless for buyers to find what they need. Meanwhile, Augmented Reality (AR) will redefine product exploration – allowing customers to configure and visualize complex B2B solutions in real-time, straight from their phones.

## What B2B pain points does Mobile Commerce solve?

Mobile Commerce is a full-scale B2B accelerator that goes beyond sales transactions. Digital catalogs let buyers browse, customize, and purchase products in seconds, with live pricing and stock updates ensuring total transparency. Sales teams can access real-time customer data, prep for meetings, and generate quotes on the spot. Repeat orders? A breeze. Personalized shopping lists and saved templates make reordering lightning-fast – critical for supply chains and industrial procurement. And when support is needed, mobile access to FAQs, troubleshooting, and documentation makes problem-solving instant and stress-free.

## What are the key use cases for B2B ecommerce?

Think beyond transactions – Mobile Commerce is a full-scale B2B accelerator. Digital catalogs let buyers browse, customize, and purchase products in seconds, with live pricing and stock updates ensuring total transparency. Sales teams can access real-time customer data, prep for meetings, and generate quotes on the spot. Repeat orders? A breeze. Personalized shopping lists and saved templates make reordering lightning-fast – critical for supply chains and industrial procurement. And when support is needed, mobile access to FAQs, troubleshooting, and documentation makes problem-solving instant and stress-free.

## How does Shopware power Mobile Commerce success?

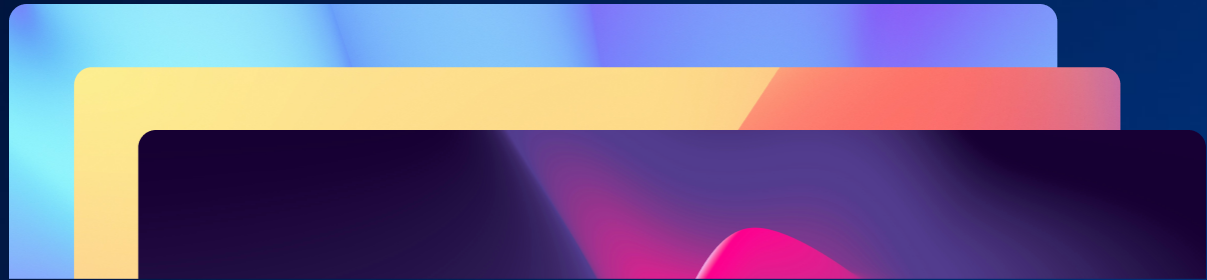
Shopware delivers a flawless mobile experience – fast, intuitive, and built for B2B success. With responsive design and Composable Frontends, your mobile store is just as powerful as your desktop setup. Personalized dashboards let you manage orders, track inventory, and generate quotes from anywhere, so you stay in control on-the-go and no longer limited to managing from your desk. And with 3D and AR tools, buyers can visualize and customize products in real-time, creating an effortless, immersive shopping experience that keeps them coming back.

# 4

## B2B Ecommerce Trend #4: Generative AI



Minimalistic, calm and blurry background



Generative AI refers to a technology based on advanced machine learning models that autonomously create content such as text, images, videos, or designs. In ecommerce, Generative AI isn't just a trend – it's a game-changer. Businesses are using it to craft hyper-personalized customer experiences and automate tedious processes, freeing up time and resources for innovation. And the momentum is undeniable. According to

McKinsey, 65% of companies now use AI regularly, a massive jump from just a few years ago. Gartner predicts that by 2025, 30% of all outbound marketing messages from major enterprises will be AI-generated. Personalization is proving to be a powerful sales driver, with McKinsey reporting that 76% of surveyed respondents consider personalized communication a key factor in driving brand consideration.



## Where is this trend headed?

The Generative AI market in the United States is experiencing rapid growth. According to Statista, the market size is projected to reach \$20.29 billion in 2025, with an annual growth rate of 41.53% from 2025 to 2030, resulting in a market volume of \$115.20 billion by 2030. AI is getting sharper, smarter, and more intuitive – multimodal AI models will soon refine everything from pricing and messaging to real-time personalization with pinpoint accuracy. As customers demand more tailored experiences, AI will become an essential tool for multilingual localization and managing complex datasets at scale.

## What B2B pain points does Generative AI solve?

B2B operations can be slow, complex, and resource-intensive – Generative AI is flipping the script. It slashes content creation time, automating technical documentation, personalized proposals, and multilingual communications. It ramps up engagement with real-time, relevant content and hyper-targeted recommendations. And it's not just about words – Generative AI fuels product innovation, rapidly generating designs and prototypes. AI-powered chatbots are also transforming customer service, handling inquiries with near-human accuracy – 24/7, no wait times, no office hours.

*"Generative AI is redefining ecommerce. With its ability to deliver round-the-clock, human-like interactions, it's revolutionizing customer service and boosting satisfaction."*

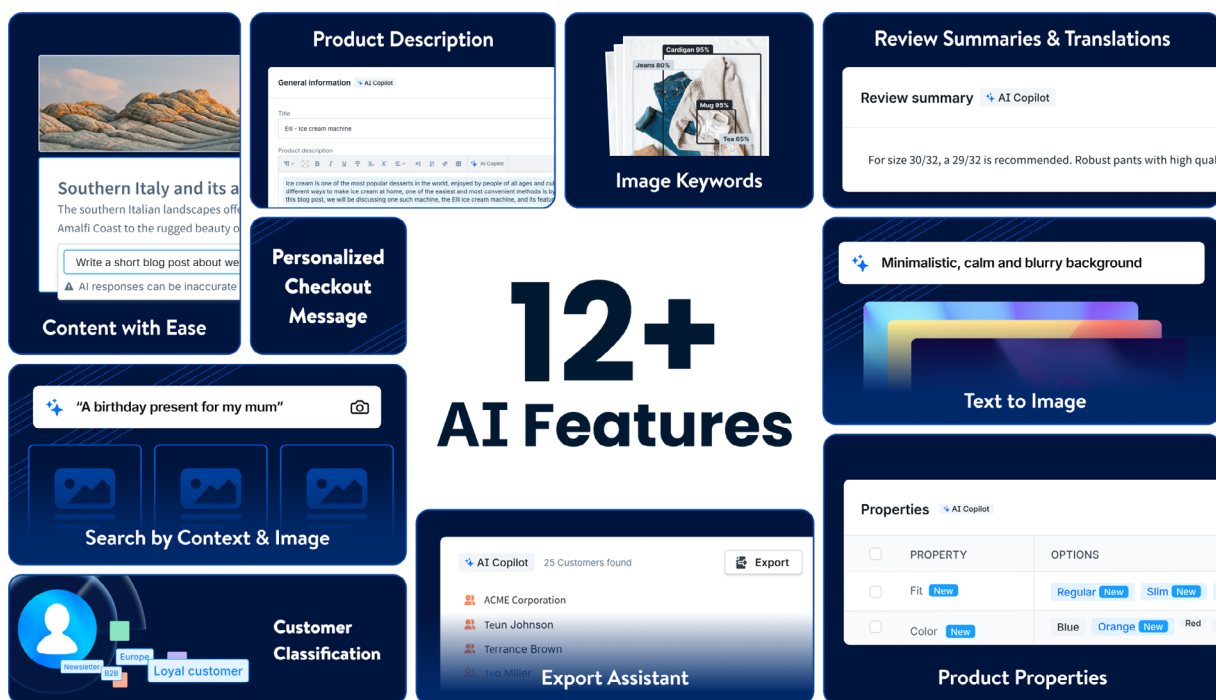
*Virtual try-ons and AR-powered shopping make products feel real before purchase, reducing return rates and creating more confident buyers. Behind the scenes, AI is automating everything from product descriptions to full-scale marketing campaigns, giving brands the freedom to focus on what really matters – growth and innovation.*

*As AI becomes even more seamless and widespread, ethical AI and data privacy will be key to maintaining trust and transparency."*



Levitan Novakovski,  
Head of AI & Development, elio GmbH





## What are the key use cases for B2B ecommerce?

The potential is massive. Companies are already using Generative AI to create SEO-optimized content, interactive 3D product visualizations, and precision-driven marketing campaigns. AI-powered virtual assistants are making customer service smarter and faster, while AI-generated designs and branding concepts are accelerating product development. Whether it's automating tedious tasks or delivering high-impact creative work, Generative AI is setting a new standard for efficiency and innovation.

## How does Shopware power Generative AI success?

Shopware seamlessly integrates Generative AI into its platform, primarily through the [AI Copilot](#). This tool enhances ecommerce processes with up to 12 features, including automated product descriptions and personalized recommendations. It also leverages AI to summarize product reviews and provides a data export assistant for securely exporting selected data into CSV files. Additionally, [Shopware Analytics](#) empowers merchants with native, event-based tracking across their sales channels. This enables them to analyze key metrics such as conversion rates, traffic volume, and add-to-cart rates across different shopping funnels – allowing for effortless customer behavior insights.

# 5

## B2B Ecommerce Trend #5: Hyper-Personalization



Hyper-personalization in B2B ecommerce goes beyond traditional personalization by leveraging advanced technologies like artificial intelligence (AI), big data, and predictive analytics to create real-time, individualized experiences. While B2C has been refining personalized customer journeys for years, B2B is now catching up – and the impact is

undeniable. According to [McKinsey](#), 77% of B2B companies that implement personalized experiences report an increase in market share. Plus, a [study by PayPal](#) found that 70% of businesses implementing advanced personalization strategies see a 200% or higher increase in ROI.



## Where is this trend headed?

The evolution of hyper-personalization is being fueled by advancements in AI and machine learning. Technologies like natural language processing (NLP) and predictive analytics will allow businesses to seamlessly integrate data from multiple sources – CRM systems, social media, and transactional data – to deliver hyper-relevant insights and real-time recommendations.

## What B2B pain points does Hyper-Personalization solve?

B2B companies often struggle with long sales cycles, low customer retention, inefficient sales processes, and scaling challenges. Complex purchasing decisions that involve multiple stakeholders make conversions slow, while generic, impersonal offers fail to meet specific customer needs. Hyper-personalization ensures that buyers receive customized content, optimized pricing, and highly targeted engagement, speeding up decision-making and strengthening loyalty. It also enhances sales efficiency and makes scaling into new markets more seamless.

## What are the key use cases for B2B ecommerce?

Hyper-personalization opens up endless opportunities in B2B ecommerce. Personalized product recommendations and customized offers increase relevance for buyers, driving higher engagement and more effective cross- and upselling strategies. Dynamic pricing adapts to customer profiles and market trends, while personalized dashboards provide buyers with instant access to critical information. Custom content such as whitepapers and case studies helps build deeper customer relationships by addressing industry-specific pain points. Automated follow-up sequences streamline purchasing, reminding customers about pending orders and making repeat purchases effortless.

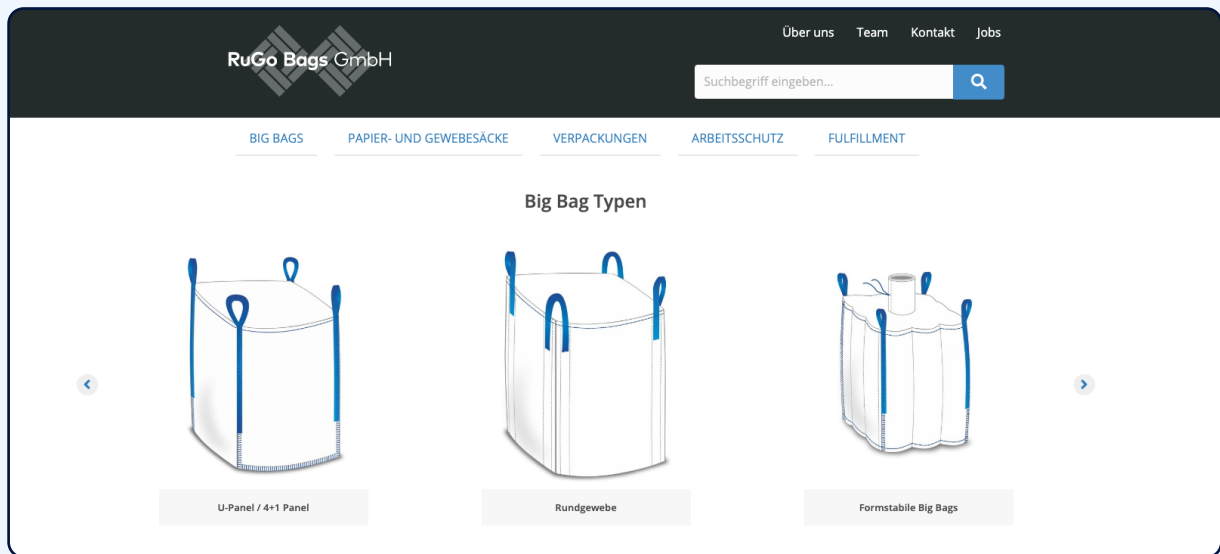
## How does Shopware support Hyper-Personalization?

Shopware provides powerful tools to bring hyper-personalization to life in B2B ecommerce. The [Flow Builder](#) automates customer interactions, while the [Rule Builder](#) dynamically adjusts pricing and discounts based on predefined criteria. [Customer-specific pricing](#) allows for long-term agreements, strengthening business relationships. [AI Copilot](#) helps merchants craft personalized checkout messages, ensuring a more relevant and engaging experience. [Deep Search](#), powered by Nosto AI, refines search results based on user behavior and intent, delivering highly relevant product recommendations. Additionally, [Digital Sales Rooms](#) provides a platform for presenting and adjusting personalized offers in real time.

## Case Study:

### How RuGo Bags is scaling B2B success with Hyper-Personalization

Hyper-personalization isn't just a trend – it's driving real business growth. Shopware partner agency [intoCommerce](#) successfully implemented a hyper-personalization strategy for [RuGo Bags](#), delivering impressive results. For RuGo Bags, Shopware 6 enabled a fully customized ecommerce experience, covering everything from made-to-order, branded Big Bags to a dropshipping model with customer-specific invoices and packing slips. The results? A 23.24% increase in product sales and an 11.4% boost in revenue.



#### The challenge:

As a leading provider of industrial packaging since 1998, RuGo Bags needed more than just a technical upgrade from Shopware 5 to 6. The goal was to create a scalable, highly personalized B2B shopping experience, featuring 16 sales channels, custom invoicing and shipping templates, and complex tax regulations across multiple markets.

#### The solution:

Shopware's open API and Rule Builder allowed for a flexible, fully customized setup tailored to RuGo Bags' needs. Advanced sales channel management ensures that customers worldwide experience a seamless buying journey. Dynamic pricing adjustments between gross and net prices and customized shipping document templates further optimize operations.

#### The results:

RuGo Bags' personalized dropshipping model now enables resellers to configure supply chains directly from the manufacturer. Offering Big Bags with custom logos and bespoke designs strengthens customer loyalty while making the product offering more attractive. A 31.39% increase in click-through rates highlights the success of SEO optimizations and a user-friendly site design.

Hyper-personalization isn't the future – it's happening now. Businesses that embrace it are redefining the way B2B ecommerce operates and gaining a competitive edge in the process.

# 6

## B2B Ecommerce Trend #6: Building Customer Trust: Transparency, Security, Compliance



Customer trust is the foundation of digital commerce. While businesses often focus on price and product quality, they underestimate the power of transparency, security, and a customer-first experience in driving purchase decisions. In 2025, trust will be shaped by five key factors: responsible AI usage, supply

chain transparency, payment security, data ownership, and code ownership. Companies that embrace secure payment options, strong data protection, clear brand communication, and transparent data and code practices will not only win over customers but also build long-term business relationships.

## Where is this trend headed?

By 2025, trust will be even more crucial, driven by rising customer expectations and rapid tech advancements:

- AI-powered decision-making is gaining traction, but many companies still struggle with governance. According to [Gartner](#), while 46% of businesses have implemented AI governance policies, 57% cite lack of expertise and 48% report unclear business impacts. The next wave of AI adoption will bring stronger standards, ensuring more transparency in automated decision-making.
- Real-time tracking is also becoming the norm, with blockchain technology playing a growing role. Industries like healthcare and electronics are adopting blockchain to enhance product security and traceability. Secure, tamper-proof documentation of transactions, delivery status, and product quality will drive higher levels of transparency.
- Data and code ownership will be central to building trust. With regulations like the [Connecticut Data Privacy Act \(CTDPA\)](#), effective January 2025, and the [California Consumer Privacy Act \(CCPA\)](#) strengthening consumer rights, businesses must prioritize data transparency and user control. Companies that own their codebases will gain agility, adapting swiftly to regulatory changes and mitigating risks like deplatforming. Blockchain will further ensure data integrity, safeguarding sensitive information against tampering and deepfakes.
- Payment security is another top concern. B2B customers expect flexible, fraud-resistant payment options, and businesses that integrate seamless checkout methods like invoice purchasing and digital wallets will reduce cart abandonment and boost conversions.

## What B2B pain points does strong customer trust solve?

AI without accountability is a liability. According to [Gartner](#), 47% of executives in businesses without proper AI governance report increased costs, while 36% experience failed AI initiatives, 34% see revenue loss, and 29% struggle with negative customer experiences. Worse, 18% face legal trouble, including fines. Companies that set clear guidelines for AI use can mitigate these risks while optimizing business processes.

Lack of transparency in order fulfillment and supply chains is another trust killer. Companies that implement blockchain gain secure supply chains, better customer experiences, and new revenue streams through innovations like peer-to-peer payments and digital loyalty programs.

Data and code ownership directly addresses these challenges by giving businesses full control over their data flows and technology stacks. This control enables companies to ensure AI transparency, comply swiftly with evolving regulations, and safeguard sensitive customer information. It also reduces vendor lock-in risks, as businesses that own their codebases can minimize dependency on third-party vendors, mitigating deplatforming threats and strengthening long-term customer trust.

**dotfly.**

## What are the key use cases for B2B ecommerce?

Shopware partner agency [dotfly](#), highlights key action areas that are critical for building long-term customer trust in ecommerce:

- ✓ Smart AI implementation with energy-efficient algorithms enables more precise demand forecasting, reducing waste and optimizing inventory.
- ✓ Automated sustainability audits help businesses systematically evaluate suppliers based on environmental and social standards, ensuring responsible sourcing.
- ✓ Transparent supply chains are achieved through a combination of energy-efficient blockchain technology and real-time tracking, giving customers full visibility into their orders.
- ✓ Automated back-office processes, powered by intelligent assistance systems, streamline routine inquiries while keeping human representatives available for personalized support.
- ✓ Quality assurance is reinforced by integrating certified processes and compliance standards, ensuring consistent reliability.
- ✓ Seamless technological integration with existing systems enhances operational efficiency and minimizes disruptions.

By leveraging these innovations, businesses create transparency and strengthen customer trust. Clients not only see faster, more efficient order fulfillment but also recognize a commitment to responsible resource management. The result? A win-win situation: optimized processes that lower costs while driving sustainability – a solid foundation for long-term business relationships.

## How does Shopware help businesses build customer trust?

Shopware provides a suite of solutions designed to strengthen customer trust in B2B ecommerce. A key component is the seamless integration of trusted payment providers and secure payment methods. Businesses can also use Shopware's [Rule Builder](#) to customize invoice-based purchasing, defining exactly which customer segments qualify for this option – reducing risk while increasing conversions.

Shopware prioritizes data security and privacy, ensuring businesses meet the highest compliance standards. [Built-in security features](#) and GDPR-compliant data processing (aligned with US and Canadian data protection best practices) give customers confidence that their information is safe. Whether it's securing transactions, protecting sensitive business data, or enabling flexible payment methods, Shopware helps businesses create a trustworthy, transparent, and secure ecommerce experience.

Additionally, Shopware adheres to SOC 2 compliance standards, a framework established by the American Institute of Certified Public Accountants (AICPA) to ensure rigorous data security protocols. This reinforces trust by safeguarding customer information and ensuring high-level security and reliability in ecommerce operations.

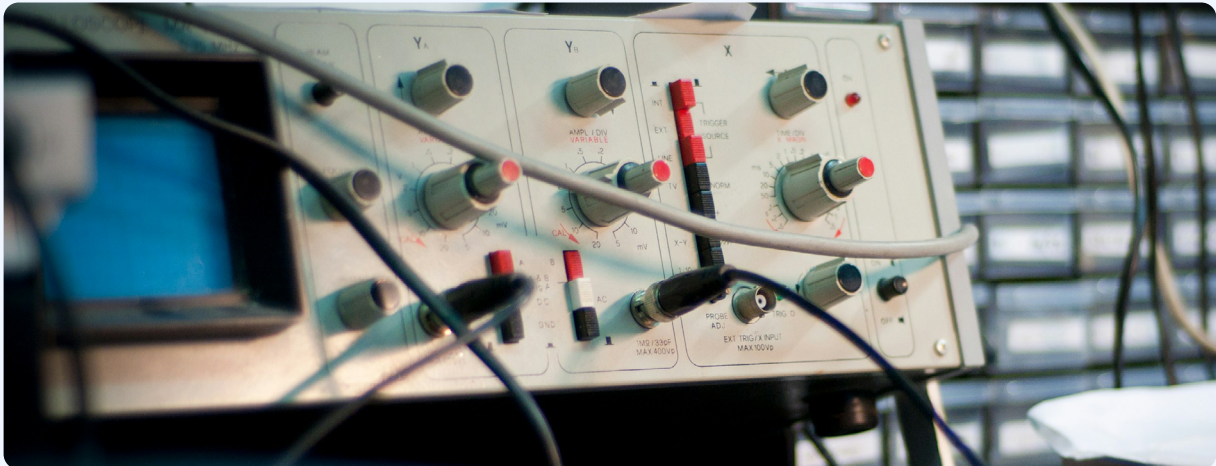
Shopware also empowers businesses with full data and code ownership through its Open Source and API-first architecture. This approach gives companies complete control over their ecommerce infrastructure, enabling seamless integration with third-party tools and the flexibility to customize platforms according to specific needs. By eliminating vendor lock-in risks, businesses can scale freely, adapt to evolving market demands, and maintain full autonomy over their technology stack – all while reinforcing customer trust through transparent and secure operations.



## NETFORMIC.

### Case Study: dataTec builds trust through transparency and digital efficiency

In B2B ecommerce, trust isn't just a competitive advantage – it's the foundation of every customer relationship. The following case study highlights how dataTec, a leading provider of measurement and testing technology, transformed its digital sales processes to enhance transparency and reliability.



#### A custom ecommerce solution for complex B2B needs

To meet the demands of its B2B customers, dataTec partnered with [NETFORMIC](#) and Shopware to develop a fully tailored ecommerce platform. The goal? Delivering an online shopping experience that balances usability, transparency, and industry-specific requirements.

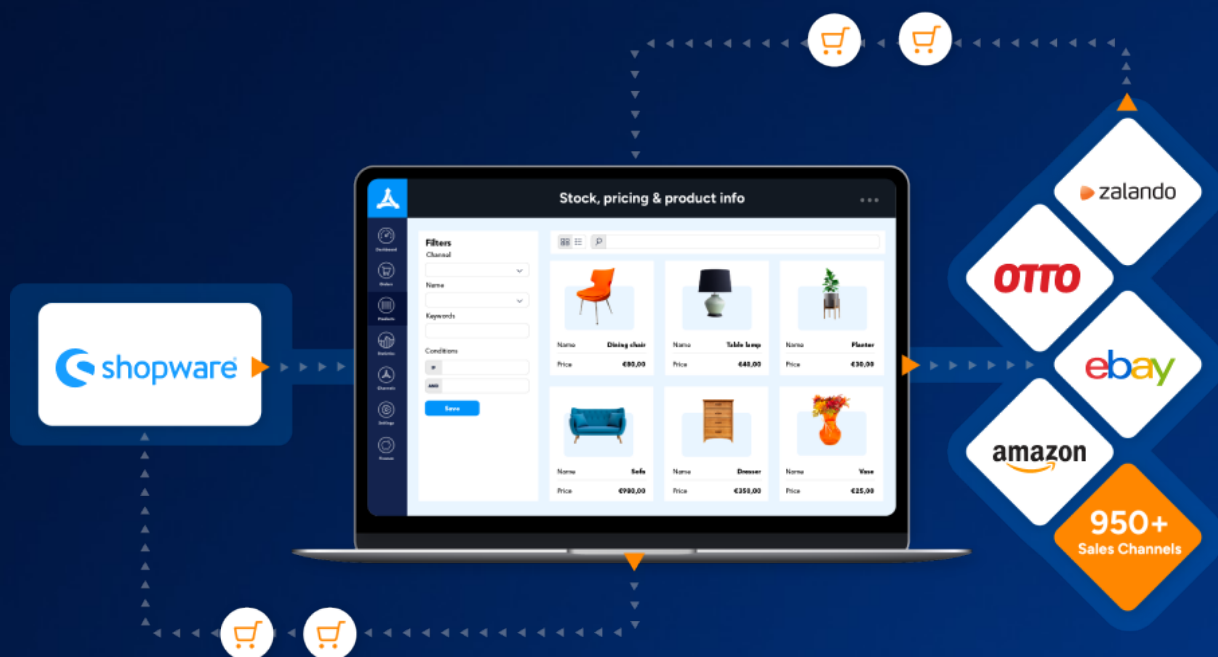
Built on Shopware's flexible architecture, NETFORMIC designed a customized storefront that simplifies the complexities of B2B transactions. A key feature of the platform is the integration of detailed product information, ensuring customers receive clear, reliable data to inform their purchasing decisions. Smart search and filtering functions make product discovery fast and accurate, while an exclusive customer portal allows users to access personalized pricing models and order history – streamlining the buying process and enhancing customer satisfaction.

The results speak for themselves. An optimized ordering system, transparent product data, and an intuitive user interface led to a significant increase in customer satisfaction. With clear structures and reliable service, dataTec successfully strengthened long-term brand trust among its B2B clients.

***"In B2B ecommerce, trust is directly tied to transparency and efficiency. Shopware offers the flexibility and performance needed to build platforms that meet these demands. For dataTec, we developed a solution that not only meets technical requirements but also strengthens brand perception and customer loyalty in the long run."***

Cindy Wilfert,  
Director North America,  
NETFORMIC

# B2B Ecommerce Trend #7: Marketplaces as Key Sales Channels



B2B marketplaces are no longer just an option – they're becoming the backbone of digital sales. These platforms provide businesses with a scalable way to expand their reach and tap into new customer segments, all while meeting the evolving demands of modern B2B buyers. The surge in B2B marketplaces is undeniable, with major platforms reshaping

the industry. According to a [report by Digital Commerce](#), Amazon Business is leading the charge: six out of ten B2B buyers now make at least 25% of their purchases through the platform, which is expected to hit a staggering \$83.1 billion in gross merchandise volume by 2025.

## Where is this trend headed?

B2B marketplaces are set to evolve even further in 2025 – not just growing in size but also becoming more specialized. While broad, all-purpose platforms will continue to dominate, industry-specific marketplaces tailored for sectors like healthcare, manufacturing, and construction are gaining traction. The driving force behind this shift? Buyers expect seamless, data-driven purchasing experiences. At the same time, rising digital marketing costs and the challenge of building high-performing ecommerce sites are pushing small and mid-sized businesses toward large, walled-garden marketplaces. According to IDC, many businesses struggle to optimize their websites for mobile search or competitive marketing, making marketplaces an easier, more cost-effective solution for scaling.

## What B2B pain points do marketplaces solve?

B2B sales come with long buying cycles, complex procurement processes, and the need for highly customized solutions – but marketplaces are eliminating friction at every stage. Businesses can expand their reach instantly, tapping into new audiences and international markets without needing to invest in heavy infrastructure. Built-in tools for quoting, order management, and real-time data tracking streamline sales and reduce costly errors. And when it comes to cost efficiency, marketplaces cut overhead by eliminating the need for large sales teams and expensive IT infrastructure, significantly reducing the total cost of ownership (TCO).

Additionally, proven marketplaces foster trust among customers – a fact confirmed by Shopware partner agency [mediawave](#):

*"Trust and quality are essential in B2B commerce. Established marketplaces provide a secure and reliable environment for transactions – a key factor for our customers, especially when dealing with high-volume or high-value purchases."*



Philipp Kouba,  
Director Business Development,  
mediawave



## What are the key use cases for B2B ecommerce?

B2B ecommerce is shifting toward smarter, more automated selling strategies, and marketplaces are leading the charge. Businesses are listing specialized products on industry-focused platforms to target niche buyers more effectively. Automated procurement workflows – powered by personalized shopping lists and recurring order setups – are making repeat purchases effortless and slashing manual admin work. Integrated analytics tools offer real-time insights into customer behavior and sales trends, helping companies make data-backed strategic decisions. And for brands looking to scale internationally, cross-border marketplaces offer a frictionless way to enter new markets without major operational investment.



## How does Shopware empower businesses on marketplaces?

Shopware simplifies marketplace management with [Shopware Multichannel Connect](#) powered by Channel Engine, offering a centralized hub for managing all your sales channels. With lightning-fast marketplace integration, businesses can seamlessly connect Shopware 6 with a network of 950+ global marketplaces, maximizing reach without the complexity. A unified dashboard simplifies product listings, inventory, and pricing across all channels, while automated real-time updates keep stock levels, product content, and pricing accurate and synchronized between Shopware and connected marketplaces.

Order fulfillment is also fully optimized, with marketplace transactions automatically synced in the Shopware environment. Plus, seamless integration with Marketplace Fulfillment Services like Fulfilled by Amazon (FBA) ensures hassle-free logistics, so businesses can scale efficiently without operational headaches.

*"Seamless marketplace integration in B2B relies heavily on a solid data foundation within source systems. Well-maintained product data in a centralized system like Shopware 6, combined with an API-first approach, is key to efficiently reaching new audiences and unlocking marketplace potential."*

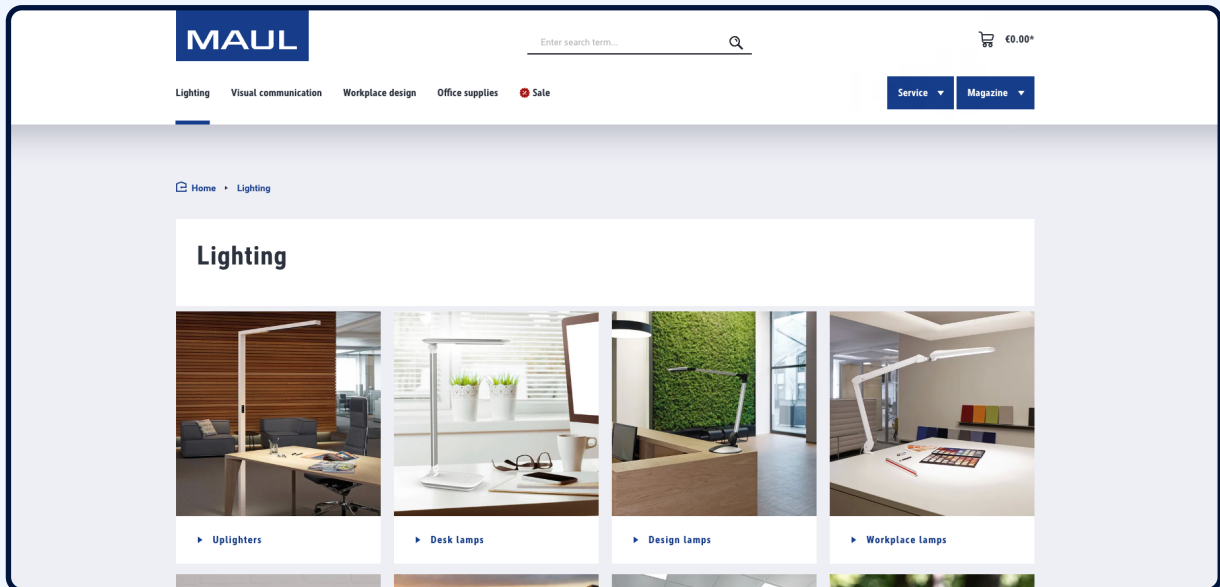


Christoph Burchartz,  
CEO



## Case Study: pixolith x Jakob Maul GmbH

### Marketplace Integration as a Growth Driver: MAUL Expands Its Reach



Jakob Maul GmbH, a leading manufacturer of office supplies, partnered with Shopware agency pixolith to integrate its Shopware 6 infrastructure with multiple marketplaces in record time. By seamlessly connecting its online store with ERP and PIM systems, MAUL can now leverage Shopware Multichannel Connect, powered by ChannelEngine, to automatically distribute relevant product data across key marketplaces such as Amazon and BOL.

This solution enables MAUL to expand into new markets effortlessly while keeping internal costs and operations lean. In addition to its existing international sales channels, MAUL now has a powerful strategic tool to accelerate market entry. With a short time-to-market and minimal upfront investment, the company can test new audiences and build long-term brand loyalty. Thanks to this strategy, MAUL has achieved sustainable growth in both B2B and B2C sectors.

# 8

## B2B Ecommerce Trend – #8: Hybrid Sales Models



Hybrid sales models are the future of B2B sales. This innovative approach blends inside sales with personal interaction, combining traditional and digital strategies into a seamless, flexible buying experience. According to [McKinsey](#), 85% of B2B companies have already adopted hybrid sales as their dominant model. Initially developed as a response to the pandemic, hybrid sales have since

become the go-to strategy due to shifting customer needs and the rise of remote work. Modern B2B buyers expect fast, personalized solutions. [Studies](#) show that hybrid sales models can boost revenue by up to 50% and strengthen customer relationships by expanding market reach and leveraging a more diverse talent pool.

## How will Hybrid Sales Models evolve?

According to [Gartner](#), the future of hybrid sales will be shaped by the merging of digital and physical channels. So-called “phygital” customer experiences – where buyers use digital tools like smartphones even during in-person interactions – are becoming the norm. Businesses will need to accelerate their shift toward customer-centric outcomes by integrating digital commerce solutions with real-world interactions. A holistic go-to-market strategy will be essential to meeting customer demands across all channels.

*“Many agencies focus on digitizing the online sales process through technology but overlook that 70% of B2B revenue comes from traditional sales channels. The ideal solution is a hybrid: automating error-prone tasks while preserving the human factor. This approach enhances sales productivity, fosters customer loyalty, and drives greater revenue growth.”*



Karsten Marijnissen,  
Field CTO at [Incentro](#)

**incentro**

## How do Hybrid Sales Models solve B2B challenges?

B2B companies face major challenges like high sales costs, long sales cycles, and inefficient resource allocation. Hybrid sales models help reduce travel expenses, speed up decision-making through digital interactions, and free up sales teams from routine inquiries. They also make it easier to scale into new markets, improve cross-team collaboration, and enhance efficiency through automated lead tracking and interactive product demos.

## What are the key use cases for B2B ecommerce?

Hybrid sales strategies enable the digital marketing of complex products through interactive presentations and real-time offer management. They support market entry with virtual consultations, enhance customer engagement with data-driven insights, and unlock new cross-sell and upsell opportunities through personalized digital experiences.

## How does Shopware support the use of hybrid sales models?

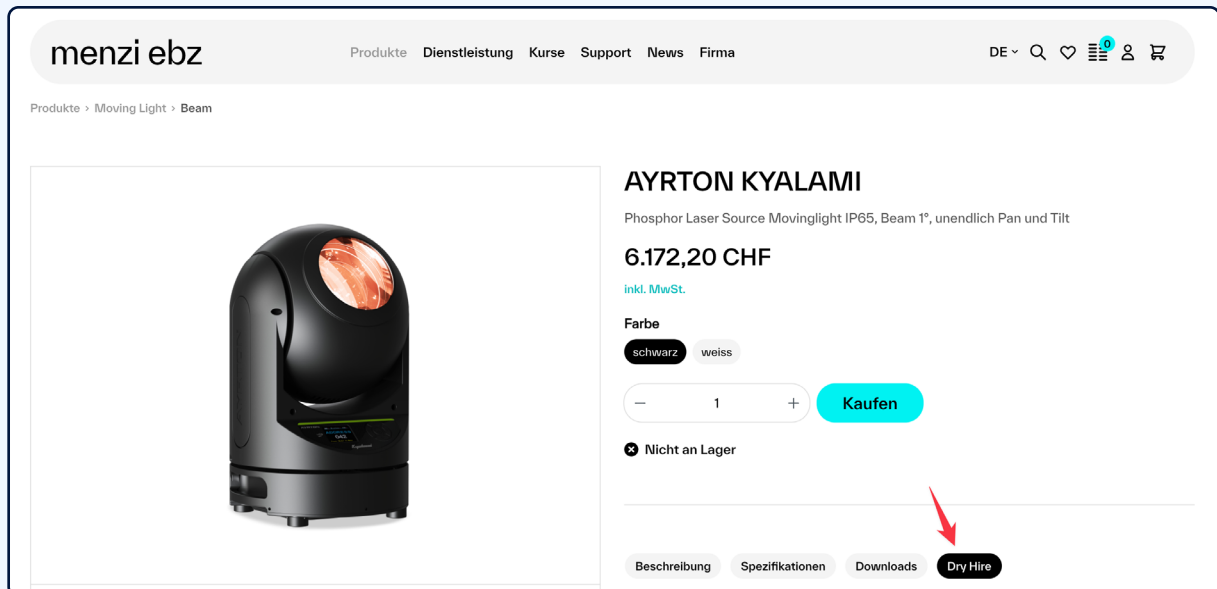
Shopware powers hybrid sales with features that seamlessly connect digital and personal sales channels. At the core is [Digital Sales Rooms](#), enabling interactive consultations and self-guided customer interactions – perfect for complex B2B products. The [Sales Agent](#) helps sales teams respond to customer needs in real time and adjust offers on the fly. [Shopware Analytics](#) provides valuable insights into customer behavior and sales performance for data-driven decision-making. Plus, [multi-channel capabilities](#) ensure customers can move smoothly between online and offline touchpoints for a unified, flexible buying experience.

## webwirkung

### Case Study:

#### Webwirkung x menziebz.ch – Tradition Meets Digital Innovation

Shopware partner agency Webwirkung demonstrates how hybrid sales models work in practice with the menziebz.ch online store, blending product sales with additional services to unlock new B2B revenue opportunities.



A standout feature is the Dry-Hire option, an online marketplace connecting renters and providers directly – without menzi ebz AG acting as a middleman. Providers can independently manage their rental offers in their profile area, generating revenue from equipment rentals. At the same time, renters gain easy access to high-quality tools and equipment without high upfront costs.

Beyond the digital marketplace, menzi ebz also offers in-person consultations. In their showroom, customers can test demo products while experts assist with solution selection

and implementation. The company also provides hands-on support, from system programming to flexible financing solutions.

The Dry-Hire functionality was implemented through a custom-built plugin that seamlessly integrates both purchase and rental options. This ensures smooth communication between providers and renters, creating a user-friendly environment. The results speak for themselves: Since the relaunch, menziebz.ch has increased revenue by 12% and seen a significant rise in time spent on product detail pages featuring rental options.

# B2B Ecommerce Activation Roadmap

There are essential components that provide a framework for successful ecommerce operations. Your business is enabled for B2B online growth if you check the boxes in these categories:

## Digital Self-Service

- ✓ Your customers can configure complex products independently – without additional sales resources.
- ✓ They have direct access to pricing, stock levels, and delivery times.
- ✓ Repeat orders are automated through dashboards and saved shopping lists.

## Hyper-Personalization

- ✓ Customers receive tailored product recommendations and personalized offers.
- ✓ Pricing dynamically adapts to customer profiles and market trends.
- ✓ Automated follow-up processes encourage repeat purchases.

## Omnichannel Commerce

- ✓ All sales channels are seamlessly integrated into a central platform.
- ✓ Cross-channel order management allows for flexible purchasing processes.
- ✓ After-sales service is digitally connected, optimizing support and returns management.

## Building Customer Trust: Transparency, Security, Compliance

- ✓ AI and data privacy policies are transparent, fostering trust.
- ✓ The supply chain is traceable, ensuring reliability.
- ✓ Data transparency and code ownership are secured, safeguarding customer trust and ensuring compliance.



### Mobile Commerce

- ✓ Customers can browse, customize, and order via mobile catalogs.
- ✓ Sales teams have real-time access to customer data and quotes.
- ✓ The checkout process is mobile-optimized, simplifying reorders.

### Marketplaces as Key Sales Channels

- ✓ Industry-specific marketplaces help reach new target audiences.
- ✓ Automated procurement processes streamline repeat orders.
- ✓ Data-driven marketplace analytics optimize sales strategies.

### Generative AI

- ✓ Content, SEO texts, and visuals are automatically generated.
- ✓ Customers receive personalized product recommendations through advanced data analysis.
- ✓ Customer service is enhanced with AI-driven virtual assistants.

### Hybrid Sales Models

- ✓ Your sales team utilizes interactive presentations and real-time quote management.
- ✓ Digital consulting is efficiently combined with personalized customer service.
- ✓ Your teams are trained for hybrid models and can adapt flexibly.

# Emerging B2B Ecommerce Trends

There are additional trends gaining momentum and will shape the industry in ways we can't ignore. B2B ecommerce is at a turning point, where emerging technologies, shifting values, and evolving buyer behaviors are setting the course for what's next. While personalization and omnichannel strategies continue to dominate, new forces are on the horizon – ones that could redefine the industry far beyond 2025.

## **Social Commerce: The new essential B2B sales channel**

Social commerce isn't just reshaping consumer shopping – it's making waves in B2B ecommerce, too. According to a 2023 [report by Wpromote and Ascend2](#), social media is the most effective B2B channel for driving revenue, with 60% of US B2B marketers citing it. Platforms like LinkedIn, Instagram, and even TikTok are evolving beyond marketing tools into highly effective sales and customer engagement channels. Businesses are leveraging direct social interactions to build trust, strengthen relationships, and drive transactions in ways that traditional sales channels simply can't match.

## **Immersive Tech: AR & VR experiences**

Immersive technologies like Augmented Reality (AR) and Virtual Reality (VR) are transforming B2B sales and engagement. Virtual product demos and hyper-realistic shopping experiences allow buyers to explore complex products like never before, making purchasing decisions faster and more confident. The data speaks for itself: AR product experiences are [200%](#) more engaging, delivering double the interactivity of their non-AR counterparts. American consumers are already embracing AR – [83.1 million people in the U.S.](#) used AR monthly in 2020, a number that continues to rise. Companies that

integrate these technologies early won't just follow the trend; they'll set the new standard for B2B sales.

As a pioneering force in ecommerce, Shopware already leverages state-of-the-art AI and ML technologies to drive the future of [3D and VR Commerce](#), transforming customer experiences through innovative [spatial commerce solutions](#).

## **Conversational Commerce: The future of customer engagement**

Conversational commerce is changing the game, making B2B sales faster, smarter, and more personal. AI-powered chatbots and voice assistants are transforming how businesses interact with buyers, delivering instant, personalized communication and streamlining the purchasing process. No more long email chains or waiting on sales reps – customers get the answers they need in real time, making transactions smoother and more efficient. The numbers speak for themselves: by 2025, global revenue from conversational commerce is projected to reach an astonishing [\\$290 billion](#). Businesses that integrate AI-driven interactions into their ecommerce strategy will boost engagement, accelerate sales, and stay ahead in an increasingly digital marketplace.



# Conclusion

B2B ecommerce is evolving fast, driven by game-changing trends that will shape the industry well beyond 2025. Digital self-service and hyper-personalization are setting new standards for seamless, efficient customer experiences. Omnichannel commerce and mobile commerce are creating frictionless buying journeys across multiple platforms. And marketplaces are no longer just an option – they’re a must-have sales channel, opening the door to new audiences and international expansion.

As Generative AI and other emerging technologies gain traction, businesses are unlocking new levels of efficiency and reshaping the customer journey. Trust is becoming a key competitive factor, with companies investing in AI governance, blockchain transparency, and optimized fulfillment to ensure security and reliability. Hybrid sales models are bridging the gap between traditional and digital sales, offering the flexibility to meet ever-changing customer demands.

But B2B ecommerce isn’t just evolving, it’s accelerating at mock speed. What was once considered cutting-edge is becoming standard practice across all business models. Immersive commerce experiences are redefining the playing field. Buyers expect more than just a functional shopping experience – they demand intelligent, intuitive, and engaging interactions that provide real value. Ecommerce isn’t just about selling – it’s about creating experiences that excite.

While many businesses are still stuck in rigid, one-size-fits-all ecommerce systems, Shopware is already delivering the next evolution of B2B commerce. We understand that modern B2B processes don’t fit into cookie-cutter solutions. That’s why we’ve built a platform that adapts, scales, and evolves – open, flexible, and designed to meet the unique needs of every business.

Complex commerce comes with challenges – but with Shopware, you’re ready to overcome them effortlessly. Our future-ready platform empowers businesses to rethink their models, scale without limits, automate at maximum efficiency, and deliver deep personalization. With an open API-first architecture, AI-driven features, multichannel management, and robust B2B components, Shopware allows businesses to pivot and adapt as markets evolve. Our platform supports not just today’s ecommerce strategies, but also tomorrow’s groundbreaking innovations.

At Shopware, we believe in B2B commerce that doesn’t just go digital – it revolutionizes the way businesses buy and sell. We stand with the companies that refuse to settle for the status quo, that push boundaries, and that create new opportunities for growth, expansion, and transformation.

Innovation happens where vision meets execution. Lead the charge for your industry and take action to protect your business and gain a competitive edge with Shopware.

# We're here for you!

[Contact us](#)[Request demo](#)

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## About Shopware

Shopware, founded in Schöppingen in 2000, offers a holistic omnichannel digital commerce platform for sophisticated mid-market and lower enterprise merchants, with high flexibility and various options for B2C, D2C, B2B, as well as service-based use cases. Shopware is well-positioned and one of the market leaders in its segment, especially in the DACH region, with a fast-growing business in North America.

The solution is headless, API-first, and uses an open source architecture, allowing merchants to individually customize and scale the product offering, creating a strong customer experience. Furthermore, Shopware relies on a global network of 1,600 sales, technology and solution partners, securing a stable ecosystem. Shopware merchants currently process a combined GMV of more than 20 billion USD across the global Shopware platform.

