

How innovative companies should capitalise B2B e-commerce

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E-commerce in South Africa - while still just a slice of the overall retail pie - is growing as much as 35% per year. However, of this, the lion's share still operates in the B2C space, suggesting that B2B companies - those that use the web to sell goods and services to other businesses - have yet to cotton-on to its very lucrative potential.



Image credit: [Ventureburn.com](#)

B2B is perceived as the less sexy sister of B2C, despite having a massive traditional footprint in South Africa. It's also been slower to respond to customers' new digital diets that sees them - be it to look for an air conditioner or forklift - use search as a primary source to enquire or buy.

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