

B2B payments market is a significant untapped opportunity

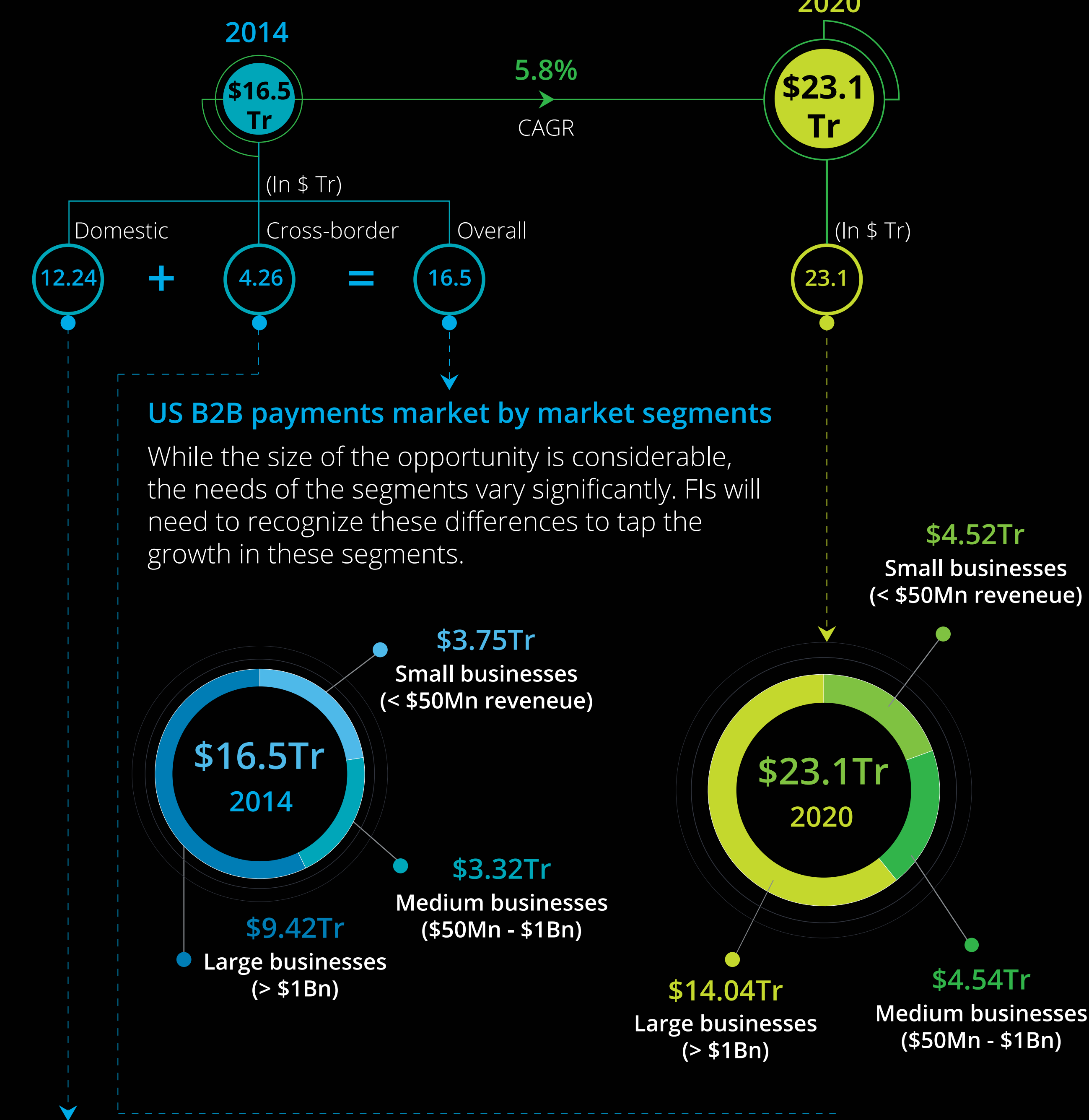
Business-to-business (B2B) payments represent a large and fast-growing market that has not yet received the same degree of focus from financial institutions (FIs) as that of business-to-consumer (B2C) payments.



US B2B market:

The US B2B payments market is big and growing at **5.8% CAGR** (2014-2020) representing a significant opportunity for those who play in this space.

Analysis of US B2B payment market

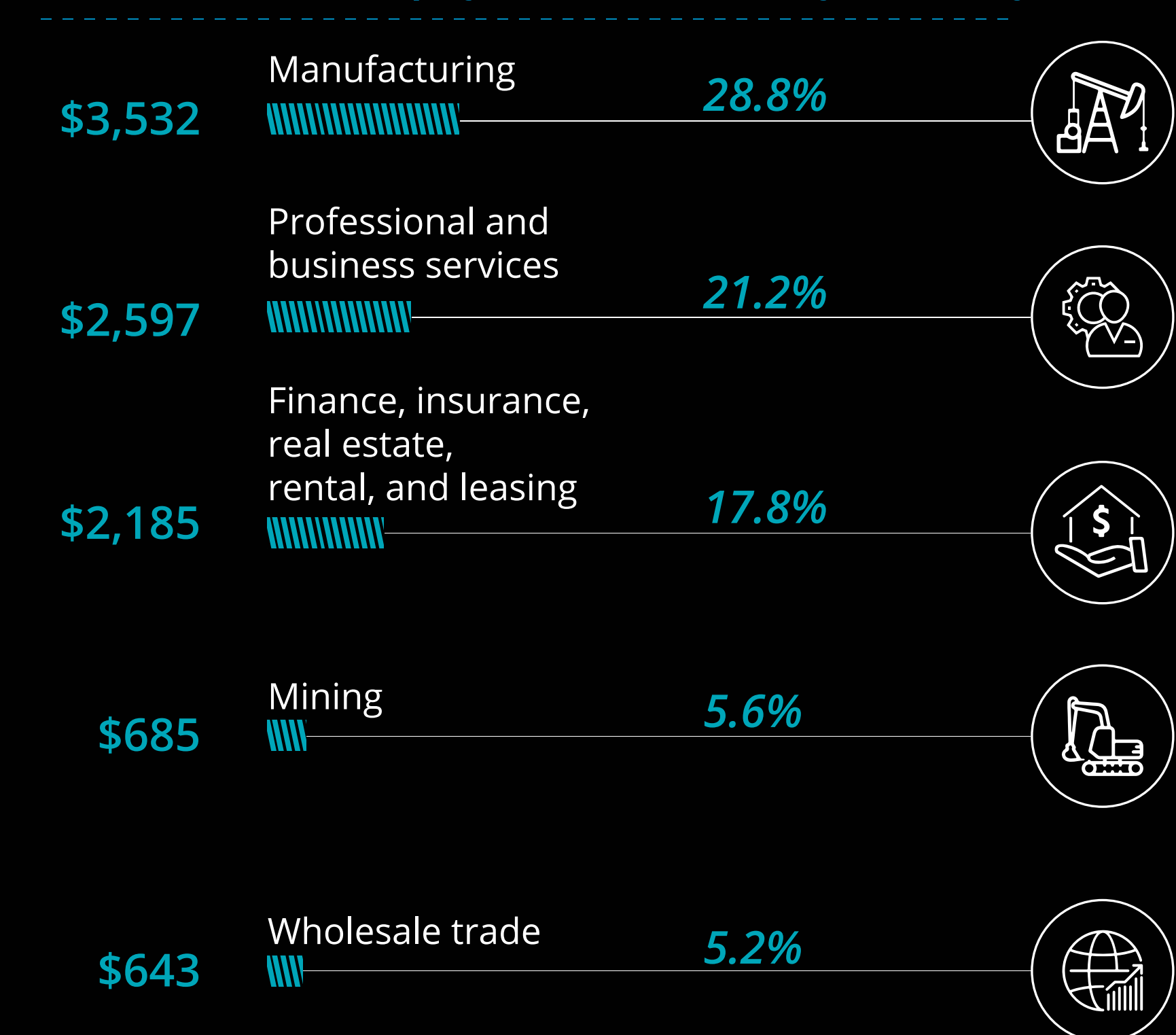


Top industries by B2B payment volume

In order to access the B2B market, FIs need to align their marketing and distribution strategy to where the customers are (e.g. industry specific marketplaces) and develop products and services that are tailored to the industry.

Top 5 industries by B2B payment volume are:

US domestic B2B payment volume by industry (\$ Bn)



Cross-border payments

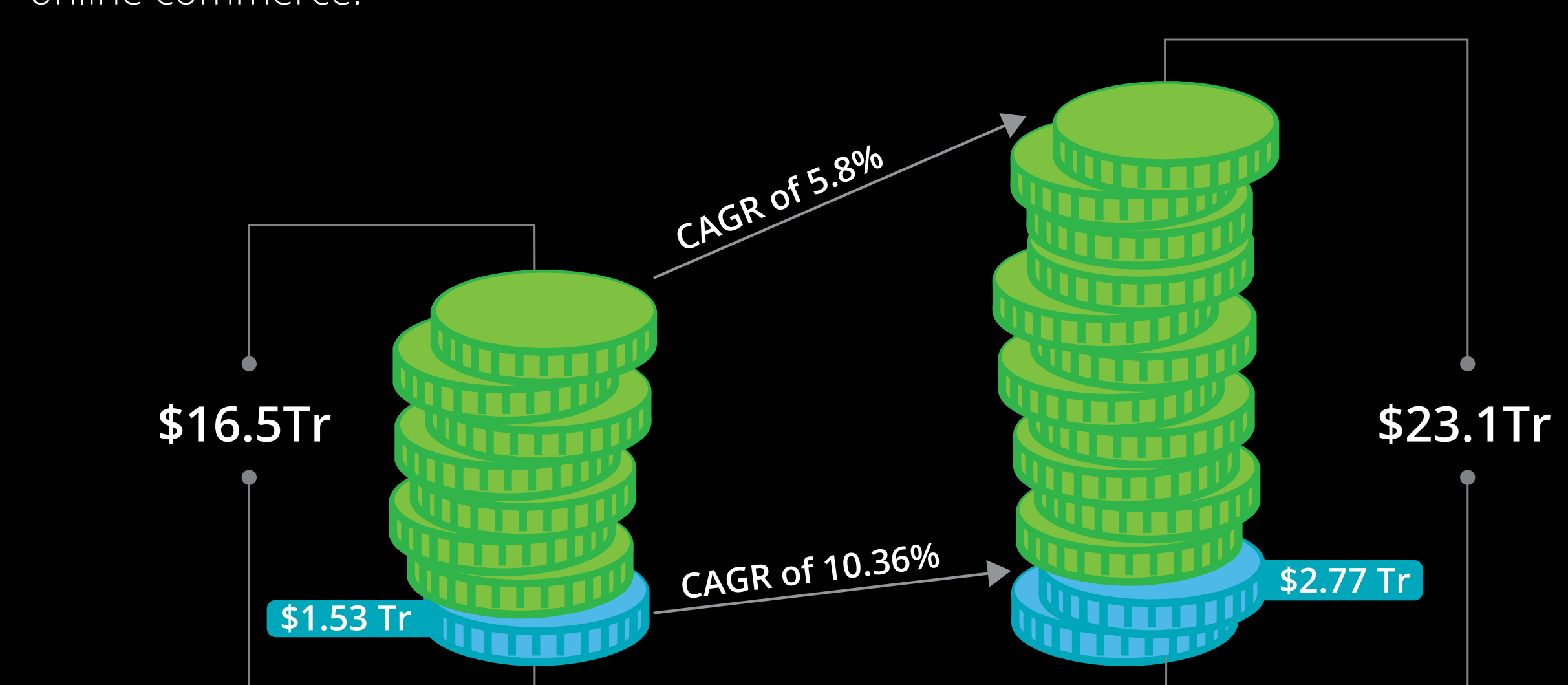
B2B trade is increasingly cross border in nature with the US having the highest B2B trade volumes with Canada, China and Mexico. FIs should target products and services towards these trade corridors.

B2B cross-border data

Country	US-Canada	US-China	US-Mexico
2014 (In \$ Tr)	\$0.66	\$0.59	\$0.54
CAGR	9.0%	10.1%	11.9%
% contribution to overall US B2B cross-border market (2014)	15.5%	13.9%	12.6%

Market trend: Increased adoption of B2B ecommerce

B2B eCommerce payments is in its infancy and growing faster (**10.4% CAGR**) than that of overall B2B payment market (**5.8% CAGR**). FIs looking for growth should tap into B2B eCommerce payments as companies increasingly migrate to online commerce.



- B2B eCommerce
- Rest of B2B payments

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