

Key B2B Market Trends in 2024 and Beyond

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Abstracts

This briefing assesses global B2B market trends in 2024 and beyond. It is geared towards consumer goods companies that are selling into the B2B market, and provides insights into how B2B markets are developing, which countries and channels to target, as well as how to navigate the potential challenges and what is next for B2B.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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