

# **B2B Payments Market Report by Payment Type (Domestic Payments, Cross-Border Payments), Payment Mode (Traditional, Digital), Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises), Industry Vertical (BFSI, Manufacturing, IT and Telecom, Metals and Mining, Energy and Utilities, and Others), and Region 2024-2032**

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## **Abstracts**

The global B2B payments market size reached US\$ 1,108.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2,117.0 Billion by 2032, exhibiting a growth rate (CAGR) of 7.3% during 2024-2032. The market is experiencing steady growth driven by the growing focus on enhancing financial decision-making and strategic planning, rising implementation of robust security measures to protect sensitive payment data in transit and at rest, and increasing utilization of mobile wallets to make payments.

**B2B Payments Market Analysis:**

**Market Growth and Size:** The business-to-business (B2B) payments market is experiencing moderate growth, driven by factors like increasing digitalization, globalization, and the shift towards more efficient payment methods.

**Major Market Drivers:** Key drivers include digital transformation, enhanced security measures, globalization, and the need for efficiency. These factors are encouraging businesses to adopt advanced payment technologies and solutions to optimize their B2B transactions.

**Technological Advancements:** The market is witnessing technological advancements, such as real-time payments, blockchain integration, and artificial intelligence (AI)-driven fraud detection. These innovations are reshaping how businesses conduct B2B

payments, offering speed, security, and transparency.

**Industry Applications:** B2B payments are crucial across various industry verticals, including manufacturing, BFSI, IT and telecom, metals and mining, and energy and utilities.

**Key Market Trends:** Key trends include the rise of integrated payment solutions, cross-border payment growth, fintech innovation, and the importance of data-driven insights for decision-making.

**Geographical Trends:** Asia Pacific leads at the forefront of digital payment adoption due to its convenience and efficiency. However, North America is also emerging as a fast-growing market driven by the increasing utilization of mobile wallets.

**Competitive Landscape:** The B2B market is characterized by the presence of key players who are investing in technology. These companies are also focusing on partnerships and mergers and acquisitions (M&As) to enhance their market position and meet the evolving environmental standards.

**Challenges and Opportunities:** Challenges include cybersecurity threats and regulatory complexities. Nonetheless, opportunities in catering to SMEs, addressing cross-border payment needs, and leveraging blockchain for enhanced transparency are projected to overcome these challenges.

## B2B Payments Market Trends:

### Digital Transformation

One of the primary reasons behind digital transformation in B2B payments is the potential for significant cost savings. Traditional payment methods, such as paper checks, involve manual processes, printing, postage, and administrative overhead. By transitioning to digital payments, businesses can reduce these costs substantially. Digital payments offer unparalleled efficiency and speed in the B2B payment process. Automated systems allow for instant payment initiation, approval workflows, and real-time tracking. This streamlines the payment cycle, leading to quicker supplier payments and improved cash flow management. The digitalization of B2B payments provides access to valuable data insights. Companies can analyze payment patterns, identify opportunities for early payment discounts, and optimize working capital management. This data-driven approach enhances financial decision-making and strategic planning. Digital payment platforms transcend geographical boundaries, allowing businesses to make payments and receive funds globally with ease. This accessibility is particularly crucial for companies with international operations, reducing the complexities associated with cross-border transactions.

### Enhanced Security Measures

Enhanced security measures, such as biometric verification, significantly reduce the risk of fraud in B2B payments. These measures ensure that only authorized personnel can initiate and approve payments, mitigating the threat of unauthorized transactions. Robust encryption technologies are employed to protect sensitive payment data in transit and at rest. This encryption ensures that payment information remains confidential and cannot be intercepted or compromised by cybercriminals. Stringent regulatory requirements compel businesses to implement security measures. Compliance with these standards not only safeguards sensitive data but also fosters trust among partners and customers. Blockchain technology is being leveraged to create immutable and transparent payment records. These records cannot be altered or deleted, providing an indisputable audit trail for financial transactions. Tokenization and multi-factor authentication provide additional layers of security, reducing the risk of fraudulent activities. These measures not only protect businesses from financial losses but also bolster trust in B2B payment processes, encouraging more companies to embrace digital payment methods.

### Globalization and Cross-Border Transactions

B2B payments solutions tailored for cross-border transactions enable companies to expand their customer base and reach international clients, fostering business growth. Cross-border payments often involve dealing with multiple currencies. Digital payment platforms offer competitive exchange rates and tools for managing currency risk, reducing the financial complexities associated with international trade. Traditional cross-border payments are plagued by friction points, such as delays and high fees. Fintech solutions and digital platforms provide seamless, low-cost alternatives that facilitate international transactions, making it easier for businesses to engage in cross-border trade. As businesses collaborate with partners and suppliers worldwide, the ability to conduct cross-border transactions efficiently becomes a critical factor in maintaining strong business relationships and achieving supply chain resilience.

### Enhanced Reporting and Analytics

Enhanced reporting and analytics provide businesses with valuable insights into their payment processes. They can analyze transaction data to make informed decisions related to cash flow management, supplier relationships, and payment strategies. Robust reporting systems promote transparency in financial transactions. Businesses can track payments in real-time, ensuring that payments are made accurately and on time. This transparency enhances accountability within the organization, as

stakeholders can easily access payment records and verify the status of transactions. It also reduces the likelihood of errors or disputes. Enhanced analytics allow businesses to closely monitor payment-related costs. This includes transaction fees, currency conversion costs, and any associated expenses.

#### B2B Payments Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on the payment type, payment mode, enterprise size, and industry vertical.

#### Breakup by Payment Type:

Domestic Payments

Cross-Border Payments

Domestic payments account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the payment type. This includes domestic payments and cross-border payments. According to the report, domestic payments represented the largest segment.

Domestic payments represent the largest segment in the B2B payments market, encompassing transactions that occur within the borders of a country. This segment is characterized by a high volume of payments, often involving businesses paying their local suppliers, employees, and service providers. Domestic payments are preferred for their simplicity and familiarity, as they typically adhere to the national banking and payment infrastructure. Many businesses prioritize efficiency and cost-effectiveness in their domestic payment processes, leading to increased adoption of digital payment methods and automated solutions for seamless, error-free transactions.

Cross-border payments constitute another significant segment within the B2B payments market. This segment involves transactions between businesses in different countries, making it more complex due to currency conversion, international regulations, and varying payment methods. Cross-border payments are essential for companies engaged in global trade, as they facilitate international transactions with suppliers, customers, and partners.

## Breakup by Payment Mode:

Traditional  
Digital

Traditional holds the largest share in the industry

A detailed breakup and analysis of the market based on the payment mode have also been provided in the report. This includes traditional and digital. According to the report, traditional accounted for the largest market share.

The traditional payment mode remains the largest segment in the B2B payments market, representing the conventional methods that have been in use for numerous years. This segment includes payment modes, such as paper checks, wire transfers, and cash transactions. Despite the rise of digital alternatives, many businesses still rely on traditional payment methods due to familiarity and established processes. Traditional payments offer a sense of security, but they are often associated with longer processing times, higher administrative costs, and increased potential for errors.

The digital payment mode encompasses a range of digital payment methods, including electronic funds transfers, credit card payments, mobile wallets, and online payment platforms. Digital payments offer businesses increased speed, accuracy, and transparency in their financial transactions. They streamline payment processes, provide real-time tracking, and enable automation, resulting in improved cash flow management and cost savings.

## Breakup by Enterprise Size:

Large Enterprises  
Small and Medium-sized Enterprises

Large enterprises represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the enterprise size. This includes large enterprises and small and medium-sized enterprises. According to the report, large enterprises represented the largest segment.

Large enterprises are well-established companies with substantial financial resources and a broad customer or supplier base. Large enterprises often have complex payment

needs, including managing a high volume of transactions, dealing with diverse suppliers and partners, and requiring sophisticated financial systems. They tend to adopt advanced payment technologies, such as electronic invoicing, supply chain financing, and customized payment solutions, to optimize their payment processes. Additionally, large enterprises have the resources to invest in comprehensive payment automation and security measures, ensuring efficiency and compliance in their B2B payments.

Small and medium-sized enterprises (SMEs) are characterized by their relatively smaller size, limited resources, and typically more localized operations. While they may have fewer transactions compared to large enterprises, they face unique challenges in managing cash flow and ensuring timely payments to suppliers. Many SMEs are increasingly adopting digital payment solutions to streamline their payment processes, reduce administrative overhead, and improve liquidity management.

Breakup by Industry Vertical:

BFSI

Manufacturing

IT and Telecom

Metals and Mining

Energy and Utilities

Others

Manufacturing exhibits a clear dominance in the market

A detailed breakup and analysis of the market based on the industry vertical have also been provided in the report. This includes BFSI, manufacturing, IT and telecom, metals and mining, energy and utilities, and others. According to the report, manufacturing accounted for the largest market share.

The manufacturing segment stands as the largest sector in the B2B payments market. This industry encompasses a wide range of businesses involved in the production of goods, from automotive to consumer electronics to industrial equipment. Manufacturers often engage in complex supply chain networks, making efficient B2B payments crucial. This segment emphasizes streamlined payment processes to manage supplier payments, procure raw materials, and facilitate distribution effectively. As manufacturing processes become increasingly automated and globalized, the adoption of digital payment solutions and supply chain financing is growing within this sector, enabling smoother operations and better cost control.

The BFSI sector comprises banks, insurance companies, and financial institutions that rely heavily on secure and efficient payment systems for various transactions, including interbank settlements, insurance payouts, and client payments. The BFSI segment has a strong focus on security, compliance, and real-time processing.

The IT and telecom sector is at the forefront of digital transformation, making it a vital segment in the B2B payments market. Businesses in this industry frequently engage in cross-border transactions, necessitating sophisticated payment solutions to manage international partnerships and vendors.

The metals and mining sector plays a crucial role in the B2B payments market due to its global supply chain complexity. This industry includes businesses involved in mining, refining, and processing metals and minerals. B2B payments in this segment often involve cross-border transactions for raw material procurement, and therefore, they require solutions that address currency exchange, compliance, and supply chain financing.

The energy and utilities sector encompasses businesses involved in the production, distribution, and consumption of energy resources, such as electricity, natural gas, and water. This industry relies on B2B payments for supply chain management, infrastructure development, and service delivery.

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

Asia Pacific leads the market, accounting for the largest B2B payments market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific B2B payments market is driven by driven by expanding e-commerce operations, mobile penetration, and government initiatives promoting digital financial inclusion. The region is witnessing a thriving fintech ecosystem, leading to innovative B2B payment solutions, including blockchain-based platforms and supply chain finance. Government initiatives in countries like India are accelerating the transition to digital payments by simplifying the payment infrastructure and regulations.

North America maintains a strong presence in the market due to the shift towards integrated payment solutions that seamlessly connect B2B transactions with accounting, invoicing, and financial systems.

Europe stands as another key region in the market, driven by the increasing cross-border payment standardization for simplifying B2B payments.

Latin America exhibits growing potential in the B2B payments market, fueled by the availability of digital payment options for a broader range of businesses.

The Middle East and Africa region show a developing market for B2B payments, primarily driven by the increasing use of mobile wallets among the masses.



### Leading Key Players in the B2B Payments Industry:

Key players in the B2B payments market are actively pursuing strategies to enhance their offerings and stay competitive. They are investing heavily in technology, particularly in developing user-friendly and secure digital payment platforms. These platforms often incorporate features like real-time payments, automated invoicing, and data analytics to streamline B2B transactions. Additionally, many top companies are expanding their global reach through partnerships and acquisitions, enabling them to provide comprehensive cross-border payment solutions. Furthermore, a strong focus on compliance and security measures is evident, with investments in robust fraud detection and prevention systems to ensure the safety of B2B transactions. Moreover, leading companies in the B2B payments market are committed to innovation and customer-centric solutions to meet the evolving needs of businesses worldwide.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

American Express Company  
Bank of America Corporation  
Capital One  
Citigroup Inc.  
JPMorgan Chase & Co.  
Mastercard Inc.  
Payoneer Inc.  
PayPal Holdings Inc.  
Paystand Inc.  
Stripe Inc.  
Visa Inc.  
Wise Payments Limited

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

### Latest News:

December 2022: American Express Company announced the launch of Amex Business Link™, which is a new B2B payments ecosystem created for network issuing and acquiring participants to offer to their business customers.

April 2023: Citigroup Inc. announced its collaboration with Hokodo to deliver a best-in-

class and frictionless B2B Buy Now, Pay Later (BNPL) solution that enables large global businesses to offer trade credit on e-commerce platforms and marketplaces.

September 2023: Visa Inc. announced its collaboration with Swift to streamline international business-to-business (B2B) payments by enhancing connectivity between their networks that move trillions in value globally.

### Key Questions Answered in This Report

1. How big is the B2B payments market?
2. What is the expected growth rate of the global B2B payments market during 2024-2032?
3. What are the key factors driving the global B2B payments market?
4. What has been the impact of COVID-19 on the global B2B payments market?
5. What is the breakup of the global B2B payments market based on the payment type?
6. What is the breakup of the global B2B payments market based on the payment mode?
7. What is the breakup of the global B2B payments market based on enterprise size?
8. What is the breakup of the global B2B payments market based on the industry vertical?
9. What are the key regions in the global B2B payments market?
10. Who are the key players/companies in the global B2B payments market?

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