



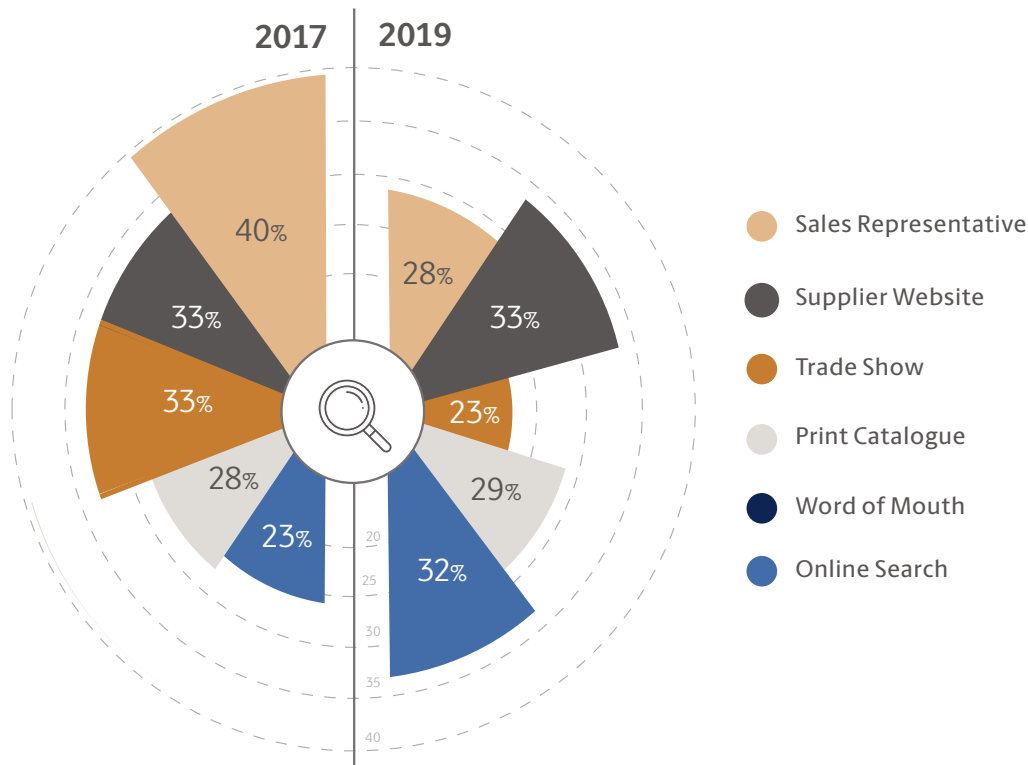
UPS 2019 Industrial Buying Dynamics Study

As the digital world has become ubiquitous in our everyday lives, it continues to shift the habits and expectations of B2B buyers. The UPS Industrial Buying Dynamics study charts the trends that are changing procurement in Europe's industrial manufacturing industries, as told to us by purchasing professionals in France, Germany, Italy and the UK, with comparisons to the US and China.

E-commerce Affecting the Path to Purchase

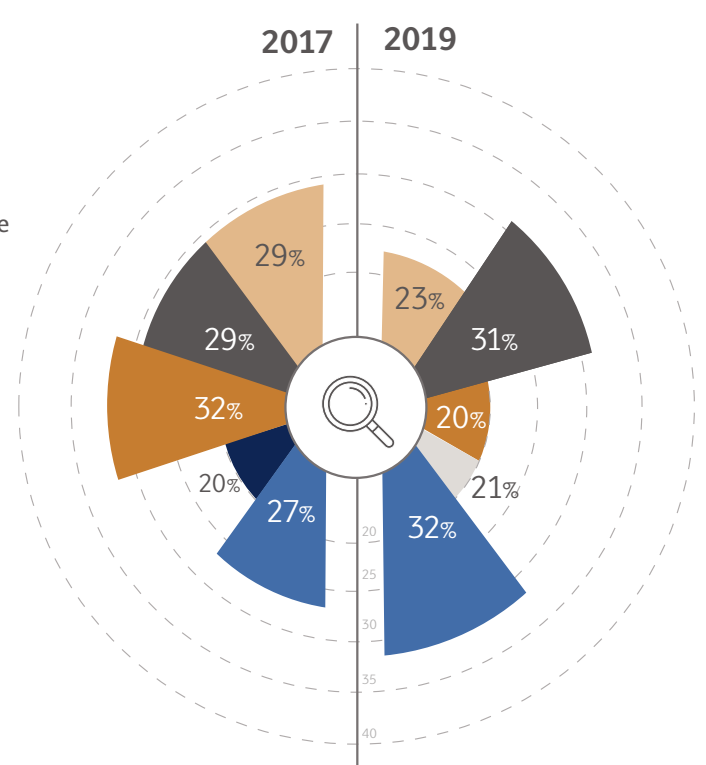
Top methods used to research new products

(% who listed method in their top three)



Top methods used to research new suppliers

(% who listed method in their top three)



75%

OF INDUSTRIAL BUYERS MAKE ONLINE PURCHASES



73%

PURCHASE THROUGH WEBSITES



45%

PURCHASE THROUGH MOBILE APPS

Digital has surpassed human interaction as the primary way to discover new products and make purchases, as online B2C habits establish themselves in the B2B sphere.

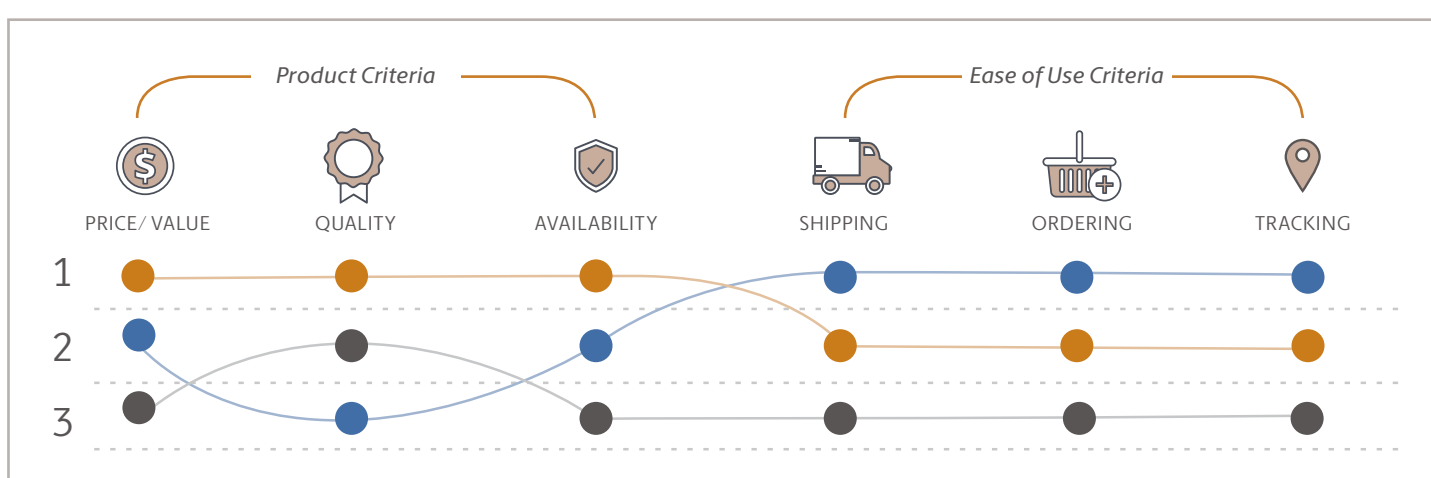
Shifting Sales Channels

Market share per sales channel



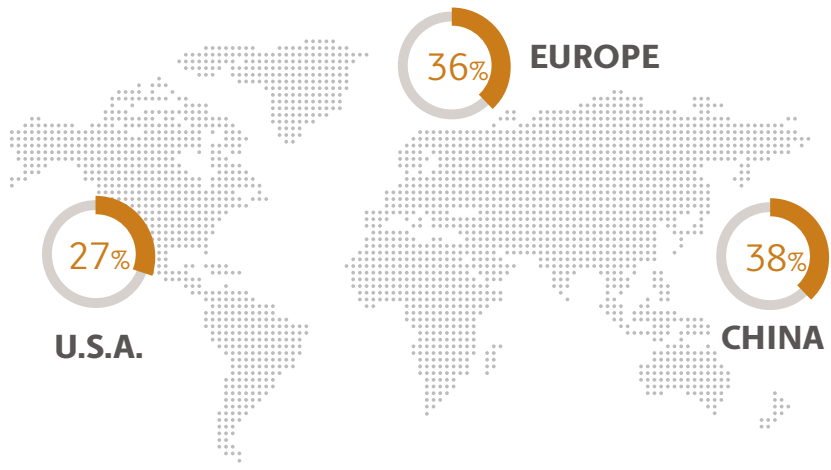
While manufacturers' control over product factors keeps DfM as the top channel, 'ease of use' factors can win market share for those suppliers that master them.

How sales channels rank per selection criteria



Capturing Global Growth Opportunities

Industrial Buyers Sourcing Internationally



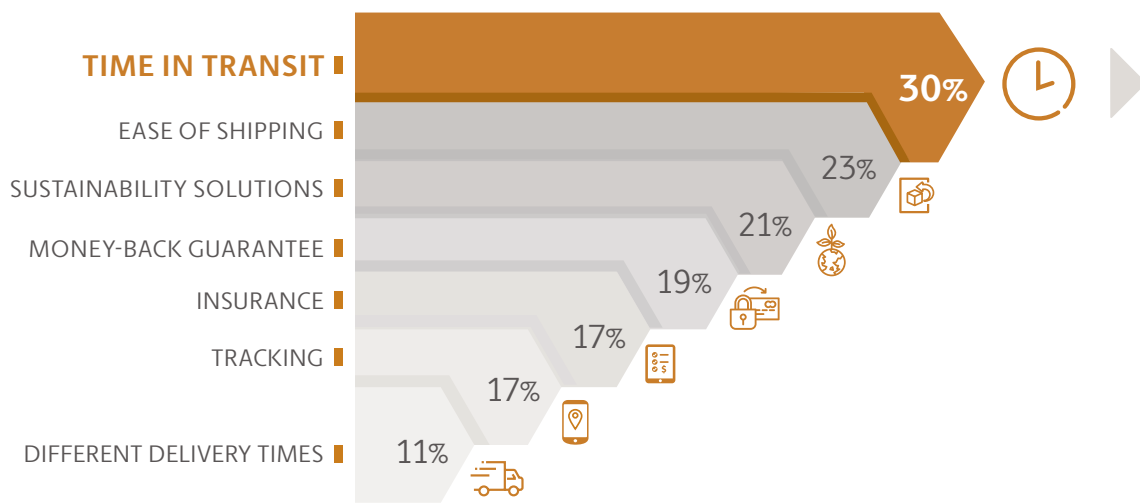
Challenges When Sourcing Internationally



E-commerce is facilitating cross-border sourcing, but logistics challenges can still be a barrier

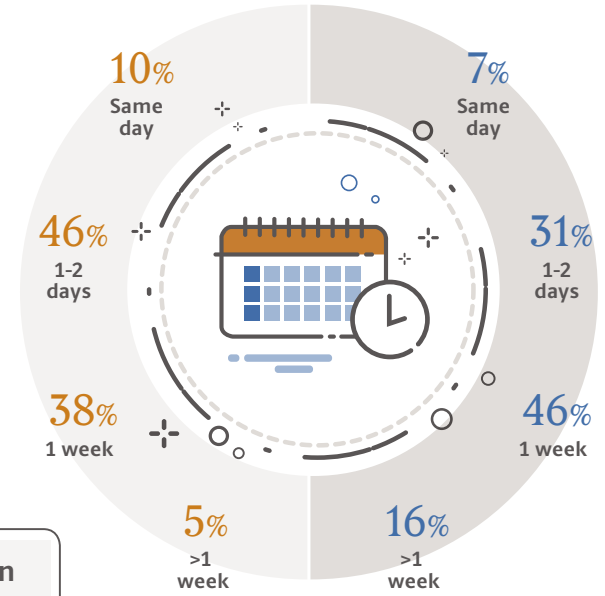
Meeting Logistics Requirements

Shipping factors impact supplier selection



Expectations regarding shipping speed

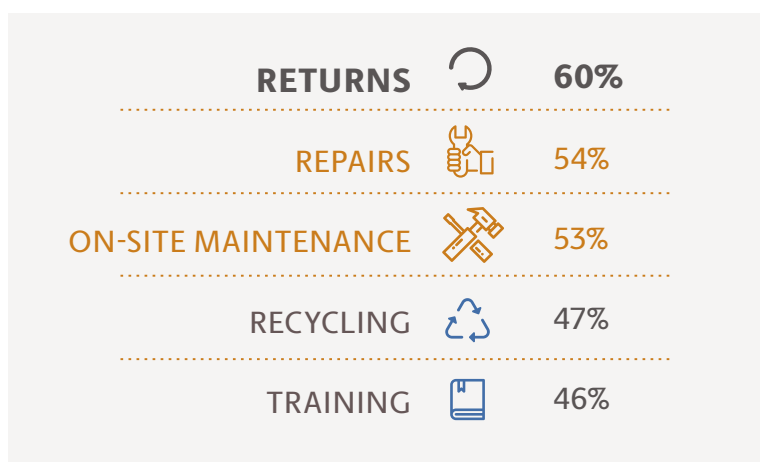
Domestic | International



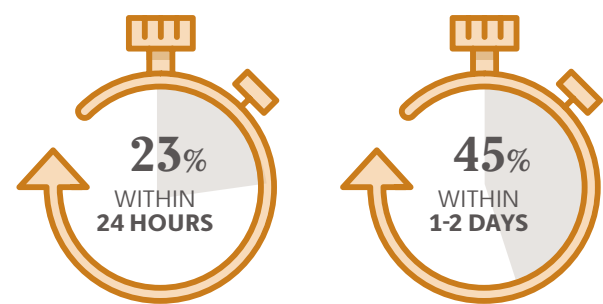
Ease of shipping is a growing expectation of B2B buyers, but offering a **choice of transit times** is key

Differentiating Post-Purchase

Most important post-sales services



Buyer's expectation for on-site support response times

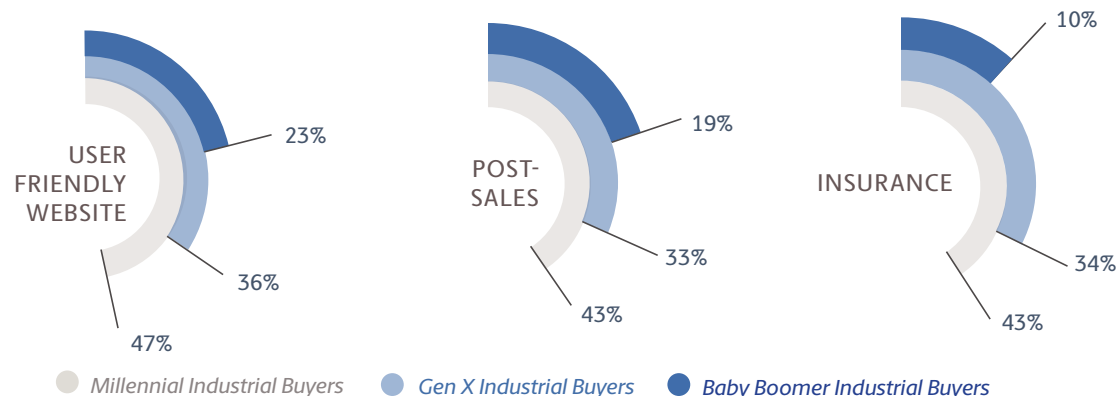


Industrial suppliers can build their differentiation strategy with **post-sales services** that capture **speed** and **convenience**.

Winning Market Share

Factors very or extremely likely to make buyers switch suppliers

The new generation of buyers is more prone to change, presenting an opportunity for suppliers who can **differentiate** at different stages of the customer journey.



Download the full study at solutions.ups.com/gb-ibd