

A man with a beard, wearing a light blue button-down shirt, is shown in profile from the waist up, looking down at a tablet computer he is holding with both hands. The background is a blurred warehouse or industrial setting with yellow and blue structural beams. A large black rectangular box is overlaid on the right side of the image, containing white text.

# Nordic Digital Commerce in B2B 2022

Nordic Digital Commerce in B2B 2022 is the sixth edition of Litium's annual survey of digital commerce between companies (B2B). The study was conducted during March 2022 and is based on responses from 924 respondents in Sweden, Norway and Denmark through a digital survey.

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# A word from the CEO

I'm very pleased to present the sixth annual report on Nordic Digital Commerce in B2B. The report is a great source of insights for business leaders to explore in the pursuit of competitive edges and value leaps. Looking back on two years of pandemic, it is clear this has really catalyzed change as more than half of companies have either started or fast-tracked their way to selling through digital channels.

Nordic companies continue to become increasingly digital in their go-to-market strategies. In 2022 two-thirds (67%) of product selling B2B companies either sell through digital channels or facilitate purchases on their website. Some have taken big strides, but in general there is still a long way to go in model maturity and execution to meet increasingly higher customer expectations.

Business model digitalization is not only about meeting customer demand for easier access to a company's products and services. To many B2B companies, it is also a key enabler for the agility needed to cope with the ever-changing world around us. Remember the days when scaling and expanding into new markets meant opening a new office and recruiting new people

on the ground? Today, many B2B companies scale seamlessly using digital sales and do market entries almost overnight.

As companies' digital sales mature, collecting, analyzing and learning from data increases in importance. Certainly, tomorrow's key to success will be to use data to accurately understand customer needs, expectations, and buyer journeys. I'm confident the winners will be those who also have the ability to translate those findings to scalable growth. This cannot merely be a side project for a few. It must be a strategic initiative for the whole organization.

Have a good read!



Patrik Settlin, CEO Litium AB



# Key findings

- 67% of B2B companies use digital channels to enable sales. An e-commerce solution, with or without required login, remains the most popular channel for digital B2B sales: over a third (39%) of companies offer one or both options for online purchases.
- As an alternative to selling online, 13% of B2B companies allow customers to ask for a price or a quote online and 9% to browse through a digital product catalog before contacting the company.
- Wholesalers remain ahead of the other segments as 91% now use digital channels for sales or sales enablement.
- Nearly one-third (32%) of B2B companies consider digital commerce an important part of their sustainability efforts. This figure is as high as 41% for companies with more than 500 million in revenue.
- The COVID-19 pandemic has accelerated digital transformation in B2B sales. 44% report a significant or moderate impact from Covid prompting them to start or accelerate the transition to digital sales.
- Digital commerce is a C-level matter for B2B companies. In a majority of businesses, the overall responsibility lies with one or several of the company CEO, CMO and head of sales. 17% of B2B companies now have a dedicated head of ecommerce, 9% a digital strategist, in charge of digital sales.
- 73% of B2B companies that use digital sales channels predict that their online sales will continue to increase in the coming three years. For wholesalers this number is as high as 92%.
- 59% of companies expect to sell through digital channels outside their home market in 3 years.
- 21% of all companies that do not already offer digital sales plan to launch an e-commerce solution within 3 years.
- The key driving forces for digital sales are similar across industries and organization sizes. The aim to simplify administration and streamline sales remains the top driver.
- Companies not yet selling through digital channels struggle to integrate new digital sales channels with their existing business models: 28% have difficulties translating personal sales and relations to digital and 18% have difficulties integrating digital sales with their existing business strategy.
- ERP is the number one most common system currently integrated with B2B e-commerce solutions followed by CRM and PIM.
- 23% of B2B companies use a full PIM solution to present their products online, either a stand-alone PIM application or one integrated in their e-commerce solution.
- Less than half of B2B companies (43%) currently measure the return on investment (ROI) of their digital sales initiatives.
- Across the board, more organizations than in the previous year measure and evaluate digital customer interactions. 50% actively use data to develop their offering and digital channels.



# 1. The current state of Nordic digital commerce in B2B

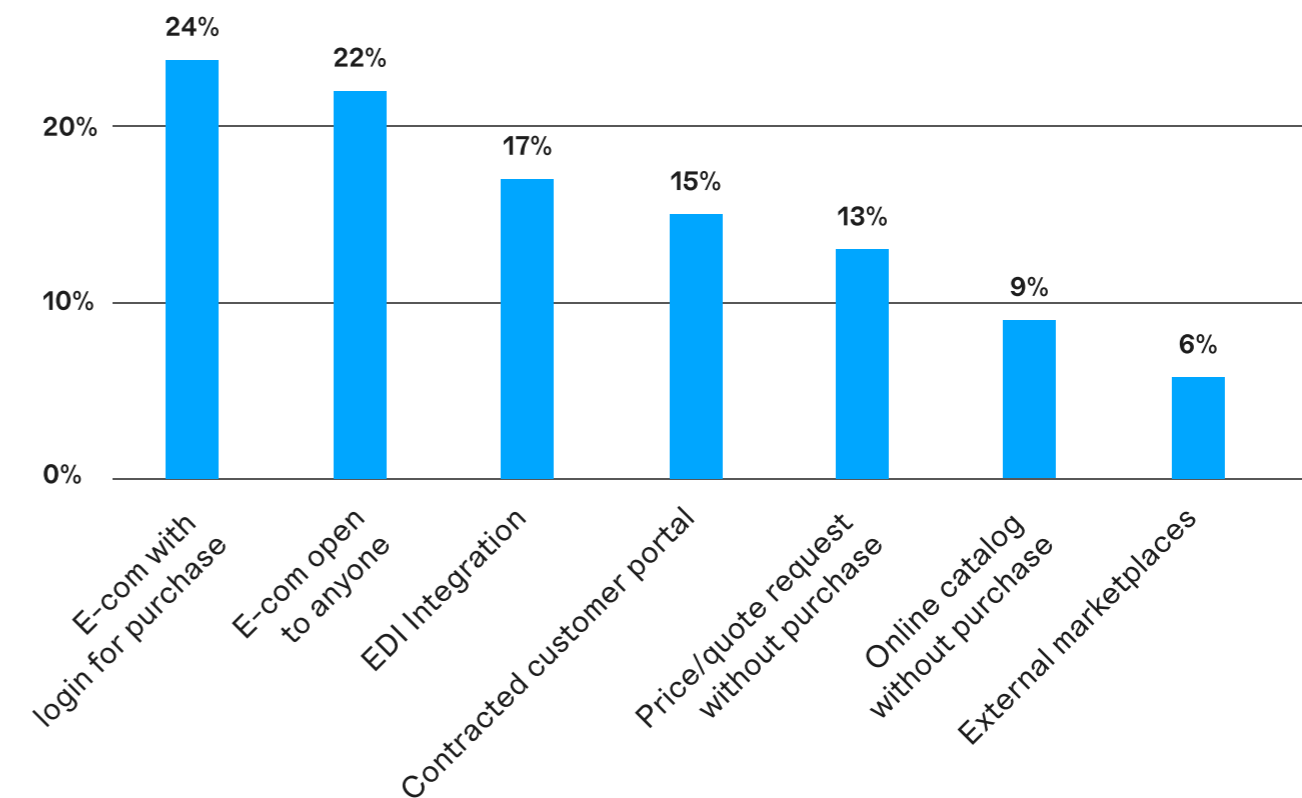
# Digital sales channels on the rise

About two-thirds (67%) of the Nordic B2B companies surveyed, representing manufacturers, distributors and wholesalers of products, use digital channels to enable sales. More than half (51%) have done so for more than five years. Wholesale leads the pack as more than nine of ten wholesalers (91%) use digital channels for sales and sales enablement.

54% of all companies enabling sales through digital channels have full-fledged digital sales processes in place. These companies with full-fledged digital sales have increased year-on-year. About 4 in 10 (39%) have an e-commerce solution, either requiring login, open to anyone, or both.

Some companies enable sales with a type of online presence but do not provide an option to complete a purchase fully digitally. This group consists of those who provide an online product catalog (9%) and/or make it possible to request a quote online (13%).

## B2B companies' digital sales channels



Which digital channels do you use for B2B sales?  
Sample: All (924).



## Digital sales – a C-level matter in B2B companies

CEOs are responsible for digital sales in 30% of companies. This figure is 45% in the smallest companies with 20 million or less in revenue (in the respective country's national currency). Heads of marketing (26%) and sales (31%) are also commonly entrusted with digital commerce. However, these three roles have many other tasks, which can make it difficult to fully focus on digital sales.

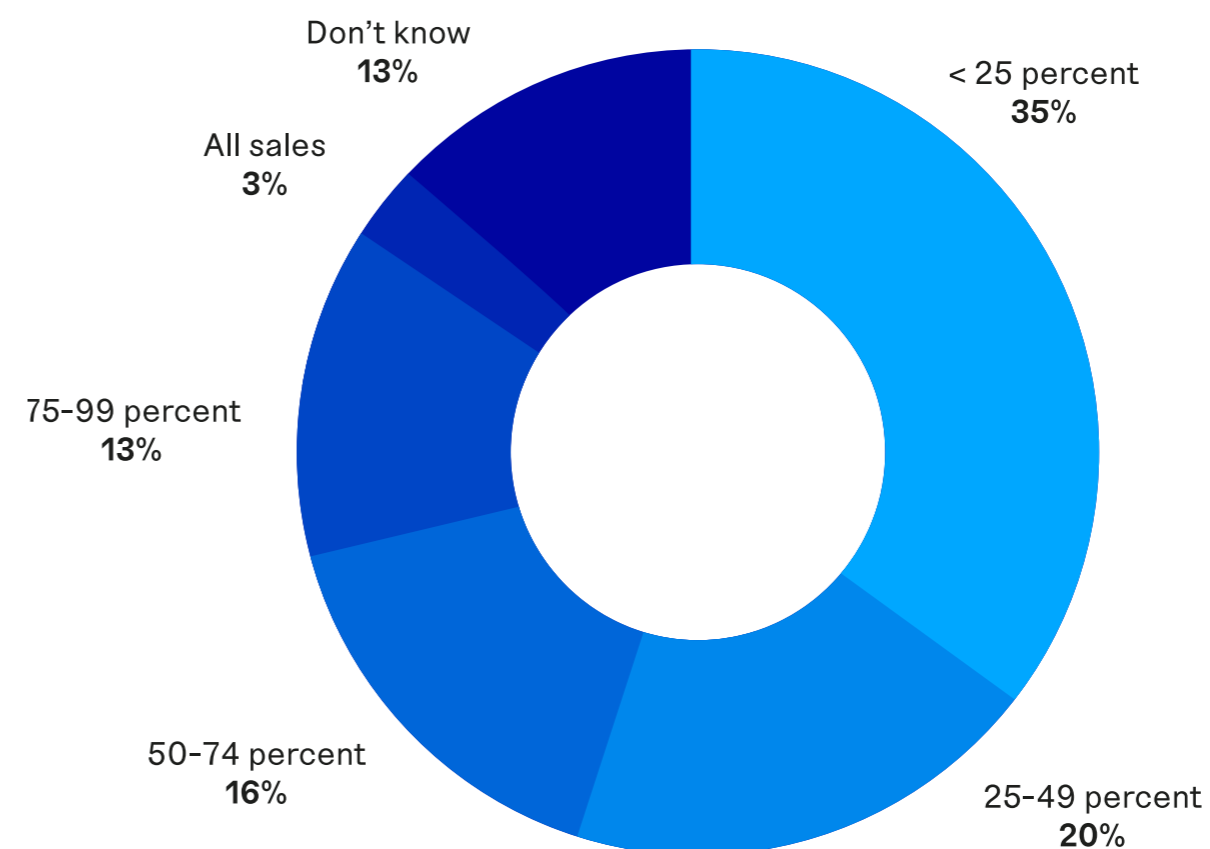
We see a clear sense of ownership as a critical success factor for digital sales. This is why B2B companies who have come further on their digital commerce journey have a dedicated head of e-commerce (17% for all sizes, 27% with more than 500 million in revenue). At the same time, digital commerce cannot succeed as an isolated island. This makes alignment across every part of the organization absolutely essential.

# Identifying low-hanging fruit for B2B digital sales

More than half (52%) of the companies report that more than a quarter of their sales are digital. Wholesalers tend to adopt digital sales more easily than distributors, resellers and manufacturers. This is reflected in the data: One quarter of wholesalers (25%) report that between 50 and 74 percent of their sales are digital. This is in contrast to 16% for all company types. One of the reasons for this is that wholesalers, in many cases, sell more finished and less complex products.

A larger share of manufacturers' products are high in complexity, meaning they may not all be suitable for being sold 100% digitally and may depend more on personal relationships. At the same time, some simpler manufacturing products like spare parts are increasingly sold online. To properly sort which products are best for digital sales, forward-thinking B2B companies analyze their offering. This leads to opportunities to start selling new products and especially services alongside traditional product offerings.

## Percentage of B2B sales that are digital



How much of the company's total B2B sales do you estimate are digital?  
Sample: Sells through digital channels (502).



”

Digital commerce is effective for quickly ordering products that are familiar to the customer. When placing larger orders for products that are new to the customer, we see a need for more personal contact and support.

**Head of marketing at a wholesaler**

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Digital commerce will undoubtedly increase for products suitable for digital sales. For large machinery and equipment, personal contact with a technical salesperson or system consultant will probably continue to be needed due to the complexity of the sales process.

**Marketing manager at a manufacturing company**



## Digital sales accelerated by pandemic

# 44%

have focused more on transitioning to digital sales due to the pandemic

One consequence of the COVID-19 pandemic is that it has accelerated the digital transformation of society in many areas. Digital commerce in the Nordic B2B sector has been no exception. Slightly less than half (44%) of the respondents who sell digitally reported a significant or moderate impact from Covid prompting them to start or accelerate the transition to digital sales.

Other companies do not see a major impact on their approach to digital commerce, but some may have simply already been digitally mature enough to cope without adjustment. Looking ahead, the question is whether the companies that have accelerated digitalization initiatives will follow through and continue to go digital at a more rapid pace.

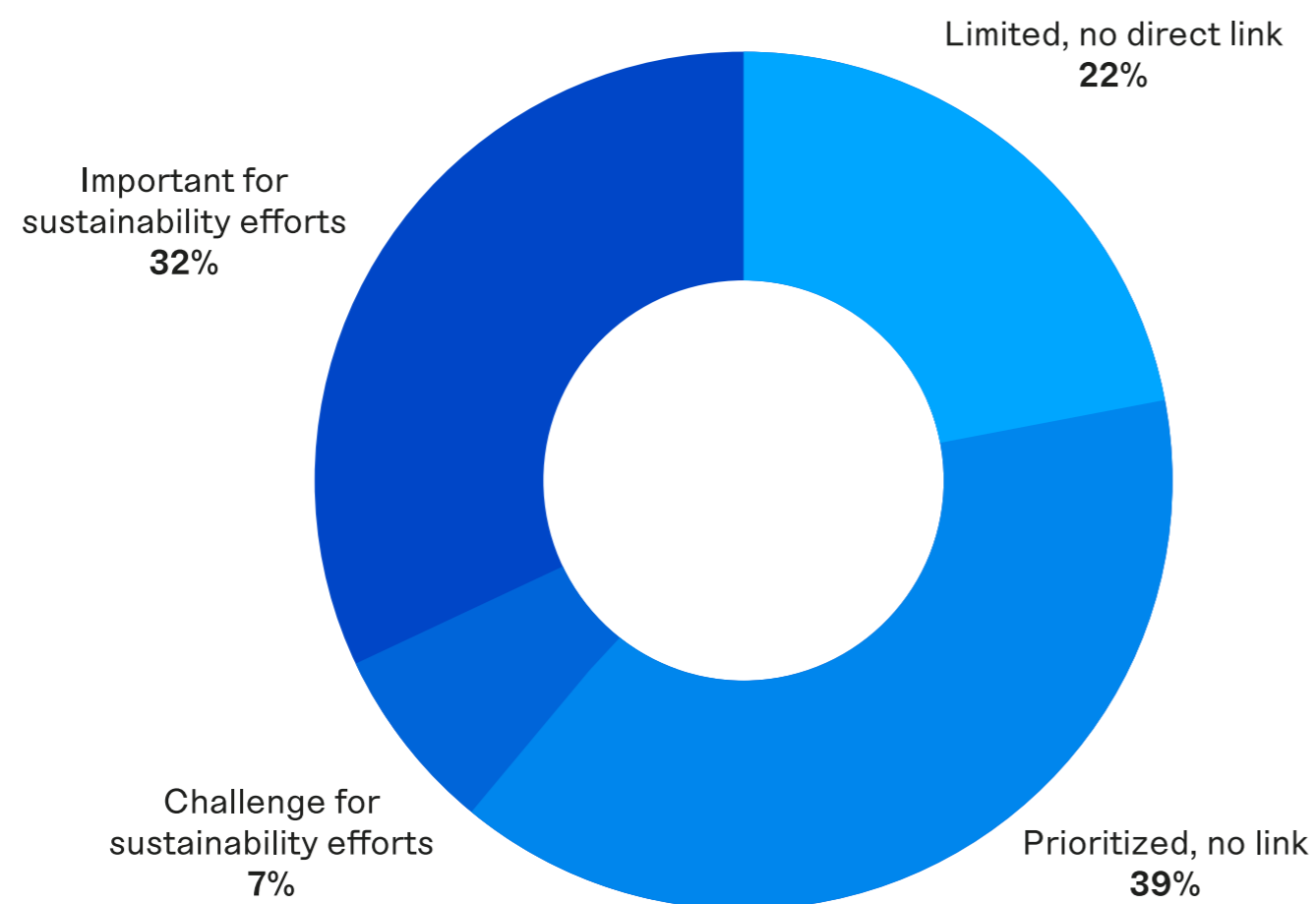
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Digital sales will increase as B2B buyers become more comfortable making purchases digitally, especially following the Covid period.

**Webmaster at a manufacturer**

# Digital commerce plays key role in sustainability efforts

## Digital commerce and sustainability



How does your company view digital commerce in relation to your company's sustainability and environmental initiatives?  
 Sample: Enables digital sales (622).

We're pleased to see that nearly one-third (32%) of the companies consider digital commerce an important part of their sustainability efforts. This figure is even higher for companies with more than 500 million in revenue. Several free-form responses show how digital sales processes reduce carbon emissions for transportation by:

### 1. Streamlining orders to reduce the number of shipments



The risk of misunderstanding is reduced when customers place orders on their own. This results in fewer return shipments and minimizes other unnecessary administrative tasks.

**CEO at a wholesaler**



Sustainability is improved by offering deliveries directly to consumers (D2C) instead of shipping to another party that in turn delivers to the consumer. This streamlines logistics and reduces the number of shipments.

**Head of administration at a manufacturer**

## 2. Decreasing the need for sales staff to travel



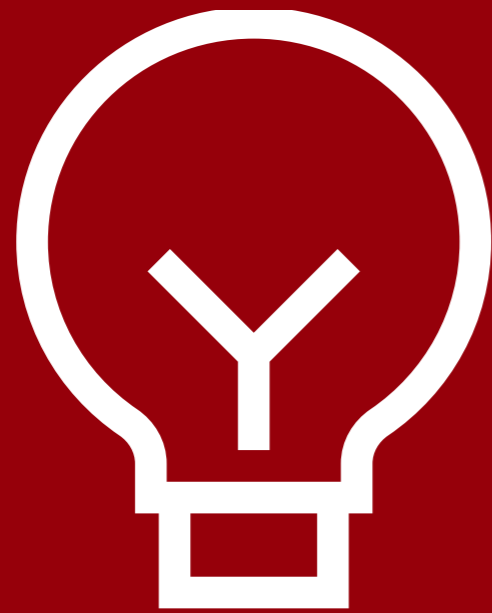
We reduced travel time for our sales staff by assisting our customers online instead.

**Marketing manager**

Other free-form responses suggest that paper usage can be reduced by providing more product information digitally. Another theme is guiding customers to make more sustainable product choices.

Overall, we can see Nordic companies in the B2B sector take their climate responsibilities seriously and see great future potential in their digital sales initiatives to support environmental efforts.





## 2. The future of digital commerce in B2B

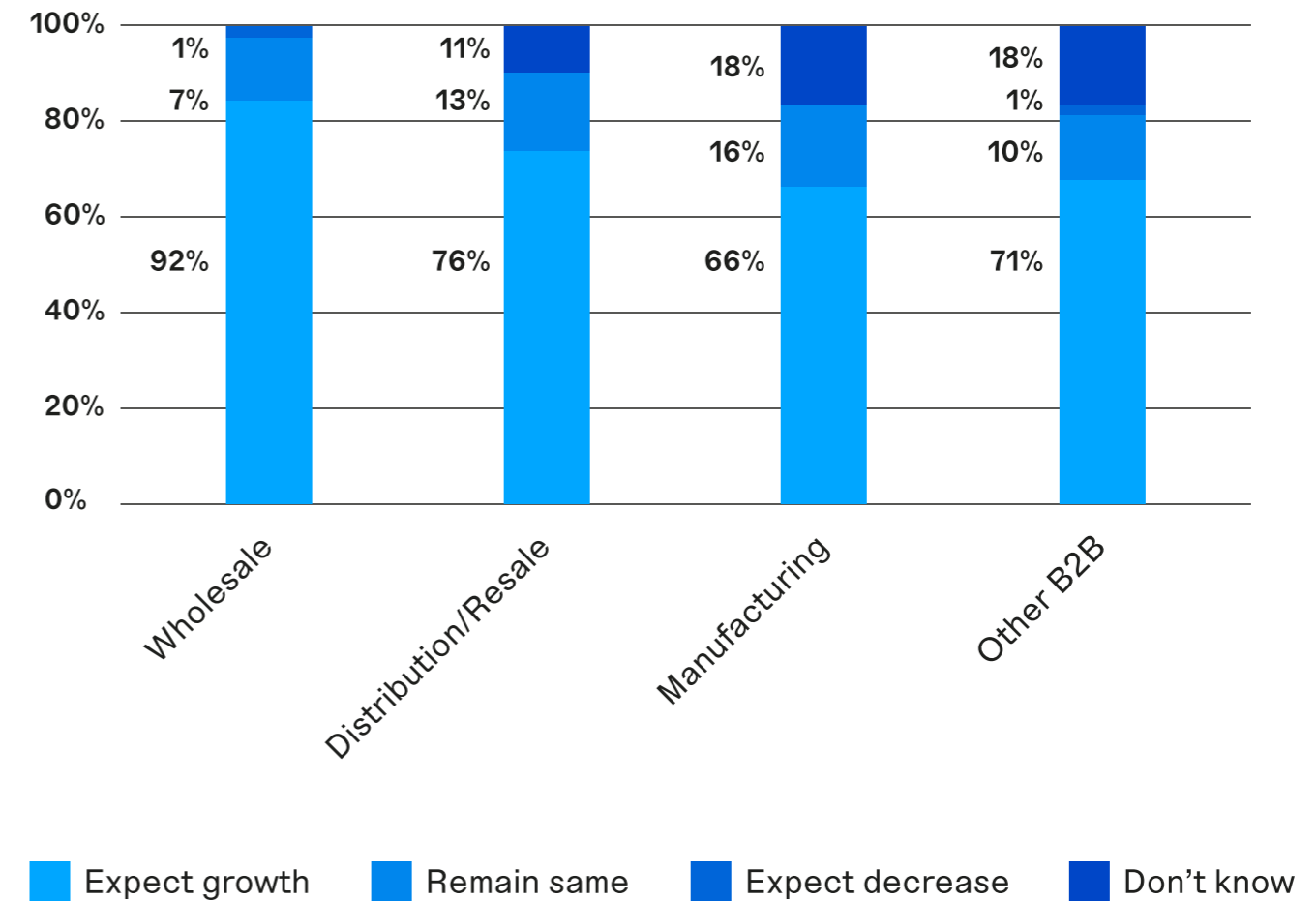
# High expectations for continued digital sales growth

A majority (73%) of B2B companies that currently sell digitally expect growth in the coming three years. Slightly more than one quarter (27%) expect this growth to be more than 25%.

In line with their generally higher digital maturity, more than 9 of 10 wholesalers (92%) expect digital sales to increase during this period.

Digital commerce growth will also be driven by the 21% of companies without an e-commerce solution today that plan to offer it by the end of the same upcoming three-year period.

## Three-year forecast by company size



What is the forecast for your company's B2B digital sales in the next three years?  
 Sample: Sells through digital channels (502).

# How will digital sales grow?

It doesn't come as a surprise that digital commerce in the B2B sector will continue to grow. The burning question is HOW it will grow. The low hanging fruit of existing products with a low level of complexity has driven growth and will continue to do so for a while. One of the next steps will be to package more complex products and services for digital sales and deploy digital tools that enable customers to purchase these products online as well.

Looking further ahead, forward-thinking B2B companies will take their digital sales journey a step further by developing new offerings tailored to digital sales around their more complex products. They will also streamline the buyer's journey by making it easier to choose, configure and even customize solutions online using digital tools.

”

In an effort to improve our digital commerce going forward, we plan to add new services to bring customers closer to us. We will create a single interface for all types of digital transactions.

**Head of marketing at a wholesaler**

# Opening the door to tomorrow's international expansion

In the past, international expansion could be time-consuming and expensive. It took time to build a local organization, secure talent and establish partnerships and distributor networks in a new market. This created barriers, with many growing B2B companies choosing to carefully expand to one or a few new markets at a time as geographically close to their home market as possible.

B2B companies in the Nordics, especially manufacturers, tend to have a strong focus on exports. This is because their home market is usually not large enough for them to grow and expand. As a result, some Nordic B2B companies have an imperative to go

international sooner or later. 59% of the companies who already sell digitally expect to sell through digital channels outside their home market in three years.

Digital transformation is seen as a clear opportunity to help accelerate international expansion. Fortunately, the scalability and instant availability of modern e-commerce solutions allow modern B2B companies to test, evaluate and sell to multiple markets faster and easier than ever before. This makes it possible to strategically select the markets in which their offering fits best, demand is greater or competitive advantages are stronger.

# 59%

of B2B companies expect to sell through digital channels outside their home market in 3 years



# Clarity on how B2B will resemble B2C

We've heard about how B2B sales will become more like B2C for years now. But is that really true? This year's survey showed that B2B companies are finding greater clarity about what this trend actually means in practice.

”

The expectations for digital commerce in B2B will become increasingly similar to those in B2C: It should be easy to place orders and receive deliveries. However, I think that customer loyalty will be more important for B2B customers.

**Head of sales at a manufacturer**

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What buyers are used to from B2C, such as payment and delivery options, will influence B2B. Customers will also want to be able to plan their purchases on their own based on their needs.

**CEO at a distributor/reseller**

Generally, we can still see a difference in that B2C sells small quantity orders of far less complex products to large numbers of customers fully digitally and automated with the click of a button. B2B buyers want to plan for future needs, have an ongoing relationship and sign framework and call-off agreements.

The digital sales room is an interesting concept in which we see great future potential. As a place where B2B buyers and sellers can meet and interact digitally, it helps maintain personal relationships when needed while providing a more digitalized buyer's journey and convenient experience.



### 3. Driving forces, challenges and results

# Efficiency, sales and CX are key drivers

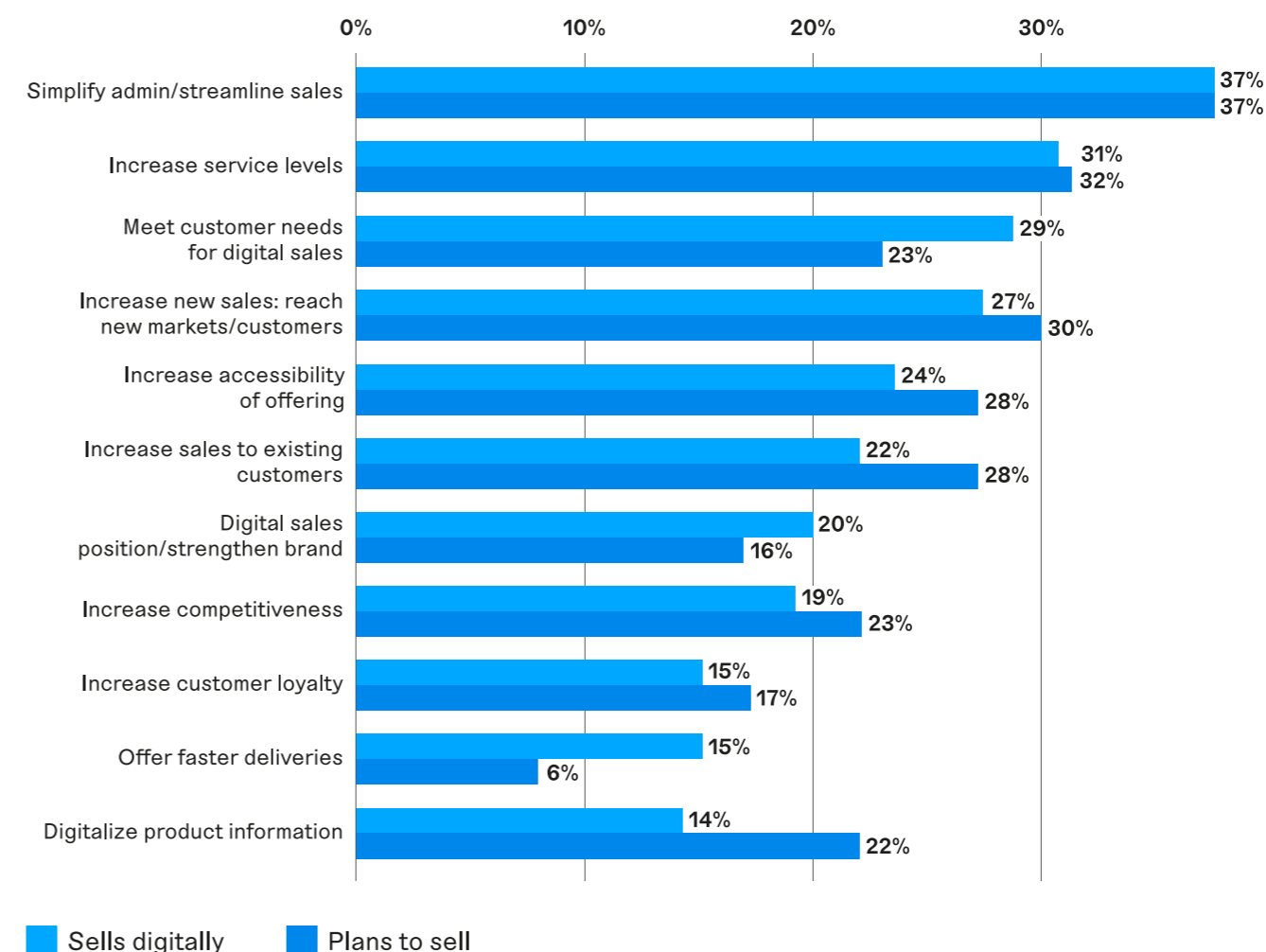
The single largest driving force for digital sales for both those who already sell digitally and those who plan to launch an e-commerce solution is to simplify administration and streamline sales. This is seen as important for supporting more agile business models and improving scalability. This enables B2B companies to bring in more new customers without increasing overhead spend, administration and salary costs.



Launching an e-commerce solution and sales app led to a substantial decrease in phone calls and eased workloads for our sales team. This has allowed us to grow our business without having to hire more employees.

**CEO at a wholesaler**

## Key driving forces for digital sales



What are the driving forces as you plan to introduce an e-commerce solution for business customers? What are the main goals or driving forces for your digital sales?  
 Sample: Plans to introduce e-com (129)/Sells through digital channels (502).



Those who haven't gotten their feet wet with digital sales are more interested in generating new sales from both new and existing customers and improving the accessibility of their offering. Among those who already sell digitally, smaller companies see the greatest potential for new sales. Nearly four in ten (39%) of the surveyed companies with 20 million or less in revenue are looking to increase new sales while this figure is only 18% for those with more than 500 million in revenue. Many smaller B2B businesses see digital commerce as an additional sales channel, not just a way of increasing the level of service to existing customers.

B2B companies that already have some digital sales experience are more focused on meeting customer needs, improving their positioning, strengthening their brand, and offering faster deliveries. Looking beyond improving organizational efficiency, these companies see the customer experience as an important competitive differentiator. This is driven by rising B2B customer demand for 24/7 self-service and order management. Another driver is faster and more convenient digital access to product information, especially as younger generations assume more B2B buyer roles.

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Younger generations expect us to offer digital commerce as consumer buying behaviors have a greater influence on them. As a result, they are more open to purchasing online.

**Head of e-commerce at a manufacturer**

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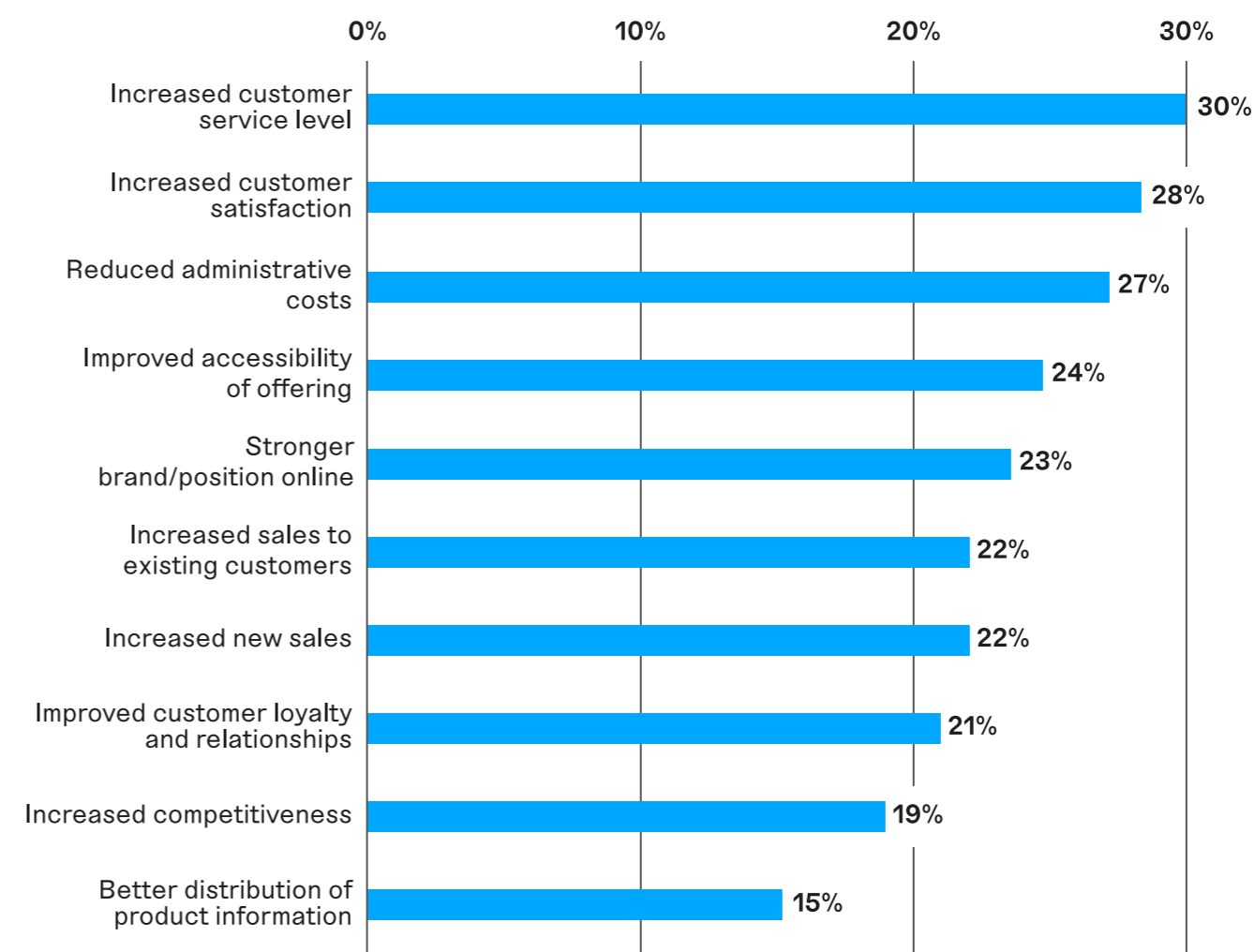
We will continue to learn about our customers' journeys to provide better customer support and product-related support digitally. We want to give the customer more delivery options, create a more personalized experience and take a more customer-centric approach, all the while improving sustainability.

**Head of e-commerce at a wholesaler**

# Results that go beyond expectations

As reported above, simplifying administration is the strongest driving force for both those who already sell digitally and those who haven't gotten started yet. In contrast, the top two results companies achieved from digital sales investments are increased customer service levels (30%) and increased customer satisfaction (28%). This shows that digital sales initiatives ultimately turn out to benefit the customer experience. A fairly large percentage (27%) did also see reduced administration as a result. Almost across the board, the metrics involving the customer experience are higher for results than for expectations. The conclusion to be drawn from this is that digital sales can do wonders for customer experience programs, boost competitiveness and drive sales – all at the same time.

## Most important results from a digital sales investment



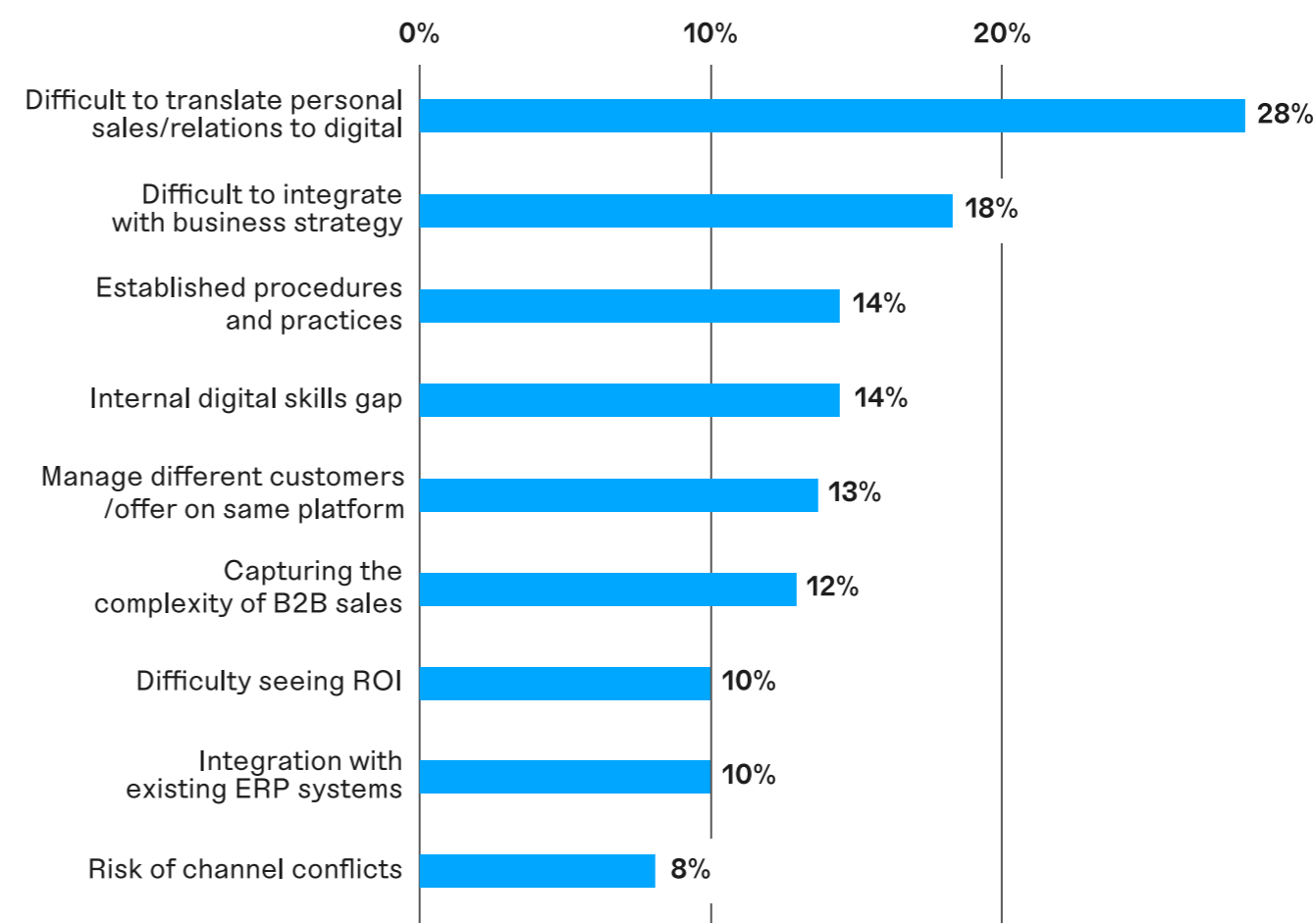
Which do you consider to be the most important results of your digital sales investment?  
 Sample: Sells through digital channels (502).

# Translation to current business model remains a key challenge

Translating personal sales and relationships to digital methods remains the greatest challenge for launching B2B digital commerce among those who have not yet established digital sales. This is followed by difficulties integrating digital commerce into the existing business strategy and established procedures and practices.

Mature B2B companies recognize that these and related challenges, like capturing the complexity of B2B sales, are organizational as well as cultural in nature. This means that they require organization-wide alignment, especially with the sales staff and other customer-facing teams. B2B companies ready to invest in a digital sales strategy need to realize that this goes far beyond implementing a new technical solution. It's an organizational change and change management practices should play a decisive role in formulating and executing the new digital sales strategy.

## Challenges of launching B2B digital commerce



What do you consider the biggest challenges of B2B digital commerce?  
Sample: Does not sell through digital channels (302).

”

It's essential to win over the sales organization to digital commerce, ensuring they understand the benefits and actively onboard customers. Otherwise, customers will just keep sending emails when they want to place an order.

**Head of e-commerce at a distributor/reseller**

”

Be sure to secure top-down buy-in before getting started with digital commerce. You can't buy your way to success. Organizational backing is essential.

**Chief digital officer at a manufacturer**





## 4. Striving for an integrated digital landscape



# The current state of integrations and future priorities

No e-commerce platform is an island. It must be integrated with a larger digital landscape to meet organizational needs for streamlined sales and consolidated data. Integration is also a must to satisfy customer demand for a better user experience. Today's B2B companies realize this and put great effort into making integrations work.

ERP is the number one most common system currently integrated with B2B e-commerce solutions followed by CRM and PIM. It's natural to focus first on ERP and next on CRM in terms of integration priorities. Given that more B2B companies have already reached the ERP integration stage, the system highest on the list of planned integrations is CRM. We can also see that marketing automation is emerging as a future priority.

Top 3 integrations with e-commerce	Current	Planned
1	ERP	CRM
2	CRM	ERP
3	PIM	Marketing automation



## Integration reasons aligned with key drivers

There are many reasons for actively promoting integration between the B2B company's e-commerce solution and other business critical systems. Opportunities to improve efficiency, provide a better customer experience and increase sales are among the top reasons. This is aligned with the top drivers for B2B companies to invest in digital sales (see Section 3 above).

”

One of the integration opportunities we see is to boost cross-selling and upselling to existing customers. Another is to enable all customers to place orders whenever they want.

**Head of marketing at a distributor/  
reseller**

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The greatest opportunities from continuing to work on integrations include creating seamless customer experiences and automating the purchasing process. Another is to ensure correct information for products, stock status and services.

**Head of marketing at a wholesaler**



# Self-service is a low-hanging fruit for integrations

Self-service has been a trend for a while and a low hanging fruit already captured by digital sales leaders. Others still look to self-service as a way of jumpstarting their digital commerce journey and helping to

streamline manual administration. In practice, efficient and effective self-service tools have been shown to improve the customer experience as well.

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We believe that self-service will be essential for us to increase customer satisfaction and earn returning customers in the future. It will also be a crucial puzzle piece in offering a seamless customer experience, which should span both digital and analogue channels.

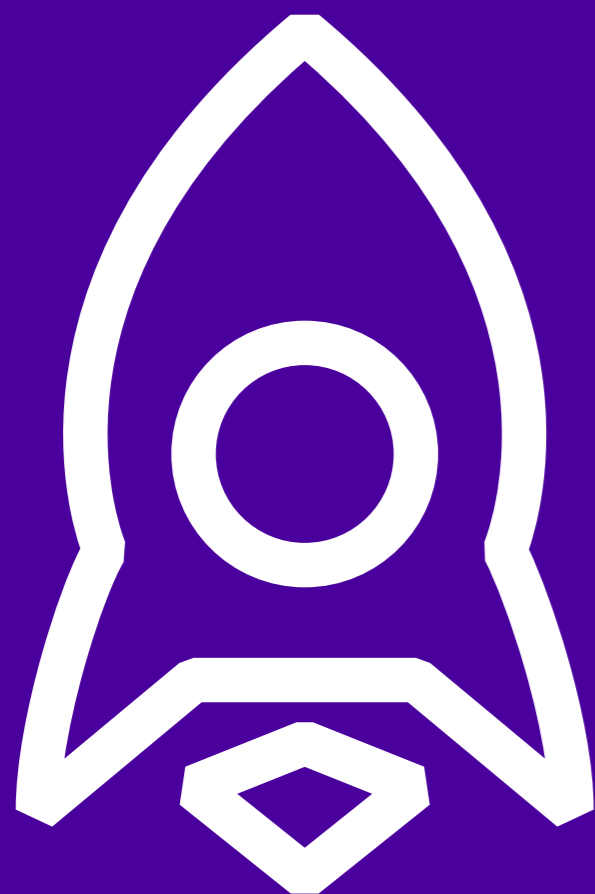
**Head of e-commerce at a manufacturer**

”

The greatest opportunity from integrating our digital commerce platform with other systems is the capability to collect data from multiple sources and show them to the customer. This also enables the customer to create orders and quotes by themselves without our involvement.

**Head of e-commerce at a manufacturer**





## 360-degree customer view is a strong trend

Forward-thinking B2B companies are looking to obtain a better view of their customers' journey and a 360-view of their customers throughout their organization. This requires well-functioning integrations, especially between the company's e-commerce solution, ERP system and CRM solution.

”

Obtaining a 360-degree view of our customers, providing instant data, and enabling personalized and automated communications are the greatest opportunities we see from integrating our e-commerce system with other systems.

**Head of marketing at a manufacturer**

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The greatest integration opportunities we see are obtaining a 360-degree customer view and providing better service. Ensuring our staff always have access to the right information in real time is key in this.

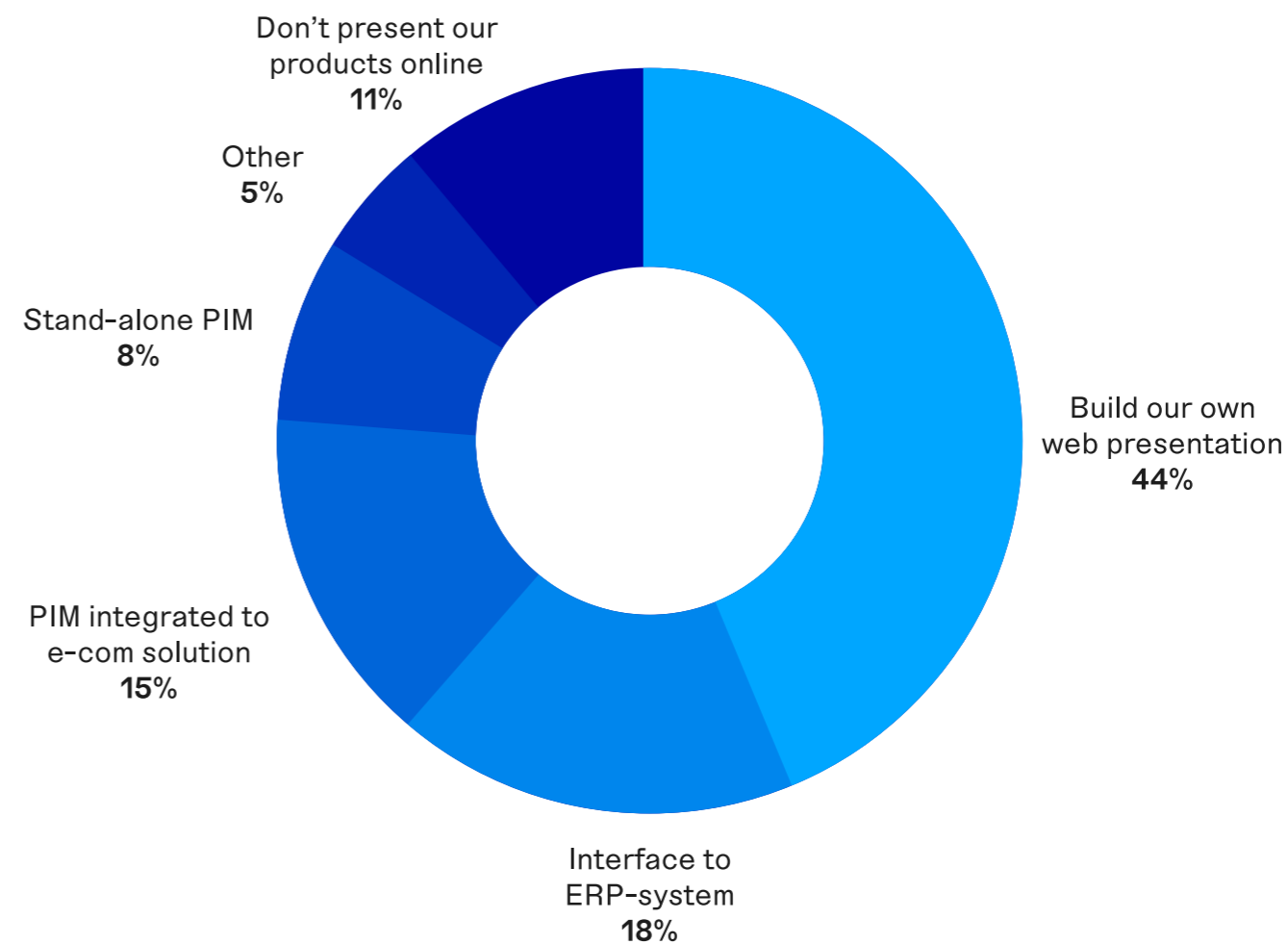
**Head of customer experience at a manufacturer**

Working to get closer to a 360-degree customer view can help support the sales process even for highly complex products that are difficult to sell online with a simple click. For instance, the sales staff would greatly benefit from always having up-to-date customer and product data at their fingertips. This would allow them to access customer purchase history and updated product offerings more quickly and effectively on a convenient device like a tablet.

# PIM is a strong future trend

23% of the companies that enable digital sales use a full PIM solution to present their products online, either a stand-alone PIM application or one integrated in their e-commerce solution. We can see a trend that more B2B companies are investing in PIM to achieve greater agility and best-in-class functionality for managing, enriching and presenting their offering. We believe that this growth in PIM will come at the expense of traditional methods of presenting products. These methods include using an interface directly to the ERP system (18%) and building product catalogs manually (44%).

## Product presentation



What support do you have for presenting your products/offering online?  
Sample: Enables digital sales (622).

# Overcoming inflexibility and organizational challenges key to success

While most B2B companies clearly see the benefits of integrating their e-commerce solution to their full digital ecosystem of applications, there are also challenges along the way. Inflexible, legacy ERP systems are seen as a major roadblock to achieving effective integrations. In specific, one of the issues that came up in multiple responses was a lack of standardized APIs.

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The greatest obstacles we see to effectively integrating our system landscape are high costs, significant complexity and poor flexibility. ERP vendors must understand the need for standardized APIs instead of each customer having to build their own integrations.

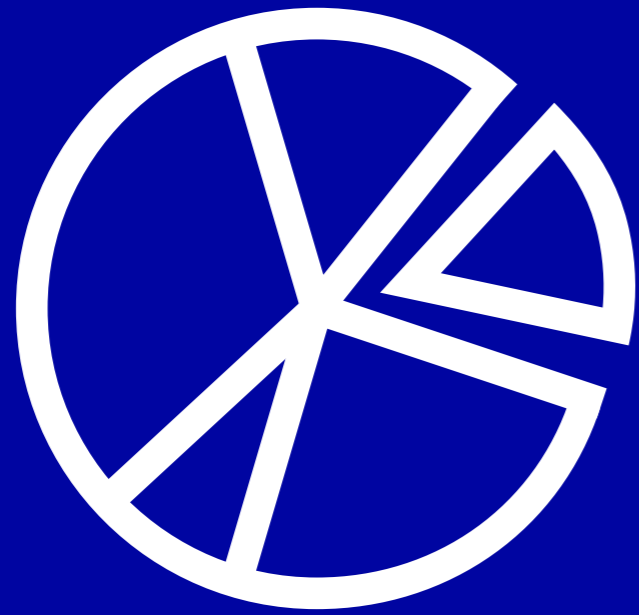
**CEO at a manufacturer**

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Complexity and a lack of standardization make integrations expensive. We have not yet found a series of platforms with which we can achieve full omnichannel relatively easily.

**CEO at a wholesaler**

We also see responses that address organizational challenges. It's important to ensure organizational alignment and adoption to succeed with any major technology project. Addressing these organizational challenges is more likely to provide the support, momentum and capability to overcome the many time, cost and complexity challenges. With both inflexible ERP and organizational challenges out of the way, B2B companies will be freed up to enjoy the full benefits of an integrated digital landscape that supports their digital sales every step of the way.



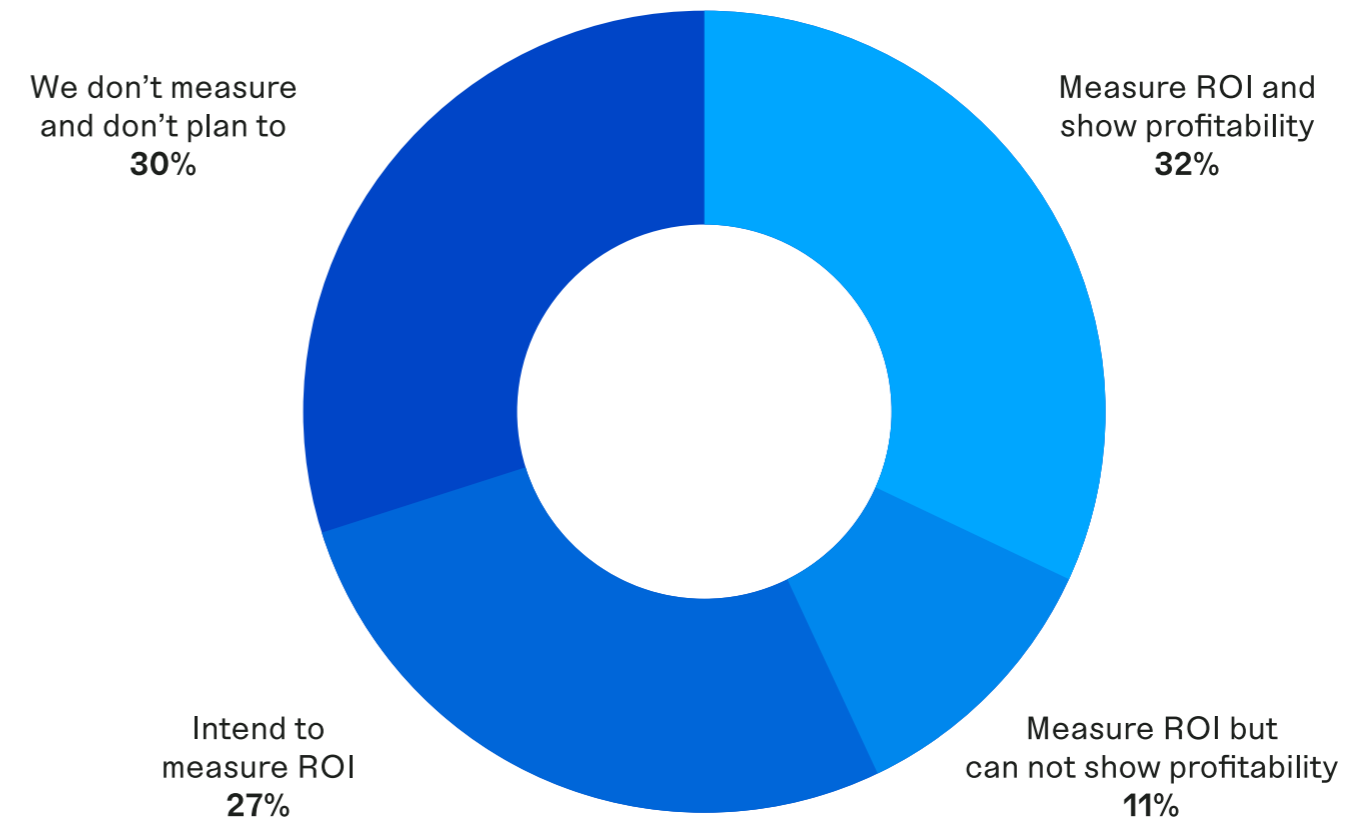
## 5. The data-driven organization

# Why don't all companies measure ROI on their digital investments?

Continuous improvement supported by sound data analysis should be essential to all companies engaging in some form of digital sales, as for all other commercial operations. Data insight is the key to improved customer understanding, a more tailored online offering, efficient processes and, in particular, a profitable digital business. Nevertheless, only 43% of the companies selling through digital channels currently measure the return on investment (ROI) of their digital sales initiatives.

This means that more than half don't measure ROI although some still have an intention to do so. One of the obstacles to effectively measuring ROI is when it's done in silos. Organization-wide alignment is key for getting a complete picture of ROI. 52% of the smallest companies (20 million or less in revenue) don't measure ROI now and don't even plan to in the future either. Yet the capability to measure ROI is crucial for making digital sales activities comparable and determining which are more worthwhile investments.

## Challenges of launching B2B digital commerce



Does your company measure ROI?  
Sample: Sells through digital channels (502).



# Increased focus on being data-driven

Across the board, we can also see that more organizations are measuring and evaluating digital customer interactions than in the previous year. Wholesalers are leading the data-driven trend, with 26% of these companies reporting that they have a data-driven mindset and focus on continuous improvements. For all company types, this is 17%, representing a significant increase from previous years.

It's even more important for small companies with limited resources to know they are spending their marketing budget as efficiently as possible. This means that data really should play an important role. Yet 52% of the smallest B2B companies surveyed (20 million or less in revenue) do not use data to develop their offering and digital channels (52% is the exact same percentage that don't measure ROI). In contrast, only 30% of all company sizes and 17% of the largest companies (+500 million in revenue) don't use data this way.

# 50%

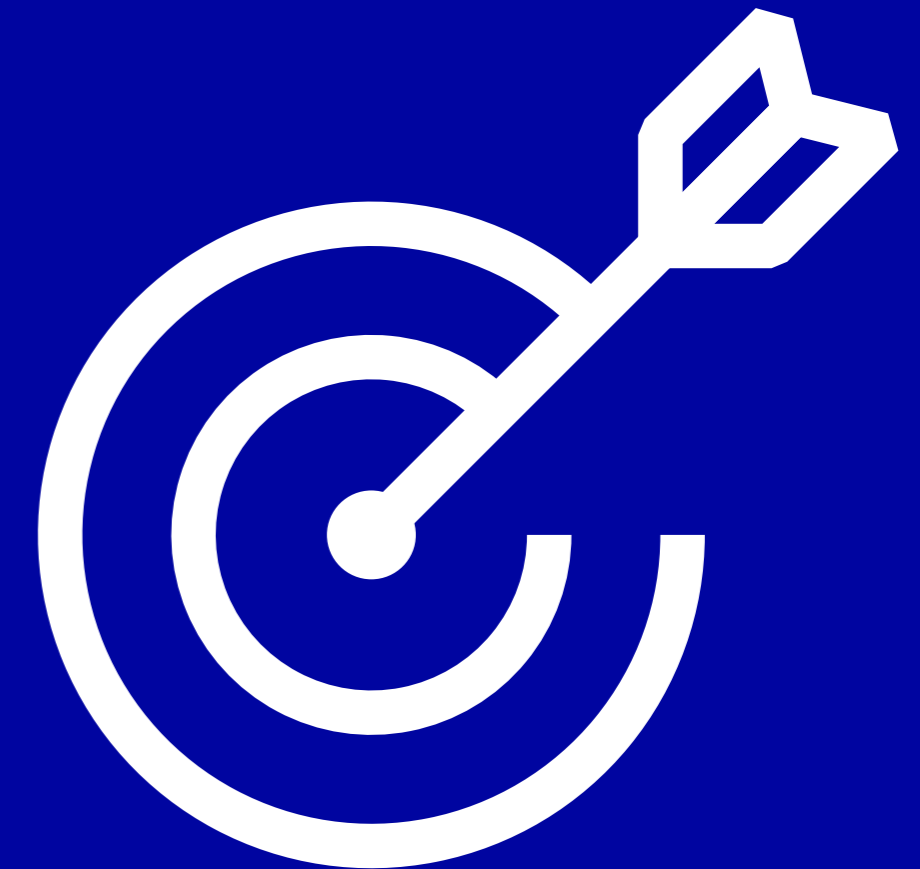
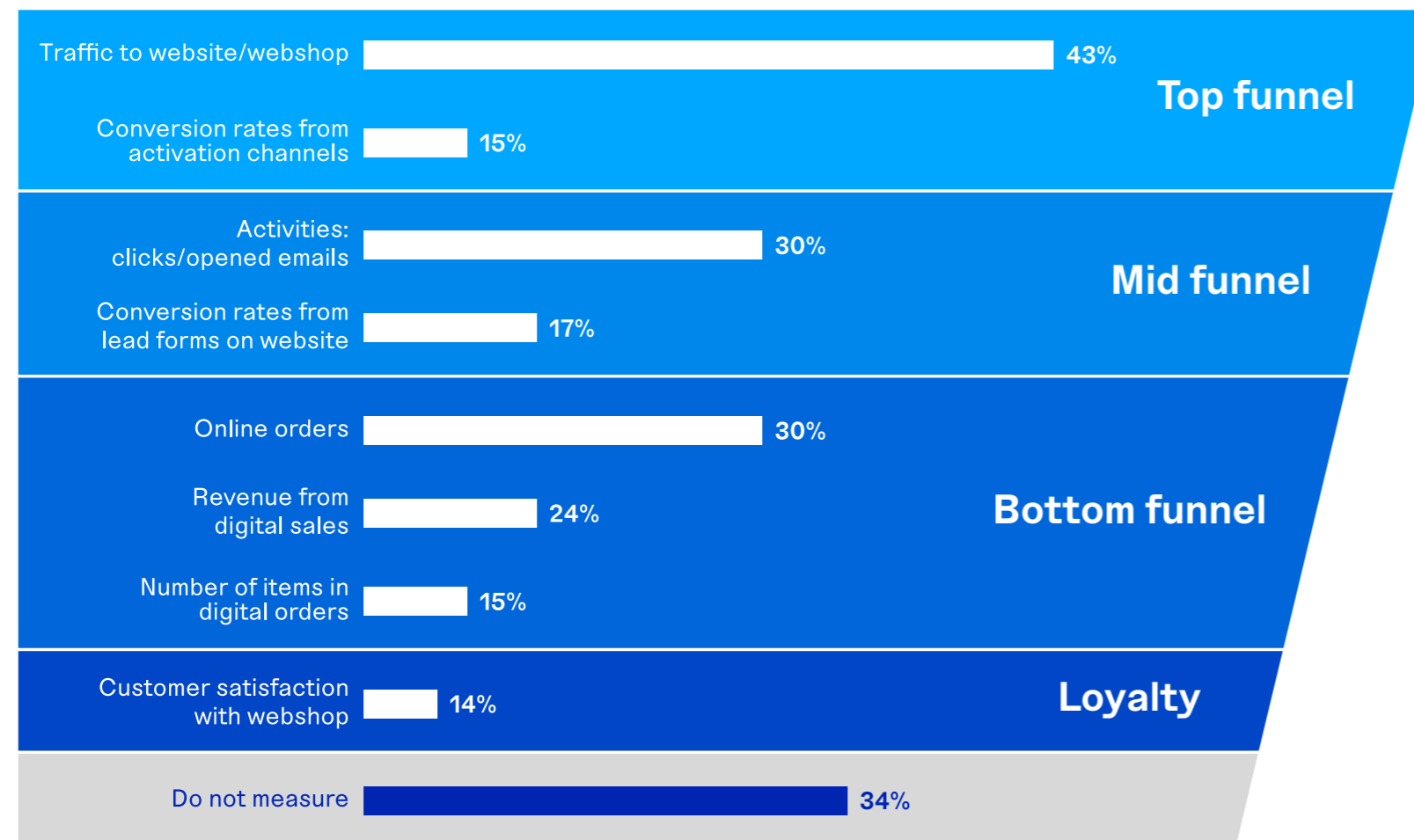
actively use data to develop  
their offering and digital  
channels

# Strong focus on top-funnel metrics

Many B2B companies focus more on measuring KPIs at the top of the sales and marketing funnel. But the amount of traffic is of less value if it isn't followed by conversions. A more data-driven approach would be to focus more on measuring end-funnel metrics, which

involve sales. This is crucial for determining the ROI of the company's digital marketing and sales as a whole and of the digital commerce platform's efficiency. Quality should take precedence over quantity.

## Measuring and evaluating digital customer interactions



# How to be more data-driven

A data-driven approach requires ownership, responsibility and internal champions. This demands initiative from people within the organization who understand the value of measuring data and are passionate about it. It may also be the case that these kinds of people need to be recruited and brought in from outside. Investing in data competencies is key to building the foundation for continuous improvements.

”

If you continuously analyze data, you can obtain a deeper understanding of systems and, most importantly, customer behavior.

**Product owner at a wholesaler**

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Be structured about how you measure, analyze and act and make this a recurring part of your daily routine. Securing access to new digital commerce competencies is also essential.

**CEO at a distributor/reseller**

Free-form responses suggest that taking a small initiative and making it a pilot project is an effective way of jumpstarting a data-driven approach in digital commerce. To achieve lasting success, it's essential that the entire organization is onboard and management prioritizes data projects. Once sales and marketing have adopted a data-driven approach to decision-making, this can positively influence other parts of the organization.

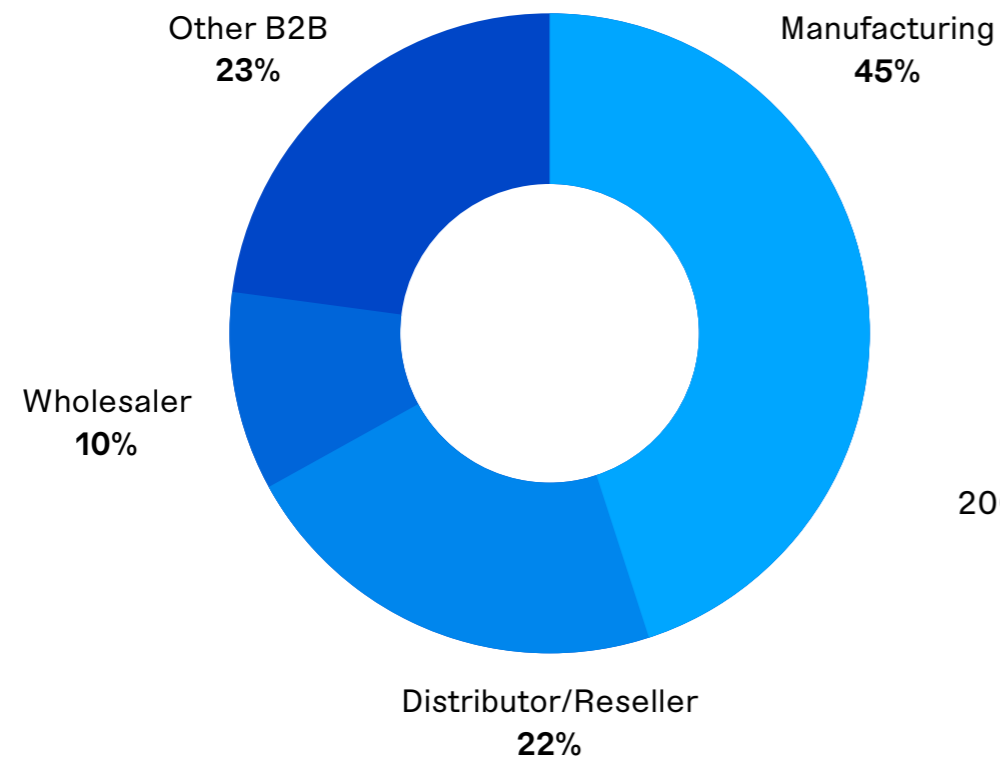
# About Nordic Digital Commerce in B2B 2022

The Nordic Digital Commerce in B2B 2022 study was conducted by Litium in March 2022. The study was run as a web survey sent out to a selection of companies in combination with a panel of decision makers at B2B companies in Sweden, Norway and Denmark.

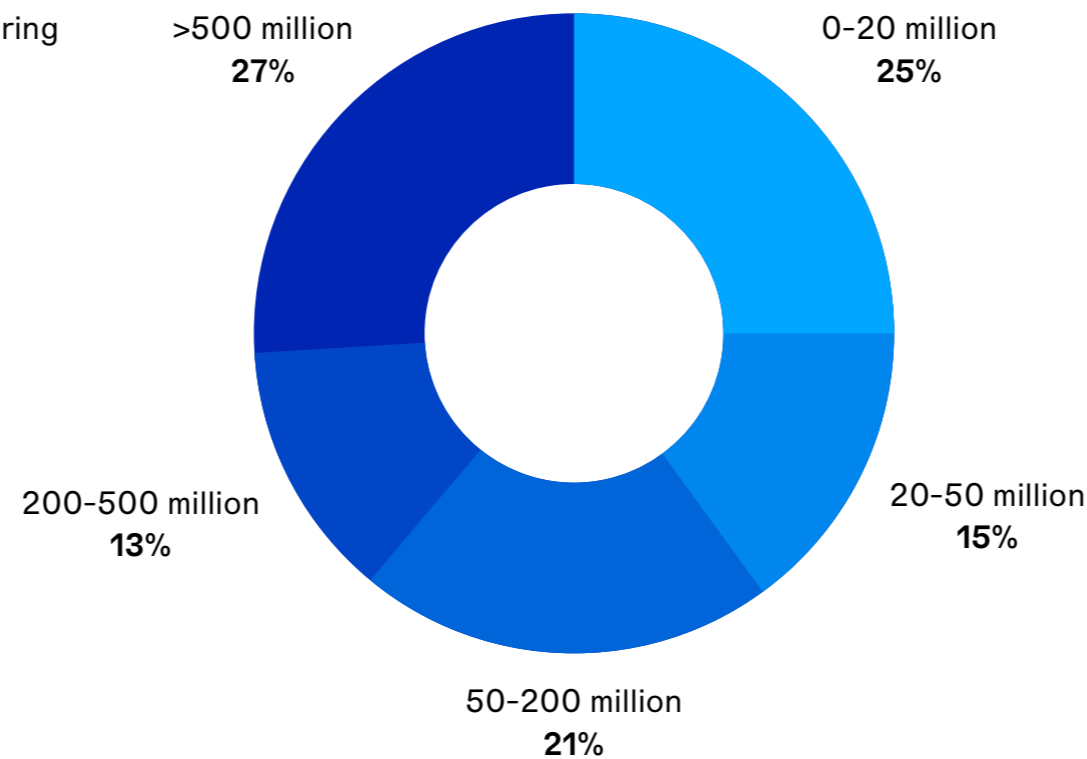
The results presented in the report are based on 924 qualified responses, consisting of 383 respondents from Sweden, 281 from Denmark and 260 from Norway. 81% of the companies sell directly to corporate customers while the others sell to consumers or corporate customers through resellers. 35% also sell directly to consumers.

This year's report is the sixth edition. As in previous years, B2B agency Crescando has led the project in cooperation with research firm Norstat.

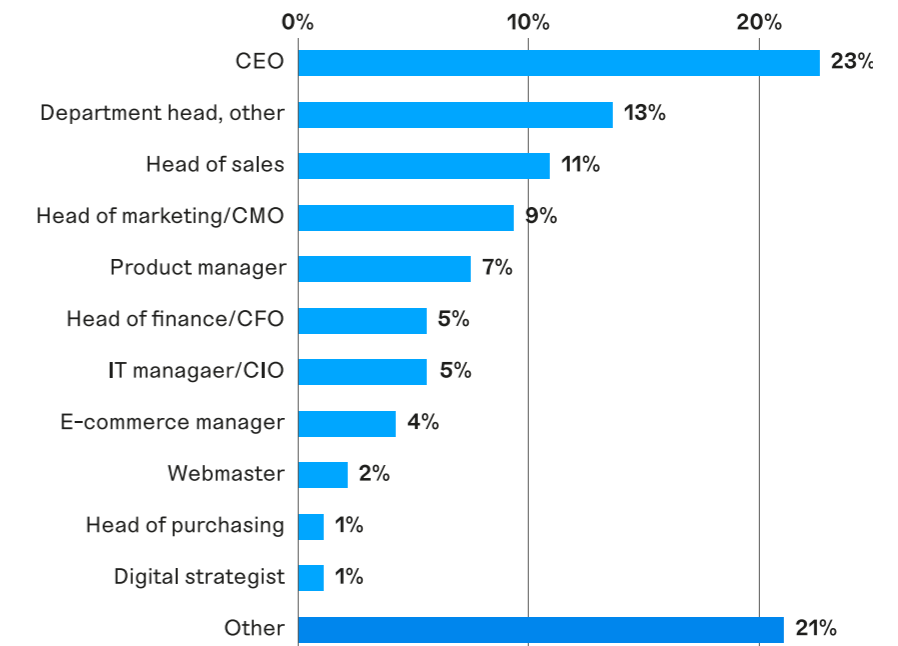
## Industry



## Revenue (local currency)



## Title



Litium AB (publ) is one of the Nordic region's leading companies in digital commerce. We help businesses in B2B and B2C to accelerate their sales, quickly scale up their business, reach new markets and create market-leading customer experiences online. We do this by offering a scalable and cloud-based e-commerce platform that is built for growth. Our customers such as Lindex, Tingstad and Jollyroom have an annual turnover of more than SEK 10 billion. Litium operates together with its partner network in the Nordic market and is listed on the Nasdaq First North Growth Market. Arctic Securities is the company's Certified Adviser and can be reached at [certifiedadviser@arctic.com](mailto:certifiedadviser@arctic.com) or +46 844 68 61 00.

**For more information, please visit [litium.com](https://litium.com)**