

2026

# MOQ1 Growth Guide

## Grow Faster, Sell Smarter:

*The Modern Playbook for the Promotional Products Industry*



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## Introduction:

# WHY THIS GUIDE? WHY NOW?

The world of promotional products is evolving fast. Clients expect more than great merchandise—they expect speed, convenience, and a digital experience that works like the rest of their world. They want to browse, click, and order in seconds. They want to see what's possible without back-and-forth emails, outdated catalogs, or long wait times.

For dealers, decorators, and other promo professionals, this shift brings both a challenge and an opportunity. The challenge? Traditional workflows can't keep up—and they fall short of the service today's buyers expect. The opportunity? With the right tools, you can do more than meet modern expectations—you can grow faster than ever.



This guide is here to help. It's your playbook for scaling a promotional products business in today's digital-first world—packed with practical strategies, real-world examples, and modern sales techniques designed for how today's buyers actually shop. Whether you focus on bulk orders, offer on-demand fulfillment, or support both, you'll leave with a clear blueprint for growth.

And when it comes to putting that blueprint into action, we'll show you how MOQ1 makes it all possible—without adding complexity to your workflow.

**Ready to grow? Let's dive in.**

# SECTION 1: THE BIG SHIFT

**PROMO IS GOING DIGITAL –  
AND THAT’S A GOOD THING**

The promotional products industry has never been stronger —but it’s evolving rapidly, and staying competitive now demands digital agility. In 2024, the U.S. promo industry hit a record \$26.6 billion in total sales, up 1.8% from the year before. And despite headwinds like inflation and tariffs, 65% of distributors expect continued growth in 2025.

That’s the good news. But the even bigger shift is where that growth is coming from: buyers are going digital at unprecedented speed. In 2024, B2B ecommerce site sales reached \$2.3 trillion, a 10.5% increase in just one year. And the momentum isn’t slowing—B2B ecommerce is projected to grow 7.8% annually through 2028, topping \$3 trillion.



# SECTION 1: THE BIG SHIFT

SO WHY ARE CLIENTS SHIFTING ONLINE SO QUICKLY?  
IT COMES DOWN TO CONVENIENCE AND EXPERIENCE:



- 7 out of 10 B2B buyers say buying online is easier and more efficient.
- 64% of B2B buyers prefer digital channels for ordering—especially when they can re-order and track with ease.

According to McKinsey, today's B2B buyers expect the same seamless experience they get in B2C. And sellers that deliver on this are rewarded: “front-runner” B2B businesses with strong digital tools are nearly twice as likely to see increased customer trust and higher conversion rates.

In short: the promo industry remains a powerhouse—but the playbook has changed. *Clients want curated product collections, on-demand options, and a frictionless digital experience.* That's why MOQ1 was built as a one-stop digital sales platform—giving you the tools to create branded product catalogs and web-based stores that serve both bulk and on-demand needs.



# SECTION 2:

## HOW TO MOVE FORWARD

### TURNING INDUSTRY CHANGE INTO OPPORTUNITY



While today's promotional products market is moving faster than ever, staying competitive doesn't mean starting over. It means adapting with tools built for how buyers shop now—digitally, seamlessly, and on their terms.

Modernizing how you present products, capture orders, and deliver service doesn't just make you more efficient—it gives you leverage. It enhances the client experience and creates more opportunities for growth. **ENTER MOQ1:**

**MOQ1 IS A FREE DIGITAL SALES PLATFORM BUILT SPECIFICALLY FOR THE PROMO INDUSTRY.**

It helps simplify the way you sell so you can say yes to more business, serve clients faster, and grow without increasing your workload. Instead of turning down small runs, scrambling for product images, or waiting on suppliers, you can create client-ready catalogs and online stores in minutes. Whether it's a one-off order or a large wholesale request, MOQ1 makes it simple. Every order is produced on demand or fulfilled in bulk—fast. You earn profit on every sale—and we handle the rest.

In the sections ahead, we'll show you how to use MOQ1 to make the most of this shift: to land new clients, expand existing ones, and deliver an experience your customers will come back for again and again.



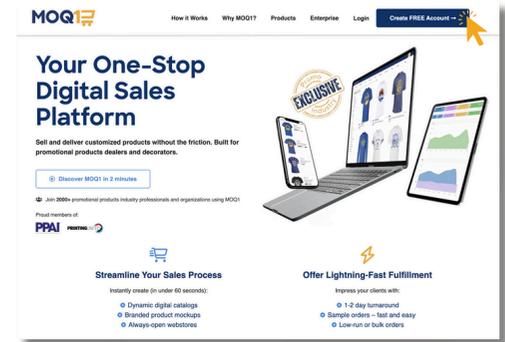
# SECTION 3: GETTING STARTED WITH MOQ1?

**A SIMPLE SETUP. BUILT-IN SUPPORT. REAL RESULTS.**

Ready to grow your promo business with MOQ1? Here's how to get started:

## STEP 1: CREATE YOUR **FREE ACCOUNT**

- Go to [MOQ1.com](https://www.mq1.com)
- Click Create FREE Account
- Fill out the quick sign-up form



**⚠️ Note:** All new accounts are manually reviewed to ensure MOQ1 is used exclusively by promo professionals. This protects your business by preventing end users from signing up or accessing wholesale tools. Most accounts are approved within one business day.



## NEED HELP ALONG THE WAY?

We're here for you. MOQ1 is backed by live support, video tutorials, and an active user community.

Join our Facebook Group: <https://www.facebook.com/groups/moq1community>  
Connect with other users, share wins, and get insider tips from our team.

# SECTION 4: CREATE. SHARE. EARN.

## THE SIMPLE FORMULA FOR SUCCESS WITH MOQ1

MOQ1 was built to simplify how you sell. This easy-to-remember, easy-to-implement 3-step framework helps you turn client needs into revenue—whether you're managing existing accounts or building new ones.



1. CREATE



2. SHARE



3. EARN

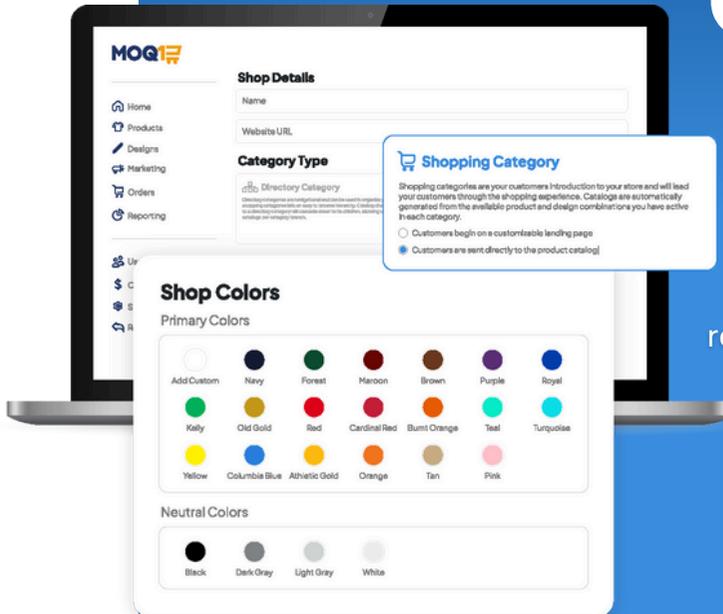
### 1. CREATE

#### BUILD SHOPS IN 60-SECONDS OR LESS.

Launch a branded product catalog or storefront for any client or occasion—fast. MOQ1 makes it easy: just pick your product colors, upload a logo, and go. With thousands of DIGISOFT®-ready items and instant mockups, your shop is ready to launch faster than any other solution in the industry.

#### Why this matters:

A fast setup means more opportunities. Create stores proactively and meet client needs without friction.



## GIVE YOUR CLIENTS A REASON TO ENGAGE.

Once your shop is live, share it using built-in marketing tools like flyers, QR codes, and exclusive product promotions. These assets make it easy for clients to promote their store—whether to employees, customers, donors, or parents—and start generating orders without lifting a finger.

### WHY THIS MATTERS:

Clients don't just want merch—they want simple, effective ways to launch it. MOQ1 makes it effortless to start selling.

## 2. SHARE



## 3. EARN



## TURN EVERY ORDER INTO INCOME—WITH ZERO ADDED WORKLOAD.

MOQ1 handles the heavy lifting so you don't have to. Every sale earns you commission automatically, with no fees, no minimums, and full control over your pricing. Your customers can reorder on their own timeline, and every shop becomes a hands-off revenue stream. Each shop includes a built-in QR code, making it easy for clients to revisit and reorder anytime. Add it to packaging, bulk deliveries, or client materials to drive ongoing sales—effortlessly.

### 🔑 WHY THIS MATTERS:

Most sellers only profit from the initial order. MOQ1 helps you turn every sale into long-term income—with zero extra work.

### WE HANDLE THE REST

While you focus on growth, we handle the backend:

- ✓ Fast on-demand production in 1-2 business days
- ✓ Retail-quality DIGISOFT® printing
- ✓ Customer support for every order
- ✓ Monthly commission payouts
- ✓ Real-time inventory and product updates

# SECTION 5:

## HOW YOU CAN USE MOQ1

### FLEXIBLE TOOLS. UNLIMITED USE CASES.

MOQ1 is built to fit your business—not the other way around. Whether you focus on bulk orders, small batches, or a mix of both, MOQ1 gives you the flexibility to meet your clients' needs with ease.

Here are some of the most popular ways users are leveraging the platform:



### BULK / WHOLESALE ORDERS

Perfect for everything from low-run bulk orders starting at just 4 units to large-scale orders with deep discounts. Combine different products and designs to hit quantity break pricing — then enjoy express production that ships in just days. Get paid faster and impress customers with speed, quality, and convenience.

### INSTANT ONLINE STORES

Spin up a fully branded shop in seconds—complete with your client's logo, curated products, and custom pricing. Perfect for programs that need consistent, on-demand access to merch.

→ No order minimums. No hosting fees.



# SECTION 5:

## HOW YOU CAN USE MOQ1

FLEXIBLE TOOLS. UNLIMITED USE CASES.

### POP-UP SHOPS

Running a short-term campaign? You can easily launch temporary stores for any occasion. Keep them open as long as you need — orders are fulfilled automatically and ship direct to the customer in just a few days.



### HOLIDAY SHOPS

Celebrate the season with ease. Launch special holiday shops filled with curated merchandise for employees or customers. Perfect for end-of-year gifting, seasonal recognition, or festive campaigns — without the hassle of bulk ordering.



### GIFTED STORES

Delight prospects and clients by gifting them a fully branded online store. It costs nothing to launch unlimited shops — helping you stand out, impress your audience, and win more business.



# SECTION 5: HOW YOU CAN USE MOQ1

**FLEXIBLE TOOLS. UNLIMITED USE CASES.**

## EMPLOYEE SHOPS

Create internal shops for company swag. Add gift code functionality to distribute branded apparel without managing inventory.



## EVENT & FUNDRAISING SHOPS

Need a quick solution for a conference or charity event? Your shops can launch in minutes and close out just as fast — with real-time reporting and automated fulfillment.

## TEAM & GROUP STORES

Perfect for schools, leagues, and fundraisers. Build tailored collections with easy ordering for coaches, parents, and players.



# SECTION 6: REAL TACTICS THAT DRIVE REAL REVENUE

This is where the rubber meets the road. MOQ1 isn't just a tool—it's a growth engine. Below, you'll find proven strategies to help you unlock its full potential.

These best practices have been used by top-performing sales professionals across industries. They're *repeatable, plug-and-play tactics* you can start using today to boost revenue, grow commissions, and strengthen client relationships. [\[Get your printable reference sheet here\]](#)

Whether you're reactivating existing accounts or pursuing new ones, these plays are built to drive results.



## A) Re-Engage Existing Clients Add value and earn more sales from existing clients

- The fastest way to generate results is to start with active clients. You've earned their trust, now you can delight and surprise them by delivering a fully branded digital catalog for their business.
- Proactively creating shops or catalogs for clients provides them with instant value. This also helps you to promote the ease of small run reorders, removing traditional time and cost constraints.
- It can help with account recovery, allowing you to re-engage former clients by using their company information and logos to deliver a digital catalog that may be missing from your competitor's playbook.
- Gift shops to clients as a surprise value-add. Since shops are free and unlimited, you can quickly create branded stores that impress clients, strengthen loyalty, and open the door to new opportunities.
- By utilizing your pre-existing client artwork, in just a few clicks, you can relaunch a relationship and reignite revenue.

### What to Do:

- ✓ Audit the last 24 months of client orders
- ✓ Create branded shops or catalogs for each client at using existing artwork
- ✓ Send to your existing clients proactively to say, “thank you” and solidify your relationship
- ✓ Highlight potential use cases — speed and flexibility opens the door to new opportunities.
- ✓ Include a simple launch kit: Welcome video, flyers, QR codes

### 🔑 Why this matters:

You're turning your existing accounts into a passive income engine—without chasing down reorders or reselling from scratch.



## B) Win New Business Gift online shops and “win the meeting”

Gift your prospective client a visual, branded solution that provides a strong sense of preparation and commitment, before you even start your pitch.

Instead of handing over a blank catalog and decoration options, you deliver a fully built shop or curated product collection tailored to your prospect’s brand.

### What to Do:

- ✓ Build sample shops and gift them to prospects
- ✓ Proactively send to your prospects to help stand out and get responses
- ✓ Earn sales conversations by presenting interactive catalogs customized for their brand
- ✓ Deliver samples or promo codes to close deals
- ✓ Build ready-to-share demo shops for niche groups like PTAs, gyms, or clubs—so you’re prepared before they even ask.

### 🔑 Why this matters:

It shifts you from salesperson to solution provider—and helps you land new accounts with less friction.

## C) Activation and Awareness Turn shops into revenue by guiding digital catalog launch

Creating a shop is just the start. The real value happens when your clients start sharing it. Many love the idea of branded merch—but don’t know how to promote it. That’s where you shine.

With simple marketing assets and a bit of guidance, you can help turn their shop into a true sales channel.

### 📦 Built-In Marketing Tools:

Banners, templates, and launch kits are included in the MOQ1 Growth Toolkit at the end of this guide.

### What to Do:

- ✓ Give clients launch-ready marketing assets
- ✓ Create urgency with limited-time offers like the Kick-Start Promotion
- ✓ Add seasonal featured products to keep shops fresh
- ✓ Use reporting to show traction and recommend updates

### 🔑 Why this matters:

A shop that’s shared is a shop that sells. These tools help clients promote without confusion or delay

## D) Shop and Catalog Review Keep it top of mind

MOQ1 isn't just a launch tool—it's a long-term growth strategy. Once a shop is live, reporting insights and customer data help you keep it performing.

Follow up regularly to share what's working, suggest updates, and introduce new use cases. The more your client uses their shop, the more value you deliver—and the more commission you earn.

### What to Do:

- ✓ Monitor reporting to identify trends and make suggestions
- ✓ Recommend fresh seasonal products or use cases
- ✓ Offer to run limited-time promotions or campaigns
- ✓ Use shop data to re-engage and provide value

### 🔑 Why this matters:

The more support you provide, the more embedded you become—and the more revenue you unlock over time.

## E) Low Run Order Solution Fulfill small orders without the hassle

Low-quantity, quick-turn orders can drain time and margins. Now, you can route these requests through your shop instead of saying “no,” keeping clients happy while focusing your resources on higher-value work.

### What to Do:

- ✓ Route low-quantity requests to your client's shop
- ✓ Share direct ordering link with client
- ✓ Customize product selection and pricing to fit the brand
- ✓ Let the platform handle production, fulfillment, and customer service

### 🔑 Why this matters:

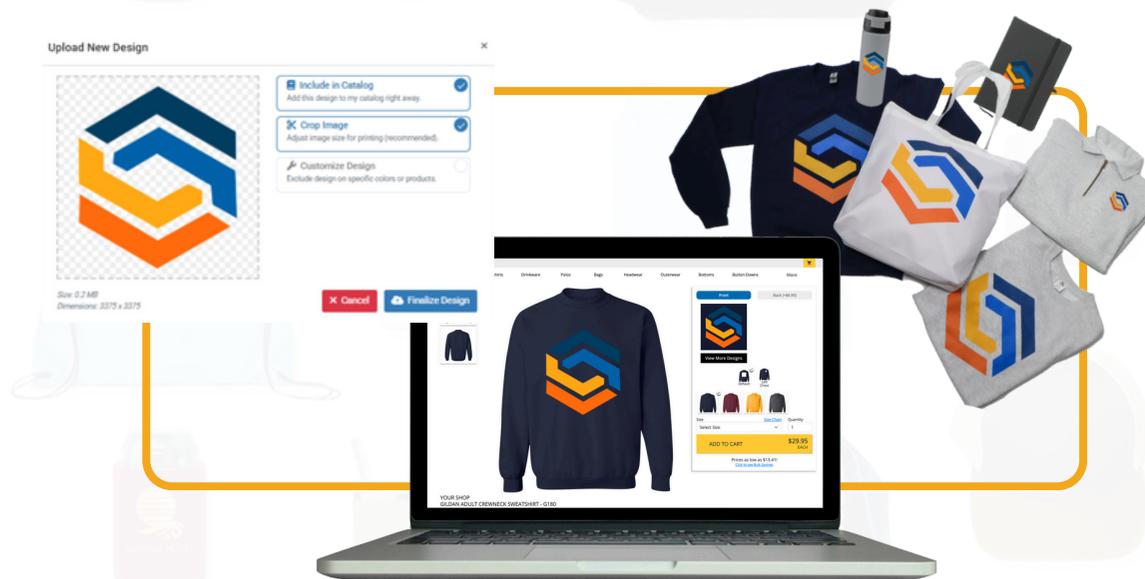
You're protecting your margins and saving production time—without turning away business or sacrificing service.

## F) Sell with Dynamic Digital Mockups Bring each product to life

- Seeing their own logo on products will instantly inspire your clients to buy. You can now create and share custom mockups in seconds — helping clients visualize and say yes faster.
- This simple step boosts sales conversion rates, inspires larger orders, and makes your presentations stand out from the competition.

### What to Do:

- ✓ Create shops featuring your client's logo before meetings or presentations
- ✓ Use mockups in proposals, email pitches, and marketing materials
- ✓ Show a variety of products to spark ideas and increase add-on sales
- ✓ Present seasonal or special event designs to keep the offering fresh



# SECTION 7: YOUR 30-DAY LAUNCH PLAN

UNLOCK AND GENERATE REVENUE IN YOUR FIRST MONTH.

The best way to succeed with MOQ1? Take action early and often. **Establish a 30-day plan** to help you build momentum fast starting with your existing clients, then expanding into new opportunities..

**Each week focuses on high-impact actions that take little time but drive real results. Follow this roadmap, and you won't just understand the platform—you'll already be growing.**

## WEEK 1. BUILD YOUR FOUNDATION

- Create shops or catalogs for 10–15 past clients
- Use logos and artwork you already have
- Customize product selections based on past orders

**Goal:** Plant seeds with your best opportunities—you're giving them value with zero lift on their part.

## WEEK 2. REACH OUT AND RECONNECT

- Send personal outreach to each client (use provided email templates)
- Position the shop as a no-cost perk they can use anytime
- Include a branded launch kit (banners, QR codes, sample messaging)

**Goal:** Reignite conversations, strengthen relationships, and set the stage for recurring orders.

# SECTION 7: YOUR 30-DAY LAUNCH PLAN

## WEEK 3. PROSPECT WITH PURPOSE

- Identify 3–5 new business targets
- Build a demo shop for each prospect
- Use it as a visual tool in cold emails, calls, or in-person visits

🔑 Goal: Turn prospecting into a proactive value-add—show, don't tell.

## WEEK 4. LAUNCH AND LEARN

- Help at least 1–2 clients launch their shops publicly
- Use MOQ1 reporting to track performance
- Make product or pricing tweaks based on feedback

🔑 Goal: Get real usage, learn what's working, and optimize for scale.

Each week focuses on high-impact actions that take little time but drive real results. Follow this roadmap, and you won't just understand the platform—you'll already be growing.

[\[Download your printable 30-Day Launch Plan Now\]](#)

# SECTION 8: REAL-WORLD SUCCESS

## ★ ★ ★ ★ ★ WITH MOQ1

### “I’M ADDICTED. I’VE CONSUMED THE KOOL-AID.

“Last month we had \$7,000 in sales. Not bad considering that some of the shops were brand new. We haven’t really started promoting it yet. I will easily get this up to 10, 15, \$20,000 a month. Multiply that over a year and then how much we’re making and we’re not lifting our finger doing the work.

That has had a massive impact. And just in how we run our business and the freedom that we have, the freedom to sell and to meet with more people without having to do the work. It’s been fantastic.”

— Dan Smithman,  
Smithman Productions



**Tactic used:** Re-engaging existing clients.  
**Result:** Thousands in new business every month.

### “IN ALL SINCERITY, HONESTLY, I LOVE THE PLATFORM.”

“MOQ1 has been a game changer for me because it makes me feel like I can really make a difference in a company’s branding.”

“Here’s how I sell MOQ1 to my clients. I offer them a store and put it in front of them. I say, “Just check it out, there’s a free t-shirt and I’ll give you a \$25 digital discount code. If it doesn’t work, it doesn’t work. They may not need it now, but it may be a tool they come back to and use in the future.”

— Bobby Pequeno,  
Dogleg Solutions



**Tactic used:** Proactive shop creation.  
**Result:** New incremental digital sales revenue

### “THERE’S NOTHING LIKE IT.”

“I was skeptical. I thought it was too good to be true. Everybody in my office, we were all kind of like, what’s the catch? There’s no catch.

I’m using it right now a lot for graduation. There’s a graduation store so that the alumni and the parents can go on and purchase something. So we open that up the month before graduation. For me, pop-up style is where I see it being the most beneficial.

I told them, let’s try it. If it doesn’t work, we’ll go back. They doubled their orders from the previous spring. It might have even been more than doubled. So we do a store every spring now.”

— Lesley Rinella,  
Artina Promotional Products



**Tactic used:** Pop-up style shops.  
**Result:** More than 2X revenue YOY.

# SECTION 9: THE MOQ1 ADVANTAGE

## YOUR NEW ON-DEMAND EDGE

BUILT TO GIVE YOU ADVANTAGES YOU CAN STAND BEHIND.

### HERE'S WHAT MAKES MOQ1 DIFFERENT:

MOQ1 was purpose-built for modern sellers who need a faster, smarter way to grow—without added complexity or cost.

Everything about the platform was designed specifically for the needs of promotional product professionals navigating a changing industry. Whether you're focused on bulk orders, on-demand sales, or a mix of both, MOQ1 helps you deliver a seamless, high-performing experience that keeps your clients coming back.



### WORLD-CLASS ON-DEMAND FULFILLMENT

MOQ1 uses premium decoration methods—including DIGISOFT® for apparel—and advanced automation to deliver fast, retail-quality results. **Most orders ship within 1–2 business days**, so you can meet demand without missing a beat.

# SECTION 9:

# THE MOQ1 ADVANTAGE



## MIX & MAX WHOLESALE™

MOQ1's exclusive Mix & Max Wholesale™ pricing makes bulk ordering easier—and more flexible—than ever. Clients can mix styles, colors, and sizes to hit volume discounts starting at just 4 units. And with fast turnaround, wholesale delivery happens in days—not weeks.

## 10,000+ CURATED PROMO PRODUCTS

Gain access to a well-rounded catalog of 10,000+ SKUs—featuring the most in-demand apparel and hard goods in the industry. It's everything you need to serve more clients with confidence and variety.



## DESIGNED FOR SCALE

Create unlimited shops. Customize markup. Track profit. Get monthly payouts. Whether you're managing 5 clients or 50, MOQ1 helps you grow without growing your workload.



# SECTION 9:

## THE MOQ1 ADVANTAGE

### FAST SETUP, NO FUSS

Launch fully branded shops and catalogs in minutes. Just upload a logo, pick your products, and go—no web design or supplier management required. All products are in stock and ready to ship, so you can skip the back-and-forth and start selling instantly.



### FREE TO GROW

MOQ1 is 100% free. There are no additional fees or minimums. You control your margins—and we handle the rest.

### BUILT-IN TOOLS AND SUPPORT

MOQ1 comes equipped with everything you need to deliver a great client experience and grow your business — automated order tracking, built-in customer support, reporting dashboards, and even marketing tools to help promote your shops.



# SECTION 10:

## MIX & MAX WHOLESALE™

Unlock the flexibility to say **“YES”** to **EVERY** opportunity.

Mix & Max Wholesale™ gives distributors the freedom to build wholesale orders with any mix of products and any mix of designs, backed by fast on-demand production.

No rigid ordering rules. No slow turnaround.

Just flexible wholesale that helps you win more projects and deliver exactly what your client needs.



# SECTION 10:

# MIX & MAX WHOLESALE™

## Why Mix & Max™ Works

- **Discounts starting at 4 units** — The more you order, the more you save — unlocking max discounts at 144 units.
- **Relationship-building** — More flexibility leads to more approvals, repeat business, and stronger client satisfaction.
- **Say “yes” to more opportunities** — From quick-turn requests to complex multi-item programs, **Mix & Max™** gives you the flexibility to take on projects of any size or style.
- **Fast on-demand production** — Reliable, high-quality output that keeps orders moving quickly.
- **Margin-friendly** — Build orders around your client’s exact needs without unnecessary volume.
- **Flexible wholesale ordering** — Build one wholesale order that includes different products, styles, and designs — no matching SKUs or uniform quantities required.

## The Modern Wholesale Advantage

Mix & Max Wholesale™ helps distributors do more with less friction — combining flexibility, speed, and smarter pricing so you can deliver exactly what clients want, exactly when they need it.



# SECTION 11:

## YOUR GROWTH TOOLKIT

MOQ1 was built to help you win—and we back that up with real tools, proven content, and ongoing support designed to fuel your growth at every stage. Whether you're launching your first shop or scaling across dozens of clients, we're here to help you move faster, sell more, and grow with confidence.

**YOU'RE NOT JUST GETTING A PLATFORM.**

**YOU'RE GAINING A PARTNER.**

 Included with every MOQ1 account:

### **SHOP ADMIN TOOLS**

Powerful, easy-to-use tools to manage your business:

- Track orders and payouts in real time
- Manage product markups
- Edit artwork and update shops in real time

Stay in control without the complexity—everything you need, nothing you don't.

### **HELP CENTER + DEDICATED SUPPORT**

We handle all shopper inquiries so you can focus on selling. Access step-by-step guides, quick answers, and expert support whenever you need it.

- Self-serve guides and FAQs
- Fast, knowledgeable ticket responses + phone support
- Shopper order issues resolved for you

[\[Click here to access the Help Center\]](#)

# SECTION 11: YOUR GROWTH TOOLKIT

## MARKETING GROWTH TOOLKIT

This Growth Toolkit is your one-stop resource for driving success on the platform. Inside, you'll find everything you need to launch, promote, and grow your shops — all in one place.

- Plug-and-play templates
- Dynamic marketing assets
- Design guidelines
- Lots more

These assets make it easy for your clients to launch, promote, and start selling—without needing extra help.

[\[Click here to access your Growth Toolkit\]](#)

## GROWTH-FOCUSED CONTENT & COMMUNITY

You're not alone—and you're never left guessing. We offer:

- Webinars on winning strategies and use cases
- Articles on best practices, selling tips, and client activation
- A supportive community of users sharing ideas and success stories

[\[Click here to join the Facebook Community\]](#)



# SECTION 12: READY TO GROW? LET'S GO.

YOU'VE GOT THE TOOLS. WE'RE HERE TO HELP. LET'S GET TO WORK.

## START HERE:

- Create your free account at [MOQ1.com](https://MOQ1.com)
- Build your first shop in just a few seconds
- Use the 30-day launch plan to gain traction fast

## CONNECT WITH US:



## RESOURCE LINKS:

- [Growth Toolkit](#)
- [Help Center](#)
- [Printable reference sheet](#)
- [Download your printable 30-Day Launch Plan](#)

## WANT SUPPORT ALONG THE WAY?

Join our private Facebook group to connect with other users, get exclusive tips, and stay in the loop on new tools and features.

[Facebook Community](#)



## Citations

### **Promotional products industry – \$26.6 billion in 2024 (↑ 1.8%)**

Advertising Specialty Institute (ASI): “ASI Reports Record \$26.6 Billion in Annual Sales for Promo Products Industry” (Feb 2025)  
→ <https://asicentral.com/press-releases/asi-reports-record-26-6-billion-in-annual-sales-for-promo-products-industry/>

### **B2B ecommerce site sales: \$2.297trillion (↑10.5%) in 2024; projected 7.8% annual growth to \$3.027 trillion by 2028**

eMarketer report via BigCommerce: “B2B ecommerce site sales will gain ground over the next four years” (Mar 2025)  
→ [B2B ecommerce site sales: \\$2.297trillion \(↑10.5%\) in 2024; projected 7.8% annual growth to \\$3.027trillion by 2028](#)

### **“Front-runner” B2B sellers nearly twice as likely to see increased trust & conversion**

McKinsey coverage referenced in BigCommerce article  
→ <https://www.bigcommerce.com/articles/b2b-ecommerce/b2b-ecommerce-trends/bigcommerce.com>

### **65% of distributors expect growth in 2025**

PPAI Sales Volume Report (2024): “Nearly two-thirds (65%) expect sales growth in 2025...”  
→ <https://www.ppai.org/media-hub/ppai-sales-volume-estimate-modest-growth-in-2024-but-reasons-for-optimism-remain/>