

B2B Top 50: Ecommerce Report

A benchmark report of 2023's leading B2B ecommerce retailers,
built on Adobe Commerce or Magento



Contents

Overview

A Word from Fluid Commerce	3
A Word from Hokodo	4
Methodology	5
Benchmarking	7
B2B Top 20 Retailers	9
The Lower Rankings	13
Streamlining your online checkout with Hokodo	15

Ecommerce Excellence

Speed & Performance	18	Scoring Criteria	36
Trust	20	Get In Touch	38
Navigation	22		
Product Page	25		
Mobile UX	27		
Checkout & Payment	29		
Delivery & Returns	32		
Community	34		

A Word from Fluid Commerce

“ Welcome to the third edition of our B2B Top 50 Ecommerce Report, a benchmark report analysing the sector's leading retailers built on Adobe Commerce or Magento.

The primary aim of this report is to analyse the industry and identify key trends that other retailers can benchmark against. The secondary aim of this report is to provide examples of ecommerce best practice, showcasing the brands that are performing at the top of their game.

Criteria

To keep pace with changing trends and consumer expectations, we've updated our scoring criteria to include:

- Video on the product page
- Instant bank transfer
- Product recommendations in the add-to-cart message
- Add-to-basket on the category page
- Home page load time

- Reviews that can be filtered, sorted and searched

Speed

One of the most significant changes in this year's report is the improvement in speed. In 2022, the average desktop performance was just 57/100. This has now leapt to 70/100 - a remarkable increase. As we move towards a headless commerce world, speed will only become more important due to its power to engage and convert shoppers.

Most improved

It's worth highlighting a few retailers who have made dramatic improvements since last year's report. **R Tech** has moved up from 48th to 8th place. **Dental Sky** climbed up from 24th to claim the top spot. And our client **Trutex** took second place, up from 39th.

R Tech improved their results by focusing on:

- Speed & product imagery
- Checkout & UX

Dental Sky invested in:

- Speed
- Dynamic search
- Personalisation

Trutex enhanced their:

- Sort, Search & Live Chat
- Reviews
- Product imagery
- Checkout UX & Delivery

I hope you find the report a useful guide and source of inspiration on how to achieve ecommerce excellence.

If you have any questions or want to find out your score, get in touch using the contact details on the back page of this report.



Adam Hindle

Managing Director - Fluid Commerce

”

A Word From Hokodo

“ When the COVID-19 pandemic struck, the trend of B2B transactions moving online that had been quietly gathering pace accelerated at full speed.

Buyers and sellers could no longer meet in person at physical stores. Meanwhile, the overnight pivot to working from home meant that key stakeholders in the buying process were exposed to new technology that facilitated remote business. Merchants had to adapt, or face losing revenue to competitors who more readily embraced the rapid digitisation of B2B commerce.

According to recent research, **80%** of buyer-to-supplier transactions are expected to be “completed electronically” by 2025. Nearly three years on from the start of the pandemic life may largely be back to normal, but the switch to ecommerce in B2B seems irreversible.

And even if such a significant shift could be undone, why would we want to? The digitisation of B2B commerce is a boon for buyers and sellers alike, creating opportunities and innovation in areas as varied as payments, logistics and sustainability.

In short, it has never been more important for suppliers and sellers to create high quality online experiences.

Today, small businesses struggle with outdated payment methods and inability to access trade credit when purchasing online.

61% of buyers say they’re dissatisfied with the checkout and payment section of B2B websites – and they’re unafraid to take their business elsewhere.

For the first time ever, B2B buyers have options when it comes to ecommerce. If the checkout is clunky or the payment experience poor, buyers won’t hesitate to visit the competition.

This report is a celebration of all those merchants who have taken the steps – many of which have been taken in the past few years – to improve their offering and provide buyers with the digital experience they’ve come to expect.

We’re delighted to see some of our own merchant partners in the top 20, but most importantly we hope that all B2B suppliers – those that are included here and those not – are able to take the learnings from this report and use them to provide an improved online experience.



Louis Carbonnier
Co-Founder and Co-CEO - Hokodo

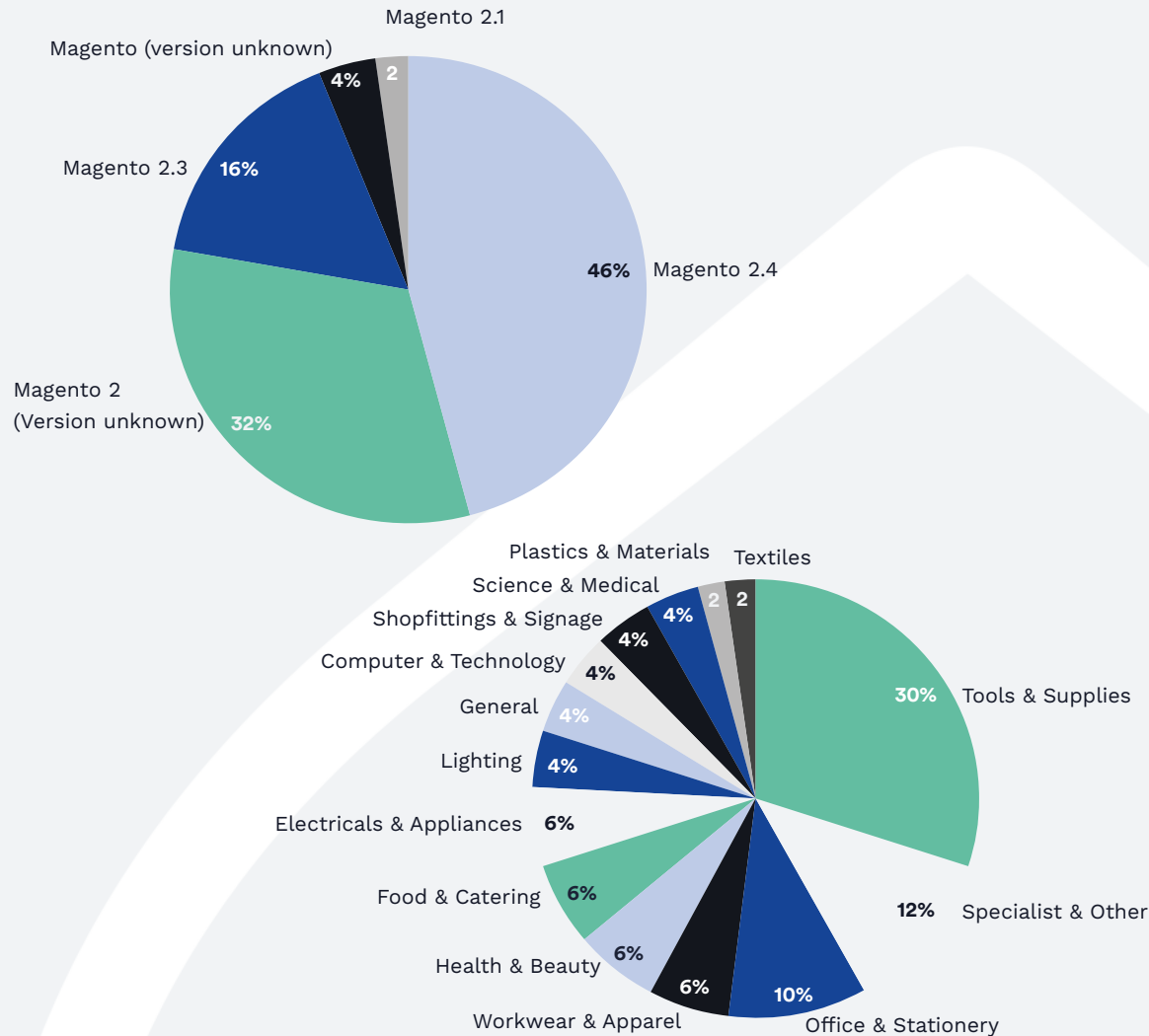
Methodology

Who We Included and How We Scored



Who We Included

The merchants featured in this report were selected to ensure a fair, diverse and accurate representation of the B2B sector in the UK. We included brands from within the B2B sub-sectors, including Science & Medical, Computer & Technology, Lighting, Workplace & Apparel and Tools & Supplies.



How We Scored

Brands were evaluated across eight key ecommerce areas:

- Speed
- Navigation
- Trust
- Product Page UX
- Mobile UX
- Checkout & Payment
- Delivery
- Community

63 ecommerce elements were looked at as part of the research

25.5 points were available

Go to the end of this report for the full breakdown of criteria and points.

Benchmarking

How Did Each Sub-sector Perform?



Benchmarking

 **64%**

Average Score

The average score for all B2B retailers featured in this report is **64%**

Broken down into sub-sectors, Lighting brands were the most successful in achieving ecommerce excellence.

Average Score Per Sector

 **69%**

Lighting

 **66%**

Plastics & Materials

 **63%**

Electricals & Appliances

 **69%**

Textiles

 **65%**

Workwear & Apparel

 **63%**

Health & Beauty

 **67%**

Computer & Technology

 **65%**

Tools & Supplies

 **63%**

Office & Stationery

 **67%**

Science & Medical

 **64%**

Specialist & Other

 **60%**

Food & Catering

 **64%**

Shopfittings & Signage

 **59%**











General

B2B

The Top 20 Retailers #1 - #10



The B2B Top 20 Retailers











		2023	2022			2023	2022
	dentalsky.com	76	↑ 55		cablecraft.co.uk	71	↑ 67
	wholesale.trutex.com	75	↑ 50		lampshoponline.com	71	New Entry
	tufferman.co.uk	74	↑ 63		r-techwelding.co.uk	71	↑ 44
	chelfordfarmsupplies.co.uk	73	↑ 60		essentialsupplies.co.uk	69	↑ 59
	replacebase.co.uk	72	New Entry		powertoolworld.co.uk	69	↑ 63

B2B

The Top 20 Retailers #11 - #20



The B2B Top 20 Retailers

		2023	2022			2023	2022
	workplace-products.co.uk	69	New Entry		catering24.co.uk	68	↑ 59
	builderdepot.co.uk	69	New Entry		scosarg.com	68	↑ 54
	whisperpumps.com	69	↑ 52		cutmyplastic.co.uk	68	↑ 53
	richardhaworth.co.uk	69	New Entry		buildingmaterials.co.uk	67	↑ 63
	kingfisherdirect.co.uk	68	New Entry		lyco.co.uk	67	New Entry

B2B

#21 - #50



Lower Rankings

	2023	2022
Signgeer	67	↑ 59
SGS Engineering	66	↑ 59
Suregreen	66	↑ 63
Electrical2Go	66	New Entry
Salonwholesale	66	New Entry
World of Envelopes	65	↑ 59
Building Supplies Online	65	↑ 59
Salons Direct	64	New Entry
Blake	64	↑ 57
Stone Group	63	New Entry
Mole Online	63	↑ 58
Go Displays	63	↑ 52
JHM BUTT	63	↑ 53
Craigmore	62	↑ 63
Scruffs	61	↑ 50

	2023	2022
Attach A Tag	61	↑ 50
Packaging Chimp	61	↑ 53
Broxap	61	↑ 52
HYCOM	60	↑ 52
Louella Belle	60	New Entry
Ironmongery World	58	↑ 51
Trade Plumbing	57	New Entry
Camlab	57	↑ 52
Welding Supplies Direct	57	↑ 55
Mister Bagman	56	↑ 55
CE Online	56	↓ 57
Bonus Trading	56	↑ 43
Ingenia	54	↑ 48
Target Transfers	54	New Entry
DK Wholesale	5151	New Entry

Replace Base

Streamlining Your Online Checkout with Hokodo



How the UK's leading spare parts supplier streamlined their online checkout & collections process

Replace Base is the market leader in consumer and B2B spare parts and accessories fulfilment. Based in Northampton, the merchant focuses on sustainability, diverse product ranges and the best quality spares and Quality Control processes in the industry.

Until recently, one of the main issues faced by Replace Base was chasing overdue credit payments.

“Our collections provider was inconsistent with their follow-up and processes,” explains Steve Garner, founder of Replace Base.

This had the potential to create cash flow problems for Replace Base, so Steve knew that finding a fix was essential.

In addition, the team at Replace Base wanted to provide their buyers with the option to access trade credit instantly when checking out online – without any lengthy forms or manual credit checks required.

In a nutshell, they required an end-to-end credit management solution that could be integrated into the Magento platform.

A modern approach to credit

Replace Base chose to partner with B2B paytech Hokodo to help solve these problems, based largely on a modern approach to offering credit.

Encapsulating every element of the order to cash cycle – from credit scoring, fraud checks and financing through to insurance, payments and collections – Hokodo provided a solution that would help streamline Replace Base's payments operations.

A Magento plug-in made integration and onboarding quick and efficient.

“The Magento integration proves to be invaluable, with the option to include marketing banners across the site.

We're also able to pull detailed reports of customer spending thanks to the integration,” says Steve.

Everybody wins

The result is a streamlined checkout process that makes life easier both for Replace Base and for their customers.

“We're now able to provide a good solution to our customers who want to pay with credit terms,” explains Steve.

“The process is professional and we're able to let the team at Hokodo carry out the day-to-day tasks of offering terms and chasing credit.”

Buyers get the chance to defer payment, while Replace Base is protected against risk and gets paid upon delivery, promoting healthier cash flow for all parties.

REPLACE BASE **HOKODO**

Ecommerce Excellence

Themes, Analysis & Insights



Speed & Performance

Top Brands



Customers want a fast site to make their purchases as quickly as possible. A site that takes too long to load will lead to boredom or frustration - users will give up and shop elsewhere.

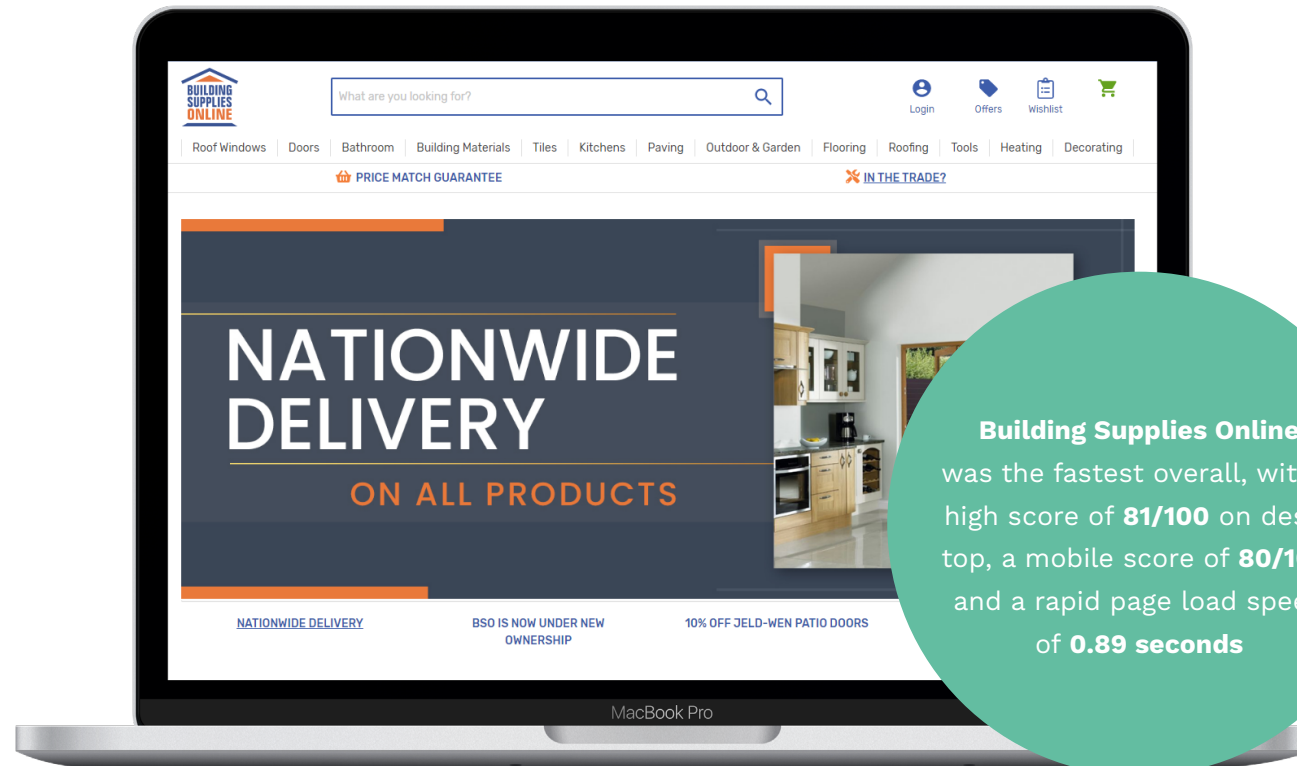
- Average desktop score: **70/100**
- Average mobile score: **33/100**
- Average homepage load time: **3.24 seconds**

Runners Up



We collected the mobile and desktop Google Light-house scores of each site, and combined them with the load time of each homepage (using Pingdom) to produce a total score.

These numbers represent a dramatic improvement since last year's report. In 2022, the average desktop score for B2B brands was just 57/100 compared to 2023's 70/100. This highlights the focus of merchants on speed for UX and CRO.



Key Takeaways: Speed & Performance

 **33**

Average Mobile Performance

Fastest on Mobile

-  Building Supplies Online **80**
-  World of Envelopes **72**
-  Kingfisher Direct **62**
-  Salonwholesale.com **62**
-  Ingenia **56**

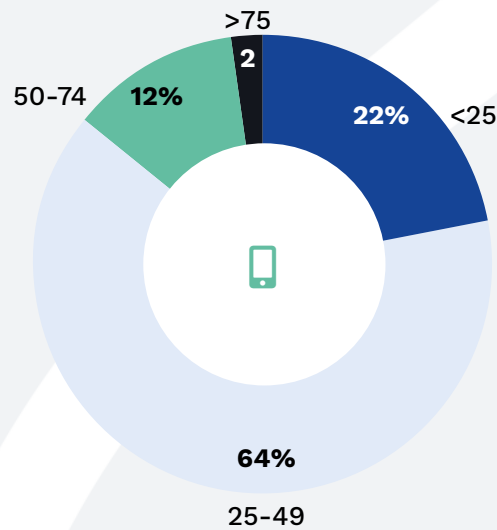
 **70**

Average Desktop Performance

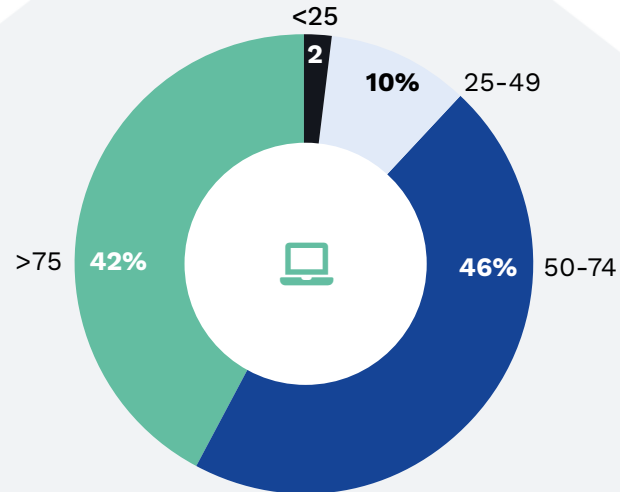
Fastest on Desktop

-  Discount Equestrian **95**
-  Supadance **94**
-  Trespass **94**
-  Tweeks Cycles **93**
-  CEP **89**

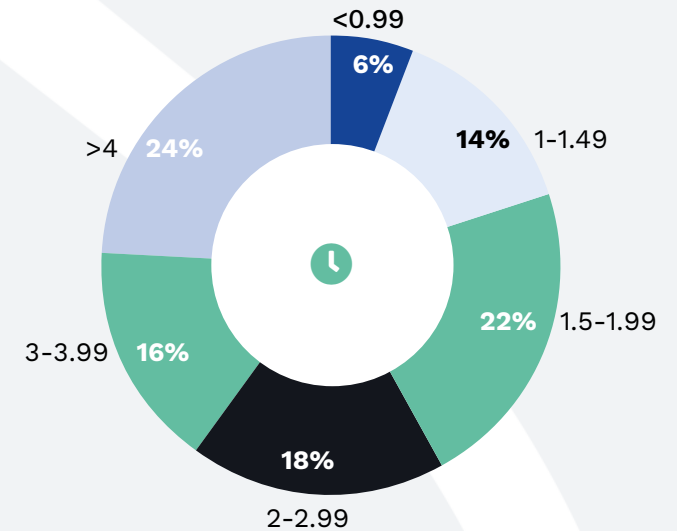
Mobile Lighthouse Score (out of 100)



Desktop Lighthouse Score (out of 100)



Page Load Time (Seconds)



Trust

Top Brands



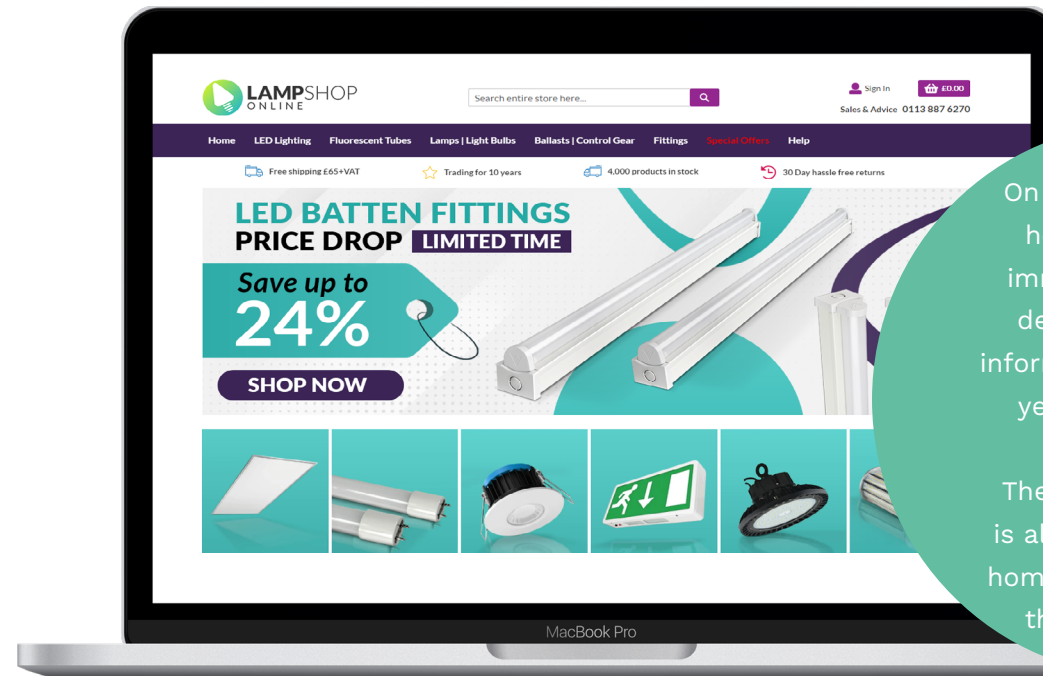
The mark of a good website is its trust factor. Customers who are new to the brand (and Google) look for and appreciate trust signals on the home page such as:

- Reviews & awards
- Delivery options
- Memberships or accreditations
- Payment plans or options
- Price match guarantee
- Years of experience

These trust signals give consumers confidence in a brand, and have the ability to convert shoppers from a casual browser into an active buyer.

Many B2B brands struggled with Trust. Only **20%** won the maximum number of points.

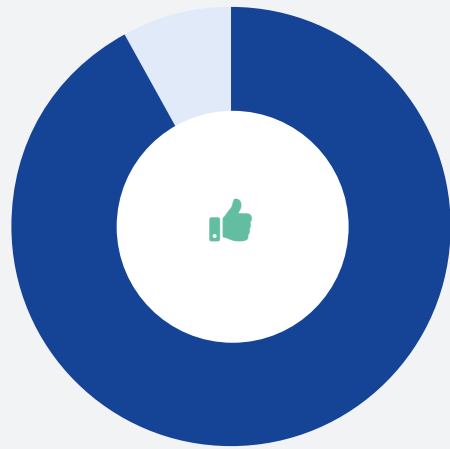
To improve, retailers should include reviews on the product page. For extra points, the reviews should be enhanced - with search, sort and filter - so customers can find the information they want quickly.



On **LampShopOnline's** homepage you can immediately see their delivery and returns information, and their 10+ years of experience.

Their Reviews.io rating is also displayed on the homepage, as well as on the product pages.

Key Takeaways: Trust



92%

Reassurance messaging
on homepage



76%

Reviews on
home page



68%

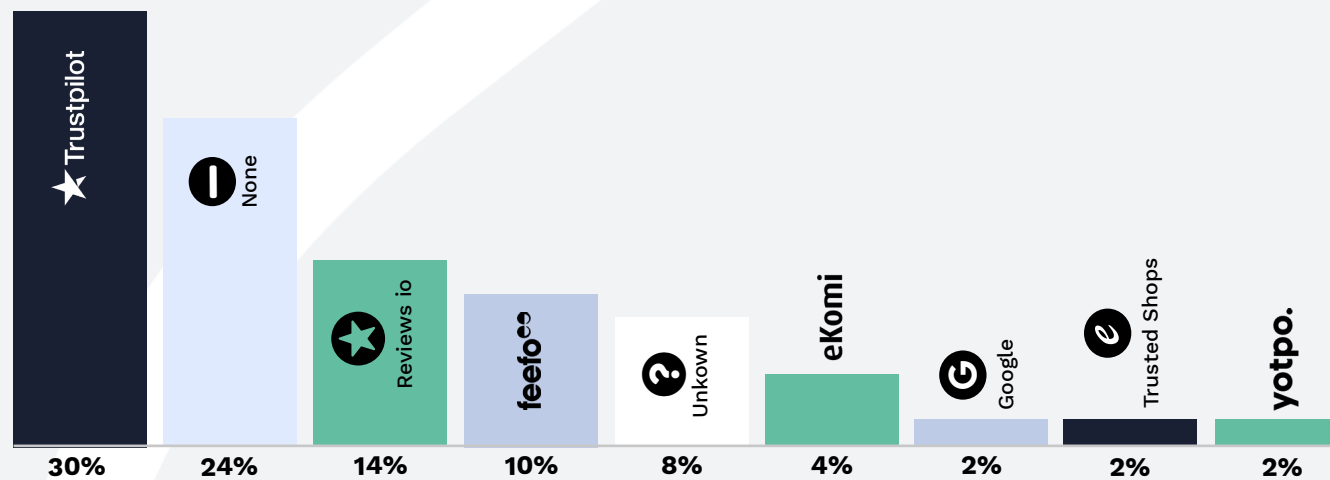
Reviews on
product page



26%

Advanced reviews (includes sort,
search and filter functions)

Review Platform



Navigation

Runners Up*



**No brand scored top marks for navigation*

Breadcrumbs, filter, sort, search and live chat - there's a lot that merchants can do to help the user to:

- Navigate around a website easily
- Find what they're looking for quickly

Great navigation has the power to drive conversion rates, reduce bounce rates and build customer loyalty - it's a hugely important part of UX.

Despite this, no merchants got full marks for navigation. Only two came close: **Dental Sky** and **Catering24**.

Merchants were let down by not offering:

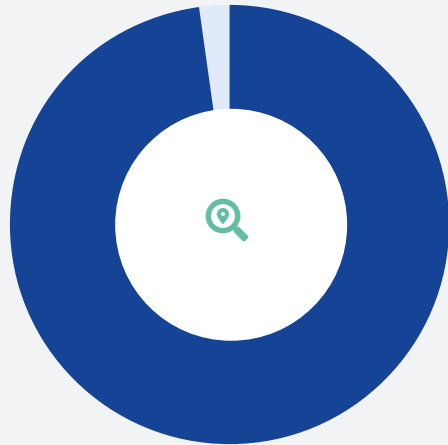
- Sort by Popularity, Bestseller or Top Picks
- 'Add to Cart' on the category page
- Live chat



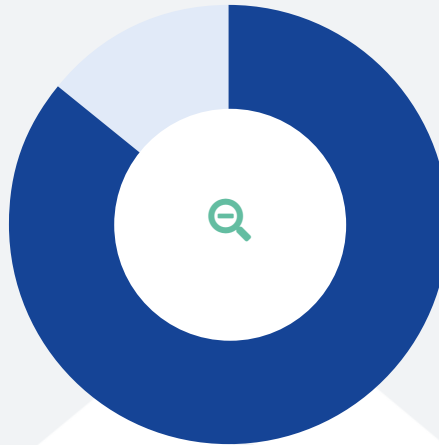
Dental Sky helped customers navigate easily around the site with breadcrumbs, a dynamic site search, Live Chat, Filter and Sort.

It also offered 'Add to Basket' on the category page for rapid conversions

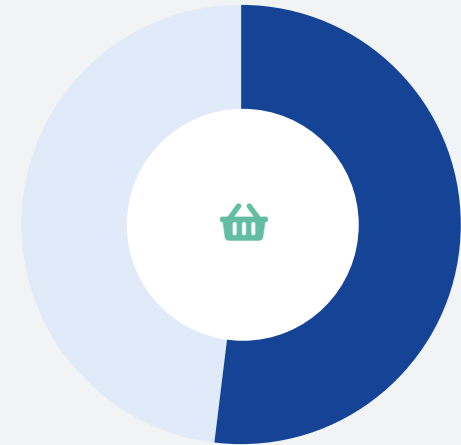
Key Takeaways: Navigation



98%
Site search



86%
Enhanced dynamic search*



52%
'Add to Basket' on the category page

* enhanced dynamic search offers elements such as categories and blog posts in addition to product suggestions



Site Search Tech

Outside of Adobe Commerce's integrated site search, Klevu was the most popular search solution - **14%** of merchants use it for product suggestions

- **56%** - Unknown
- **14%** - Klevu
- **8%** - ElasticSearch
- **6%** - Doofinder
- **6%** - Other
- **4%** - Salesfire
- **4%** - Algolia
- **2%** - None



Live Chat

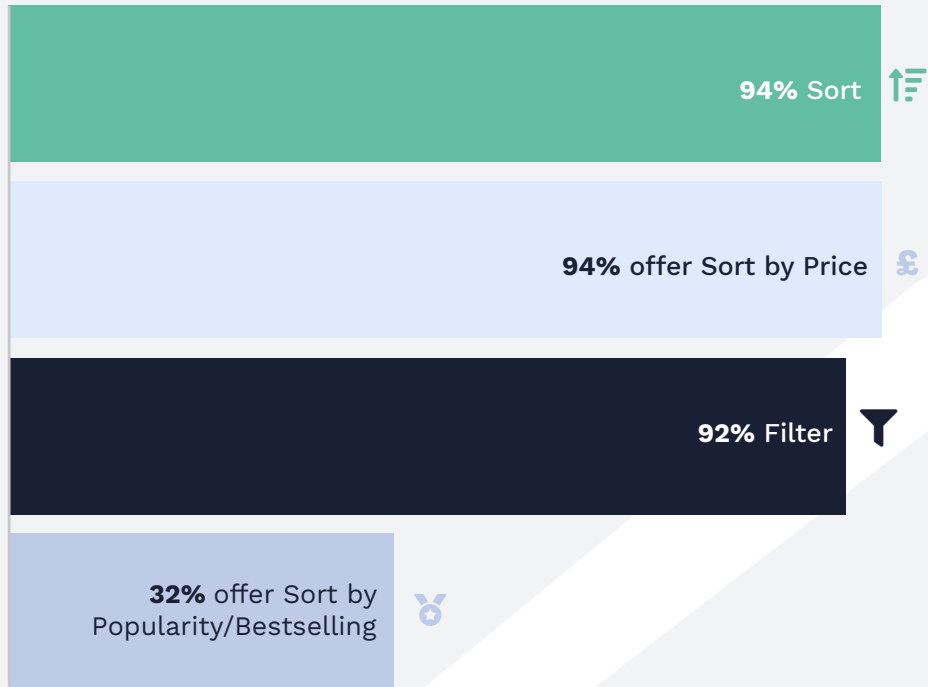
56% of merchants offered a live chat function. 11 live chat solutions were identified, with Zendesk and Tawk.to being the most popular.

- **20%** - Zendesk
- **18%** - Tawk.to
- **16%** - Other
- **10%** - LiveChat



Key Takeaways: Navigation

Filter & Sort



Breadcrumbs



92%
offer Breadcrumbs on Category Page



62%
offer Breadcrumbs on Product Page

Product Page

Runners Up*



*No brand achieved top marks for Product Page

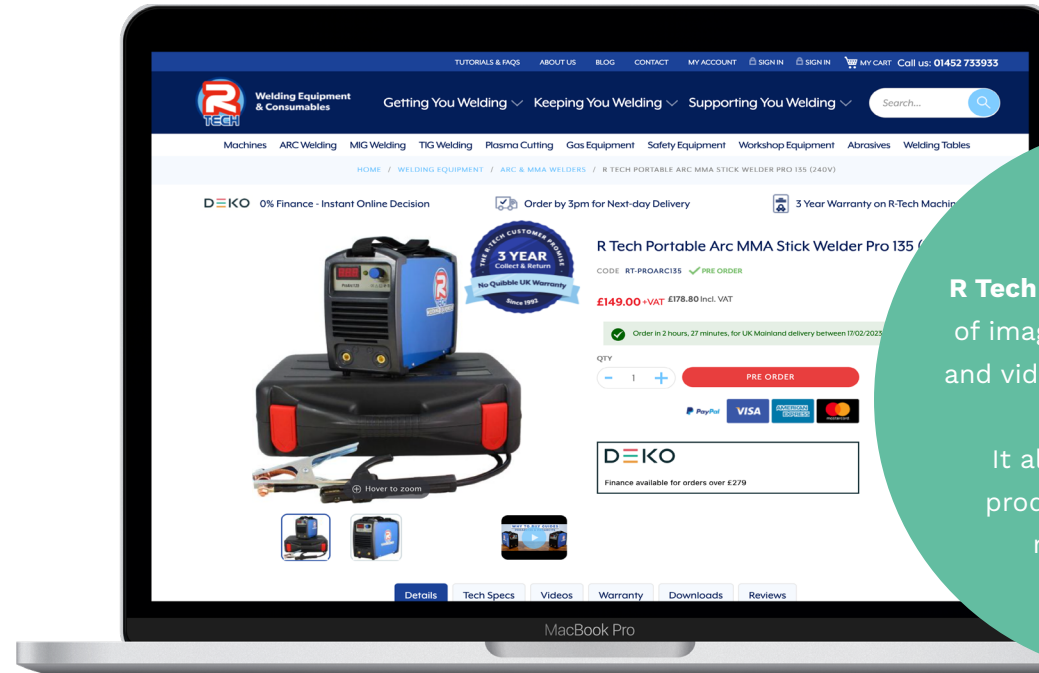
A successful product page makes a dramatic difference to conversion rates and average order values (AOV).

Merchants must offer a product page experience that lets shoppers visualise what the product would be like in real life.

This means plenty of images, videos and the ability to zoom in on the details.

If retailers really want to use their product page to increase their AOV, they should also offer:

- A suggested products carousel using a personalisation tool such as Nosto or Clerks.io
- Videos of their products
- Suggested products in the 'add to cart' confirmation message

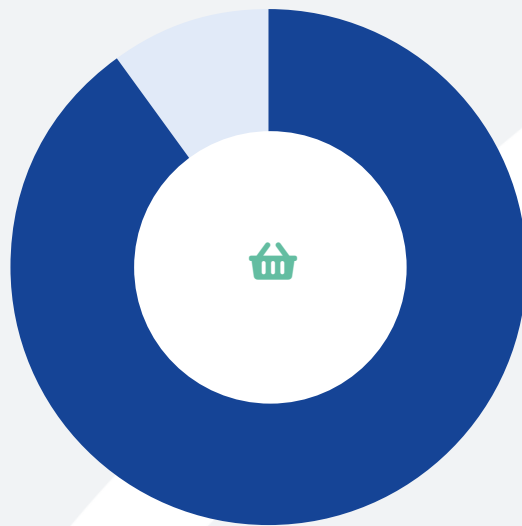
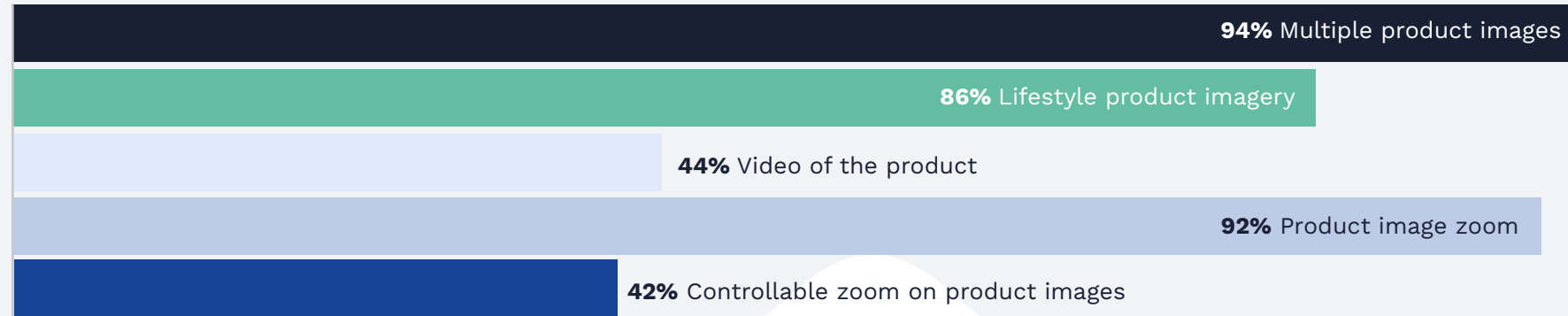


R Tech scored well with plenty of images, good zoom options and videos on its product page.

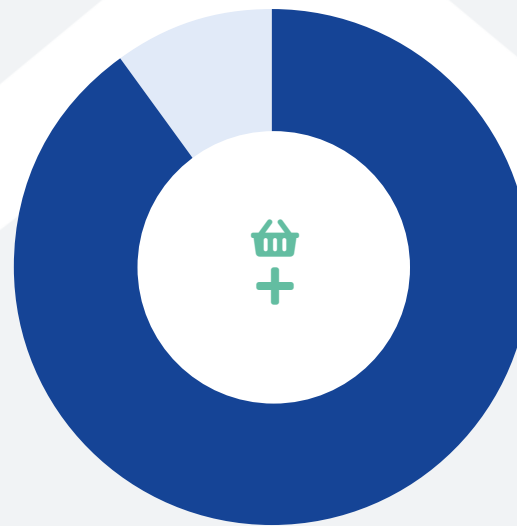
It also included detailed product info and product recommendations

Key Takeaways: Product Page

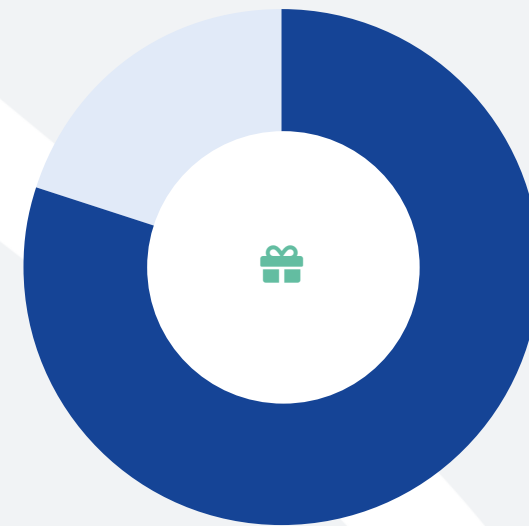
Product Imagery



Let shoppers stay on page after adding to the cart



Give a 'Added to cart' confirmation message



Offer product recommendations

Conversion Rate Optimisation

- **12%** of merchants offered product recommendations in the 'Add to Cart' message
- **10%** use a personalisation solution

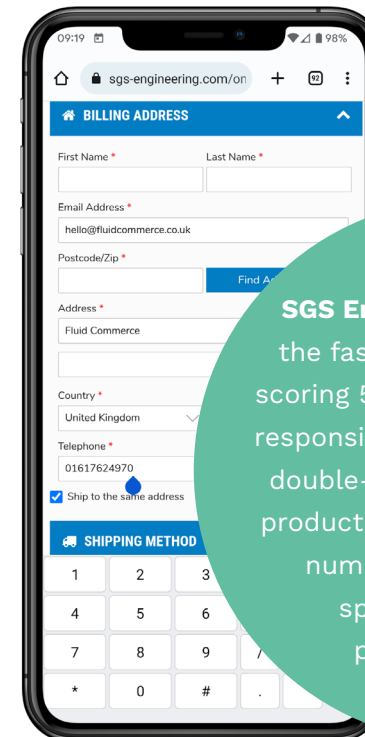
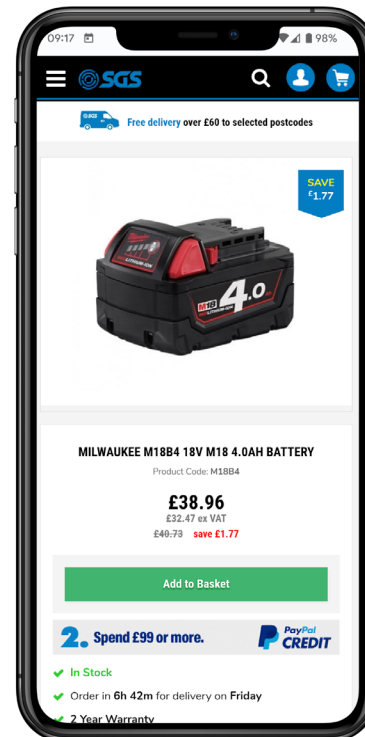
Mobile UX

Top Brands



Phones and tablets dominate how shoppers research products, discover new brands and make purchases. Offering a fast and intuitive mobile shopping experience is therefore fundamental to a retailer's online success.

With the average mobile Lighthouse performance of **33/100** (compared to **70/100** on desktop), there's still a lot of work to be done by B2B merchants to improve the mobile experience for users.



10% of our brands scored top marks for providing a slick mobile experience. We scored for:

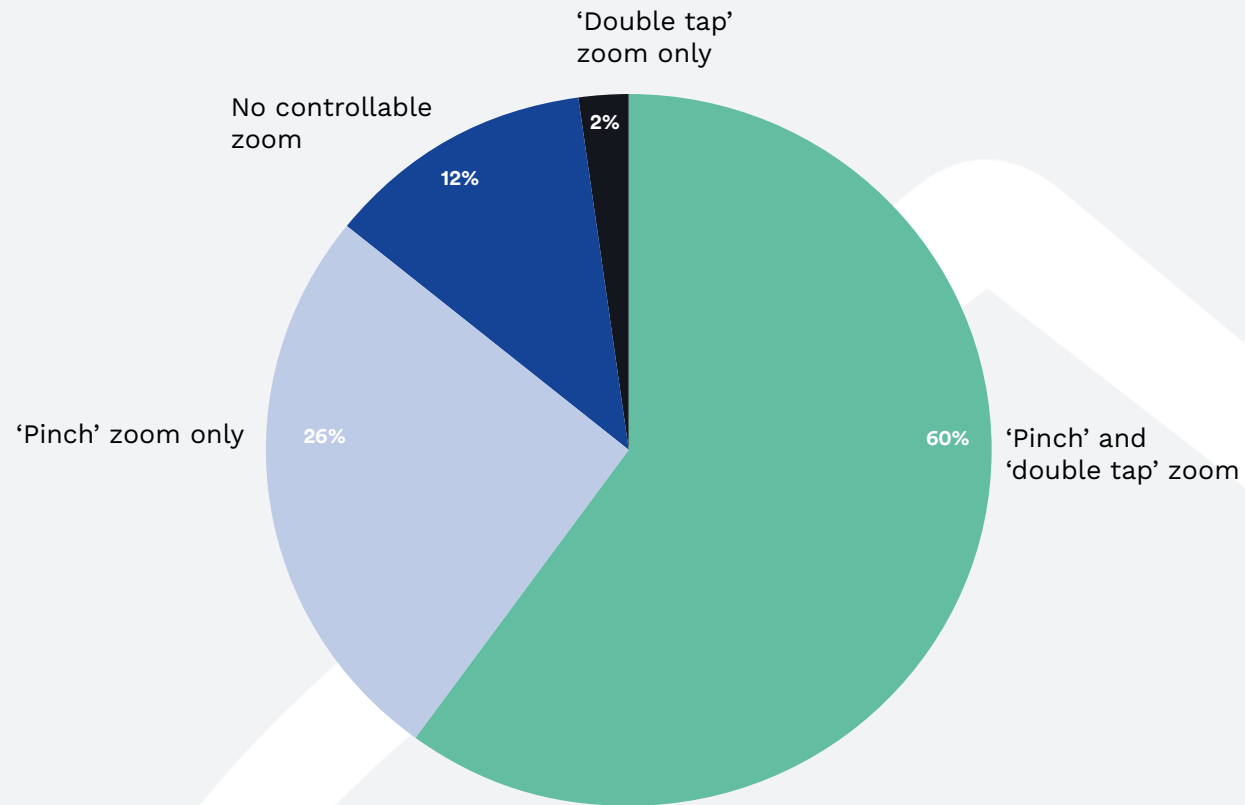
- An email and number input-specific keyboard at checkout
- Offering both double tap and pinching zoom options

SGS Engineering was one of the fastest mobile websites, scoring 58/100. It is fully mobile responsive, with both pinch and double-tap zoom available on product images. It also offers a number and email-input specific keyboard - perfect for a fast checkout

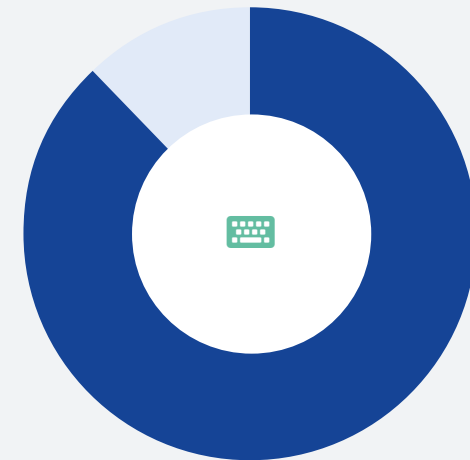
Key Takeaways: Mobile UX

Mobile Zoom

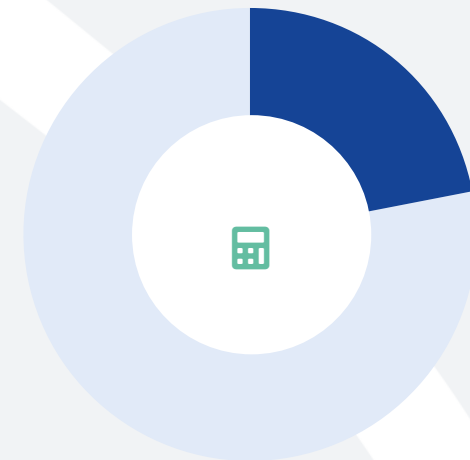
88% of brands offered zoom on mobile



Mobile Keyboard



88%
Input-specific email
keyboards



22%
Input-specific number
keyboards

Checkout & Payment

Top Brands

REPLACE BASE

Runners Up

scott+sargeant

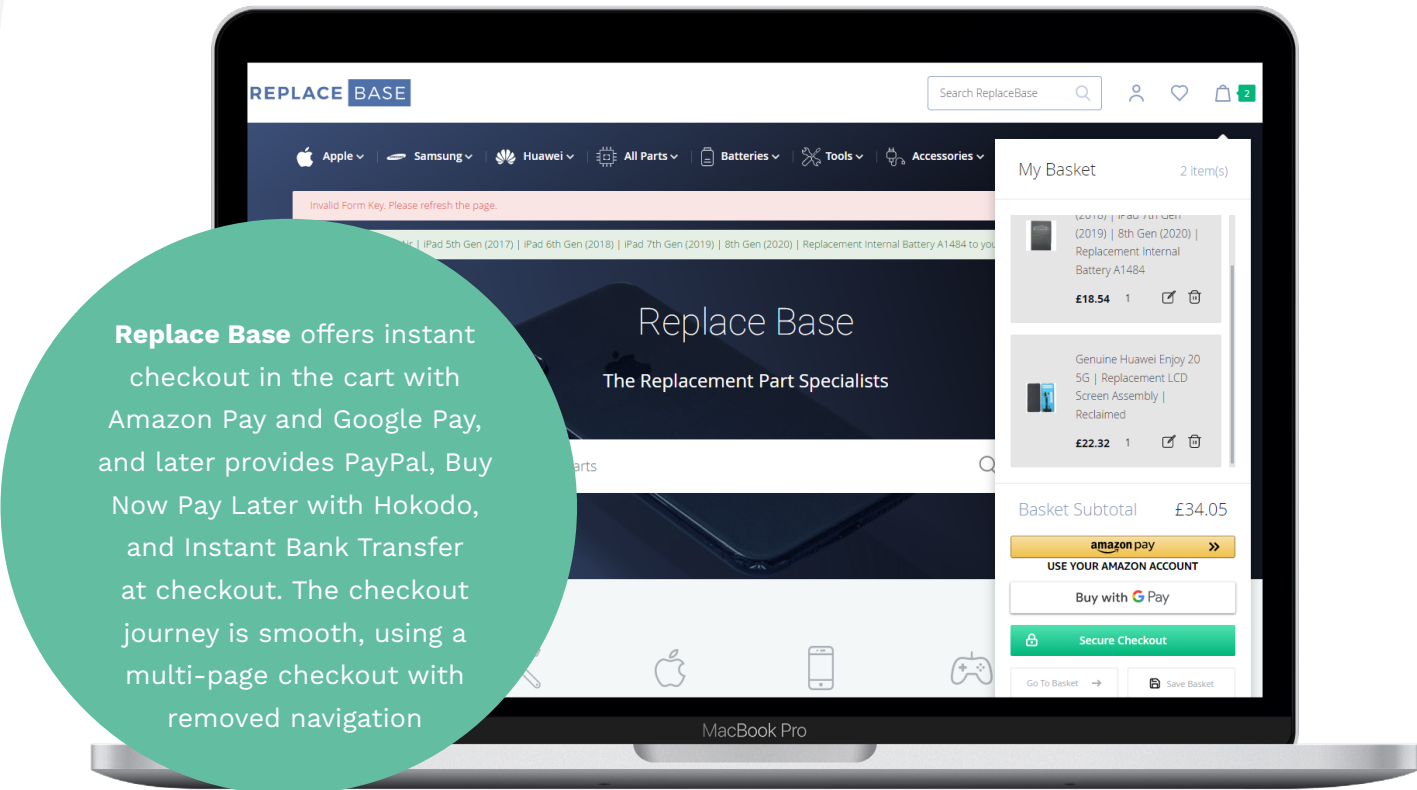
cutmyplastic.

Once a shopper is ready to checkout, then it is up to the retailer to provide a distraction-free, secure and fast process.

To achieve this, smart brands remove the navigation and include product imagery in the shopping cart and checkout. This keeps customers focused on the checkout journey.

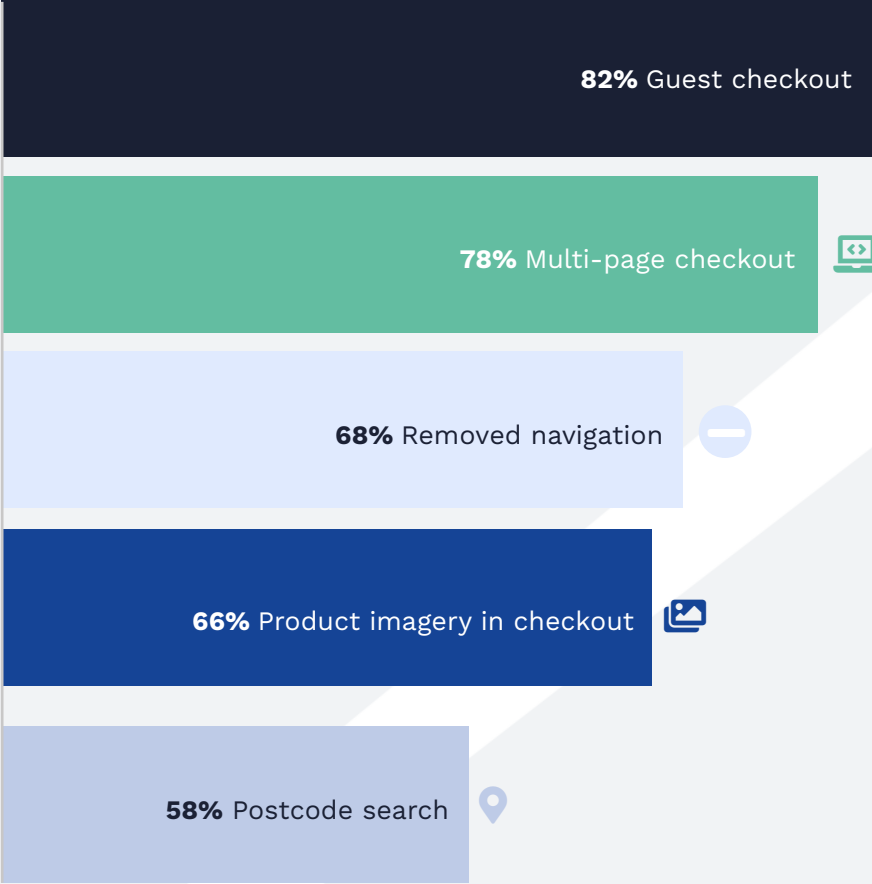
Providing a guest checkout and postcode search also speeds up the checkout process - especially for mobile users.

The brands who fell down did so because they failed to offer a wide range of payment options for their customers. Providing a variety speeds up and simplifies the checkout process.



Key Takeaways: Checkout

Checkout UX



Shopping Cart



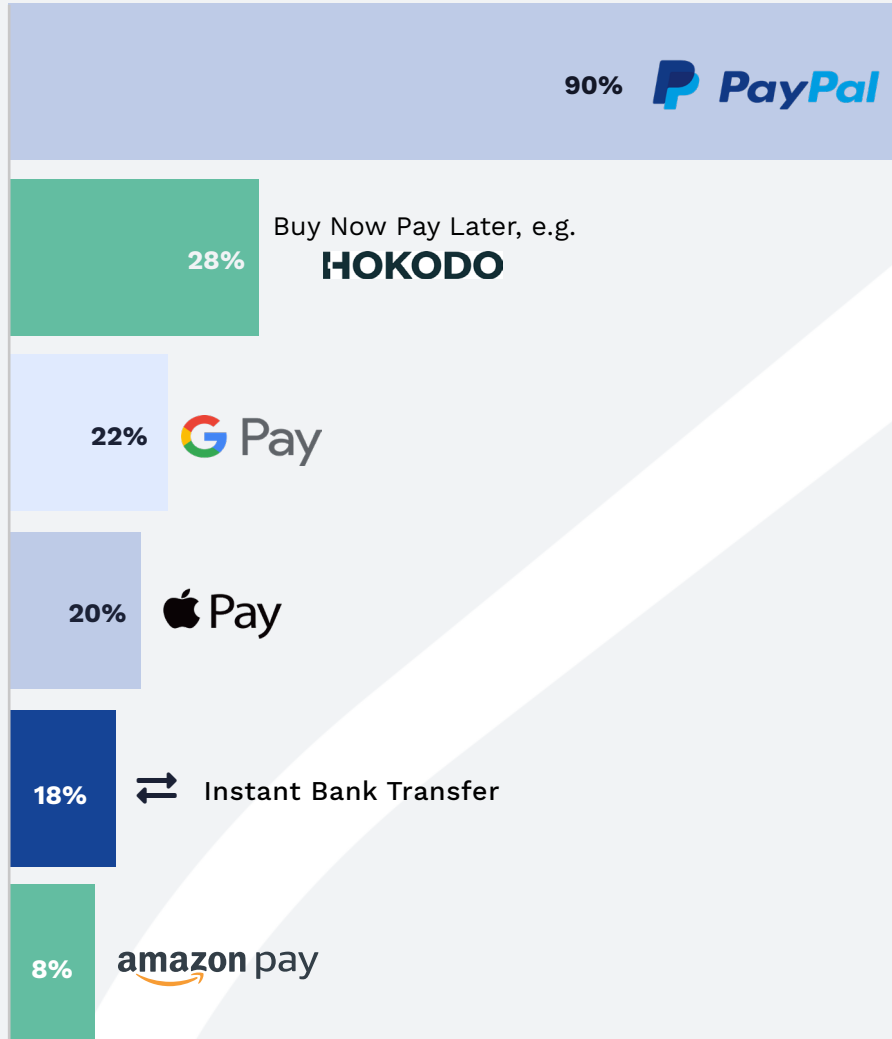
100%
Product imagery



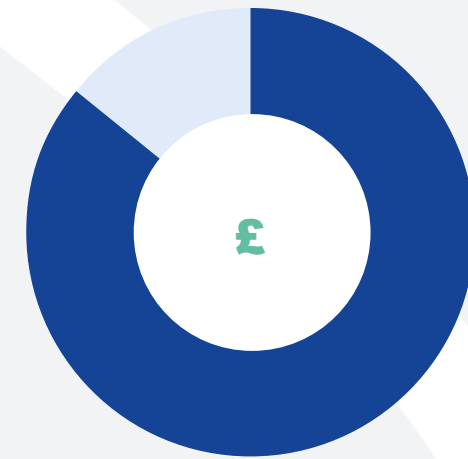
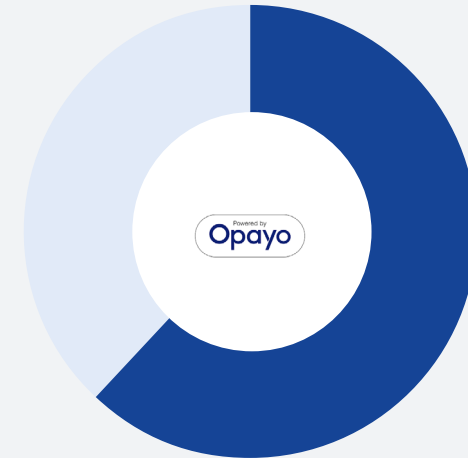
36%
Product recommendations

Key Takeaways: Payment

Payment Providers



Security & Trust



Delivery & Returns

Runners Up*



salonwholesale.com

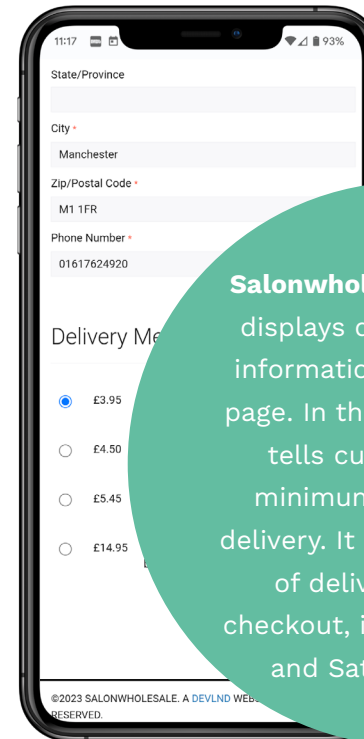
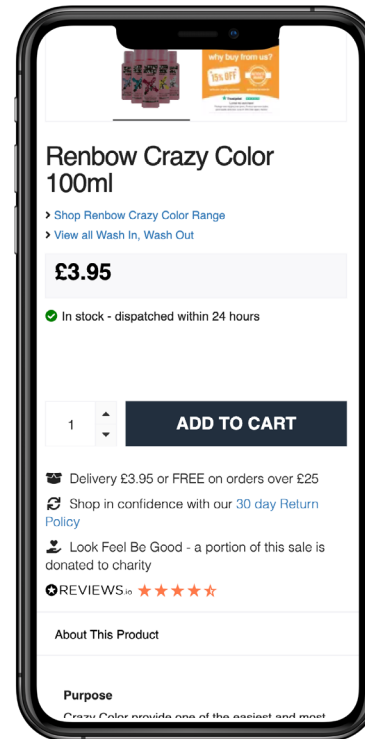
*No brand achieved top marks for Delivery & Returns

Having an efficient and transparent delivery & returns service is critical for boosting conversion rates and building customer loyalty.

Shoppers want to choose when their goods arrive, and how much it will cost. Brands who scored well made sure to notify shoppers of these options before check-out. Unexpected costs at this critical stage can lead to abandoned carts.

While **98%** of B2B brands had a dedicated delivery page, only **68%** displayed delivery information on the product page.

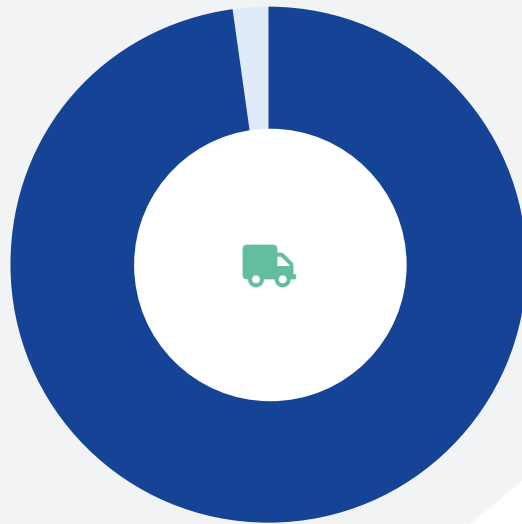
Overall, merchants who want to improve should offer a wider range of delivery options to their customers.



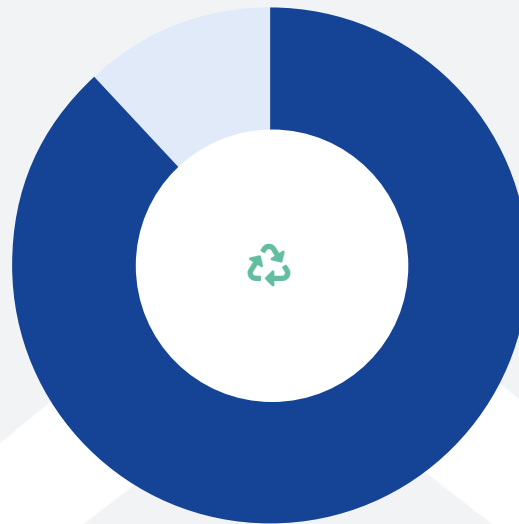
Salonwholesale.com clearly displays delivery & returns information on the product page. In the shopping cart, it tells customers of the minimum spend for free delivery. It also offers a range of delivery options at checkout, including Next Day and Saturday Delivery

Key Takeaways: Delivery & Returns

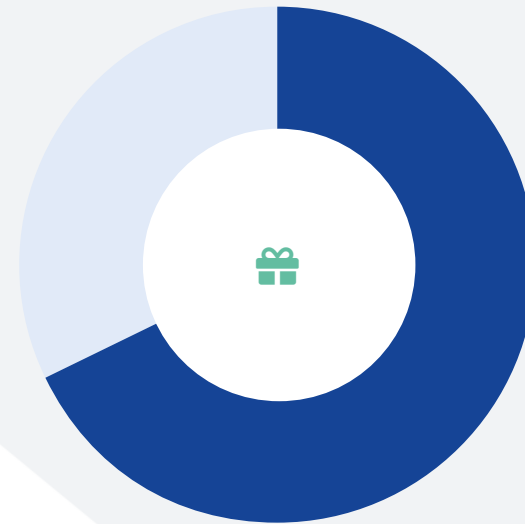
Communication



98%
Dedicated delivery page



88%
Dedicated returns page



68%
Delivery information on
the product page

Delivery Options

66% Free delivery

64% Next day delivery

24% Collect from store/warehouse

16% Named day delivery

Community

Runners Up*

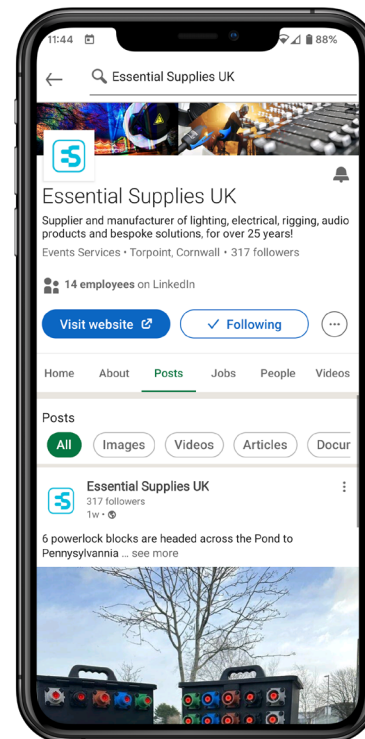
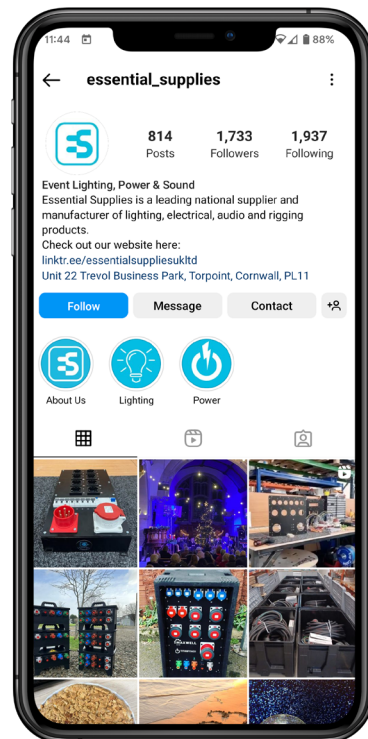


*No brand achieved top marks for Community'

Engaged customers become loyal brand ambassadors, which are essential for making repeat purchases and to advocate for a store and its products.

Most brands build these relationships through their social media channels, their blog and newsletters.

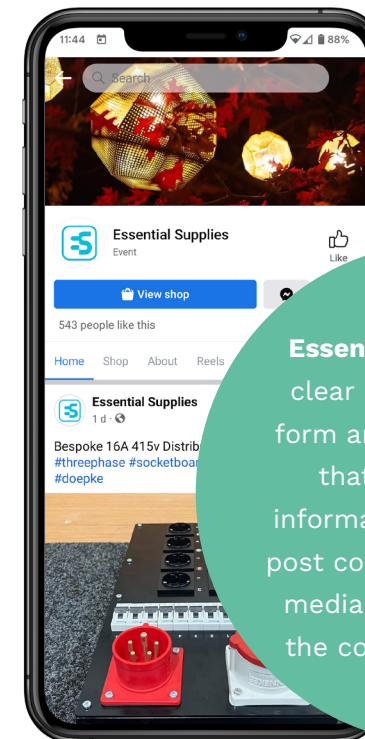
However, in this year's report, many B2B brands struggled in this area, with no company achieving top marks.



While **78%** display a clear newsletter sign-up form, only **16%** used a pop up to encourage sign ups.

This is a missed opportunity to grow a valuable newsletter subscriber list and start building a long-term relationship with shoppers.

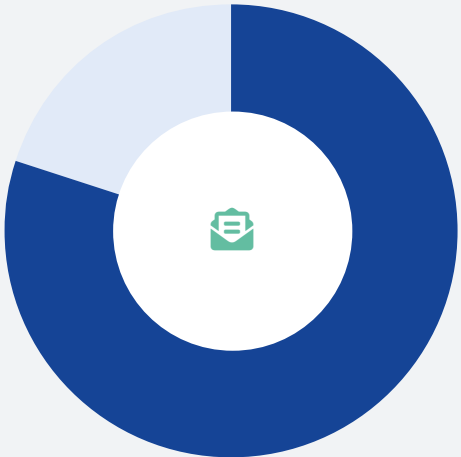
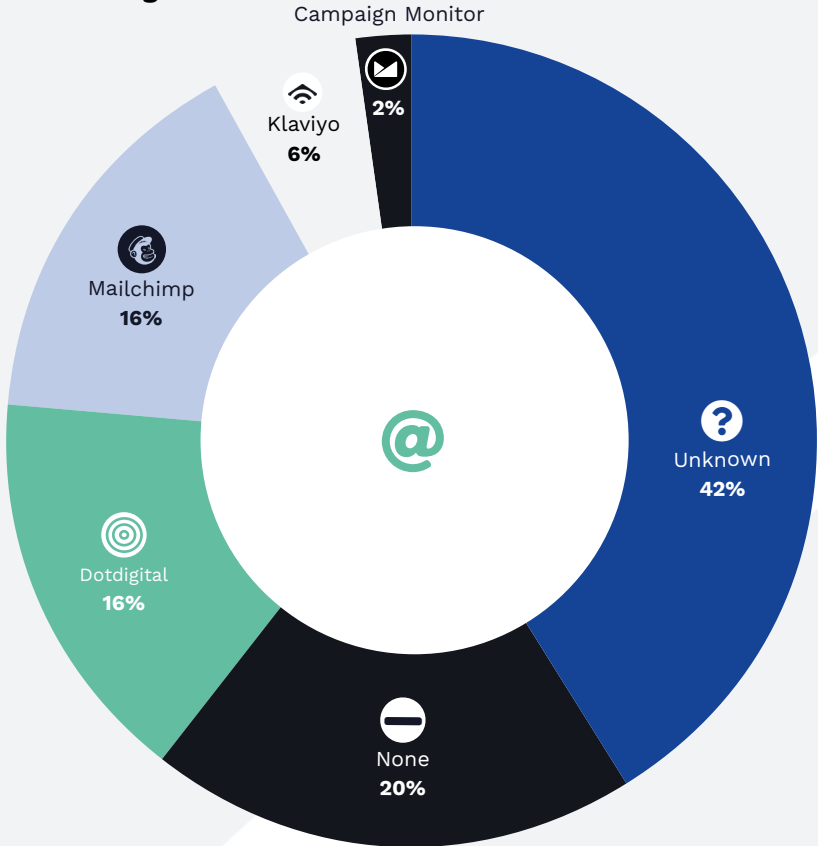
B2B brands were also social media shy, with an average of just **51%** using Twitter, Instagram or LinkedIn regularly.



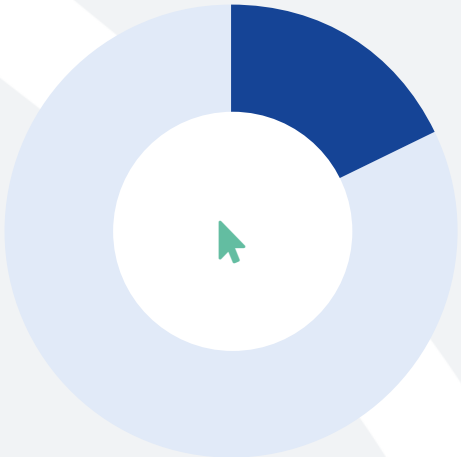
Essential Supplies has a clear newsletter sign up form and maintains a blog that is full of useful information. They regularly post content on their social media channels, tailoring the content per channel.

Key Takeaways: Community

Email Marketing

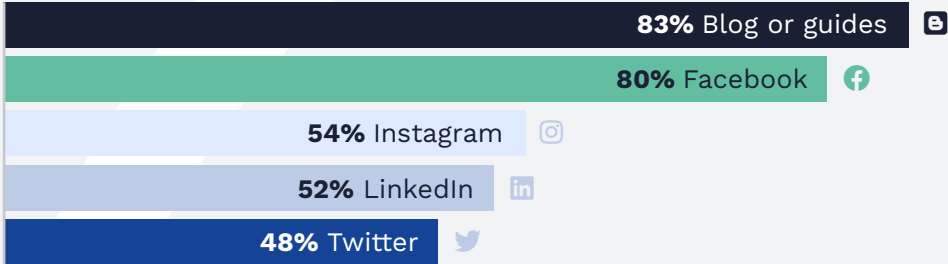


Clear newsletter sign up form



Email sign up pop-up form

Social Media



Scoring Criteria

The scoring system is based on Fluid Commerce's view of ecommerce best practice. Scores are weighted across 63 criteria with 25.5 points available. Retailers' final scores are converted to a percentage using the formula: $=100/25.5*(\text{total points})$.

Speed & Performance

Mobile Lighthouse Score:

- 0.25 pts for 25-50
- 0.5 pts for 50-75
- 0.75 pts for 75-100

Desktop Lighthouse Score:

- 0.25 pts for 25-50
- 0.5 pts for 50-75
- 0.75 pts for 75-100

Page Load Time:

- 0.25 pts if 1.5-1.99 seconds
- 0.5 pts if 1-1.49 seconds
- 0.75 pts for <0.99 seconds

Delivery & Returns

Communication

- 0.25 pts for easy-to-find delivery information
- 0.25 pts for easy-to find returns information
- 0.5 pts for delivery information on the product page

Delivery

- 0.5 pts for next-day delivery
- 0.5 pts for named-day delivery
- 0.5 pts for free delivery
- 0.25 pts for click and collect from store or warehouse

Navigation

- 0.5 pts for live chat
- 0.5 pts for filter on category page
- 0.25 pts for 'add to basket' on category page
- 0.25 pts for breadcrumbs on category page
- 0.25 pts for breadcrumbs on product page
- 0.25 pts for sort
- 0.25 pts for sort by price
- 0.25 pts for sort by popularity
- 0.5 pts for on-site search
- 0.5 pts for enhanced dynamic search
- 0.25 pts for dynamic search

Mobile

- 0.5 pts for mobile-responsive website
- 0.5 pts for zoom
- 0.25 pts for Double Tap zoom
- 0.25 pts for Pinch zoom
- 0.25 pts for email-input keyboard
- 0.25 pts for numeric keyboard

Product Page

- 0.5 pts for product image
- 0.5 pts for lifestyle product imagery
- 0.5 pts for multiple product images
- 0.5 pts for video(s)
- 0.5 pts for product recommendations
- 0.5 pts for product zoom on desktop
- 0.5 pts for controllable zoom on desktop
- 0.5 pts for stay on page after adding to cart
- 0.5 pts for add-to-cart message
- 0.5 pts for product recommendations in add-to-cart message
- 0.5 pts for personalisation

Community

- 0.25 pts for a clear email newsletter sign up
- 0.5 pts for email newsletter pop up
- 0.25 pts for a blog or helpful guides section
- 0.25 pts for an active Facebook
- 0.25 pts for an active Twitter
- 0.25 pts for an active Instagram
- 0.25 pts for an active LinkedIn

'Active' = updated within the last two weeks

Checkout & Payment

Cart

- 0.5 pts for product image
- 0.5 pts for product recommendations

Checkout

- 0.5 pts for product image
- 0.5 pts for a multi-page checkout
- 0.5 pts for removed navigation
- 0.5 pts for postcode lookup
- 0.5 pts for guest checkout

Payment

- 0.5 pts for visible payment icons before the cart & checkout
- 0.25 pts for Buy Now Pay Later
- 0.25 pts for Bank Transfer
- 0.25 pts for PayPal
- 0.25 pts for Amazon Pay
- 0.25 pts for Google Pay
- 0.25 pts for Apple Pay
- 0.25 pts for secure payment provider, e.g. Adyen, Braintree, Stripe or Opayo

Trust

- 0.5 pts for reviews on the homepage
- 0.5 pts for reviews on product page
- 0.25 pts for enhanced reviews, incl. sort, filter and search
- 0.5 pts for reassurance signals on homepage

This report was created by Fluid Commerce in partnership with Hokodo

All research was conducted in December 2022

Your Score

Discover your score by using the Fluid Ecommerce Excellence Calculator:

www.fluidcommerce.co.uk/ecommerce-excellence-calculator

Get In Touch





HOKODO


Hokodo is bringing trade credit into the 21st century, empowering B2B merchants to offer credit terms to their customers instantly, without the risk. In turn, customers benefit from interest free credit through a frictionless Buy Now, Pay Later checkout experience.

Say hello


 contact@hokodo.co


 020 3974 1620

 hokodo.co

 35 Kingsland Road, Shoreditch, London, E2 8AA

Follow us

 [@hokodotech](https://twitter.com/hokodotech)

 [@HokodoPayments](https://facebook.com/HokodoPayments)


 [@Hokodo](https://linkedin.com/company/Hokodo)

Fluid


COMMERCE

Fluid Commerce is a multi-award-winning ecommerce growth agency. Specialists in Adobe Commerce (Magento), PWAs, PPC, Paid Social and Amazon Marketing. We offer ambitious brands the insight, advanced skills and tech solutions required to become market leaders.

Say hello


 hello@fluidcommerce.co.uk


 0161 470 1458

 fluidcommerce.co.uk

 The Colony, Jactin House, 24 Hood Street, Manchester, M4 6WX

Follow us

 [@fluid_commerce](https://twitter.com/fluid_commerce)

 [@wearefluidcommerce](https://facebook.com/wearefluidcommerce)

 [@fluidcommerce](https://linkedin.com/company/fluidcommerce)



Fluid
COMMERCE

HOKODO

© Fluid Commerce & Hokodo 2023