



New eCommerce: B2B Report Examines Wide Range of Projections for B2B Growth; Going Against the Hype, eMarketer Projects Worldwide B2B eCommerce Will Reach \$1.255 Trillion by 2003



NEW YORK--(BUSINESS WIRE)--July 27, 2000--
With global B2B e-commerce forecasts ranging from \$1 trillion to \$10 trillion, a new report issued by eMarketer, the world's leading provider of internet statistics, projects B2B e-commerce will rise to \$1.255 trillion by 2003. The newly-released eCommerce:B2B Report is the first comprehensive look at the numbers behind B2B e-commerce,

aggregating statistics and information from the leading internet research firms.

Following Forrester's headline-making prediction in August 1999 that worldwide B2B e-commerce would reach \$1.62 trillion by 2003, several research firms have come forward with disparate projections for the potential size of B2B e-commerce. In turn, eMarketer offers a relatively conservative estimate, projecting worldwide B2B e-commerce will reach \$1.255 trillion by 2003.

"By relating the emerging New Economy to the Old Economy, this B2B report helps business decision-makers compare the analysts, so that they may formulate the best e-commerce strategies for their firms," says eMarketer business analyst Steve Butler. "When looking at the evolution of e-commerce, it is important to first get your bearings in the familiar territory of the Old Economy."

"For example, the IMF estimated worldwide GDP to have been \$31.74 trillion in 1999, while the United States' GDP was \$8.64 trillion last year. Knowing these numbers helps people understand whether an analyst is using a more conservative or liberal estimate to arrive at their numbers for B2B," added Butler.