

The Future of B2B Tech: 2023 and Beyond

Trends, innovation, and shifting spend by business size continue to transform the U.S. B2B technology market. Macroeconomic conditions will remain a significant factor for small, midsize, and enterprise companies prioritizing their spend. **Here's a closer look at what our analysts expect from our latest forecast release.**

Software and cloud infrastructure will continue to see year-over-year growth, accelerating in 2024 and 2025



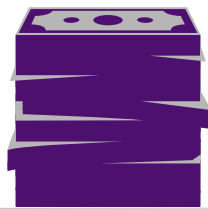
Forecast drivers

Commercial software
Cloud-platform services

Forecast drags

Computers
Multimedia
(lead by monitors and commercial displays)

Networking gains will be driven primarily by higher average selling prices in hubs, access points, and network switches



Notebook and desktop computers are expected to decline in 2023 but improve in 2024 through 2025, as early pandemic devices fall in a four-year refresh cycle.



Uncover what's happening in the B2B market and what it means for your future sales. Our **Future of B2B Tech** provides trusted detail on more than 60 hardware, software, and cloud subcategories to answers your questions, inspire actions, and unlock business growth.

Source: Circana, Future of B2B Tech, May 2023

Learn more. Contact your Circana account representative or email jenna.callery@circana.com.