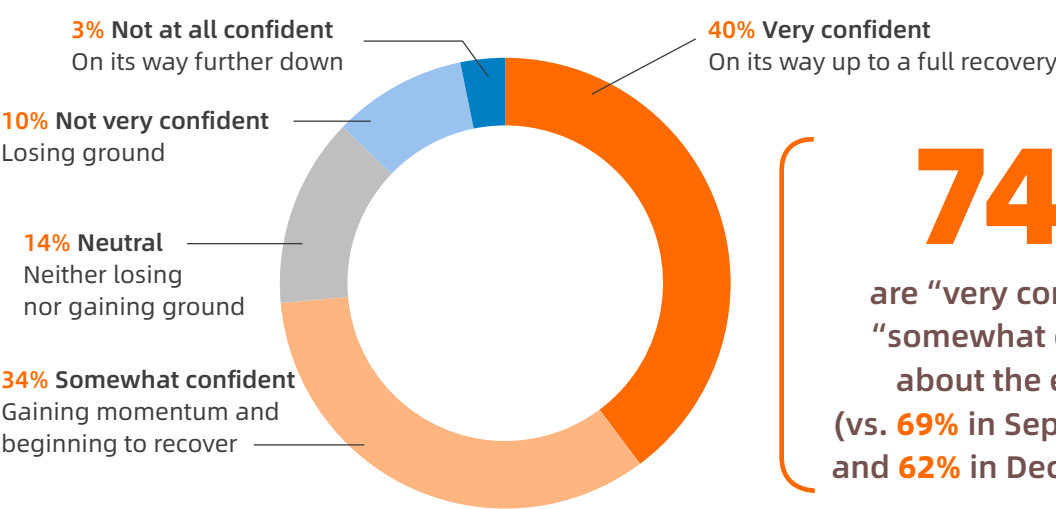


Two years into the pandemic, 74% of U.S. SMBs are confident about the economy

How confident are you in the U.S. economy as the pandemic continues?

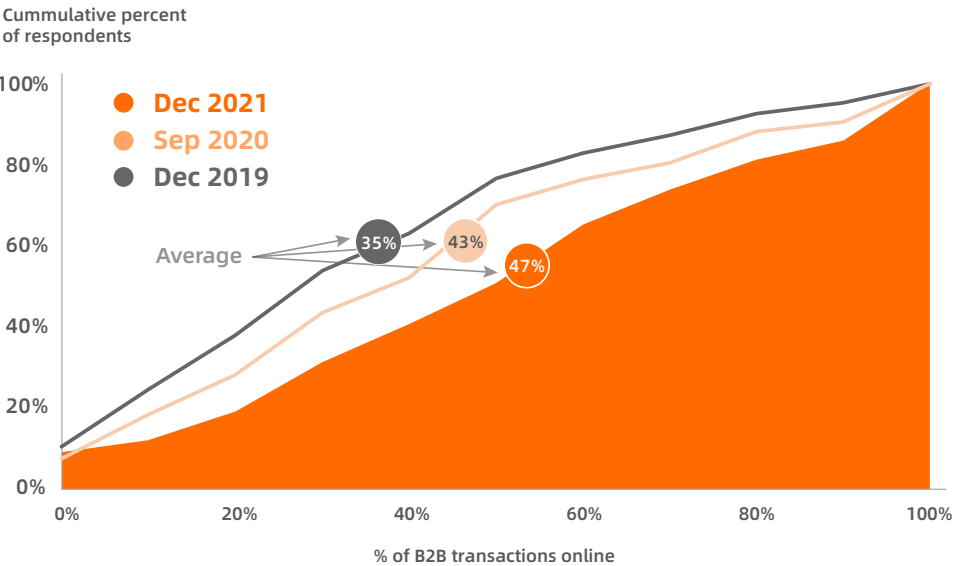


74% are “very confident” or “somewhat confident” about the economy (vs. **69%** in September 2020 and **62%** in December 2019)

U.S. SMBs continue to “get digital”

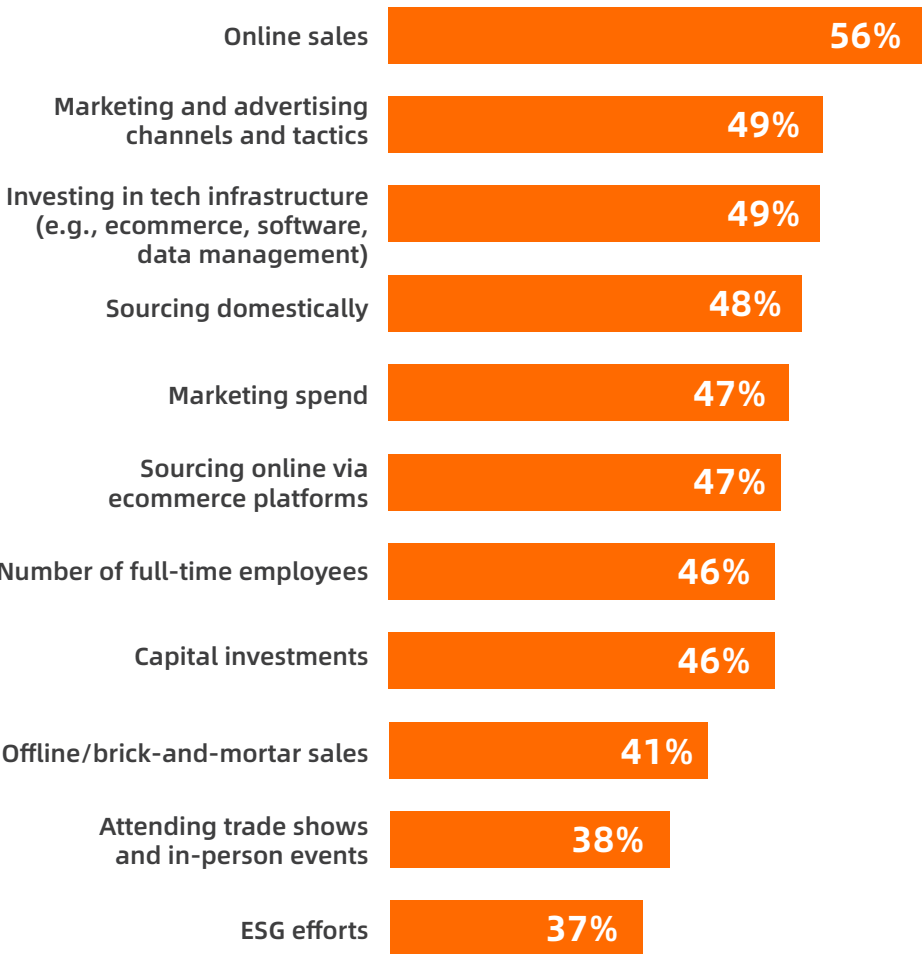
Transactions via ecommerce increased by 12 percentage points since December 2019

% of B2B transactions from online buying and selling?



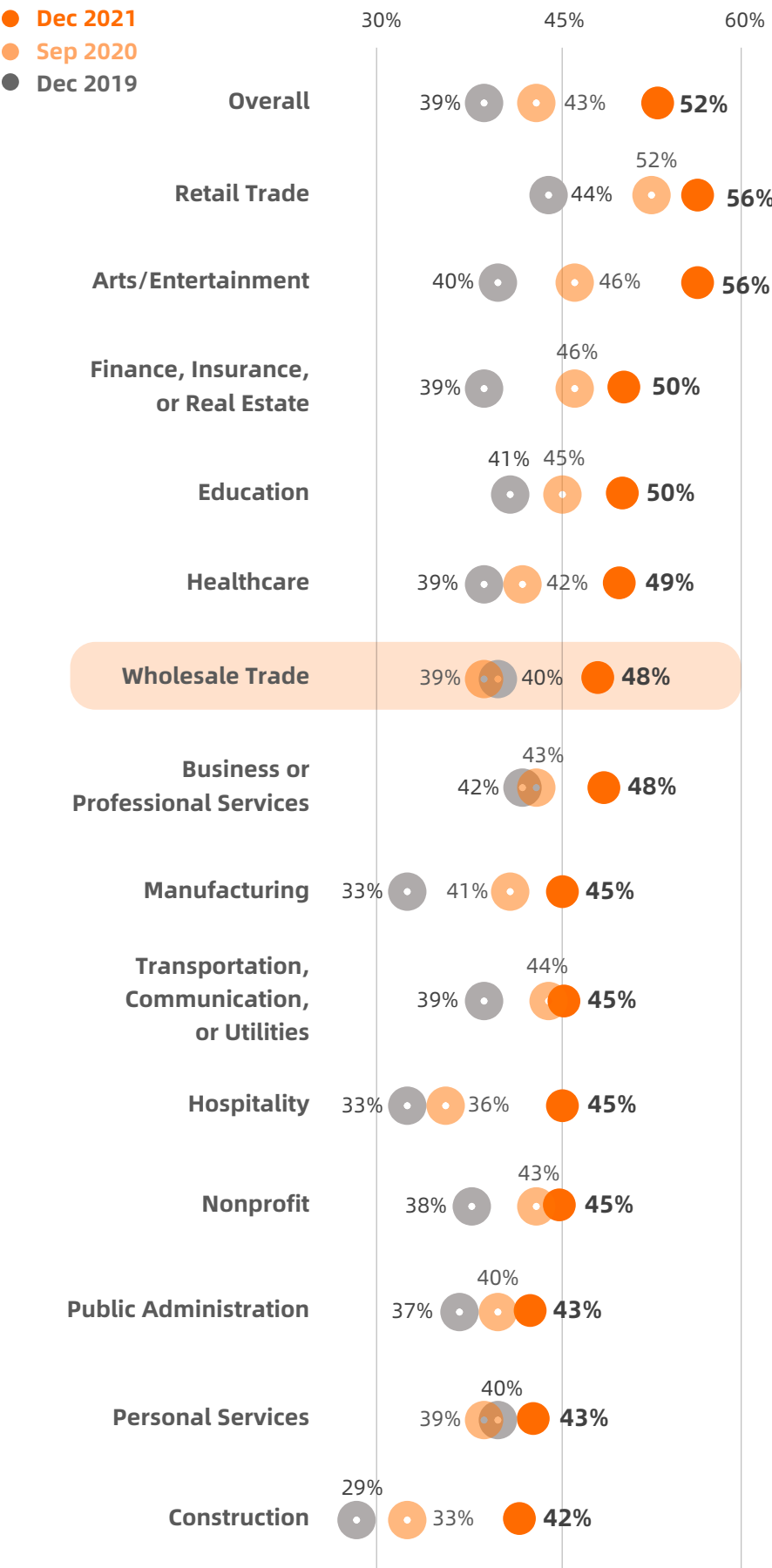
Top priorities going into 2022: Increase investments in online sales and marketing channels and technology infrastructure

Business aspects that are expected to somewhat/significantly *increase* in 2022 vs. 2021



SMBs in wholesale trade digitized at a high rate in the past year

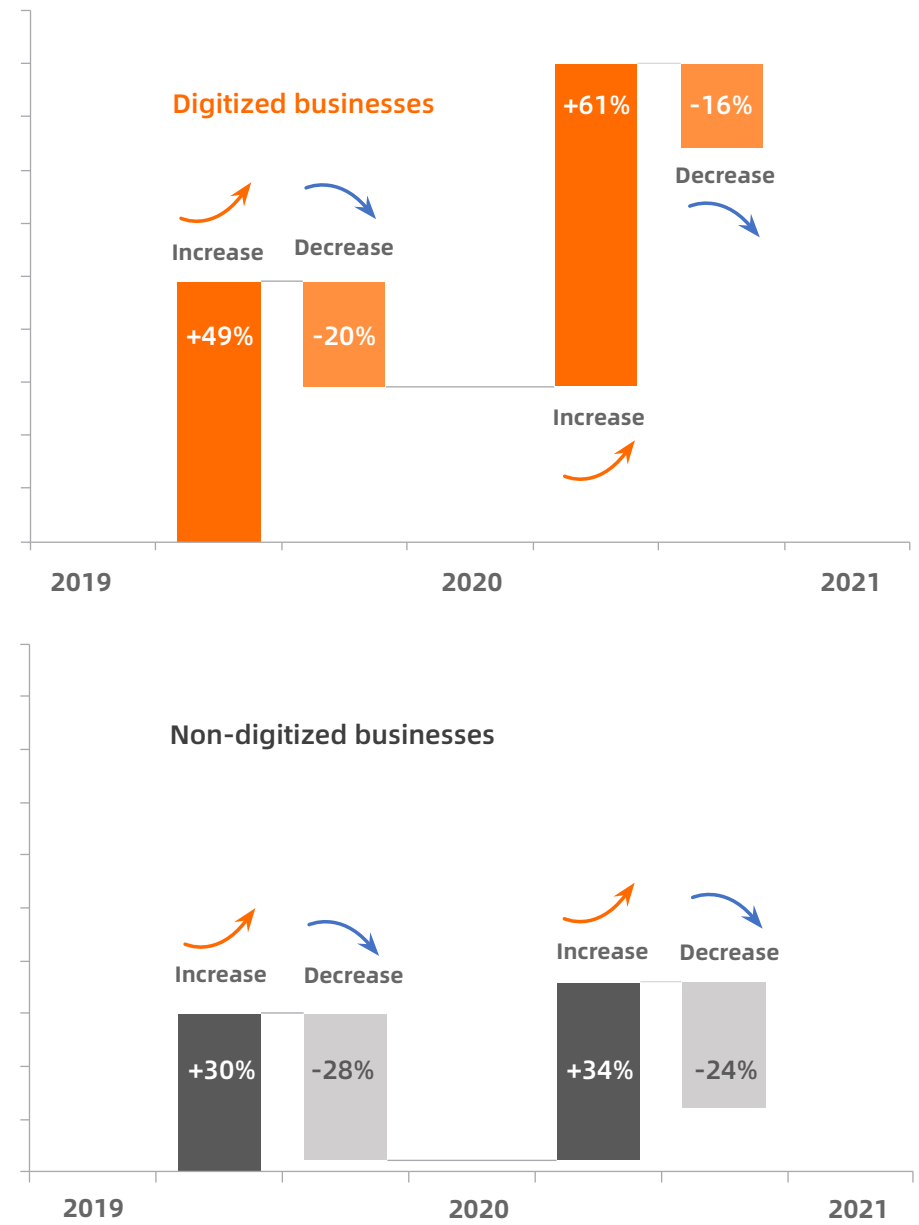
% of B2B buying and selling via ecommerce, by industry



Digitization fuels business growth and optimism

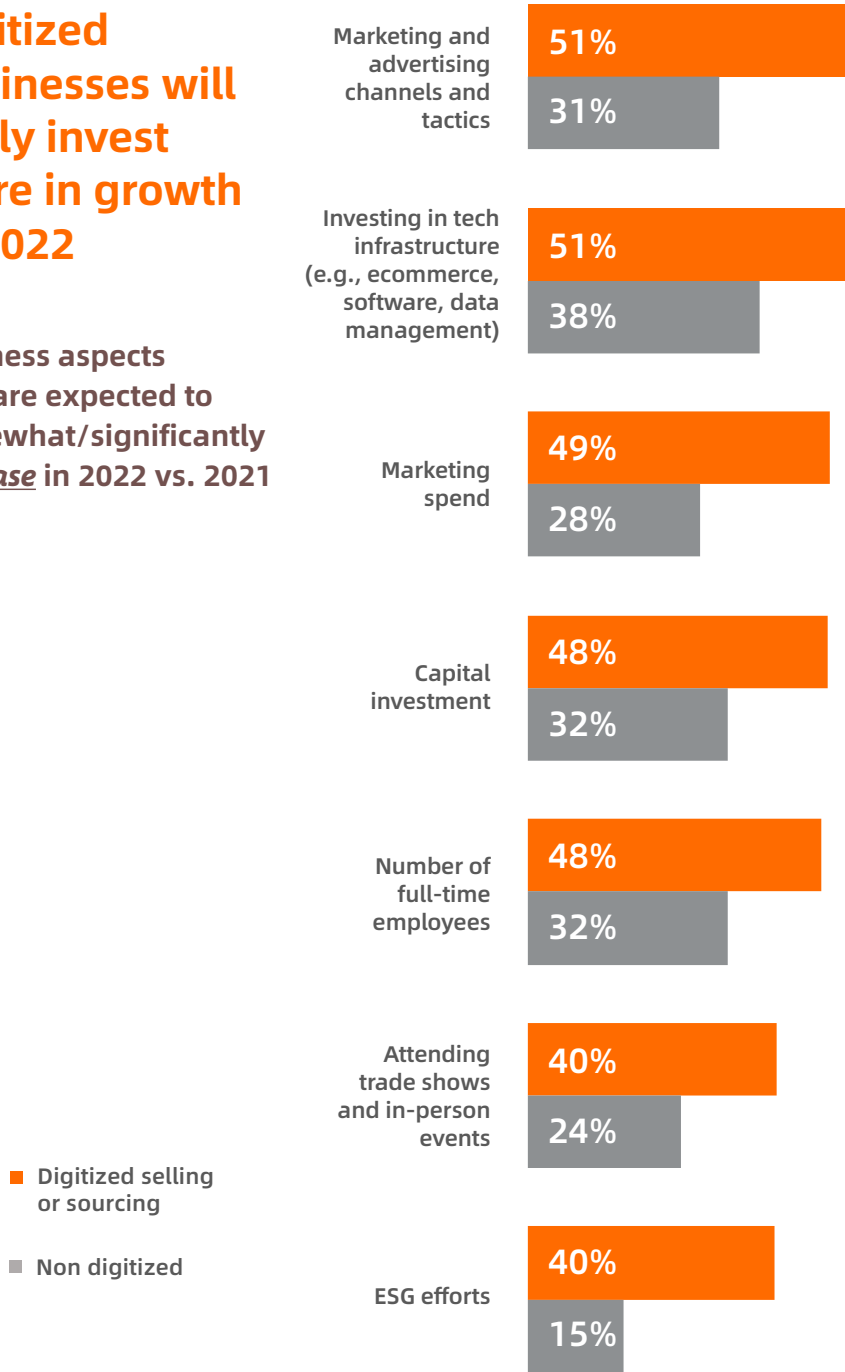
Digitized businesses were more likely to see sales growth between 2019-2022

Changes in sales between June-November 2019, 2020, and 2021



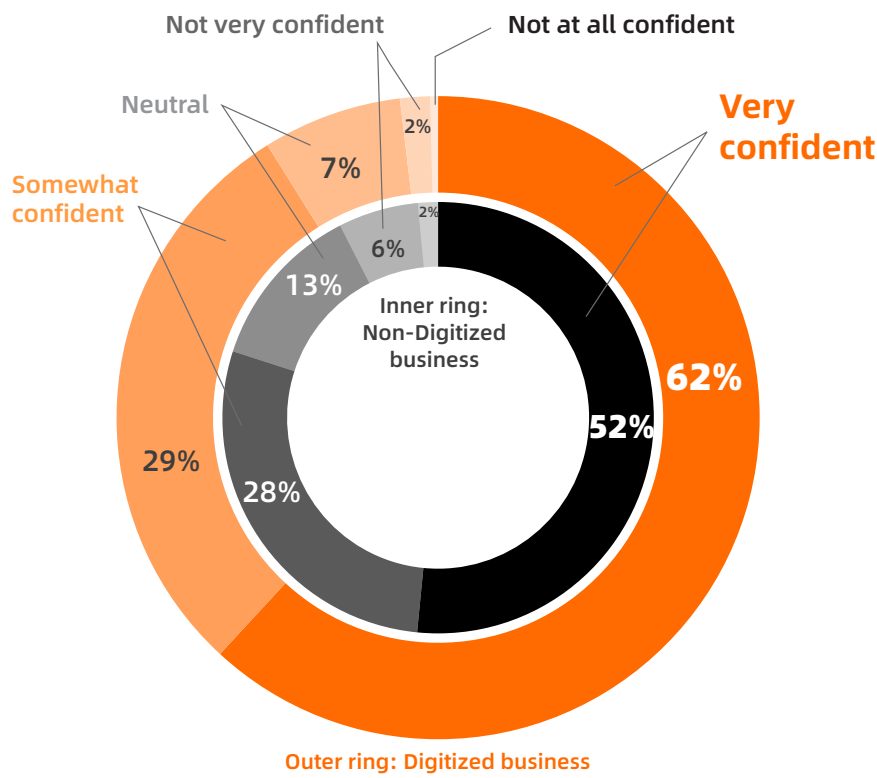
Digitized businesses will likely invest more in growth in 2022

Business aspects that are expected to somewhat/significantly increase in 2022 vs. 2021

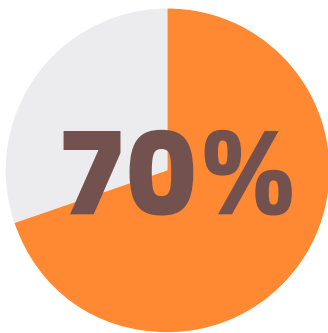


Digitized businesses are significantly more confident about their future

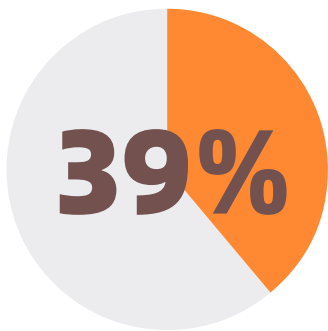
How confident are you about the future of your business?



U.S. SMBs continue to “go global”



70% report conducting some amount of international B2B trade (vs. 63% in September 2020; 59% in December 2019)



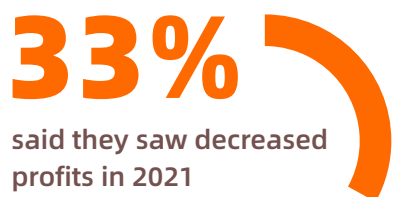
Digitized businesses are more likely to tab into global opportunities -- 39% expect to grow exports in 2022, (vs. 15% of primarily offline businesses)

Supply chain disruptions are impacting SMBs’ outlook on the economy

74% of U.S. SMBs are confident about the economy. Amongst those who are not very/at all confident about the economy...

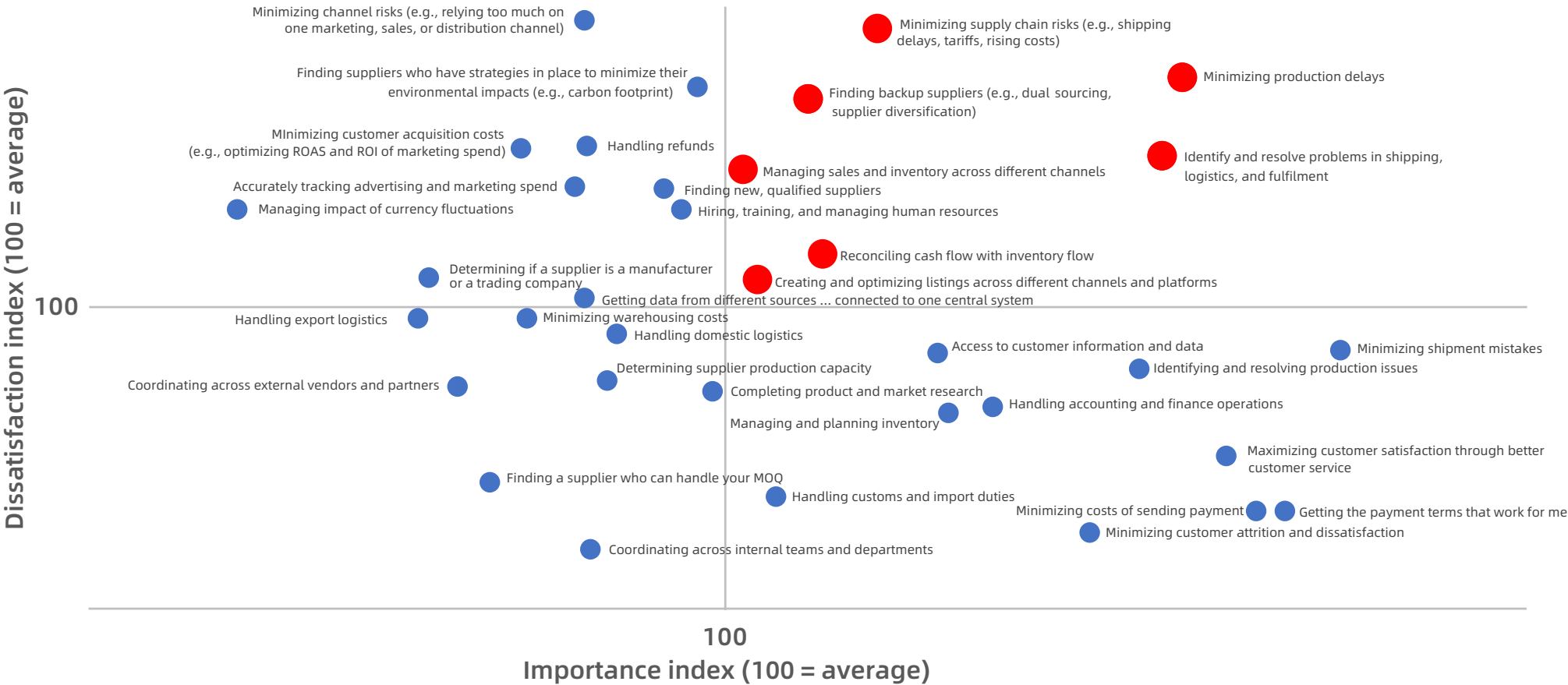


25% ... vs. those who were somewhat/very confident



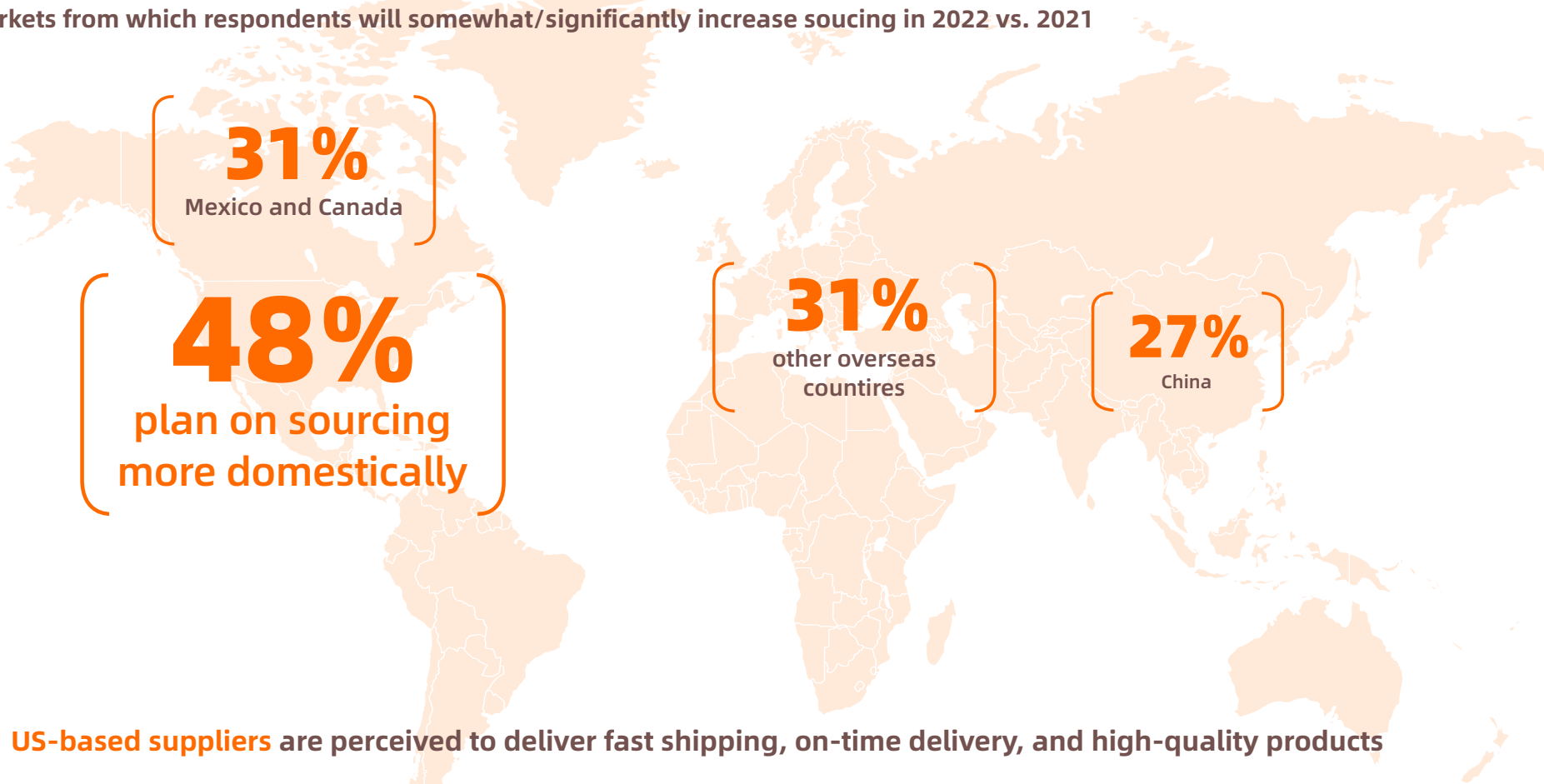
19% ... vs. those who were somewhat/very confident

2021 was a challenging year for global supply chain management



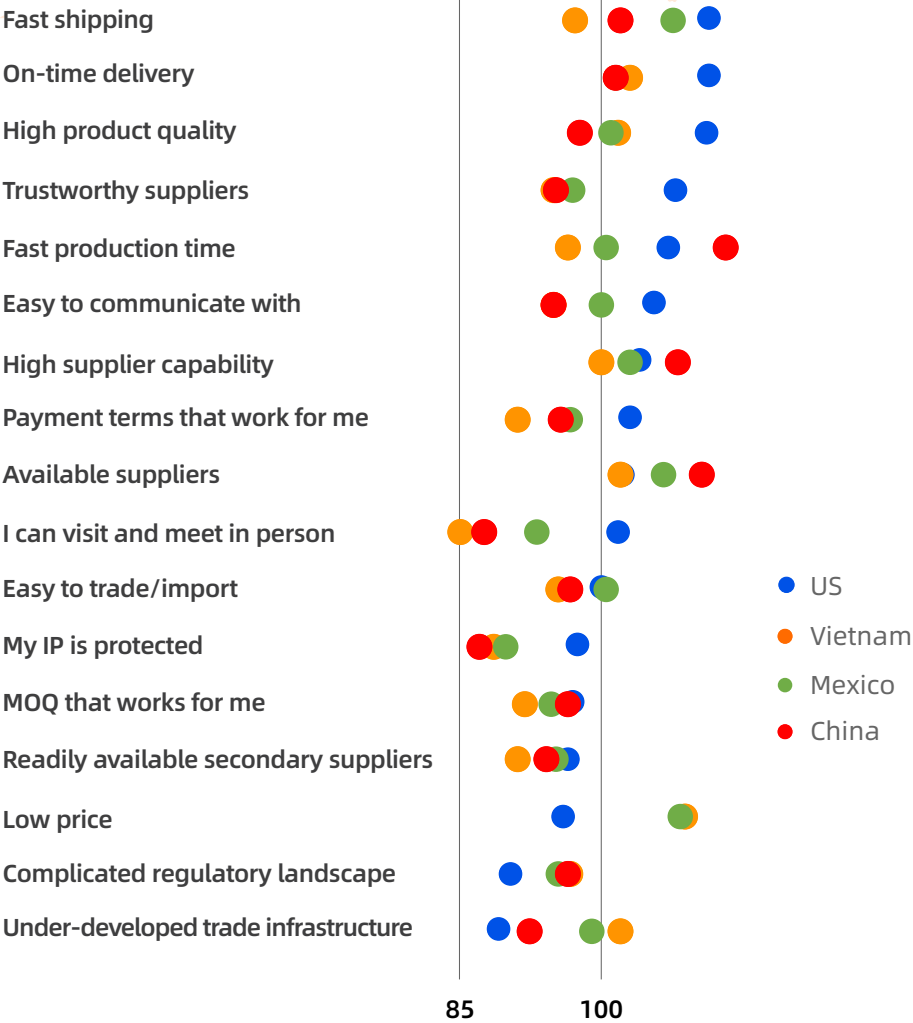
One common solution for building supply chain resilience is onshoring

Markets from which respondents will somewhat/significantly increase sourcing in 2022 vs. 2021



US-based suppliers are perceived to deliver fast shipping, on-time delivery, and high-quality products

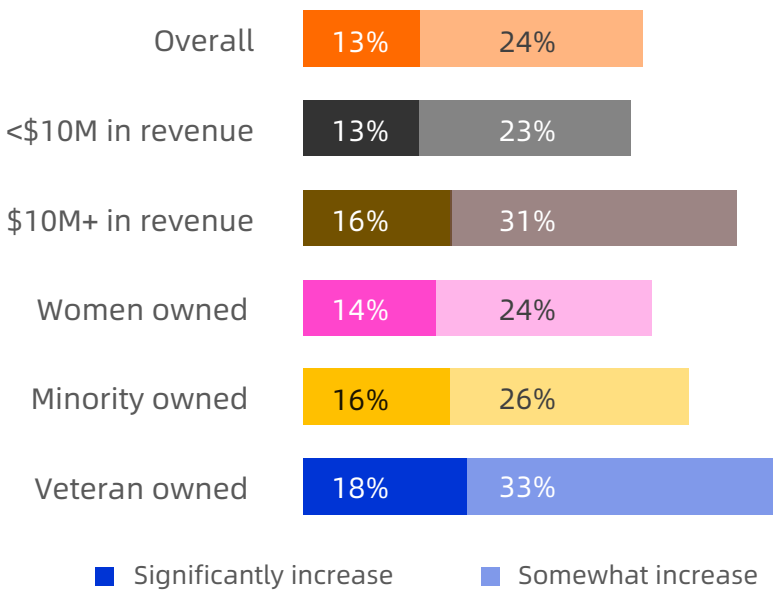
Characteristics associated with suppliers from different markets (Indexed, 100 = average)



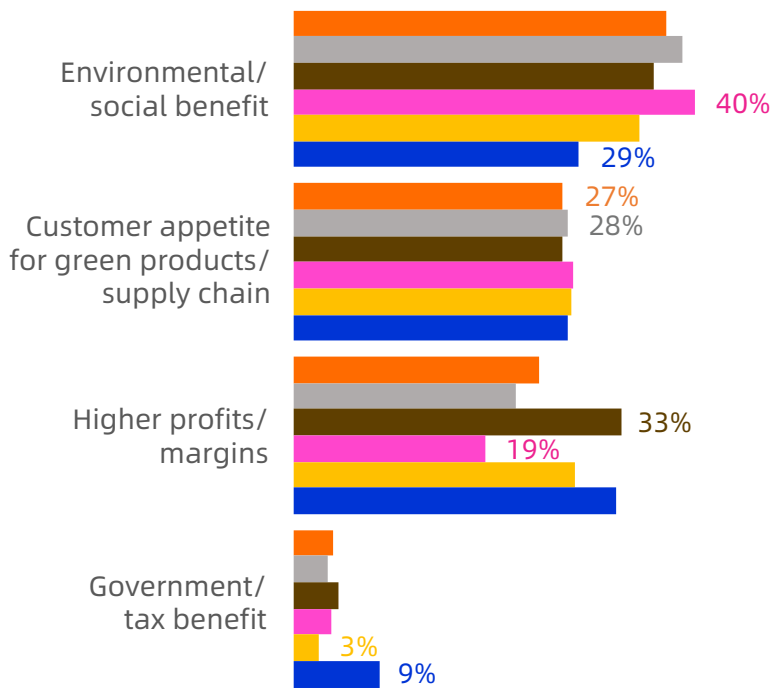
Environmental, social, and governance (ESG)

What U.S. SMBs care about when it comes to ESG

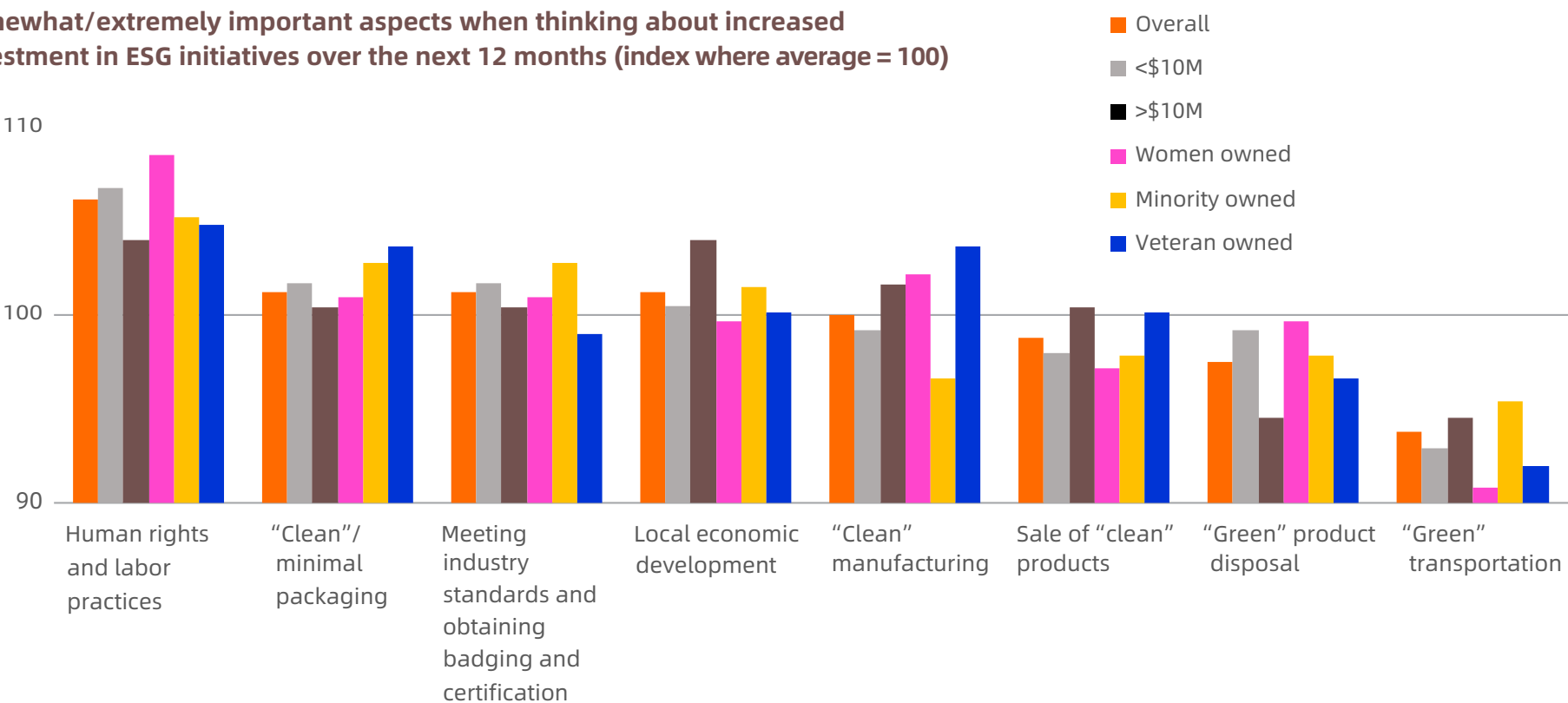
% that expect to somewhat/significantly increase ESG efforts in 2022, by business type who expect to somewhat/significantly increase ESG efforts in 2022



Primary motivation behind increased ESG efforts



Somewhat/extremely important aspects when thinking about increased investment in ESG initiatives over the next 12 months (index where average = 100)



The first business unit of Alibaba Group, Alibaba.com is a leading platform for global B2B ecommerce that aims to **make it easy to do business anywhere**. Launched in 1999, Alibaba.com is engaged in services covering all aspects of commerce, including providing businesses with tools that help reach a global audience for their products and helping buyers discover products, find suppliers, and place orders online fast and efficiently. It serves millions of business buyers and suppliers from over 200 countries and regions around the world.

The Alibaba.com U.S. Small and Medium Business (SMB) Survey (Wave 3)

Alibaba.com commissioned leading global research firm, Rep Data, to conduct the third Alibaba.com U.S. B2B Small and Medium Business (SMB) Survey on behalf of Alibaba.com as a follow up to the December 2019 and September 2020 surveys. The sample of 2,401 was collected using a double opt-in online panel sample and conducted anonymously from December 6-21, 2021. The survey targeted decision makers at U.S. companies of 500 employees or less that buy or sell physical goods and materials with other businesses. The study has an overall margin of error of $\pm 1.20\%$ at the 95% confidence level.

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