

Seven Reasons There's a B2B Buy-Sell Gap on Sustainability

Why is the chasm growing between buyers and sellers? Our survey of 500 companies across industries and countries offers some clues.

1. Sustainability is a top priority for B2B buyers

1 Quality

2 Price

3 Sustainability of suppliers' operations

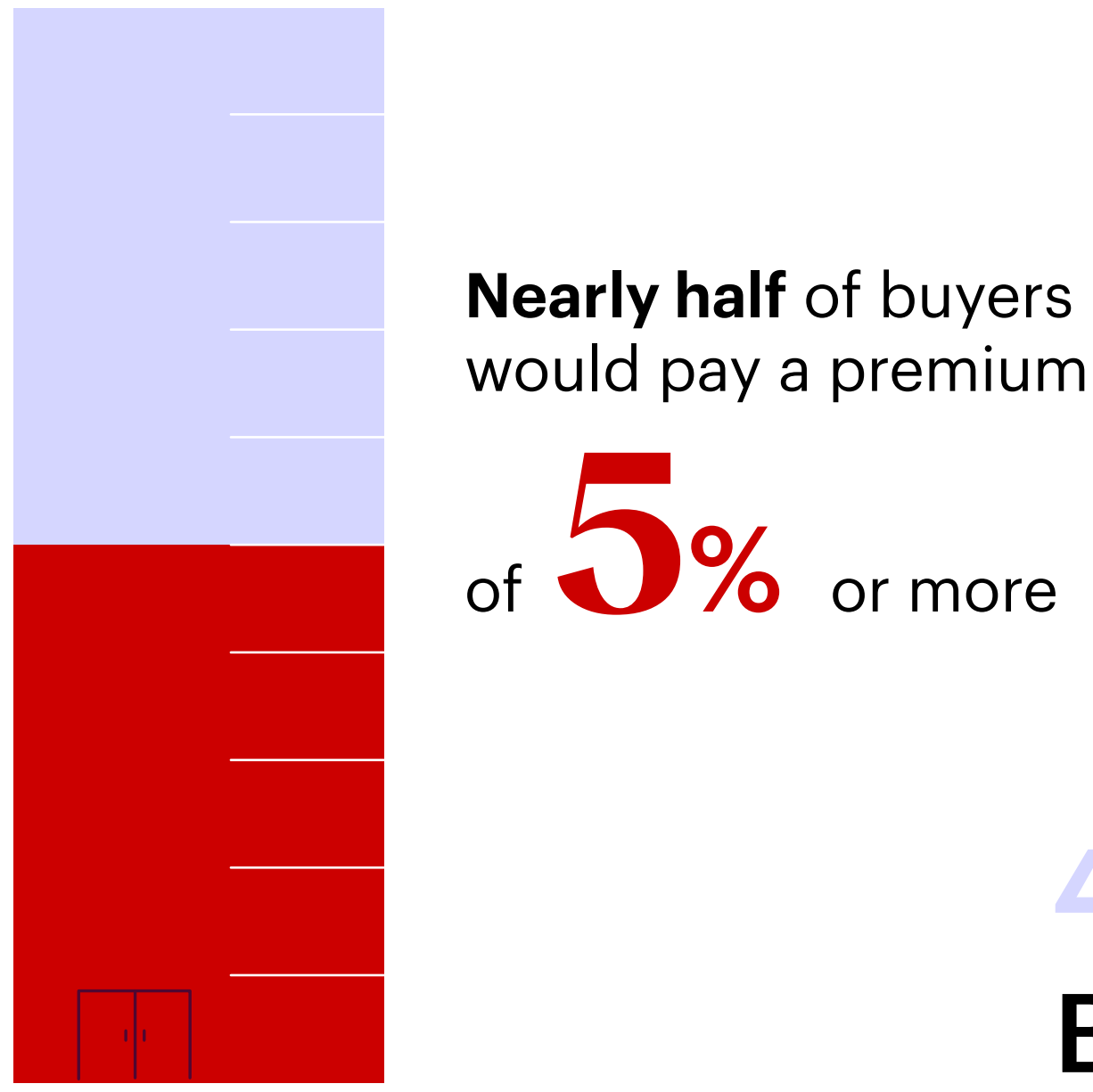


2. Buyers are willing to look elsewhere

36% would change suppliers **today** if sustainability needs aren't met

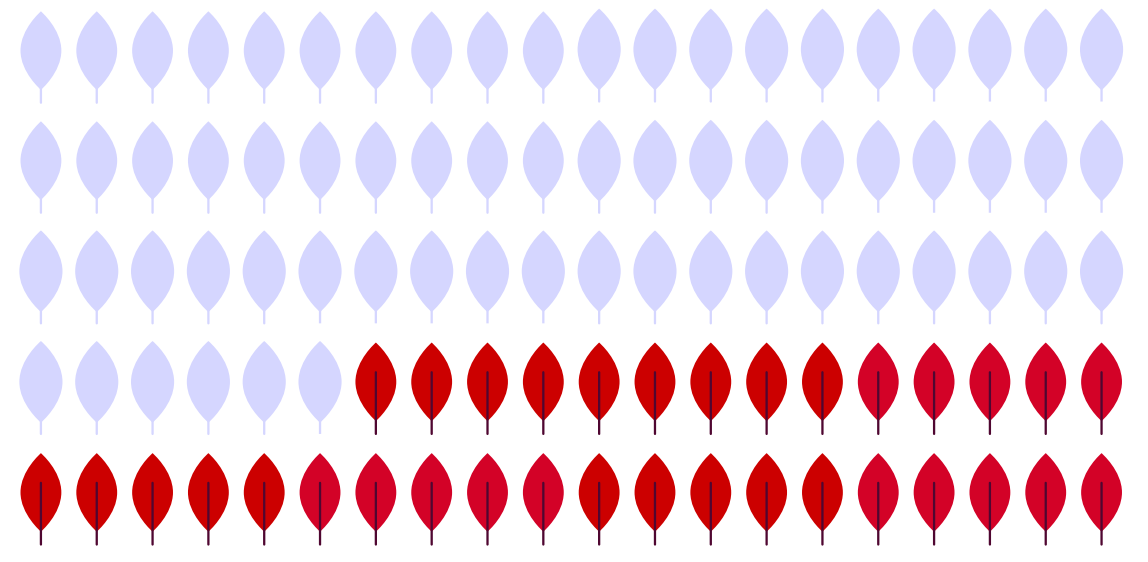
57% expect to in **3 years**

3. Customers will pay for sustainability



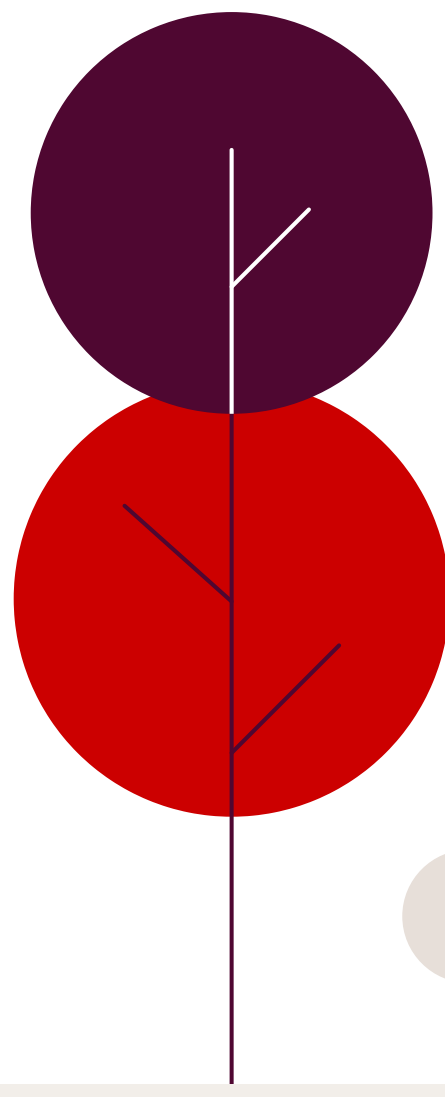
4. Buyers need a better sense of why sustainability costs more

Only **34%** fully understand the difference between conventional and sustainable offers



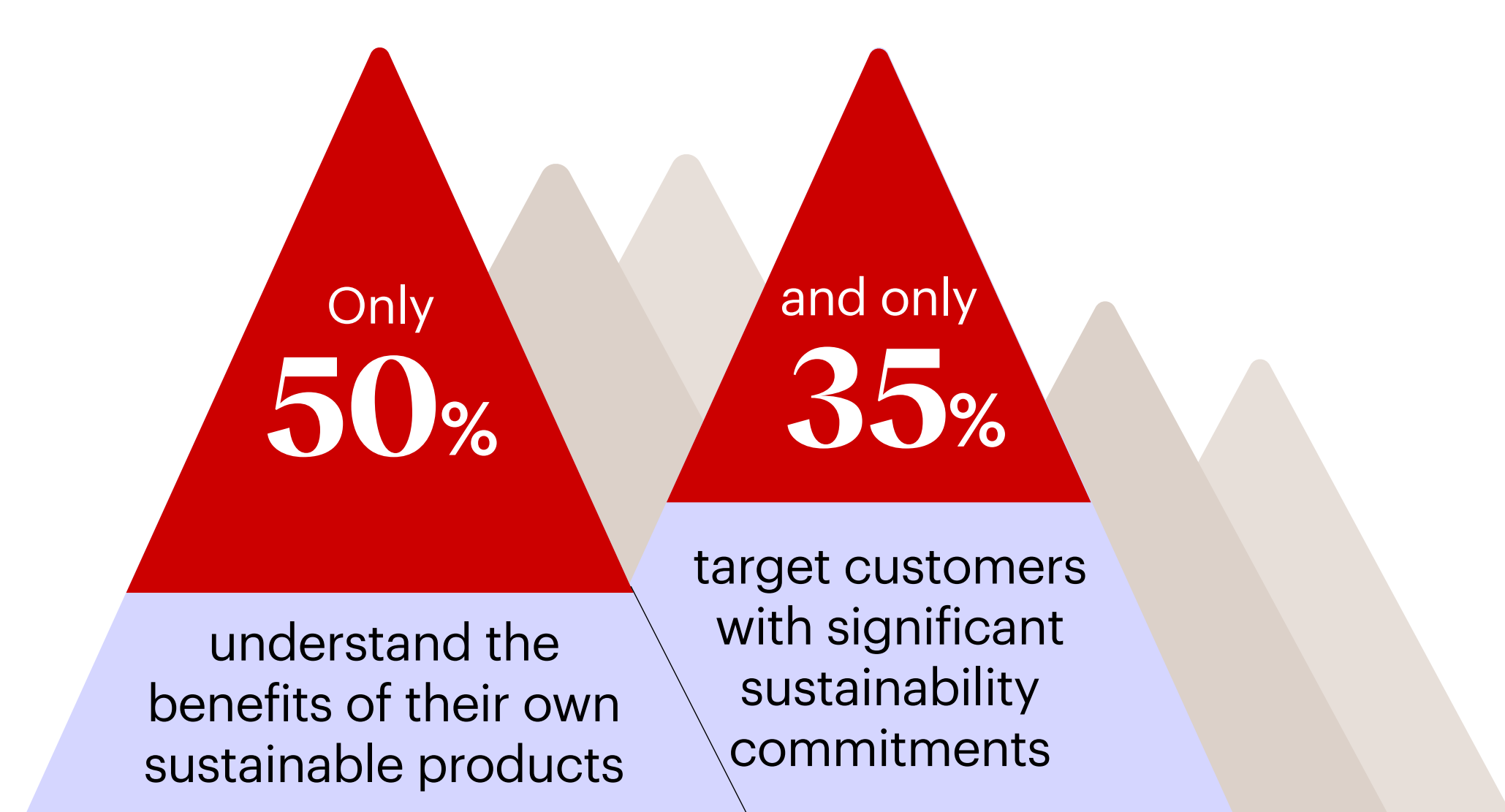
5. Suppliers misunderstand buyers' priorities

59% think **customer safety** is most important, but



70% of buyers cite reducing **CO2 emissions**

6. Salesforces are ill-equipped



7. Many buyers are dissatisfied

85% of suppliers are embedding sustainability into what they sell,

but only

53% of customers say those efforts are meeting all their needs

