

The growing business e-commerce trend

Key findings from Dext original research

Key messages

250,000+



The business spend analysis published by Dext draws on data from over 250,000 British businesses in the past 3 years.

Dext processes millions of financial documents per week with the highest measured data accuracy rate in the industry. That's why we were able to analyse these anonymised transactions.

amazon **shopify**

We found that a growing number of businesses now sell via eCommerce platforms from Amazon and Shopify. The challenge for them is getting standardised data from multiple sources; and ensuring digital sellers accurately calculate how much tax to pay in different markets.

UK business spending has recovered post pandemic since the beginning of 2020.

Digital advertising

2.5 X



UK business spend on Google and Facebook as digital advertisers grew 2.5 times between 2018 and the end of 2020 for both respectively.

Average spend per transaction

£1,067

Google

£870

facebook

Spending on both dwarf business spending on Twitter and LinkedIn by more than ten times.

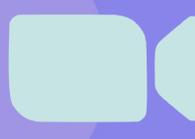
Remote working software (UK)

zoom

Business spend in Zoom increased 11-fold in Britain between 2018 & 2020.

Whilst Zoom was a clear beneficiary of the move to work remotely, that meteoric increase has not been sustained as people return to work.

11 X



Microsoft still dominates the market.

Delivery enablement (UK)

4.3 X



Royal Mail remains UK business's favourite carrier experiencing a 4.3 times increase in business spending between 2018 and 2020.

FedEx

Fedex has risen to be the UK's second most favoured logistics solution, experiencing a ten-fold increase in spend.

deliveroo

Deliveroo is the favoured delivery enablement platform by British hospitality and takeaway businesses experiencing a 3 x growth from 2018 to 2020.

JUST EAT

However JustEat has grown faster over the period with spend increasing 3.5 times in just one year between 2019 and 2020.

Payment solutions

2000%



GO CARDLESS

There was a 2000% increase in GoCardless spending volumes in the UK between March 2020 and 2021, as direct to consumer sales took off.

British businesses transition online in post-pandemic race to thrive.

Business shift to e-commerce accelerated by COVID-19.

SME spending diverted to digital advertising, online retail and delivery.

66% ↑

Software and technology spending rise above pre-pandemic levels with a boom in digital advertising.

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