



Industry Insights and Outlook



In order for you to stay competitive and capitalize on emerging opportunities, it is critical that you pay close attention to current trends and future opportunities.

What do you need to learn?

Where should start? Every industry is different – which applies to your industry?

- Digital Transformation: Automation, AI, and advanced analytics.
- Customization at Scale: Prototyping, engineering, design, production, collaboration
- E-commerce Expansion: Digital purchasing and quoting platforms and ecommerce
- Sustainability & Social Responsibility: eco-friendly practices, ESG credentials, transparency, ethical practices.
- Global supply chain resilience: diversified supply chains, increased automation
- Cybersecurity: strong, sensitive client information and data protection measures.
- Customer Experience (CX): (Yes, even in B2B markets) efficient, and proactive service.
- Subscription Models: subscription-based or "as-a-service" models for greater customer flexibility.

Resource ideas

Some companies are much more aware than others of industry trends. In my experience, businesses who are active in their industry groups and attend conferences frequent tend to stay competitive because they what's coming. If you're one these businesses, you likely may choose to pass on these resources. For everyone else, good luck and have fun learning!

Here's a curated list of resources specific to B2B businesses that you can use to understand and stay updated on market trends:

- At your fingertips (free)
- Talk to customers, partners and suppliers
- Talk to the CEO of your company
- Talk to the leadership at industry associations in which you're already active
- Gather the sales team
- Industry association websites
- YouTube (credible sources of course)
- Industry podcasters will either learn or confirm today's and tomorrow's trends!

Industry Reports & Market Research Firms (some free, paid)

- Google Trends
- ZoomInfo
- D&B Hoovers
- ChatGPT (as a baseline)
- Gartner
- Forrester
- Frost & Sullivan
- McKinsey & Company
- Deloitte Insights
- PWC's Industry Insights
- IBISWorld
- Accenture
- Boston Consulting Group
- Euromonitor International

Government & Economic Resources (free)

- U.S. Census Bureau
- Bureau of Economic Analysis (BEA)
- Export.gov (international market trends and trade data)
- Small Business Administration (SBA)

Industry Networks & Thought Leadership (mix paid & free)

- LinkedIn industry experts and thought leaders (free)
- LinkedIn Industry Groups (free)
- Harvard Business Review (mix)
- MIT Sloan Management Review (mix)
- Speakers and agendas for the industry's most credible conferences and tradeshows
- Industry consultantsSocial Listening (paid)

Industry-Specific Media (mix of free and paid)

- Interview a publisher, writer or blogger
- Access articles on media websites
- Review media LinkedIn content for most engaged content in the past year
- Business Insider Magazine
- The Economist (global)
- Manufacturing Today
- Construction News

Trade Associations & Industry Conferences

- Your industry's most reputable conferences and tradeshow. Review agendas ahead of time and look for sessions specific to trends.
- National Association of Manufacturers
- Institute for Supply Management

Social Listening (paid)

- Brandwatch
- BuzzSumo

Whichever of these resources you use, you will either learn or confirm today's and tomorrow's trends!