



2023 SMB eCommerce Technology Investment Outlook

Report Price: \$495

The report price is correct at the time of publication, but is subject to change throughout the year.

This report looks at the following areas:

- ✔ What will small business eCommerce technology budgets look like in 2023?
- ✔ What challenges do small businesses have with eCommerce platforms?
- ✔ What areas are top priorities for small businesses?
- ✔ What are the implications for eCommerce and marketing service providers?

The demand for eCommerce technology among US small businesses is strong and continues to grow. With the shift towards online shopping, small businesses are recognizing the need to have an online presence and a seamless eCommerce platform to meet the demands of their customers.

In this report we highlight some of the most recent small business data from our 2023 Local Pulse Report™, conducted on 9,550 small businesses in the US.

This report provides details on the challenges small businesses have with eCommerce platforms and where they plan to make investments in 2023.

What's Included

- ✔ Key Highlights
- ✔ Full Report (PDF)
- ✔ Charts & Tables
- ✔ Recommendations

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of the small business space.

Advisory members get these reports free as part of their subscription plan. Our membership plans give our clients unlimited access to curated data, insights, reporting, analysis, and the ability to conduct a research or data analytics project.





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We are a leading digital marketing research and customer engagement consulting firm. With clients spanning leading national brands as well as publishers and agencies serving the small business community, we pair proprietary market research services and data analytics tools with time-tested business insights and methodologies to help organizations measurably improve customer experience, loyalty, and sales results.

Our purpose is to provide superior research and support services that inspire our clients to make smarter decisions. To find out how we do that, visit thriveanalytics.com.