

B2B Tech Sales Increase in Q3 2021

U.S. B2B technology channel revenue grew 4% during Q3 2021 compared to a year ago (YA). Reseller sales alone were up 12% year over year in Q3. Channel revenue was up 7% year to date (YTD) through September. **See some of the bright spots NPD's data uncovered.**

Top Growth Drivers YTD:

NOTEBOOKS



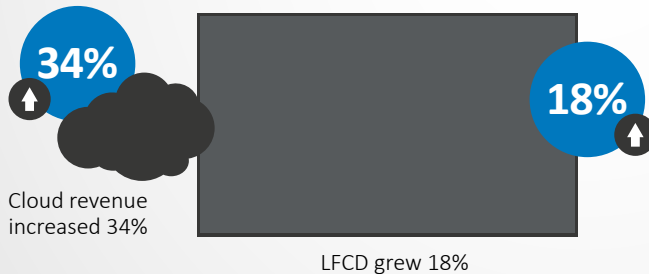
SECURITY SOFTWARE



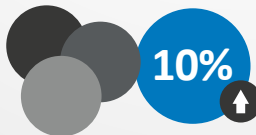
MONITORS



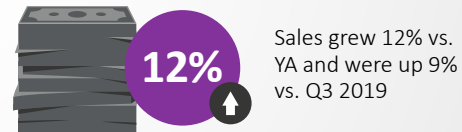
Return-to-Office Accelerated Collaboration Product Sales YTD:



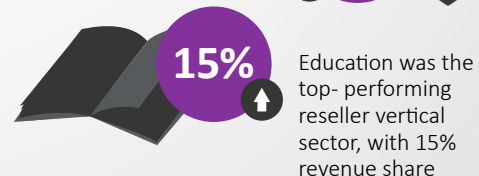
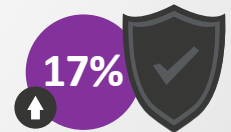
Collaboration software sales (combining cloud and on-premise) were up 10%



Q3 Reseller Channel Spotlight:



Software had the highest revenue share with sales up 17% vs. YA and 25% vs. Q3 2019



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As we head toward the end of 2021, look for organizations across the channel to focus on business continuity and productivity. With so much real-time change occurring within many organizations, such as return to work, hybrid work weeks, and digital transformation efforts, organizations must be able to manage these shifts effectively with minimal disruption to the business.

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Mike Crosby

Industry Analyst, The NPD Group

Source: The NPD Group/Reseller Tracking Service and Distributor Track*

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

