

B2B Tech to Hit \$106B in 2023

As trends, innovation, and shifting spend by business size transform the U.S. B2B technology market, it's critical to know what the future holds. Our analysts forecast continued growth in software and cloud platform services in 2022 and 2023. **Here's a closer look at what they expect.**

Computer device and work-from-home

categories will slow in 2022, but they will return to growth in 2023.



Software growth

through 2023 will be driven by continued digital transformation initiatives from midsize and enterprise companies, aligning with pre-pandemic norms.



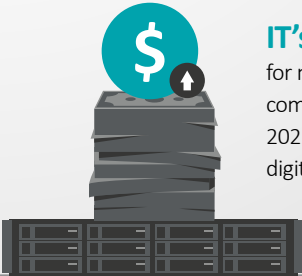
Education

is expected to return to modest growth, with administrators having a better understanding of technology's role in new hybrid-learning models.



Work-from-home

sees potential growth as new technology refreshes outdated devices and increases productivity.



IT's anticipated spend

for midsize and enterprise companies is likely to increase in 2022 compared to 2021 due to digital transformation.

Uncover what's happening in this still-uncertain marketplace and what it means for your future sales. Our **Future of B2B Tech** answers your questions so you can position your business for growth.

Source: The NPD Group/Future of B2B Tech

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