

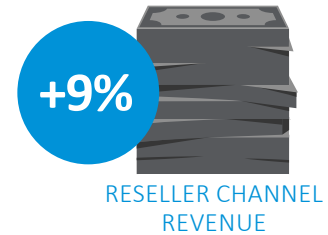
# CrosB2B Takeaways



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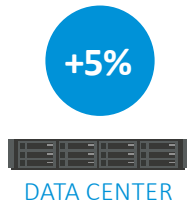
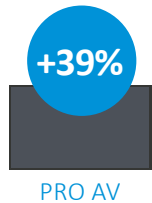
# CrosB2B Takeaways

The year started off with the pandemic spiking yet again, though the situation began to stabilize as January progressed. Coupled with global supply chain improvements, B2B tech found itself in an optimistic position, generating 9% revenue for the reseller channel.



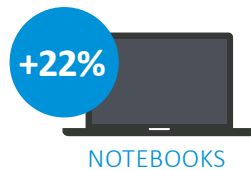
## JANUARY '22 PERFORMANCE

All three of the major ecosystems continued to perform well in January. Pro AV (+39%) outpaced growth of the data center (+5%) and work-from-home (+20%) ecosystems.



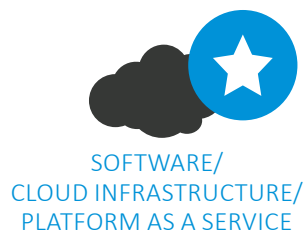
## REVENUE SPOTLIGHT

Notebooks continued their strong revenue growth, up +22%, and ranked among the top-performing categories.



## STANDING STRONG

Software and cloud infrastructure and platform as a service did not waver in January. Both are expected to continue to shine through 2023.



Source: The NPD Group/U.S. Reseller Tracking Service, 12ME January 2022

## VERTICAL SPOTLIGHT

Sector vertical growth was driven by 12 of the 20 sectors, led by Professional Services, Retail Trade, and Information.

The connections are clear — this growth was tied to companies' and employees' anticipated return to offices.



Learn more about Mike's take on the B2B tech market. Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

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