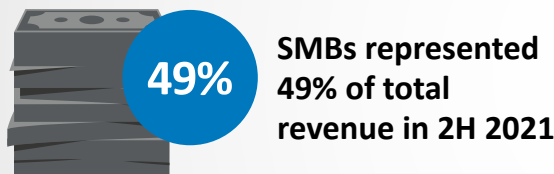


SMBs Are Big Players in B2B Tech

Small- to medium-sized businesses (SMBs) account for almost half of the market's total revenue. We offer an in-depth view of hardware and software technology products sold through resellers to SMBs, with vertical insights. It's how to make critical decisions with confidence and improve your bottom line each month. **Here's a preview ...**

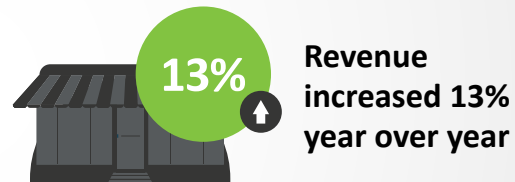
Total Revenue



\$ Top Sectors Making up Nearly 79% of Total SMB Revenue

- 26% | Professional, scientific, and technical services
- 13% | Manufacturing
- 10% | Healthcare and social assistance
- 9% | Information
- 9% | Finance and insurance
- 6% | Wholesale trade
- 5% | Administrative and support, waste management, and remediation services

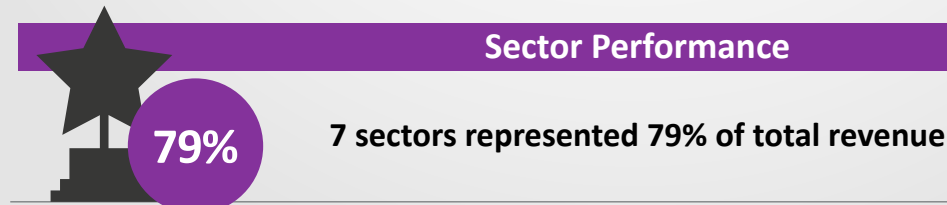
SMB Growth



↑ Top Sectors — SMB Revenue Growth

- 13% | Professional, scientific, and technical services
- 12% | Manufacturing
- 5% | Healthcare and social assistance
- 18% | Information
- 7% | Finance and insurance
- 18% | Wholesale trade
- 36% | Administrative and support, waste management, and remediation services

Sector Performance



Our **reseller verticals information**, paired with our powerful analytics on SMB segmentation, delivers a deeper understanding of B2B technology market dynamics. Use it to explore industry, brand, and product performance within the reseller channel and compare your performance to the rest of the market — vertical by vertical.

Source: The NPD Group/Reseller Tracking Service, 2H 2021 v. 2H 2020

Learn more. Contact jenna.callery@npd.com.

