2022 B2B Sales Forecast Results

As trends, innovation, and changing buying behavior continue to transform the market, it’s critical to understand industry performance. Our U.S. B2B technology sales forecast delivered results with a strong correlation of accuracy across dollars, units, and average selling price (ASP) in 2022. Here’s a closer look ...

2022 U.S. B2B Technology: Sales Forecast versus Actual Variance

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars Variance</th>
<th>Units Variance</th>
<th>ASP Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardware</td>
<td>+1%</td>
<td>-3%</td>
<td>+3%</td>
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<tr>
<td>Software</td>
<td></td>
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<tr>
<td>Cloud</td>
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**Hardware Results**

Dollars: $35B  
Units: 205M  
ASP: $170

B2B’s largest sector surprised to the upside on units by 7% versus forecast, dollars were up 2% vs. forecast, and ASP was slightly down by -5%.

**Software Results**

Dollars: $22.4B  
Units: 946M  
ASP: $24

Our forecast for B2B’s second-largest sector was on target across dollars, units, and ASP with 1 – 3% differences.

**Cloud Results**

Dollars: $1.7B  
Units: 470M  
ASP: $3.55

The cloud segment saw ASP variance of +9% versus forecast, -5% variance on dollars, and units came in at -13% versus the forecast.

**The Future of B2B Technology** helps you navigate an unpredictable environment. Its segment-specific forecasts give you a trusted, third-party check on the decisions you’ve made and those you’re considering. Find out how the market will perform, who is buying, and where they are buying.

Source: Circana/Future of B2B Technology, U.S.