



## **Aftermarket Spotlights 2024**

### **e-commerce / web portals 2024 vs. 2021 No. 3**

France, Spain, Italy, Poland, UK, Germany

Wave 3 2024

Cologne, November 2024

# Deep Dive Spotlight No. 3: B2B e-commerce in the IAM

## Comparison 2024/2021

- Development of e-procurement
- Ordering process
- Parts suitable for web portals
- Need and preferred form of installation instructions

### Method



CATI

### Target Group



Independent Workshops

## Data base

100 Interviews with independent workshops per country

→ In sum 600

## Sample

France



100

Spain



100

Italy



100

Poland



100

UK



100

Germany

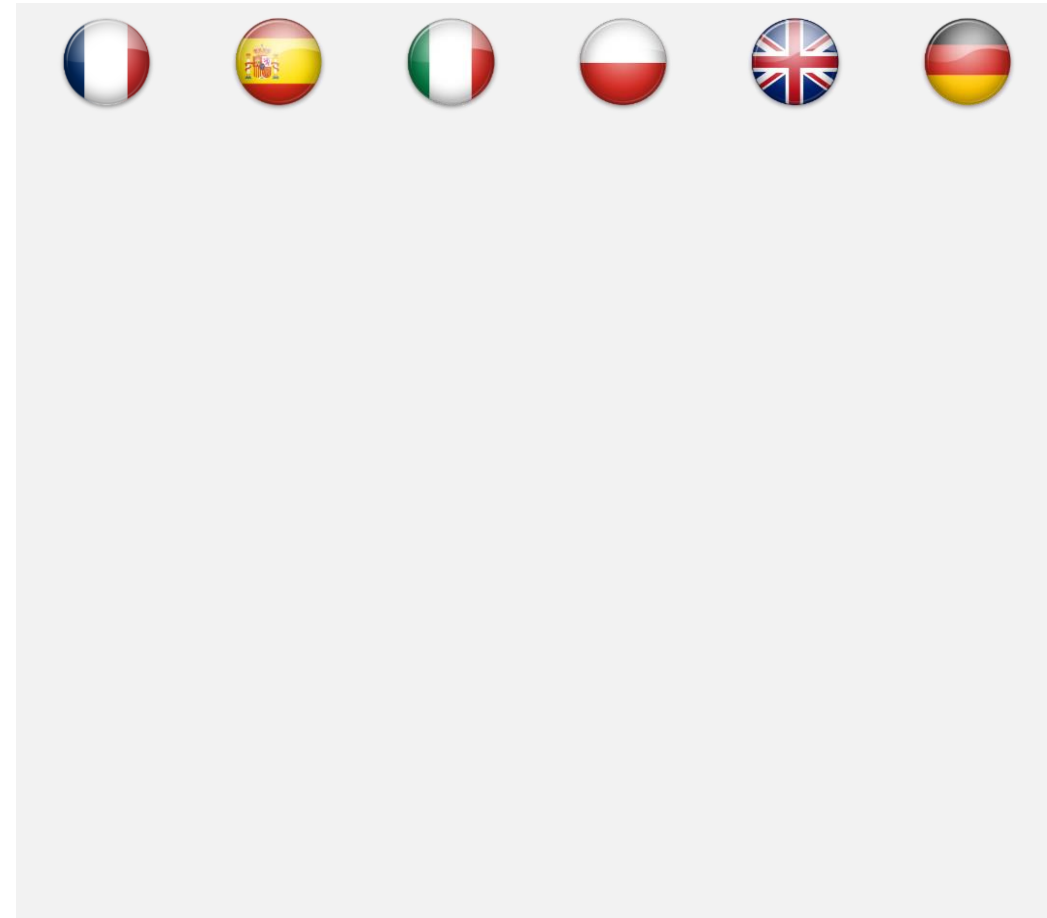
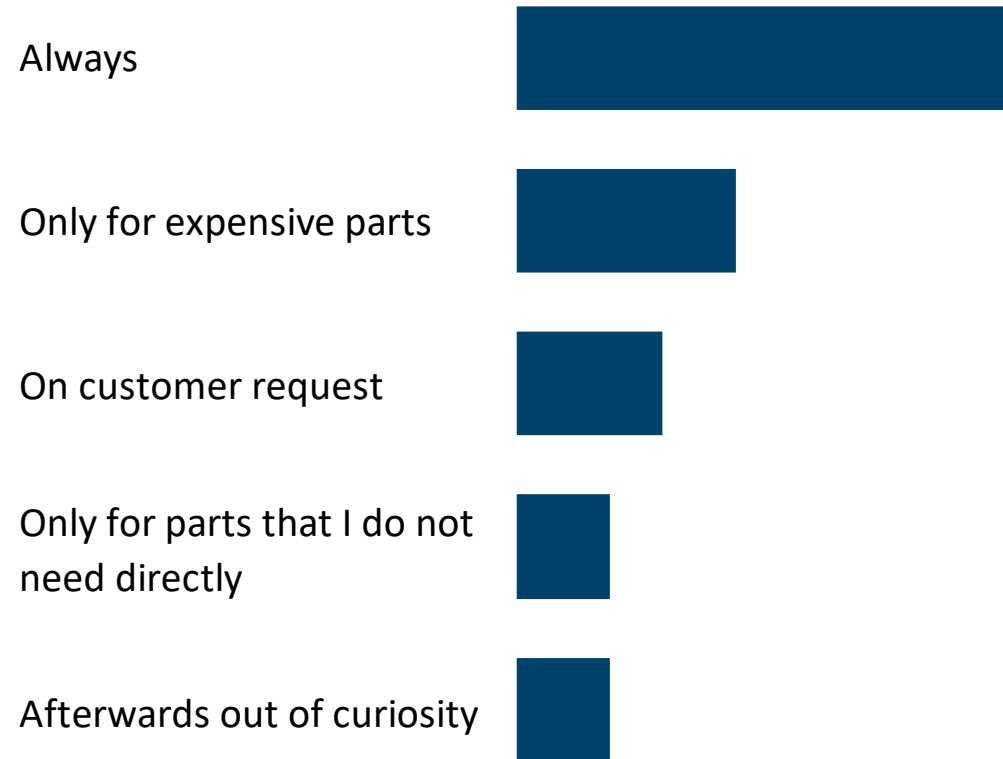


100

The interviews with independent workshops with and without system are distributed according to the relevance in the country.

## Price Comparisons between Suppliers

In comparison to 2021, prices are not compared more frequently, but every second workshop compares prices of suppliers on a regular basis. Workshops are still price sensitive. Regular price comparisons are common.



SP1: How often do you make price comparisons between the different suppliers?

# Contact

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You are interested?  
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