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How Digital Sourcing Can Be A GAME-CHANGER FOR SMBs

Digital global sourcing delivers a variety of advantages and helps SMBs stay competitive in today's market



Table of Contents

Introduction

Welcome to the Global Digital Sourcing Era

- 1** The Solution: Global Digital Sourcing

- 2** Trending Products Boost E-Commerce Growth
 - **Trend 1:** Sustainable products
 - **Trend 2:** Smart products
 - **Trend 3:** Lifestyle products
 - **Trend 4:** Health products

- 3** Digital Sourcing in Action

- 4** 10 Traits of Top E-Manufacturers

- 5** Integrating Digital Sourcing Into Your Business

Conclusion

Next Steps in Global Digital Sourcing

Welcome to the Global Digital Sourcing Era

Despite a rocky two years due to the pandemic, U.S. small and midsize businesses (SMBs) remain optimistic about the future—a testament to their resilience and ingenuity. In addition, SMBs can more easily source digitally, giving them access to new supplier options. According to a study by McKinsey, 86 percent of executives believe digital sourcing is playing a sufficiently influential role in leading their organization’s post-pandemic recovery.ⁱ The same is true for SMBs.

That optimism about the future is also highlighted in multiple surveys showing that SMBs anticipate higher sales and profits, in spite of increased logistics costs and rising inflation. Results from the December 2021 Alibaba.com survey of U.S. SMBs found that nearly three-quarters (74 percent) are optimistic about the economy, which surpassed the pre-pandemic level of 62 percent.ⁱⁱ And PNC’s semi-annual Economic Outlook survey showed that in the next six months, 71 percent of SMBs expect sales to increase, with 58 percent predicting an increase in profits.ⁱⁱⁱ

Going digital and global are now must-haves, not good-to-haves. SMBs need to adapt with the times and consider all available options to lay the groundwork for success. While global digital sourcing was already available pre-pandemic, it has since become one of the most important tools for SMBs in not only providing new vendor options but also highlighting products and resources previously unavailable or unknown to them. This has led to innovative product ideas and new markets to explore.



1 | Global Digital Sourcing

Global digital sourcing is a business strategy in which companies use technology tools to tap into a global network of potential suppliers. Sourcing globally via e-commerce platforms took off exponentially during the pandemic, partly as a response to limited travel and cancellation of in-person trade shows. Supply chain issues, from manufacturing to shipping, also caused many companies to scramble to find new vendors who could meet their needs. A McKinsey analysis showed that U.S. e-commerce experienced 10 years of growth in a 3-month period, in terms of how quickly e-commerce replaced physical work channels.^{iv}

With global digital sourcing, a company can ideally find and evaluate supplier partners as well as make and track from a single platform. This approach to sourcing offers a multifaceted solution for SMBs and can help them:



Find the vendors and suppliers they need



Access products and materials not available domestically



Diversify their suppliers and supply chain options



Simplify processes and automate sourcing and ordering



Keep apprised of cost fluctuations



Understand general market data and insights



Manage spending and streamline payment



Break into new sales markets

These benefits can create a competitive advantage for SMBs, helping them compete not just with peer organizations, but with larger ones as well.

While many think of e-commerce as primarily a business-to-consumer (B2C) endeavor, the financials show that the bulk of e-commerce is actually in the business-to-business (B2B) realm. The global B2B e-commerce market was valued at \$14.9 trillion in 2020—five times that of the B2C market. By 2024, B2B e-commerce will reach more than \$35 trillion.^v

E-commerce platforms are “viewed as the most important tool for these businesses to increase their global reach,” according to the FedEx Trade Index.^{vi} While enterprises contribute to this e-commerce growth, so do SMBs. In fact, 93 percent of B2B companies were conducting some portion of their business online as of October 2020, up from 90 percent in December 2019, prior to the pandemic. Plus, 43 percent were using e-commerce, an increase of 8 percent over the same time period, according to Alibaba.com research.^{vii}



New products were added to the sustainable category on Alibaba.com at six times the rate of other categories, on average, and it is the platform's fastest-growing category.

2 | Trending Products Boost E-Commerce Growth

While there are always new product trends, some fizzle out early, and others have a long tail. The current set of product trends have some lasting power, which is contributing to sales numbers and demand. The 2022 Alibaba.com Trending NEXT Top 50 Product List includes four mega-trend categories, from which a number of sub-trends emerge. Alibaba.com found that products in these megatrend categories are growing exponentially on the platform; merchants are adding new products in these categories at rates at least five times greater than that in other product categories.

For businesses looking to source, the trends should provide inspiration and new sales and marketing opportunities.

Newly listed smart products on Alibaba.com have 70 percent higher order volume compared to other products, on average, in the past three months.

Trending product category No. 1: Sustainable products

Sustainability is a theme capturing global attention in many industries. The number of executives viewing corporate sustainability goals as “very important” more than doubled in just two years (63 percent vs. 25 percent), according to research from EcoVadis,^{viii} which provides business sustainability ratings. New products were added to the sustainable category on Alibaba.com at six times the rate of other categories, on average, and it is the platform’s fastest-growing category. The sustainability category encompasses a wide range of products, from ecofriendly vehicles to single-use but “green” products like sugarcane straws.

Here are three of the sub-trends in the sustainable product category.



Sub-trend 1:

[Green on the road] This includes smaller vehicles like electric scooters and bikes, as there is an explosion of these two-wheeled means of transportation, or the so called “Micro-mobility.” Electric vehicle (EV) charging stations are also gaining steam, to refuel electric cars in home, office, and community situations.

Sub-trend 2:

[Decentralized power generation and storage] There’s a rise in home-use wind turbines as well as portable batteries that can be used instead of traditional fuel or other power sources. Decentralizing the power grid will enable rural SMBs to compete in locations that are otherwise cost-prohibitive. It also allows consumers to live off the grid, too, providing their own power.

Sub-trend 3:

[Compostable eco-living] Single-use products are usually not considered “green” or sustainable, but there is a trend toward making fully compostable or biodegradable single-use products like utensils, which can be made out of plant materials instead of oil.

Sustainability is good for business, not just the environment. Shopify found that 77 percent of consumers are concerned about the environmental impact of the products they buy.^{ix} Incorporating sustainable designs can also lead to cost savings. Buyers and sellers are using more eco-friendly packaging materials, and “because of the rising costs of overseas shipping, many products are now designed to be foldable and easy to fit in smaller packaging,” says Allen Qin, an industry operations senior expert at Alibaba.com.

Trending product category No. 2: Smart products

Smart products are linked to the internet and can share information digitally in the Internet of Things (IoT). The smart product category includes a wide range of items for the public arena and the home. With the pandemic, there’s a greater emphasis on hygiene; technology allowing touchless transactions are valued. That means using QR codes for menus at restaurants and sensor-activated water bottle fillers. But this category hasn’t proliferated just because of the pandemic. Smart solutions in the home allow for greater customization, whether that’s an adjustable bed, an internet-connected refrigerator, or smart lighting. Newly listed smart products on Alibaba.com have 70 percent higher order volume compared to other products on average, in the past three months. Given that sensors will only continue to improve, this is a trend with room to expand.

These three sub-trends are leading the way in the smart product category.



Sub-trend 1:

[Smart homes] The smart home category can encompass pre-fab homes, the technology inside a home, or both. Smart pre-fabricated homes are gaining in popularity, as a way to construct a home in a day, often designed with smart technology inside. Some choose to combine the pre-fab home with sustainable energy production, living off the grid. Whether living in a pre-fab home or a traditional one, consumers are interested in smart home products popular in the market today, from smart temperature controls, motion-sensing faucets, appliances that can be run on and monitored from elsewhere, doorbell app-connected cameras, and Bluetooth-enabled sleep-monitoring pillows.

Sub-trend 2:

[Smart hands-free gadgets] In office and community spaces, no-touch appliances are popular. The best example is the water bottle filler, which not only uses a sensor to activate the water stream but allows the bottle to be filled while upright, unlike with many drinking fountains. Airports are shifting to conveyor belts with automated tray systems in security, and more buildings feature lights and heat/air conditioning that activate based on motion-sensors or timing.

Sub-trend 3:

[Smart manufacturing] Manufacturers continue to increase use of automation, with robots picking parts and delivering them to the line just in time and machines performing quality assurance using scanners and scales. Automated systems can shut down a production line if there’s a problem or adjust the speed based on slowdowns elsewhere in the process. AI-enabled smart operating systems are used to manage finances, procurement, marketing, and fulfillment. These options allow SMBs to operate as effectively and efficiently as larger companies.

...the trend of enjoying the great outdoors is expected to be “sticky,” lasting long past the pandemic’s end.

Trending product category No. 3: Lifestyle products

With more leisure time spent in the home, the lifestyle product category exploded. Consumers took to online shopping in greater numbers, attracted by influencers on Instagram and other social media platforms. Categories with the greatest demand ranged from clothing to outdoor products, as well as home goods. Alibaba.com found that newly listed items in the lifestyle category produced 2.3 times the order volume on average compared to other products, in just the past three months.

These three sub-trends in the lifestyle category are showing the greatest growth.



Sub-trend 1:

[Call of the wild] During the lockdowns, consumers grew weary of remaining in their homes. With vacations halted, outdoor-focused products gained traction. That included larger items like kayaks and patio furniture, but also smaller items like tents, hiking daypacks, and even waterproof ear buds. While travel is coming back slowly, the trend of enjoying the great outdoors is expected to be “sticky,” lasting long past the pandemic’s end.

Sub-trend 2:

[IG Obsessions] Influencers have been popular for years, but with the time spent at home, more consumers are watching style influencers on platforms like Instagram. They are interested in the featured clothes, accessories, and home décor, whether it’s the “retro,” “boho chic,” or “thrift class” look. These styles tend to be more affordable and are spurring the demand for re-using quality products for sustainability and for economic reasons. The idea of disposable fast fashion is of less interest to younger generations, who are concerned with the environmental impact of their products.

Sub-trend 3:

[Otaku Economy] Though some are again working in the office and exploring outside their home and community, the sub-trend of enjoying one’s home and making the home office environment better continues. That includes everything from comfortable furniture to smart devices that make cleaning easier and more efficient. Using a two-in-one mop/vacuum saves space and effort, while a Roomba can vacuum while you work or sleep.

People are looking forward to returning to gyms and health clubs, but research shows that most plan to also continue with at-home workouts.



Trending product category No. 4: Health products

The interest in health-related products was actually booming even before the pandemic. However, the focus on health, partly due to the extra time at home consumers could spend on exercise, reinforced the trend. Health products newly listed on Alibaba.com in the past three months gained 2.5 times more orders, on average, than other products. That includes home exercise items from yoga mats to hand weights, which are seeing more than 30 percent sales growth. People are looking forward to returning to gyms and health clubs, but research shows that most plan to also continue with at-home workouts.

These three sub-trends in the health category are ones to watch.



Sub-trend 1:

[Gym at home] The category encompasses a wide variety of products, including small exercise items like yoga mats, all the way up to larger gym equipment that can replicate a full gym. What's also popular are wellness tools that track exercise progress and vital signs, like Oura rings, Fitbits, or Apple watches. Combining behavioral awareness with action can be motivational. Fitness programming leaped in popularity, with virtual personal training coming to the home through fitness mirrors and exercise bikes as well as smart phone apps.

Sub-trend 2:

[Go organic] There's a growing emphasis on using fewer chemical additives, whether in beauty products, food, or household products. Organic sourcing is something to watch. To fill the supply gap, distributors need to find or create new sources for organic ingredients. SMBs can explore this niche and make a name in the "clean" category. There is also an opportunity to source from new markets. Microloan platforms are enabling new vendors to enter the market. With the explosion of digital global sourcing, there's a perfect match.

Sub-trend 3:

[Zen space] Consumers are interested in a spa-like atmosphere at home—a place where many have spent much more time in the past two years. Even some workspaces are jumping on this trend, to bring wellness into the work environment. At home, a Zen-like atmosphere can be created with scented candles, bath accessories, beanbag chairs, white noise machines, and even jigsaw puzzles.

This focus on well-being encompasses exercise, clean beauty and eating, and surrounding oneself with reminders to care for the body and mind. The pandemic-inspired health product trend should remain for now, as life has not yet fully returned to its former busy state. Maintaining living spaces and workspaces that create a feeling of serenity is valuable in today's world.

3 | Digital Sourcing in Action



Eva Jane Bunkley

Small businesses that use global digital sourcing are finding competitive advantages in doing so. Eva Jane Bunkley, founder of Eva Jane Beauty in Atlanta, Georgia, found several advantages that are helping her business grow. When sourcing raw materials for her face roller and massage stones on Alibaba.com, Bunkley identified a supplier who advised her to sell her products in sets rather than individually, based on his experience. “Clearly the sets were more popular with the market,” Bunkley says, “and

it was a bonus that I wasn't expecting. I was so glad that Alibaba.com brought [this vendor] to me.”

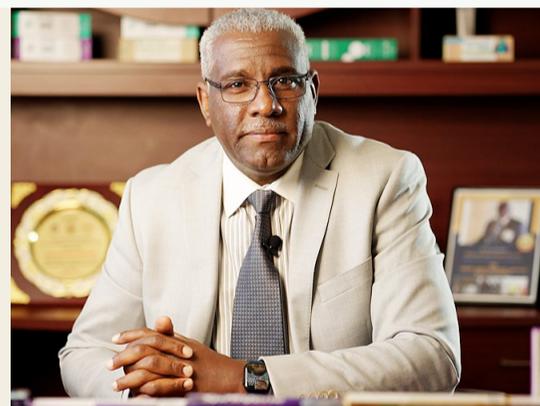
Bunkley also found suppliers on the platform that accept low minimum order quantities (MOQ), allowing her to customize products for her celebrity clients. “To be able to perform my skills and satisfy their unique needs, it is crucial for me to find the right supplier with the right quality and the right quantity,” she says. “What is pleasing about Alibaba.com is that many suppliers on the platform accept orders with low MOQs.”

She is also able to follow trends and find high-quality suppliers based on her search history, which highlights vendors and suppliers for her to consider. The customized feeds “show me what is currently trending and suggests some innovative products,” Bunkley says.

Sayed Ibrahim, PhD

Global digital sourcing allowed Sayed Ibrahim, PhD, founder of Sprinjene, an oral care products company, to diversify his supply chain. Previously this was difficult, as the niche toothpaste is certified as cruelty-free, vegan, gluten-free, USDA BioPreferred, kosher, and halal, with specific requirements for the raw materials. Ibrahim used to travel around to find sources of high-quality ingredients. “Once I discovered Alibaba.com, I was amazed at how many options I had with suppliers from all over the world,” he says. The digital sourcing also allowed him to find new product solutions from the platform, inspiring product innovation and development.

Sourcing digitally saves Ibrahim time not only in finding new vendors, but also vetting them. “Seeing comments and reviews from other real buyers can open a window to how it really is to work with a particular supplier,” he says. Some Alibaba.com suppliers hold the Verified Supplier designation, indicating that they have been verified by an independent third party. “You don't have to worry about the reports or certifications. They are all reliable,” he says. He also relies on Alibaba.com's Virtual Reality Showroom feature, “which allows me to take an online factory tour and see the equipment, production environment, and product line.” These features all help Ibrahim save time, so he can focus on what he does best—producing niche oral care products.



4 | 10 Traits of Successful E-Manufacturers

E-manufacturers are manufacturers that are just a few clicks away. They run actual production lines but are available digitally to respond quickly to customers and use a suite of digital tools to do business. They have flexible manufacturing capacity to help customers build the envisioned products, along with a strong, digitized supply chain to support the logistics. As part of a sourcing program, SMBs should look for these 10 traits when selecting e-manufacturers that can give them an edge against the competition.



1

[Innovation] Successful e-manufacturers, including the ones on Alibaba.com, are dedicated to innovation. These companies have often won global design and technology competitions, while also securing patents. They invest extensively in research and development (R&D) and employ R&D teams.

2

[Manufacturing capabilities] Successful suppliers have product lines showcasing their manufacturing capabilities and reflecting purchasing trends, says Qin. A company's annual output volume is an important benchmark that conveys experience and reliability, and experience with big brands. Increasingly, e-manufacturers use machine automation to improve production efficiency and ensure quality control (QC). In fact, 80 percent of manufacturers see automation, or "smart manufacturing," as a key to future success. ^x

3

[Flexibility and customization] Mass customization is the new rallying cry in manufacturing, where manufacturers customize products to meet client expectations for personalization and choice. Many successful e-manufacturers offer flexible MOQs and the ability to profitably customize a product or material. Mass customization is made possible by technologies like Internet 4.0, 3D scanning and modeling, automation, and software advancements, according to McKinsey & Co. ^{xi}

4

[Global perspective] Successful suppliers often have trade capacity in many regions of the world, giving them a unique global perspective. "Due to supply chain challenges, more suppliers are building local storage capacity for speedy delivery of goods to service buyers in the U.S. and Europe. This trend will accelerate in 2022 due to the continuation of the pandemic and logistics needs." according to Shirley Yan, category lead of furniture at Alibaba.com

Products covered by the guarantee are clearly marked with a "delivery by" date.

10 Traits of Successful E-Manufacturers

5

[On-time delivery] Successful suppliers offer assurance that deliveries will arrive on time, provide real-time order tracking, and provide refunds for late orders. Alibaba.com makes it easy to find suppliers with the on-time delivery service guarantee. Products covered by the guarantee are clearly marked with a “delivery by” date. Some are able to do this because they have factories and warehouses in multiple countries to better serve global customers, making them an ideal partner.

6

[Trade assurance] Leading e-manufacturers on Alibaba.com are covered by Alibaba.com Trade Assurance.^{xii} Should there be an issue with product quality or an order doesn't ship by the agreed-upon date, businesses buying from an Alibaba.com Trade Assurance partner and paying through Alibaba.com will receive a refund.

7

[Sustainability] Buyers need to know if factories and supply chains are green enough to meet their requirements. Many customers want this information, too. Successful e-manufacturers prioritize sustainability across labor practices, raw materials, manufacturing, and return policies, and they communicate this priority with customers. Approximately 12,000 manufacturers on Alibaba.com earned green certification.

8

[Verification] Leading manufacturers on Alibaba.com are also considered Alibaba.com Verified Suppliers. To qualify as an Alibaba.com Verified Supplier, the company's profile, production capabilities, products, and process controls must be inspected, assessed, and verified by independent third-party institutions.

9

[Clear communication and storytelling] Effective communication is a critical component of B2B e-commerce, which is challenging in a global market. One way to find successful suppliers is by seeing who participates in the platform's online trade show, which is an event to help buyers find trusted suppliers through a ranking list based on big data and trusted evaluation. In an online trade show, successful suppliers can communicate with buyers immediately by showcasing their products and manufacturing capabilities via a livestreaming showroom. Another way to find these suppliers is to see who participates in Elite Partner Events, a monthly Alibaba.com program that celebrates high-quality global suppliers.^{xiii} “A supplier needs to be very serious when making claims about their products on a B2B platform,” says Qin, “using videos and livestreams to faithfully show their factory and tell a full story about themselves from every angle possible.”

10

[Responsiveness] Successful suppliers do not leave buyers wondering where their purchases are. Alibaba.com measures a manufacturer's response rate, including how promptly they typically respond to an inquiry. Successful suppliers not only answer quickly, they answer thoroughly, with top suppliers typically responding within three hours. This fast response rate makes a difference, especially when working in different time zones.



5 | Integrating Digital Sourcing Into Your Business

SMBs often have an advantage over large ones when adopting digital sourcing. That's because it can be easier to make changes and adopt new strategies in a smaller, nimble environment rather than at larger organizations. Here are some strategies for SMBs to get started with digital sourcing or use digital sourcing information to help bolster sales.

First, develop your sourcing strategy, which includes your objectives and what your end customers care about most. "And then take this really powerful digital tool and say, 'okay, how do I now leverage that tool to meet my customer and my product needs?'" says Guy Courtin, vice president of industry and advanced technology at Tecsys, a supply chain management software company. Global digital sourcing will provide visibility with more detailed information about sourcing options. It also allows buyers to build relationships with sources more quickly and to switch sourcing strategies if needed, he says.

A business starting to use global digital sourcing should find a mentor, says Stephanie Scheller, small business expert and founder of GrowthDisrupt. Find someone already using this technology, to learn best practices. This does not have to be a formal mentorship process. Instead, start by identifying several people who are respected in the field and ask them a question by email. Use that feedback, and follow up with another question or two a month later. Using this method with several people can help build your network and get different perspectives, while not overwhelming others.

The digital sourcing strategy should be revisited and monitored on a regular basis, especially if the industry is fast-moving.



Buyers can also create a flow chart that breaks down all the parts and goods needed, allowing the procurement department to flag any vulnerabilities. This provides awareness, which helps in the planning process and can prevent surprises down the line. It also allows buyers to work ahead in finding and vetting items.

Buyers should choose partners carefully, no matter whether the vendors are local or global. Finding value in a product and a partner involves more than just cost. Other factors to consider in the value proposition and partnership are sustainability, credit rating, brand reputation, responsiveness, quality, inventory availability, and other supplier criteria pertinent to the company and industry.

The digital sourcing strategy should be revisited and monitored on a regular basis, especially if the industry is fast-moving. “Maybe once a quarter, once every six months, or maybe even once a year, dedicate a good chunk of time to see what new stuff has come onto the digital arena,” says Scheller. That doesn’t mean reinventing the wheel and looking for new suppliers frequently, but rather keeping an eye on what is available and new. “I always just tell small business owners to put a reminder in your calendar that recurs yearly or quarterly,” to run some searches.

Data is vital with digitization, but understanding the digital strategy is also vital. That means using and leveraging data selectively. “Be very disciplined with not falling in love with the data, just for the sake of it,” says Courtin. The human element is important for interpreting the data, asking the right questions of the data, and taking action.

CONCLUSION:

Next Steps in Global Digital Sourcing

As B2B trade and sourcing continue to evolve, it's important for sourcing teams to evolve and learn along with it. The pandemic showed that nothing stays the same in the supply chain. Staying on top of new technologies, offerings, and vendors, as well as reassessing needs frequently will keep an SMB on its toes and innovating.

Start the global digital sourcing journey with a top digital sourcing platform like [Alibaba.com](https://www.alibaba.com) and also the following resources as you begin your journey:

- [How to buy and source from Alibaba.com](#)
- [How B2B e-commerce works](#)
- [The 10 Traits of Successful e-Manufacturers](#)

Also use information like the Trending NEXT Top 50 Products List and top e-manufacturer traits to set your company apart and capitalize on market opportunities. There is no time to wait—lean into the innate advantages of being an SMB, with flexibility, agility, and fewer layers of decision making. Harness the power of global digital sourcing to find new sources, inspire new products, and enter new markets.

Learn more about us on [Alibaba.com](https://www.alibaba.com)

About Alibaba.com

Founded in 1999, [Alibaba.com](https://www.alibaba.com) is the first business of Alibaba Group. As a leading B2B e-commerce platform for global B2B sourcing, we provide one-stop B2B sourcing solutions from product and supplier research to online order placement, payment, inspection, logistics services, and after-sales support, helping small and midsize businesses (SMBs) worldwide to launch their own businesses and succeed.

[Alibaba.com](https://www.alibaba.com) customers come from more than 200 countries and regions around the world. With more than 200,000 suppliers of different types, including manufacturers and exporters around the globe, [Alibaba.com](https://www.alibaba.com) provides more than 200 million products to more than 40 million active business buyers worldwide in more than 40 categories, including apparel, beauty and personal care, home and garden, consumer electronics, machinery, and more.

Appendix:

Trending NEXT Top 50 products list

List #	Megatrend	Topic	Trending Category
1	Lifestyle	Call of the wild	Swimming headphones
			Open-ear Bluetooth MP3 swimming headphones with bone-conduction technology for a brand-new listening experience.
2	Health	Go organic	Sustainable organic knitting
			Environmentally-friendly fabrics breaking new grounds in fashion textile trends.
3	Sustainability	Compostable eco-living	Custom VR cardboard glasses
			Sustainable cardboard VR glasses with easy assembly and convenient-to-use design.
4	Sustainability	Green on the road	Electric scooters
			Eco-friendly foldable electric scooters which feature removable lithium battery and LED headlight to offer an all-around convenient and safe riding experience.
5	Smart	Smart hands-free gadgets	Automatic water taps
			Touchless automatic water taps are a convenient hygiene solution which meets the heightened health concerns driven by the pandemic.
6	Health	Zen space	Whirlpool spa baths
			Intelligent whirlpool spa baths featuring intelligent lighting, music, and massage functions for a complete relaxation experience.
7	Health	Zen space	Electric recliners
			Strong and powerful motorized recliners with automatic adjustment, particularly suitable for the elderly population.
8	Health	Gym at home	Smart fitness mirrors
			Popularized by the recent healthy lifestyle trend, smart fitness mirrors support interactive displays and wireless app control for easy fitness monitoring.
9	Sustainability	Compostable eco-living	Biodegradable straws
			Biodegradable sugarcane fiber straws for juice, soda drinks, and more.
10	Smart	Smart homes	Smart pillows
			Intelligent and multifunctional anti-snore memory foam pillows.
11	Health	Go organic	Organic skin serums
			Mini-sized, travel-friendly organic skin serums made using fruit ingredients with a smooth texture, suitable for moisturizing and clearing the skin.

List #	Megatrend	Topic	Trending Category
12	Health	Gym at home	Posture correctors
		Comfortable posture correctors for adjusting backs and shoulders and relieving fatigue after long working or standing hours.	
13	Lifestyle	Call of the wild	Kayaks
		Plastic kayaks rotationally molded from durable polyethylene material for a stable and comfortable outdoor recreation experience.	
14	Health	Gym at home	Eco-friendly yoga mats
		Yoga mats made with eco-friendly TPE material which offer a nonslip texture for improved grip and traction when in use.	
15	Sustainability	Compostable eco-living	Disposable wooden spoons
		Biodegradable, strong, wooden spoons that are made better for the environment.	
16	Health	Gym at home	Smart scales
		Smart scales with Wi-Fi capability to intelligently track fitness goals.	
17	Lifestyle	IG obsessions	Silk pillowcases
		Luxurious-feeling silk pillowcases for an enjoyable and comfortable sleeping experience.	
18	Lifestyle	IG obsessions	Mini Cosmetics
		Mini-sized gift and value sets for a convenient on-the-go beauty experience.	
19	Lifestyle	IG obsessions	Spring and summer jewelry
		Summer jewelry collections featuring popular mood-boosting colors and decorative motifs.	
20	Lifestyle	IG obsessions	Frameless sunglasses
		Hot Y2K fashion-inspired sunglasses available in different colored marbling effects, decorative motifs, and rimless lenses.	
21	Lifestyle	Call of the wild	Anti-theft backpacks
		As post-pandemic travel starts to ramp up, anti-theft waterproof backpacks with chain-shaped design and strong locks can meet outdoor protection needs of travelers.	
22	Lifestyle	IG obsessions	Vintage style silk scarves
		Bohemian-style silk scarves are an eye-catching and multipurpose accessory to the wardrobe.	
23	Smart	Smart homes	Quick assembly slide doors
		Wooden slide doors with quick installation and integrated smart functions, suitable for prefab houses.	

List #	Megatrend	Topic	Trending Category
24	Lifestyle	IG obsessions	Sliding doors
		Minimalist sliding doors popular in America and Europe and available in various sizes, colors, and materials.	
25	Smart	Smart homes	Smart shower faucets
		Smart shower faucets with music and LED light functions, controllable via mobile.	
26	Lifestyle	IG obsessions	Scandinavian furniture
		Belgian-designed Scandinavian-style oak sofas with a feel-good handmade finish.	
27	Lifestyle	Otaku Economy	Beanbag sofas
		Durable, dirt resistant, and easy-to-wash beanbag sofas in various sizes, colors, and materials.	
28	Smart	Smart homes	Adjustable remote control bed frames
		Smart, split bed frames with remote control functions and two independent motors to meet the needs of two people at once.	
29	Lifestyle	Otaku Economy	Ergonomic adjustable standing desks
		Ergonomic office standing desks with dual electric motors which allow for smooth height adjustments and a comfortable working experience.	
30	Smart	Smart hands-free gadgets	Two-in-one vacuum and mop robots
		Two-in-one convenient vacuum and mop robot cleaners with an auto hands-free dust-collection function.	
31	Lifestyle	Otaku Economy	One-handed gaming keyboards and mice
		One-handed gaming keyboard and mouse combos with a popular backlit design.	
32	Smart	Smart homes	360-degree photo booths
		360-degree photo booths made to suit short-video, selfie, livestreaming, and party needs.	
33	Lifestyle	Call of the wild	Car seat covers
		Fashionable car seat covers made with enhanced waterproof neoprene material which is lightweight, durable, and soft to the touch.	
34	Smart	Smart manufacturing	Car windshield film
		Car windshield film made with new generation PDLC technology to ensure all-around privacy protection.	

List #	Megatrend	Topic	Trending Category
35	Smart	Smart hands-free gadgets	Wireless floor spin cleaners
Convenient hands-free wireless electric floor cleaners with spinning mop functions.			
36	Smart	Smart homes	One-touch electric wine openers
Customizable and battery powered wine bottle openers operable with one touch of a button.			
37	Lifestyle	IG obsessions	Transparent acrylic shoe boxes
Transparent acrylic plastic shoe storage boxes are a hot minimalist addition for sneaker enthusiasts.			
38	Health	Zen space	Scented candles
Multicolored, custom-labelled glass jar candles, suitable for self-care and as popular gifts.			
39	Lifestyle	IG obsessions	Dried flowers and plants
Popular dried flowers, reeds, and grass bouquets for home and office decoration, as well as special occasion uses such as weddings.			
40	Lifestyle	Otaku Economy	DIY paintings
Adult paint-by-numbers acrylic kits made popular by the recent DIY relaxation trend.			
41	Sustainability	Decentralized power generation and storage	Portable power stations
Portable power stations are an environmentally-friendly, convenient, and reliable outdoor charging solution.			
42	Sustainability	Decentralized power generation and storage	Household wind turbines
Cost-effective and environmentally-friendly small wind turbines suitable for household use.			
43	Sustainability	Compostable eco-living	Eco-friendly single use PLA cups
Eco-friendly paper cups made with 100 percent biodegradable materials.			
44	Smart	Smart manufacturing	3D printers
The future of printing is here with intelligent 3D printers featuring high-definition cameras and remote-control capabilities.			
45	Smart	Smart manufacturing	CNC hydraulic bending machines
Hydraulic bending machines with CNC systems that provide high reliability, processing performance, and ease of use.			

List #	Megatrend	Topic	Trending Category
46	Sustainability	Green on the road	Electric folding bikes
		Electric bikes with convenient portable folding designs and a full body-shock absorption system.	
47	Sustainability	Green on the road	Electric mountain bikes
		Powerful lithium electric mountain bikes with CE, UL, and EN certifications.	
48	Sustainability	Green on the road	EV car chargers
		Home-use portable EV chargers which have a high-tech appearance and design.	
49	Lifestyle	Otaku Economy	Desk ambient light
		Multicolored desk ambient light with integrated touch and smart app control functions.	
50	Health	Gym at home	Orthotics insoles
		Breathable, mesh orthotics insoles to relieve pain and improve walking posture.	

Endnotes

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