SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

B2B sales teams

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

A broad company list gives a B2B sales team little direction. A business using a product and a reseller buying it have different reasons to talk.

$24.43T
World merchandise trade
2024 / current USD [S01]

+2%
Value growth
World / 2024 [S01]

$3.36T
US merchandise imports
2024 / destination benchmark [S01]

01 What you can offer

Connect your offer to the company's work. Use the first conversation to learn which need it could address.

02 Where to start

Choose one product or service first.

03 What to ask

Find out whether the company buys for its own use or for resale.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

The scale of goods trade supports a separate search for cross-border buyers. Choosing a destination still requires research into buyers for your product and workable delivery terms.

World merchandise trade

2024 / current USD [S01]

$24.43T

Value growth

World / 2024 [S01]

+2%

US merchandise imports

2024 / destination benchmark [S01]

$3.36T

What these figures cover

The chart compares Chinese exports with US imports. These differently directed flows are not additive or a destination ranking. They include more than industrial goods.

Consider international customers

Work one export segment or partner type at a time; separate product users from resellers.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

World merchandise trade benchmarks

2024, USD trillion

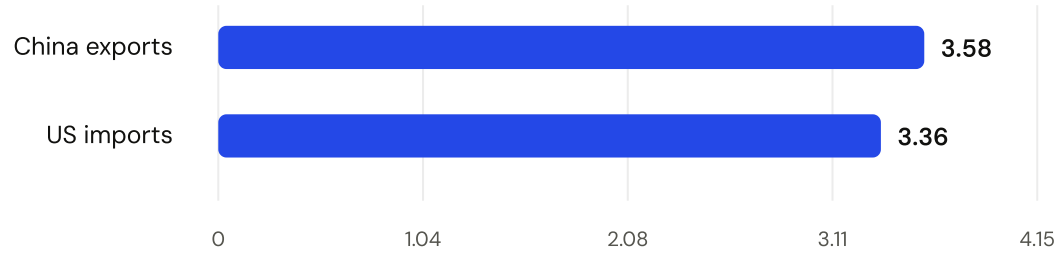


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose one product or service first. Then define the business type, country and department you want to approach.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Work one export segment or partner type at a time; separate product users from resellers.

The chart compares Chinese exports with US imports. These differently directed flows are not additive or a destination ranking. They include more than industrial goods.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE 01
Potential buyer

Manufacturers

What to discuss
Explore where manufacturers could use the product in production or day-to-day operations.

Who to speak with
Department head or purchasing lead

PROFILE 02
Potential buyer

Wholesalers

What to discuss
Discuss whether the range fits a wholesaler's customers and existing sales model.

Who to speak with
Department head or purchasing lead

PROFILE 03
Potential buyer

Service companies

What to discuss
Clarify which part of a service company's daily work your offer could support.

Who to speak with
Department head or purchasing lead

PROFILE 04
Potential buyer

Channel partners

What to discuss
Discuss the customers a channel partner would serve and the responsibilities each side would take.

Who to speak with
Department head or purchasing lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose one product or service first. Then define the business type, country and department you want to approach.

Next step

Research a small group of relevant firms.

02

Define the work together

Find out whether the company buys for its own use or for resale. Discuss quantities, decisions and delivery on that basis.

Next step

Write down the agreed requirements.

03

Look across borders

Work one export segment or partner type at a time; separate product users from resellers.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Annual Report 2025, pp. 12–14

WTO · 2025

www.wto.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/b2b-sales-teams/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION