SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Independent B2B specialists

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.

Independent specialists need a clear starting offer. A defined piece of work gives a prospective client something concrete to consider.

~90%
SME share of businesses
Global / World Bank overview [S01]

>50%
SME share of employment
Global / broad benchmark [S01]

$4.64T
Digitally delivered exports
World / 2024 / current USD [S02]

01 What you can offer

Explain which decision you can help the company make or which task you can help it complete.

02 Where to start

Choose a problem you have solved before.

03 What to ask

Ask what outcome the client expects.

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 weight of SMEs explains why a focused buyer group matters. Narrow this broad business population by activity and by the service you can provide.

SME share of businesses

Global / World Bank overview [S01]

~90%

SME share of employment

Global / broad benchmark [S01]

>50%

Digitally delivered exports

World / 2024 / current USD [S02]

$4.64T

What these figures cover

The World Bank shares are broad benchmarks without one observation year. The other-business share is the remaining 10%. Digital service exports are a separate measure.

Consider international customers

A defined remote deliverable can serve foreign firms without implying a local office or unlimited capacity.

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.

SMEs in the world economy

Share of businesses, approximately (%)

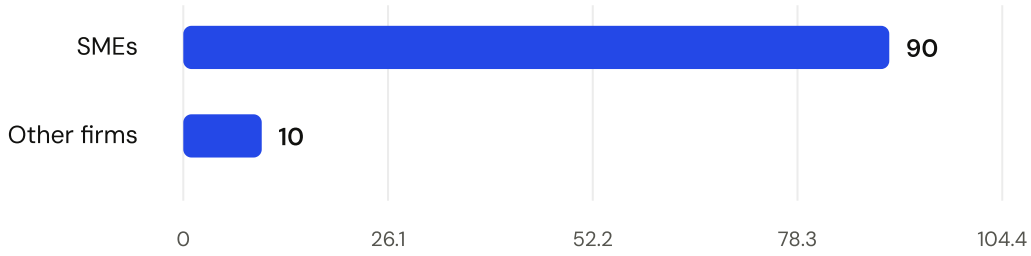


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a problem you have solved before. Research businesses doing similar work and prepare a small, specific first engagement.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

A defined remote deliverable can serve foreign firms without implying a local office or unlimited capacity.

The World Bank shares are broad benchmarks without one observation year. The other-business share is the remaining 10%. Digital service exports are a separate measure.

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

Owner-managed SMEs

What to discuss
Speak directly with owners about support for one decision or business process.

Who to speak with
Owner or relevant functional lead

PROFILE 02
Potential buyer

Growing agencies

What to discuss
Support agencies with a defined task that requires expertise outside their own team.

Who to speak with
Owner or relevant functional lead

PROFILE 03
Potential buyer

Exporting manufacturers

What to discuss
Offer exporters research, reporting or implementation support within your area of experience.

Who to speak with
Owner or relevant functional lead

PROFILE 04
Potential buyer

Specialist service firms

What to discuss
Explore shared projects with specialist firms whose services complement your own.

Who to speak with
Owner or relevant functional 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 a problem you have solved before. Research businesses doing similar work and prepare a small, specific first engagement.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask what outcome the client expects. Agree on the deliverable and the person you will work with inside the business.

Next step

Write down the agreed requirements.

03

Look across borders

A defined remote deliverable can serve foreign firms without implying a local office or unlimited capacity.

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 **SMEs Finance**

World Bank · Accessed 2026-10-29

www.worldbank.org ↗

S02 **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/consultants-and-freelancers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION