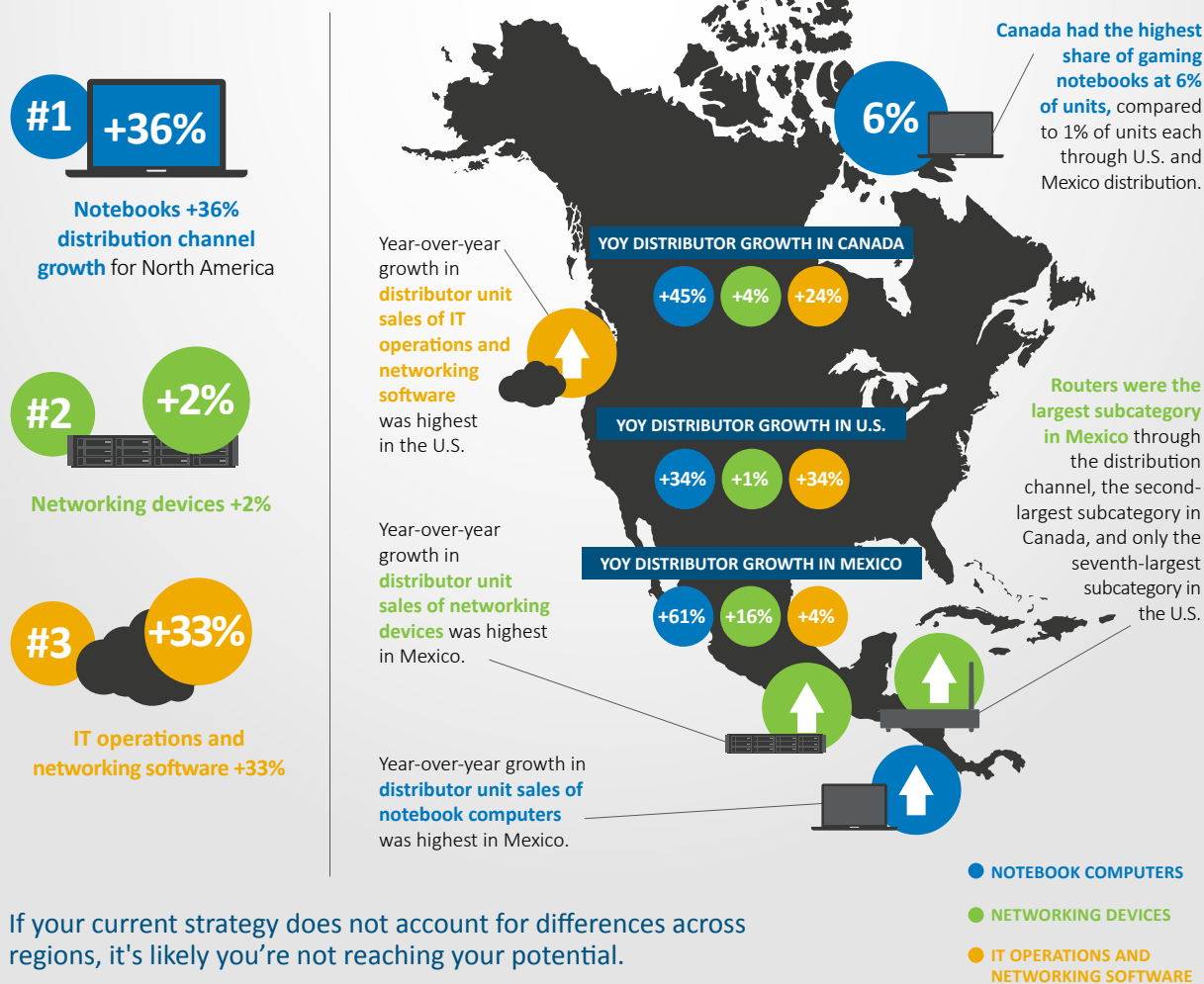


B2B Tech in Focus: Categories and Countries

The shift to work and learn from home has benefited the North American distributor channel in Canada, Mexico, and the U.S., but growth isn't evenly distributed across categories. Top growth categories are driving the overall numbers, with notable trends in each country demonstrating key regional differences. **Here's a closer look ...**

The top 3 revenue categories YTD October were notebooks, networking devices, and IT operations and networking software.



If your current strategy does not account for differences across regions, it's likely you're not reaching your potential.

Source: The NPD Group/Distributor Track, YTD October 2020

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

