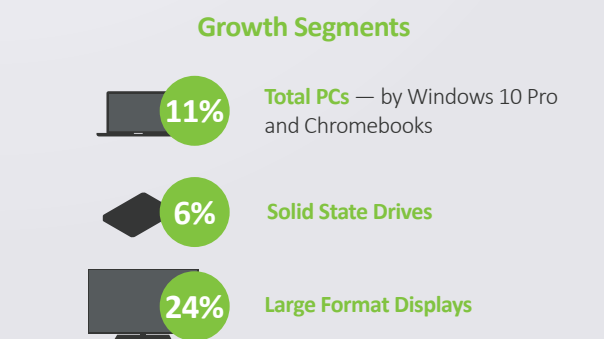
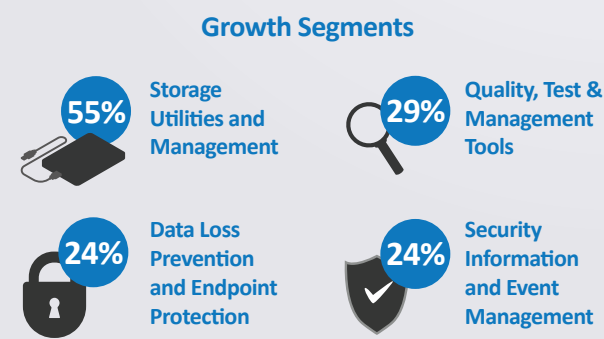
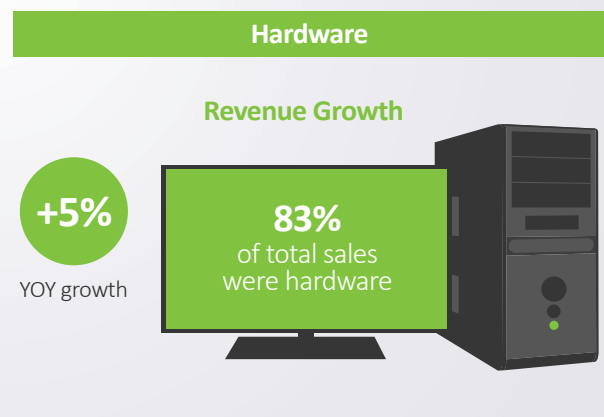
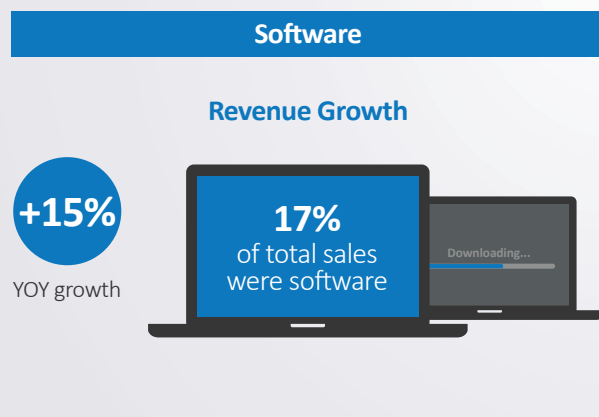


Steady Growth Continues for Canada B2B Market

The overall industry shift toward digital transformation within businesses is pushing software revenue growth upward in the B2B channel. Rising B2B software sales will help propel technology spending through the year. **Here's a closer look.**



The NPD Group is the only source for tracking sales-out data in the Canadian B2B tech channel. You can benefit from reliable data from key B2B distributors revealing the IT products that are selling, where, to whom, and at what price.

Source: The NPD Group/Distributor Track, 52 weeks ending December 29, 2018 vs. YA

Get more insights like this. Contact Ali Naqvi at 647-723-7780 or email ali.naqvi@npd.com.

