The Evolution of Product Information Management (PIM)
B2C vs B2B Shopping

From the humble beginnings of manual data management to AI-powered systems, PIM has evolved distinctly for B2C and B2B, each addressing their unique challenges and needs.

Whichever is your market bias, PIM's evolution continues to be vital for success.

Be aware that one size doesn't fit all and the B2B world has a very different set of requirements from that of B2C.

What's your prediction on where this is heading?

1. Early Product Management (1980s-1990s)

Dominance of physical stores.Popularity of shopping centres.

Rise of mail-order catalogues.

Barcode revolutionises inventory.

Brands start global expansion.

Expected PIM market value by 2024

Manual sales data processing.

\$15 billion

Dot-Com bubble's rise & fall.

Google influences buying behaviour.

2. Rise of PIM Solutions (2000s)

Surge of eCommerce platforms.

Global supply chain evolution.

10-12%
Projected CAGR from 2020-2025

3. PIM Integration (2010s)

Omnichannel retailing emerges.

Reduced time-to-market with PIM

3x

M-commerce via smartphones.

Importance of customer reviews.

4. Cloud-Based PIM (2010s)

Cost-saving, remote access & speed.

API integrations & SaaS ecosystem growth.

400%

Emphasis on security and data redundancy.

Al, analytics, and trend prediction.

AR trials & Direct-to-consumer sales.

Productivity boost via PIM

6. Integration with marketing (2020s)

Emphasis on rich media & educational content.

200%

5. Al & Automation (2010s-2020s)

Trust from consistent product info

90%
Businesses on multiple marketplaces

E-commerce booms due to

150%

the pandemic.

7. Global Expansion (2020s)

Increased emphasis on sustainability.

Time-to-market reduction with AI-PIM

and business norms.

businesses that leveraged AI in their PIM systems

Emphasis on data protection

saw a 10% increase in sales

Cheaper pricing overall

9. Pricing

10%

8. Data Security & Compliance (2020s)

40% of retailers and merchants emphasised the importance of managing product data across multiple channels.

10. Performance

Pay only for features needed

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no nonsense digital commerce

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