

# The Evolution of Product Information Management (PIM)

## B2C vs B2B Shopping



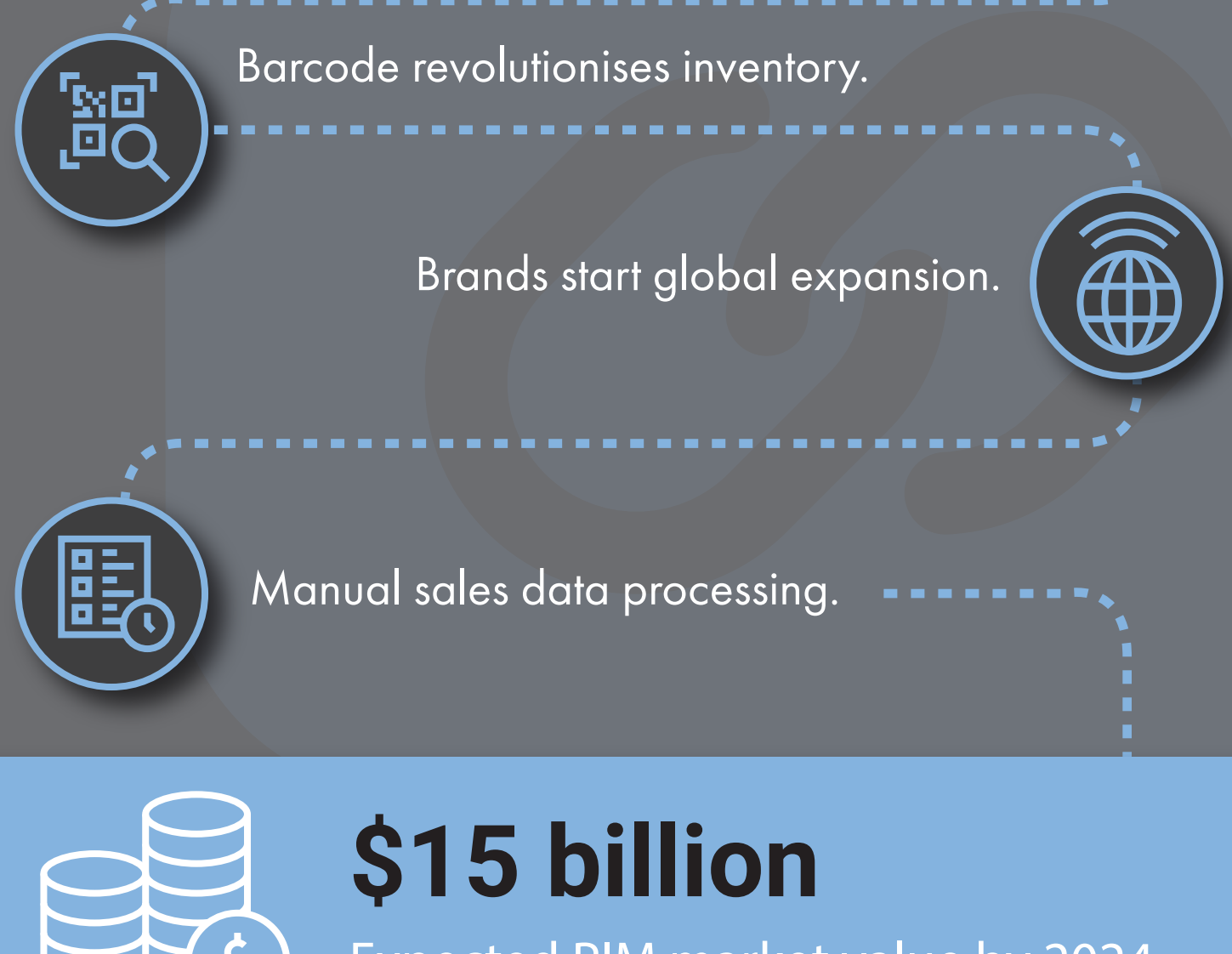
From the humble beginnings of manual data management to AI-powered systems, PIM has evolved distinctly for B2C and B2B, each addressing their unique challenges and needs.

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.

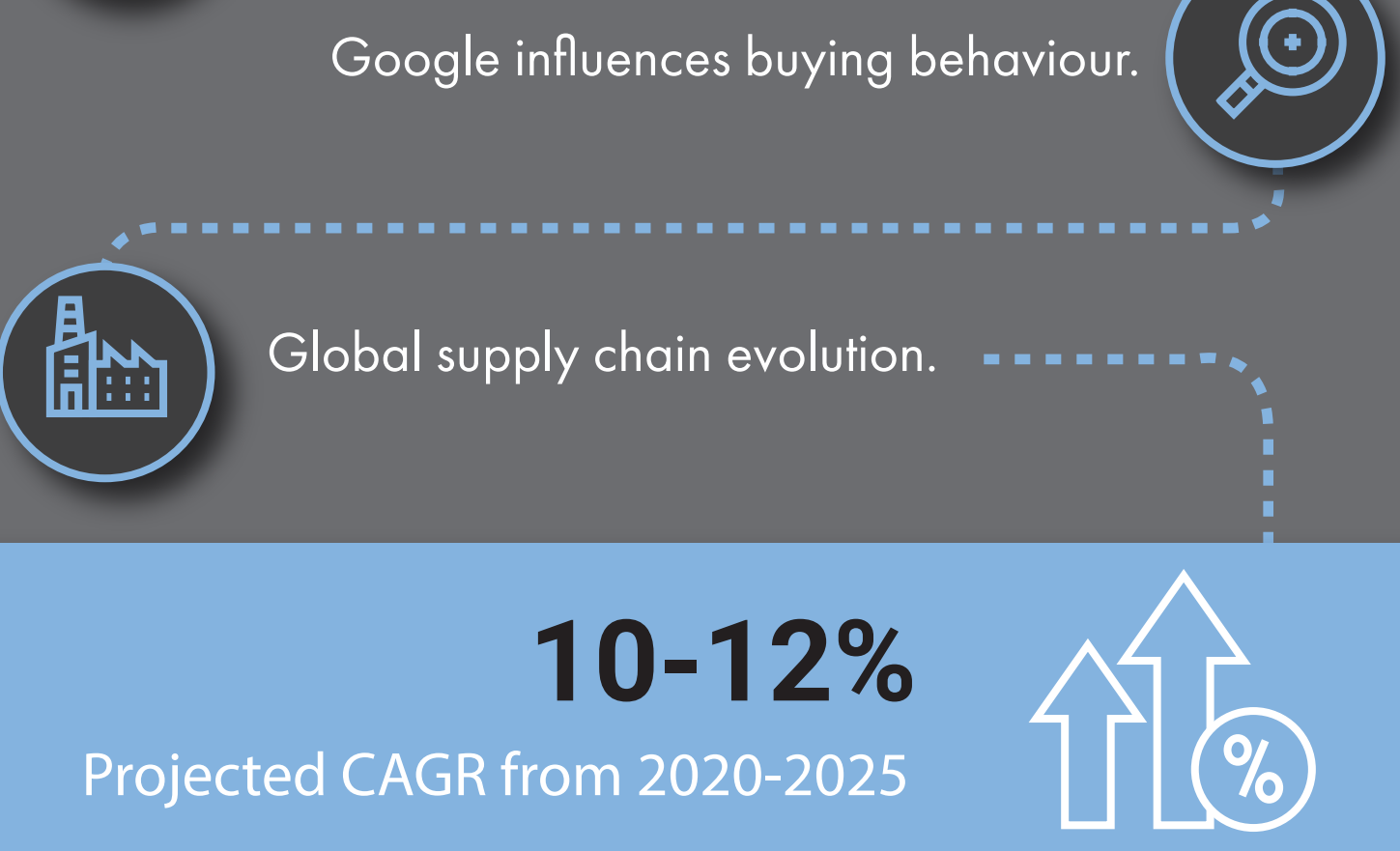
### What's your prediction on where this is heading?

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



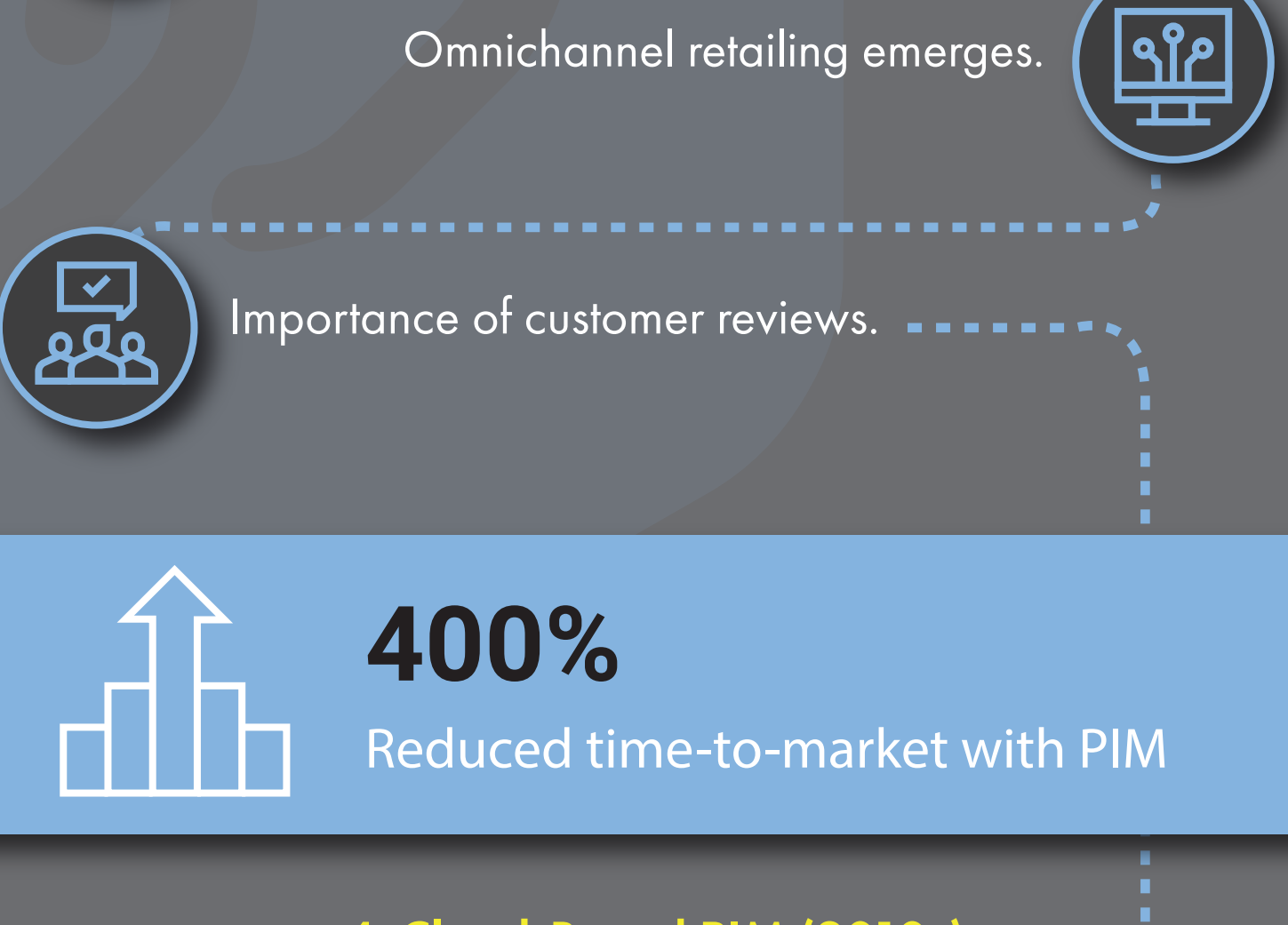
**\$15 billion**  
Expected PIM market value by 2024

#### 2. Rise of PIM Solutions (2000s)



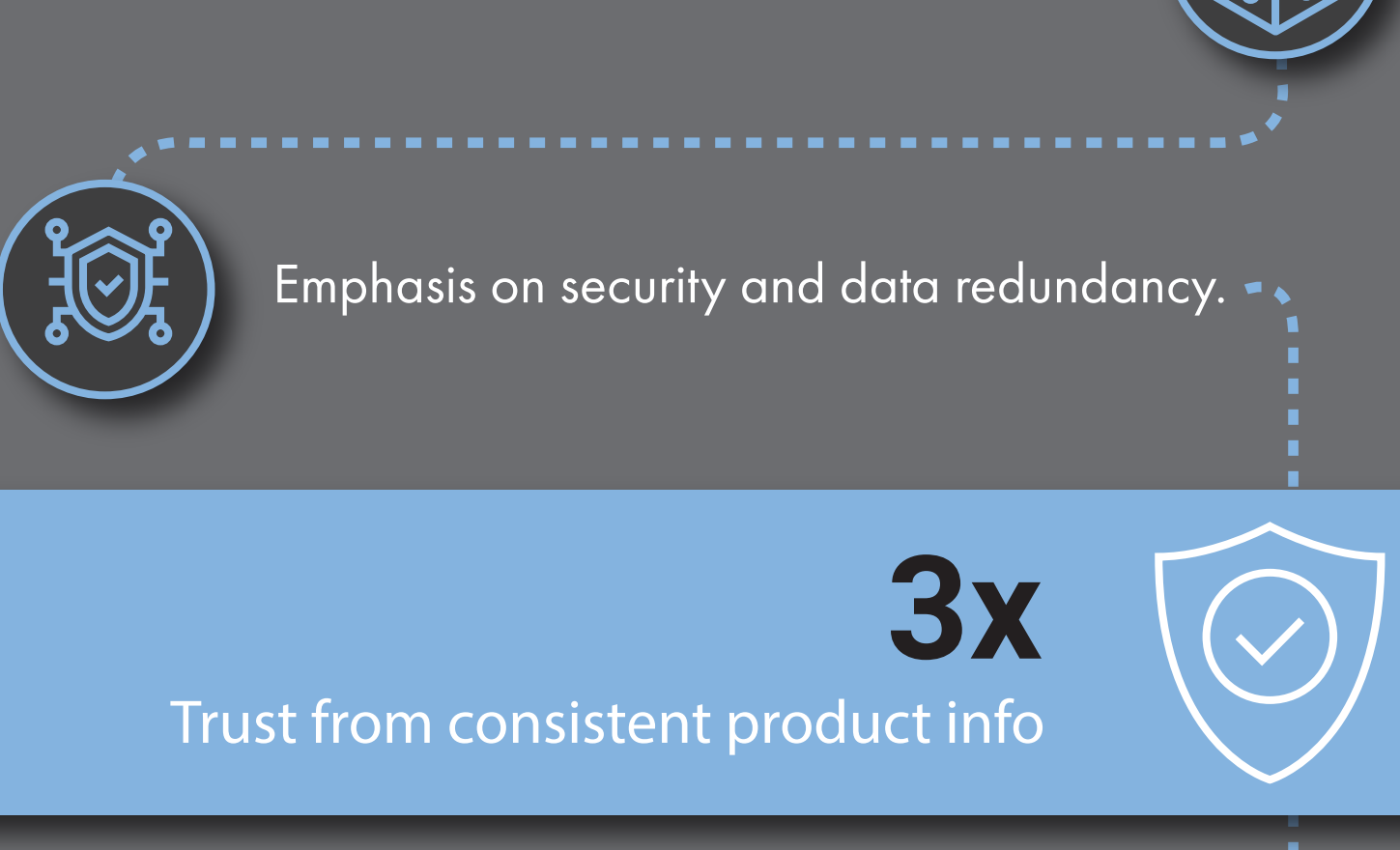
**10-12%**  
Projected CAGR from 2020-2025

#### 3. PIM Integration (2010s)



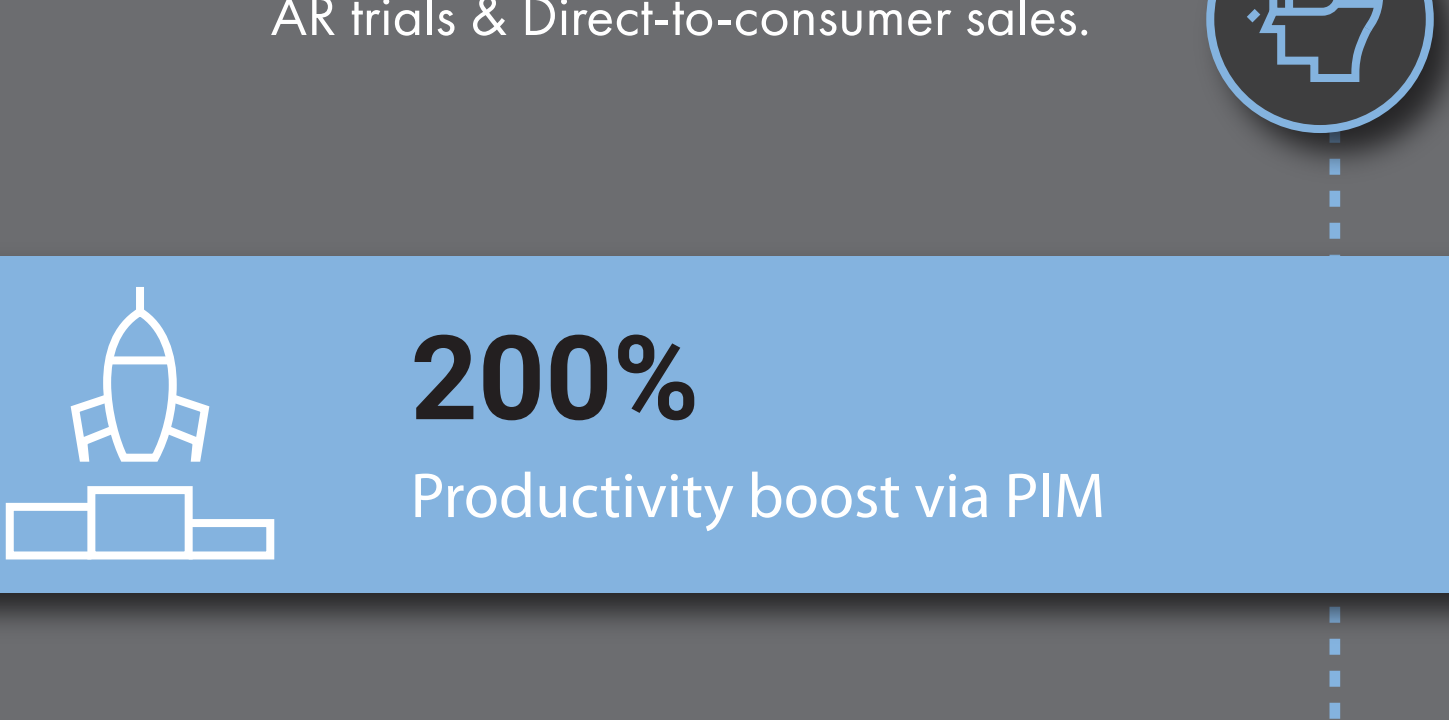
**400%**  
Reduced time-to-market with PIM

#### 4. Cloud-Based PIM (2010s)



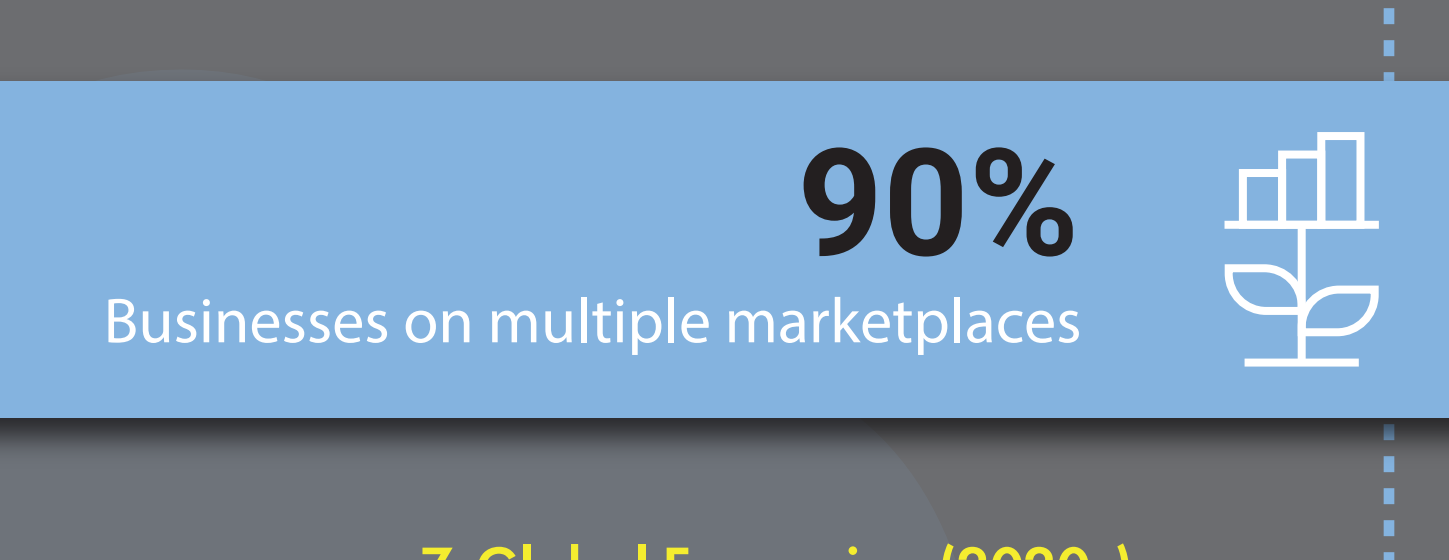
**3x**  
Trust from consistent product info

#### 5. AI & Automation (2010s-2020s)



**200%**  
Productivity boost via PIM

#### 6. Integration with marketing (2020s)



**90%**  
Businesses on multiple marketplaces

#### 7. Global Expansion (2020s)



**150%**  
Time-to-market reduction with AI-PIM

#### 8. Data Security & Compliance (2020s)



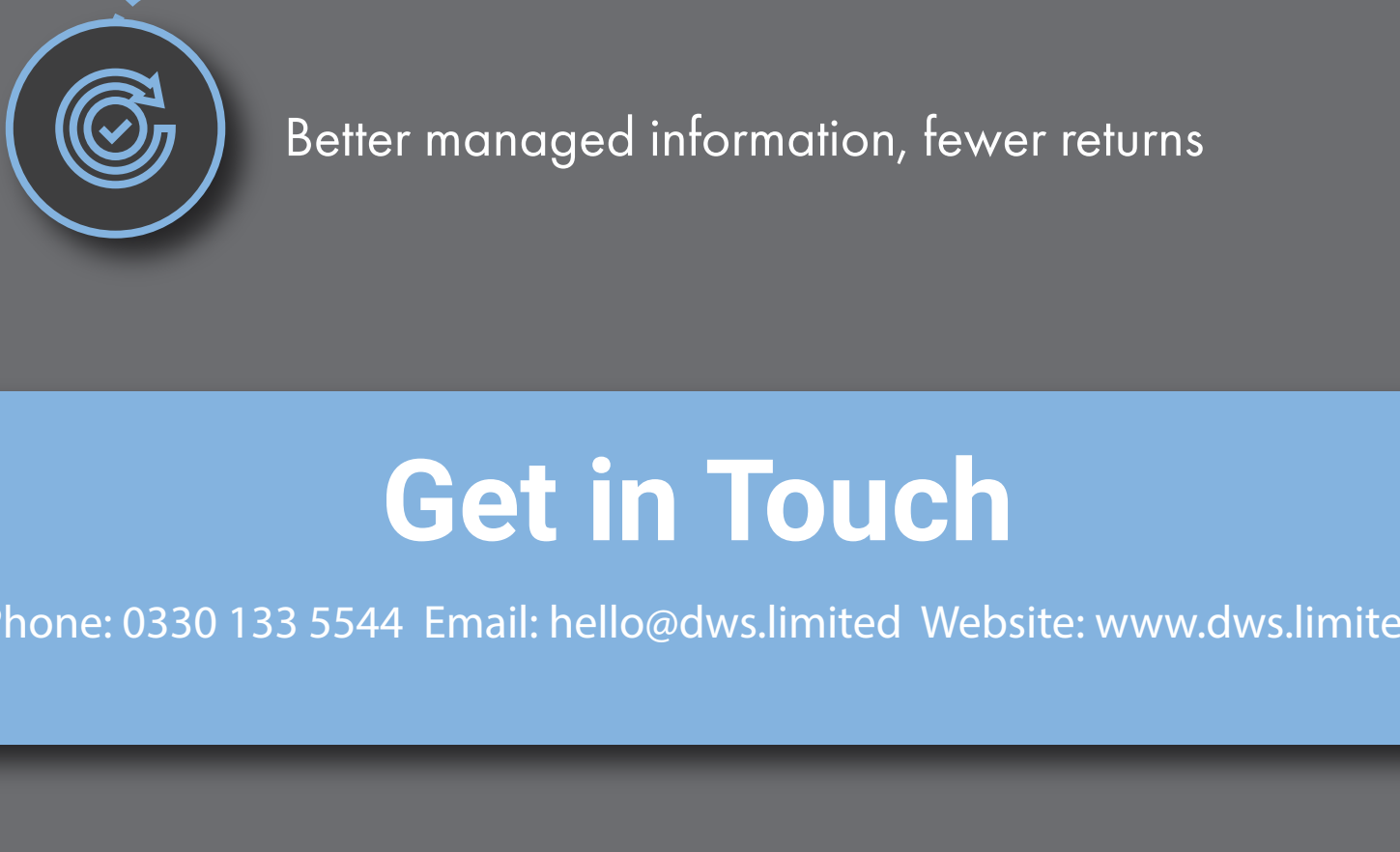
**10%**  
businesses that leveraged AI in their PIM systems saw a 10% increase in sales

#### 9. Pricing



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

#### 10. Performance



## Get in Touch

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