

DJUST.

The Best Digital B2B eCommerce Platforms

The Beauty Industry

What role does B2B eCommerce play in the beauty and cosmetics industry? And which platforms are most suited to this market?



The beast in the beauty industry

Online shopping has become a normal part of our everyday lives, and as the B2C market continues to reinvent online experiences for consumers, a new tone is being set for B2B businesses too. Professional buyers expect the same convenience, transparency and speed in the world of B2B. According to recent research, 83% of B2B buyers prefer to shop and pay online – and they're prepared to go elsewhere if the experience doesn't meet their needs.

With the expansion of Amazon Business, both suppliers and buyers have a quick alternative for selling and finding products. But not all businesses are equal when it comes to maturity, customers and their needs. In industries with an advanced level of maturity in B2C eCommerce, this might translate over into the B2B side of the sector. For example, in fashion, best practices for B2C businesses have been adapted for B2B, including personalized experiences in marketplaces and online shops, visualization in sales apps and even digital showrooms.

For B2B buyers, the following information and functionalities are a priority:



For the complex needs of the B2B beauty and cosmetics industry, a flexible B2B eCommerce platform is vital. To successfully navigate a competitive market and fluctuating supply chain, you need a reactive, adaptable solution that traditional eCommerce systems just can't provide.

Join us as we go through the different types of B2B eCommerce, and the platforms most suited to the beauty industry.

Did you know ?

Approximately **120 billion units** of cosmetics packaging is produced annually, and much of it **can't be recycled** due to size or containing mixed materials.

Source: Bloomberg UK



The 4 big blemishes in B2B beauty

And how eCommerce can help you banish them

The demand for a personalized experience

B2B buyers are craving a personalized shopping experience, more like that traditionally offered by B2C brands. But this is difficult in eCommerce stores powered by restrictive and rigid legacy systems. Modern, open-architecture platforms have the capability for hyper-personalization, with features like customer-specific catalogs and pricing, customized navigation, filters, and personalized product recommendations.

A sector dominated by “field” sales

The beauty industry is historically driven by in-person or “field” sales, thanks to the buyer preference to sample or see products before purchase. While there’s no way to directly offer this service during an online sale, an advanced B2B eCommerce platform should have the functionality to offer free samples or personalized swatches, and even integrate with AI-powered software like the option for home-try-ons.

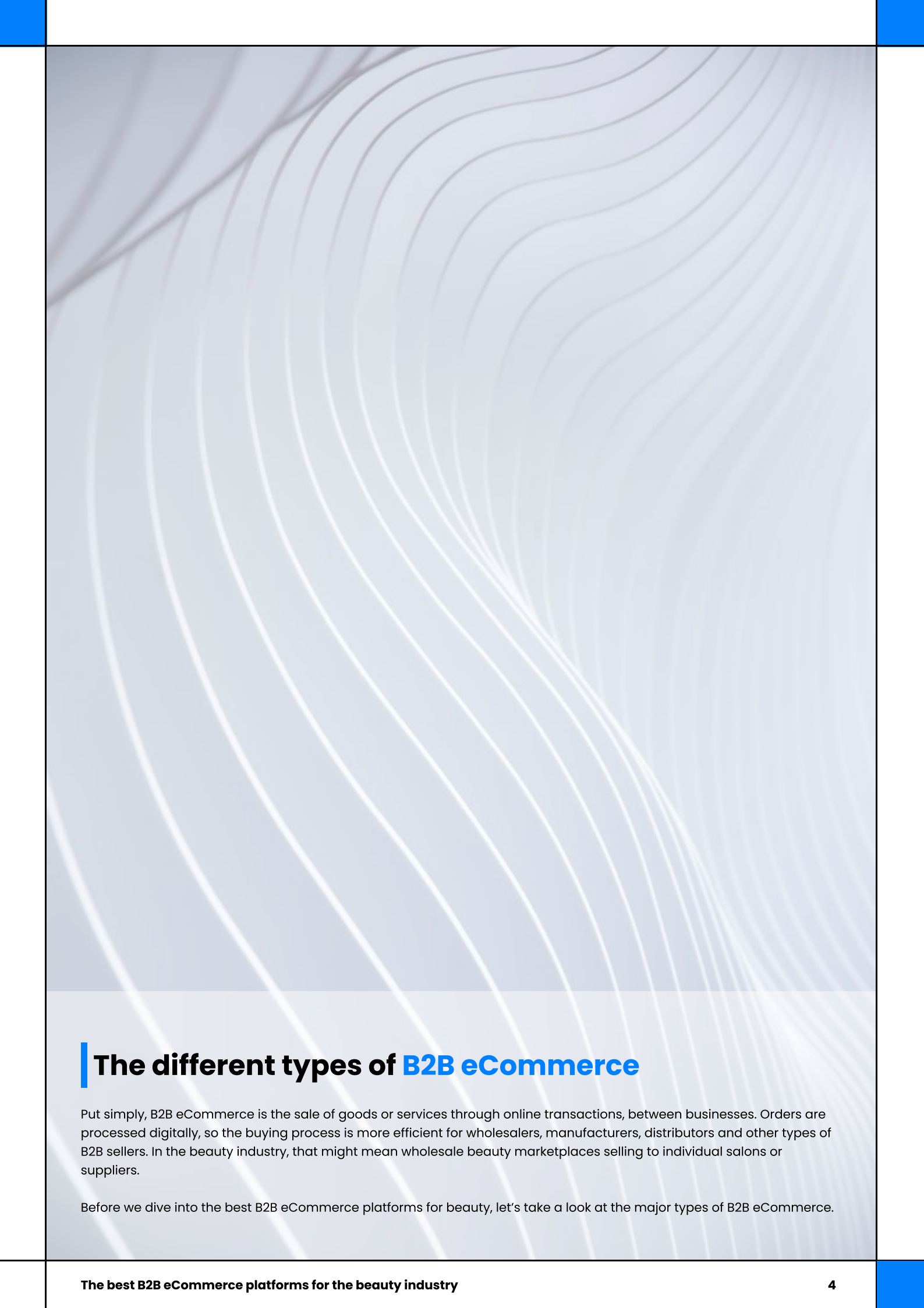
The sustainability shift

The last few years have seen a big change in consumer priorities, with the rise of trends like ‘de-influencing’ and ‘skinimalism’ marking a reduction in the appetite for luxury products. This rings true for B2B buyers too, particularly with rising inflation and the cost of living causing businesses to tighten their belts and reprioritise. You can cater to these concerns by incorporating features like tiered pricing, accurate reorder timeframes (to avoid surplus stock), carbon footprint information and other sustainability credentials.

Ongoing supply chain issues

Between the pandemic, the war in Ukraine and a constant stream of natural disasters, the global supply chain has never been more stretched. B2B beauty brands must adapt to insulate themselves against supply chain issues, and stay compliant as regulations change. By migrating to a sophisticated eCommerce platform, beauty wholesalers can take steps to tackle this. For example, with automated inventory management, real-time stock visibility or even ‘notify me’ CTAs, so buyers are alerted when items are back in stock.





The different types of B2B eCommerce

Put simply, B2B eCommerce is the sale of goods or services through online transactions, between businesses. Orders are processed digitally, so the buying process is more efficient for wholesalers, manufacturers, distributors and other types of B2B sellers. In the beauty industry, that might mean wholesale beauty marketplaces selling to individual salons or suppliers.

Before we dive into the best B2B eCommerce platforms for beauty, let's take a look at the major types of B2B eCommerce.

B2B eProcurement sites

A closed group of buyers and sellers

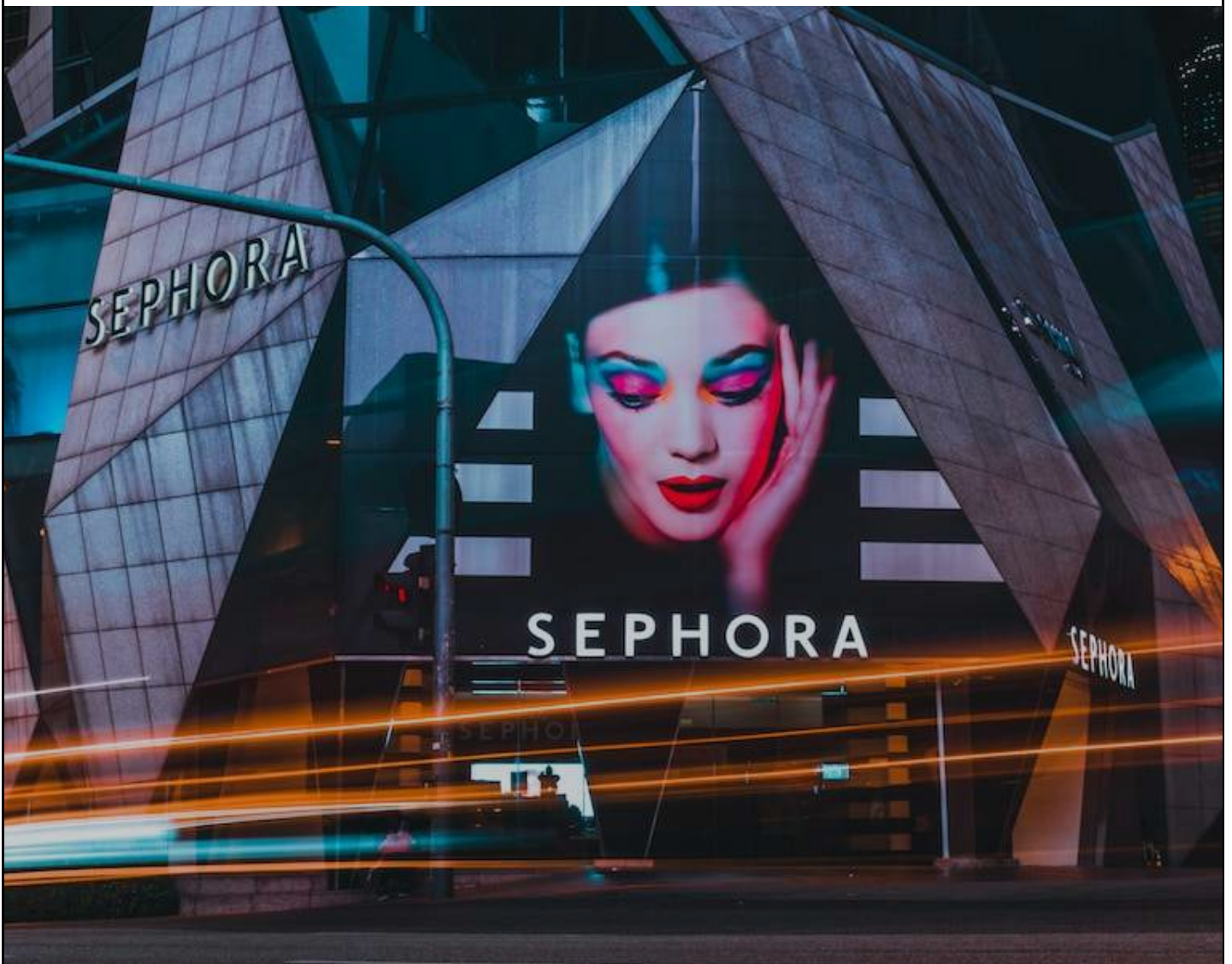
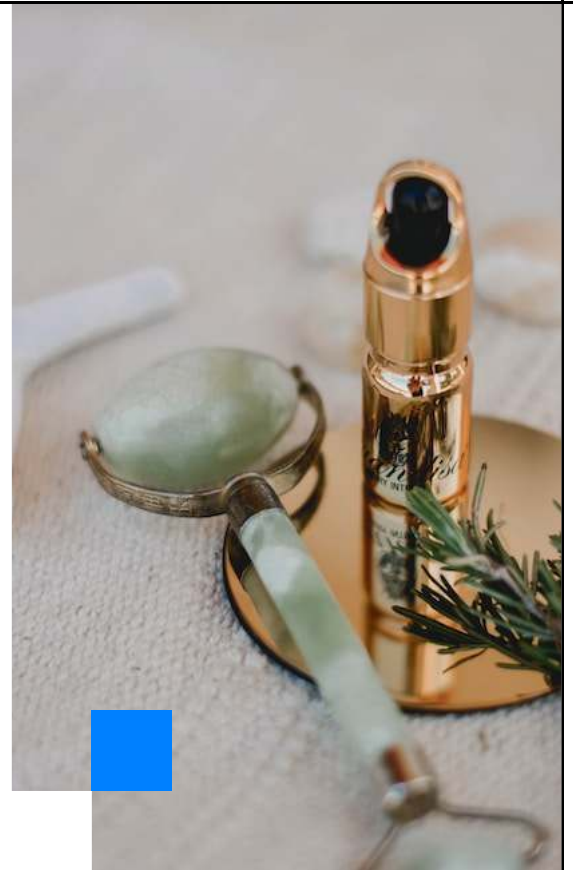
eProcurement refers to the ordering, purchasing and requisitioning of products or services online, to facilitate the supply chain. The right B2B eProcurement solution can streamline all processes, facilitate access and the visibility of orders and services across a whole organization.

It also provides a central workspace and unified dashboard for the whole procurement team, where all relevant records and tasks can be found for easy reporting. Some modern eProcurement solutions also have a self-service portal for suppliers, where they can receive quote requests.

Ultimately, the difference between a B2B eProcurement platform and an eCommerce marketplace is the buyers – in procurement, the system is designed for a closed group of purchasers.

When an eProcurement system aligns perfectly with the B2B buying process, customers can save both time and money.

That's why it's vital to have the right user permissions hierarchy, an accurate inventory, up-to-date pricing and product information.





B2B eCommerce sites

Open group for B2B buyers

B2B eCommerce sites are used by distributors, manufacturers and other vendors, as a place where they can market and sell their products and services. With this type of B2B eCommerce, the goal is to expand customer reach, reduce cost-to-serve and drive more revenue for your business.

While the buyer should always be the focus of any ecommerce platform, a B2B eCommerce site is specifically designed for the seller to streamline the buying process, and centralize any relevant information for the benefit of the buyer. Common features on a B2B eCommerce site might include:

- Content management
- Shopping cart for online purchasing
- Custom catalog management
- Multiple tiers of user access
- Multiple price lists
- User-created shopping lists
- Personalized pricing and catalogs
- Customer relationship management
- Customizable workflows
- Connection to ERPs

There are many different eCommerce platforms on the market that are just repurposed for B2B - but platforms like DJUST are built from the ground up for the specific needs of B2B businesses and buyers.

What should B2B beauty brands look for in an eCommerce platform?

With so much choice, **it's tricky to know where to start.**

Flexible and open architecture

Choosing a flexible B2B eCommerce platform with MACH architecture means your store won't be held back by rigid legacy systems. Instead, your platform will have the agility to evolve with the needs of your buyers.

A decoupled front and back-end gives you the power to respond in real-time to the ever-changing beauty market, easily swap out redundant components of your site, or scale things up to meet demand.

Compatible with multiple integrations

eCommerce platforms powered by legacy systems also make integrations with third-party programmes difficult. Because of their long lifespans, these monolithic systems are gradually becoming obsolete, and very easy to break – making them unsuitable for a fluctuating industry like beauty. By contrast, platforms with agile and open architecture are flexible enough to withstand a wide range of integrations – like an ERP, payment platform, or marketing programme.

Purpose-built for B2B businesses

It's worth checking if the platform you're researching was purpose-built for B2B businesses, or if it's an edited version of a pre-existing B2C platform. Platforms designed with B2B buyers and businesses in mind will almost always perform better than the alternative, as they have a clearer understanding of B2B needs and challenges. The main features to look for in a B2B eCommerce platform are:

- Self-service functions
- Personalized catalogs and pricing functions
- Easy to use search navigation
- Quick check-out
- Multiple user-management
- Fast and flexible workflows
- Connection to any ERP and back-end systems

Did you know ?

The total revenue of the personal care and beauty industry in 2022 was **\$528 billion**, and a huge **25%** of that came through eCommerce platforms.

Source: Statista

B2B marketplace platform

Open group of buyers and suppliers

A B2B marketplace is a platform that enables businesses to connect with customers in other organizations, in order to carry out buying and selling activities. On a B2b marketplace, buyers can browse and buy from a wide range of vendors, purchase goods in bulk and make quick reorders too. This kind of platform is especially useful when buying organizations and their supplier networks grow in complexity.

Compared to simple B2B eCommerce sites, the marketplace model allows for negotiation between sellers and buyers - both parties can send offers and requests. Modern marketplace platforms consolidate their communications and transactions, all within one online platform.





Another platform specifically designed for B2B wholesalers, Pepperi operates in over 70 countries, and services several clients in the beauty industry already. Their modular platform includes full stack B2B sales capabilities, and it's a strong choice for brands with an omnichannel approach. That said, this solution may be more suited to B2B cosmetics companies which still rely on field sales with reps in salons and other stockists, rather than large-scale online marketplaces. Features include:

Features include:

- Customer-specific e-catalogs
- Mobile order-taking for sales reps in different locations
- Smart customer segmentation
- Web-based order management
- A centralized mobile app for beauty managers to use on site



The VTEX platform aims to simplify buying and selling with an approach that combines all four pillars of MACH architecture. They offer both a B2C and B2B solution, but their cloud-native platform is super flexible to enable risk-free upgrades. There's a range of marketplace functions ideal for B2B beauty brands, like catalog mapping, easy storefront design and no-code CMS. Other features include:

Features include:

- Auto-scalable infrastructure
- Straightforward third-party integrations
- Bulk order and reorder options
- Customer-specific pricing
- AI-driven product search



OrderCircle is a cloud-based platform specifically built to help B2B firms take, manage and track orders. They offer a “custom wholesale solution”, so you can add and remove features until the platform is perfectly aligned to your beauty business’ needs. Plus, you can manage the supply chain issues facing the beauty industry, with software to track, optimize and forecast your inventory levels. Other features include:

Features include:

- Tiered pricing options
- Account-based customer controls
- Tailor sales to specific supply chain restrictions
- Template-based ordering and quick reordering
- A range of multi-currency payment portals
- One-click reordering



One of the better known options on the market, ShopifyPlus is the B2B edition of Shopify's B2C eCommerce solution. This SaaS platform is ideal for the beauty industry, with the option to build headless storefronts for maximum agility and customization. ShopifyPlus also has the capacity for sophisticated product listings, including 3D product models and an AR try-on function, which could help professional buyers see different cosmetics come to life. Other features include:

Features include:

- Intuitive self-service; customers can manage their own accounts
- A streamlined checkout process
- Advanced customer segmentation
- Customer-specific pricing, discounts and deals
- Easy integrations with your ERP, CRM, PIM, and more

Salon marketplace strengthens buyer relationships with headless B2B eCommerce platform

Set up as a subsidiary of a major hair and beauty company, this B2B salon marketplace was struggling to support the huge range of products on offer.

The marketplace had to cater to individual reps stationed in 90 different stores, responsible for inventory and ordering. But their existing eCommerce platform couldn't provide the tailored shopping experience B2B buyers have come to expect.

The solution? Migrating from a legacy system to a fully headless eCommerce platform, that could support the complex needs of B2B brands.

Once this had taken place, the marketplace had hugely increased functionality. The new platform was equipped to calculate both product and customer-specific taxes, catering for salon reps in different locations and tax jurisdictions.

Product listings were more sophisticated too, and able to feature embedded video demos to emulate the product visibility of traditional field sales.

Since the brand replatformed, they've been able to support over **100** unique pricing structures, managed **15,000** SKUs across **90** unique inventory sources, and trained over **180** store administrators to help bring this B2B brand into the D2C space.



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Did you know ?

According to research carried out in 2022, **36%** of B2B buyers now expect a **more personalized shopping** experience online.

Source: Sana

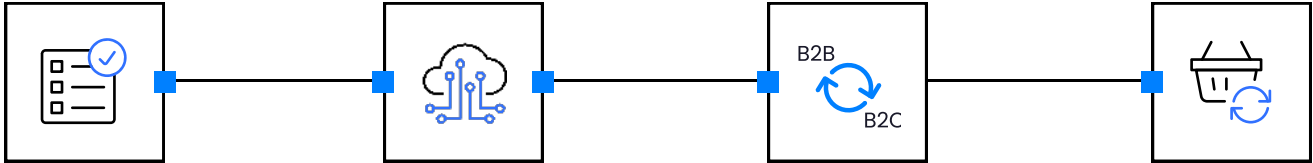
Founded in 2020, DJUST is a next-generation B2B eCommerce platform. This open, **modular and ultra-flexible solution** allows for easy ordering, quick check out and integration with many third-party systems. With **API-driven** architecture, the possibilities for **customization are endless**, but it's still quick and simple to get set up. The DJUST B2B Commerce solution is purpose-built for B2B trade, and offers a range of beneficial features. Including:

- High-spec security
- Simple management with unified the DJUST dashboard
- Advanced catalog management and personalization
- Quick order, reorder and bulk order options
- Sophisticated customer segmentation
- User permissions hierarchy
- Drag and drop design
- Connection to any ERP system
- Multiple shipping locations
- High-spec security

The need to integrate multiple channels and systems is growing, and DJUST offers an integrated B2B eCommerce and eProcurement system. This includes procurement software for the buyer, and an eCommerce platform for the seller. This combination is ideal for larger, growth-focused organizations, as it offers a powerful connection to marketplaces, which can help you manage relationships, increase process visibility and boost efficiency.

Four key takeaways to keep in your makeup bag

In summary, the **four things for B2B beauty brands** to keep in mind when choosing an eCommerce platform are...



Future-proofing your supply chain is crucial. Look for platforms with smart inventory and order management features to help you do this.

Now's the time to move to MACH. Legacy systems are too rigid and restrictive for a fast-paced, reactive industry like beauty.

Make B2B more like B2C. Professional buyers want a personalized shopping experience, so you need sophisticated audience segmentation.

Streamlining time-to-purchase is key. In an oversaturated market, make ordering and reordering quick to stop buyers bouncing to a competitor.

Did you know ?

The country where the beauty industry generates the most revenue is the **United States**, with a market **volume of \$91.41 billion** in 2023.

Source: Statista

Ready to give your beauty company a makeover with B2B eCommerce?

DJUST get in touch.

Speak to us today

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