

Hard-Won Insights Drive Growth

B2B organizations experimented boldly in 2024, catalyzed by the promise of generative AI. In 2025, focus will shift to the bottom line as leaders look to turn experiments into revenue growth. Some will pursue quick wins that won't deliver meaningful change or scale back promising, longer-term investments prematurely. Successful B2B leaders will balance the short and the long view, using 2025 to build on hard-won lessons.

This guide will help B2B marketing and sales leaders anticipate the trends that will define 2025. You'll learn how the use of AI will evolve, what's next for product-led growth strategies, and the ways that younger generations of B2B buyers will continue to disrupt marketing and selling motions. The predictions in this guide provide a roadmap to the B2B landscape in 2025 so that you can navigate it effectively.

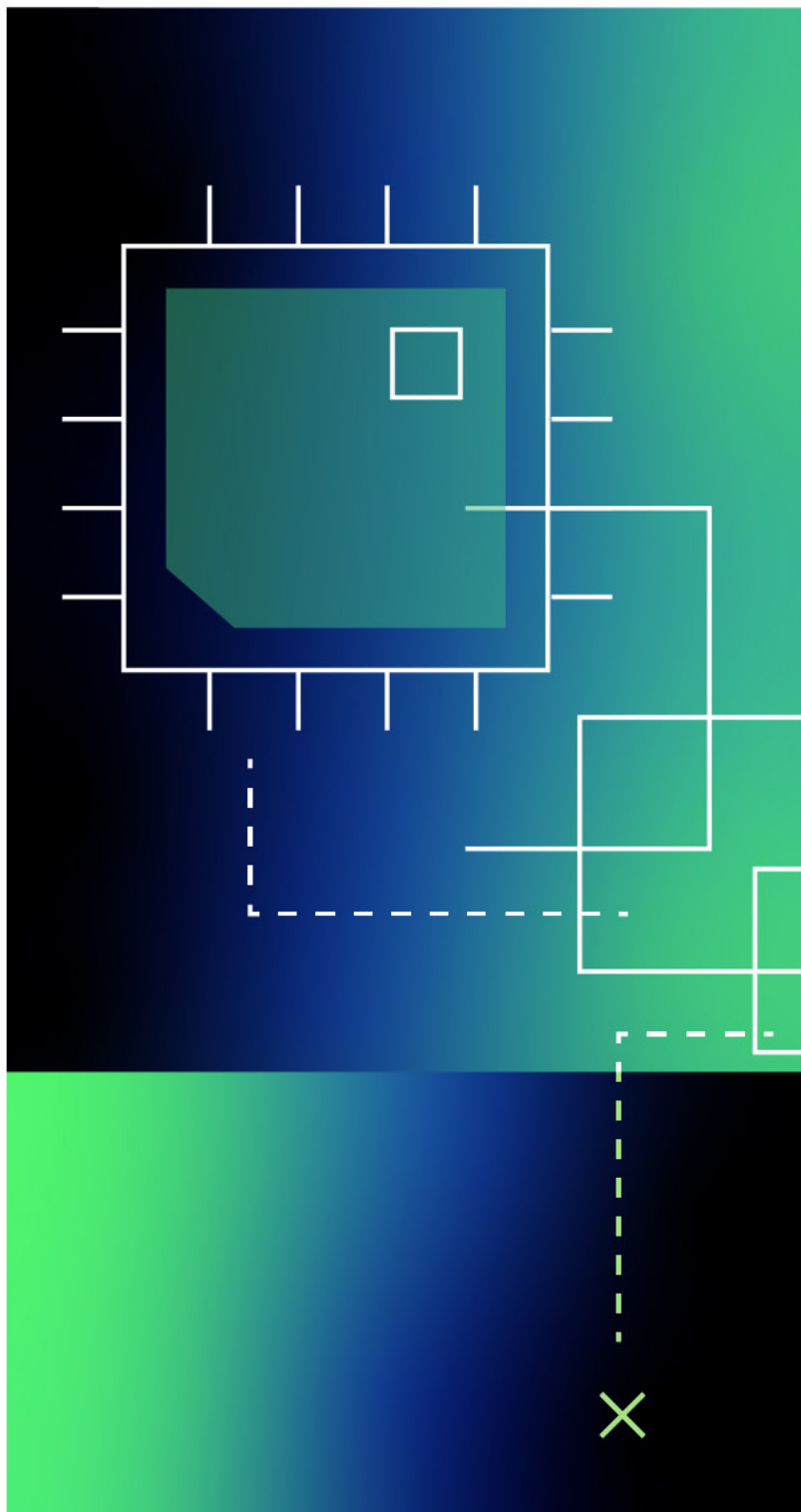
Underlying our predictions this year is a piece of advice: Use the insights gained from trial and error to methodically build a path to growth. Avoid the pitfalls of short-term thinking and focus on strengthening your infrastructure and data practices. Commit to mending broken revenue processes and reorienting planning around customers. The moves you make this year will lay the groundwork for future success.



PREDICTION

CMOs and CSOs will aim to reorganize, but half will fail to fix what ails them.

Organizations are compelled to use transformation projects, change management demands, and AI-driven disruptions to drive growth. Only 12% of marketing leaders in Forrester's Q4 2023 Demand Marketing Organizational Design And Process Survey believe their teams' current organizational design will help them effectively meet revenue targets over the next year, and only 7% feel they have the right skills and competencies. Many organizations will try to address the lack of competency with reorganizations, such as moving partner ecosystem marketing directly under the CMO, swapping revenue development reps between sales and marketing, or moving revenue operations under a "go-to-market" title. Instead of making superficial changes, have the courage to focus on long-delayed moves such as resetting strategy and planning to orient around customers, [fixing broken revenue processes](#), improving operational effectiveness, and leveling up talent to blend human and machine competencies.



PREDICTION

Most enterprises fixated on AI ROI will scale back prematurely.

Enterprises are achieving improved customer experience, employee productivity, and even new revenue streams with AI use. But an AI reset is underway. Obvious use cases that enterprises experimented with last year are now table stakes and embedded in business software. Leaders are realizing that ROI from investments will take longer than they anticipated and are shifting toward pragmatically delivering ROI over time. In Forrester's Q2 AI Pulse Survey, 2024, 49% of US generative AI decision-makers said their organization expects ROI on AI investments within one to three years and 44% said within three to five years. Impatience with AI ROI could prompt enterprises to prematurely scale back investments, which would be a long-term disadvantage. Instead, AI leaders must establish a solid strategy aligned to their business model and aspirations. Pick differentiating use cases leveraging company-specific data and expertise, and create a roadmap that balances short-term and longer-term business ROI to create a flywheel for reinvesting early successes into future AI projects.

PREDICTION

Half of younger buyers will include 10 or more external influencers in their purchase.

As the Millennial and Generation Z buyer cohorts increasingly drive purchases, they will rely on external sources — including their value network — to help make their decisions. Among younger buyers who responded to Forrester’s Buyers’ Journey Survey, 2024, 30% indicate that 10 or more people outside their organization are involved in purchase decisions. These include people met through online communities or engaged with at industry conferences. In 2025, Forrester expects the level of external involvement for these buyers to rise to more than 50%. Sources such as social media are already in the top three interaction types preferred by younger buyers, and this preference is only growing. As extended value networks become an increasingly important part of the buying process, B2B marketers and sellers must understand these outside influencers and develop capabilities to enable, support, and interact with them.

PREDICTION

Half of large purchases will be processed through digital sales channels.

Buyers of all stripes have become more accustomed to buying online. In 2024, 52% of global B2B buyers who made large purchases (\$1 million or greater) directly with a vendor said these were processed directly through the vendor's account rep. But as Millennial and Generation Z buyers increase their market dominance, Forrester expects an inversion to occur in 2025, when more than half of these large transactions will be processed through self-serve channels such as the vendor's website or marketplace — or through the product itself. Provider sales teams must continue to reposition themselves as guides or navigators to help their buyers buy. They will gain back lost productivity by spending less time on managing transaction processing and more on understanding impactful interactions to create a positive buying experience.

PREDICTION

Enterprises betting on product-led growth strategies will drop to less than 20%.

Our 2024 data shows 25% of global B2B marketing decision-makers indicating that product-led growth (PLG) is among the most important priorities to their marketing strategy over the next 12 months. Despite proven cases of higher revenue growth and lower acquisition costs, even less appetite for PLG is expected in 2025 due to a volatile macro business environment, tight budgets, and organizations' need to revamp long-established product teams and motions for PLG adoption. Organizations will put aside efforts to follow a PLG approach (i.e., acquiring users before selling to an account) in favor of pursuing increased sales with generative AI initiatives that they hope dramatically spur growth at lower costs. We see additional evidence for PLG abandonment from OpenView Venture Partners, a top VC investor in PLG-centric startups, which recently [closed its seventh fund amid the sudden departure of two senior partners](#). Evaluate potential gains in terms of reach, personalization, and productivity before jumping into PLG.

Activate Our Predictions Within Your Organization

Forrester analysts predict changes for 2025 that will present both challenges and opportunities for B2B organizations. Take the next steps to dig deeper into the details of these predictions as well as strategies for driving positive growth. We invite you to join us for:

2025 B2B Predictions Webinar

Dive deeper into the trends that will define the coming year. Learn how the use of AI will evolve and the ways that younger generations of B2B buyers will continue to disrupt marketing and selling motions.

[REGISTER NOW](#)

Discover more complimentary Predictions 2025 resources.

[LEARN MORE](#)

Ready to get started now? Give us a call:

Americas: +1 615.395.3401

EMEA: +44 (0)207 323 7741

Australia: +61 2 9159 4925

Singapore: +65 6426 7060

India: +91 1142840027

B2B Summits 2025

B2B marketing, sales, and product leaders rely on Forrester's B2B Summits to help them get ahead of change. Explore tactics for harnessing our predictions and discover actionable tools and frameworks to ignite growth.

B2B Summit North America

March 31–April 3, 2025 | Phoenix & Digital

B2B Summit EMEA

October 6–8, 2025 | London & Digital

B2B Summit APAC

November 6, 2025 | Singapore & Digital

Let us know directly how we can help.

[CONTACT US](#)