

REPORT

Shopify Product Data Excellence

Stores to Watch - B2B Edition





Index

Executive Summary.....p. 2

Methodology p. 3

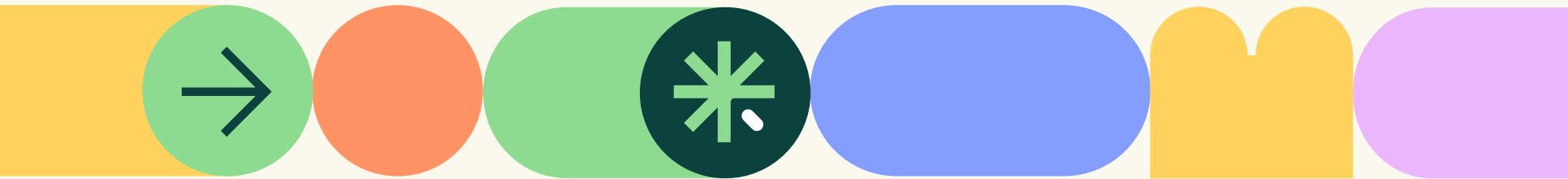
Chapter 1:
Product Data Excellence p. 4

Chapter 2:
AI-Ready Product Experiences p. 12

Chapter 3:
The B2B Buying Experience.....p. 15

Key Takeaways.....p. 19

Conclusion.....p. 20





Executive Summary

B2B ecommerce is no longer a secondary or emerging sales channel. According to McKinsey's Global B2B Pulse 2026, 71% of B2B companies now offer ecommerce. Among them, digital channels generate roughly one-third of total revenue. Ecommerce and omnichannel selling have become requirements for competing.

Buyer expectations are accelerating this shift. Gartner reports that 61% of B2B buyers prefer an overall rep-free experience. They want to research, compare and order independently, turning to sales teams for guidance on more complex decisions. Ecommerce gives buyers greater control and lets sales focus on the conversations where their expertise matters most.

Shopify is expanding to meet this demand. Since April 2026, foundational B2B capabilities such as company profiles, custom catalogs, tailored pricing, volume discounts and payment terms have been rolling out across Basic, Grow and Advanced plans, with the full feature set available on Shopify Plus. This gives millions more merchants access to native B2B commerce. (Shopify: B2B for All)

Access to the technology is only the starting point. Competitive advantage comes from how effectively companies use Shopify and the product data behind it to make complex products easier to discover, understand and buy.

Drawing on our experience helping manufacturers and distributors improve their product information, Sales Layer created this report to show what strong B2B ecommerce execution looks like on Shopify. It highlights companies already delivering strong product experiences and draws out lessons that other B2B businesses can apply to their own digital commerce strategy.

Methodology

This report reviews 19 Shopify-powered ecommerce experiences from companies with approximately 50 to 1,500 employees. The cross-industry sample included manufacturers, distributors and retailers in sectors ranging from workwear to beauty.

Using publicly visible content and ecommerce functionality, we assessed each experience across three pillars. Internal systems and commercial performance were outside the scope.

PILLAR	DIAGNOSTIC QUESTION	BUSINESS VALUE
1. Product Data Excellence	Does product information help buyers find, evaluate and compare the right solution?	Faster decisions, greater buyer confidence and fewer incorrect purchases.
2. AI-Ready Product Experiences	Is product and business context clear enough for search engines and AI systems to understand relevance and assess credibility?	Accurate product interpretation and relevance across search and AI-led discovery.
3. B2B Buying Experience	Does the journey support how businesses evaluate, procure and manage orders?	Less purchasing friction and stronger support for repeat business.

The report highlights the recurring patterns and practical insights behind strong B2B product experiences on Shopify.



CHAPTER 1 - PRODUCT DATA EXCELLENCE

Product data excellence means structuring the information buyers need to find, evaluate and purchase the right product with confidence.

Across the stores reviewed, four insights stood out.

Insight 1 - Make product attributes useful for buying decisions

Product attributes should help buyers confirm whether a product meets their needs.

Strong product catalogs prioritize the information that determines suitability, from compatibility and performance to compliance and operating requirements.

Examples:

ULE GROUP | Industrial lighting & electrical

Expose technical selection criteria:

ULE Group surfaces voltage, amperage, mounting type, lumens, wattage, CRI and certifications to support technical product selection.

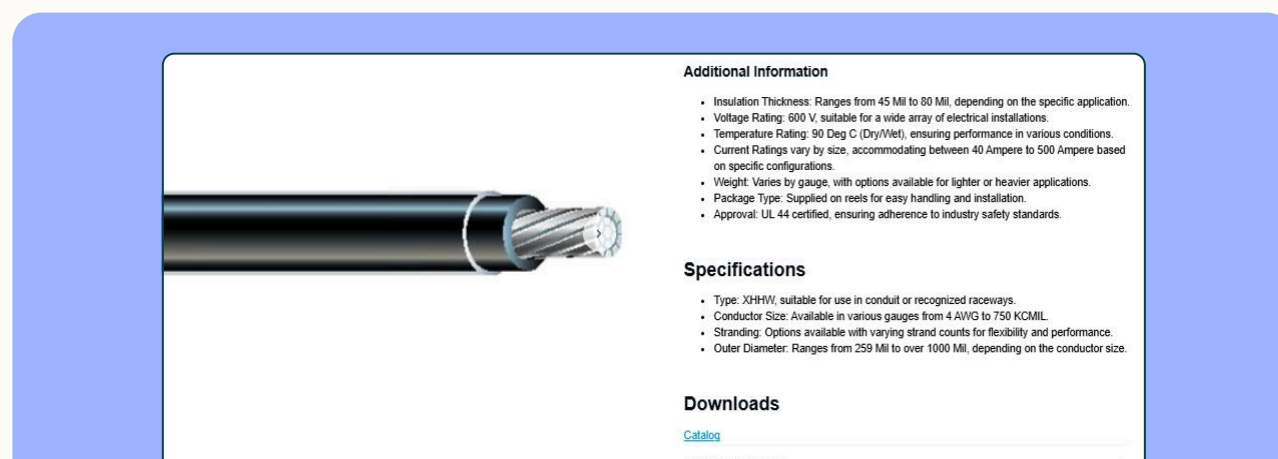


Figure 1. ULE Group product page. Source: [ULE Group - Aluminum XHHW Stranded Wire](#). Accessed September 2026.

Structure information for professional purchasing:
Redmond Fine Foods provides ingredients, allergens, dietary suitability, pack size and selling units for foodservice buyers.

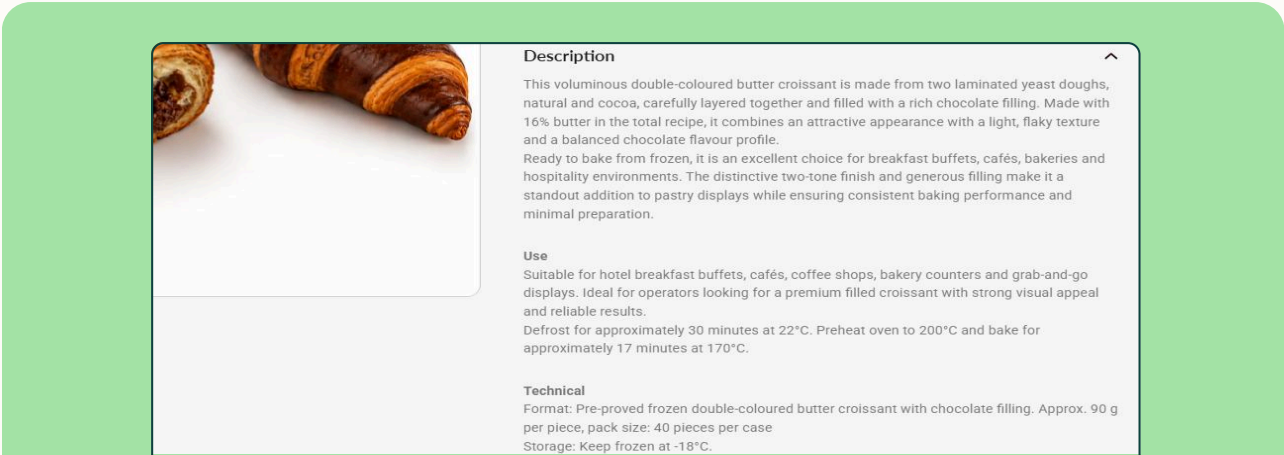


Figure 2. Redmond Fine Foods product page. Source: [Redmond Fine Foods - Chocolate Double Croissant 90g x 40/cs](#). Accessed September 2026.

Product attributes that drive buying decisions by industry

INDUSTRY	BUYING QUESTION	ATTRIBUTES THAT SUPPORT THE DECISION
Automotive and equipment	Will this fit my vehicle or equipment?	Vehicle, year, model, generation, dimensions, compatibility
Industrial and electrical	Will this work in my application?	Voltage, wattage, material, capacity, certifications, operating conditions
Workwear and PPE	Is this suitable and compliant for the job?	Protection level, standards, materials, resistance, fit, application
Food and hospitality	Can I use this in my operation?	Pack size, case quantity, ingredients, allergens, dietary information
Beauty and skincare	Is this right for the intended skin concern?	Skin concern, ingredients, formulation, usage, skin type
Apparel	Does this meet the required fit and use?	Material, fit, size, color, season, performance characteristics



Practical takeaway: Design your product attribute model around the decisions buyers need to make, not around system defaults.



Insight 2 - Use product attributes to drive discovery

Before buyers know which product they want, they often know what problem they need to solve.

Product attributes can turn that need into a discovery path. Used in search, filters and navigation, they help buyers find products by application, requirement or intended use.

Examples:

Dermalogica | Professional skincare

Turn customer problems into filters:

Dermalogica uses skin concern to help customers begin with the problem they need to address.



Figure 3. Dermalogica product page. Source: [Dermalogica - Stabilizing Repair Face + Body Serum](#). Accessed September 2026.

BRUNT Workwear | Work boots & workwear

Use requirements to narrow technical choices:

BRUNT uses toe type to filter work boots by protection requirement.

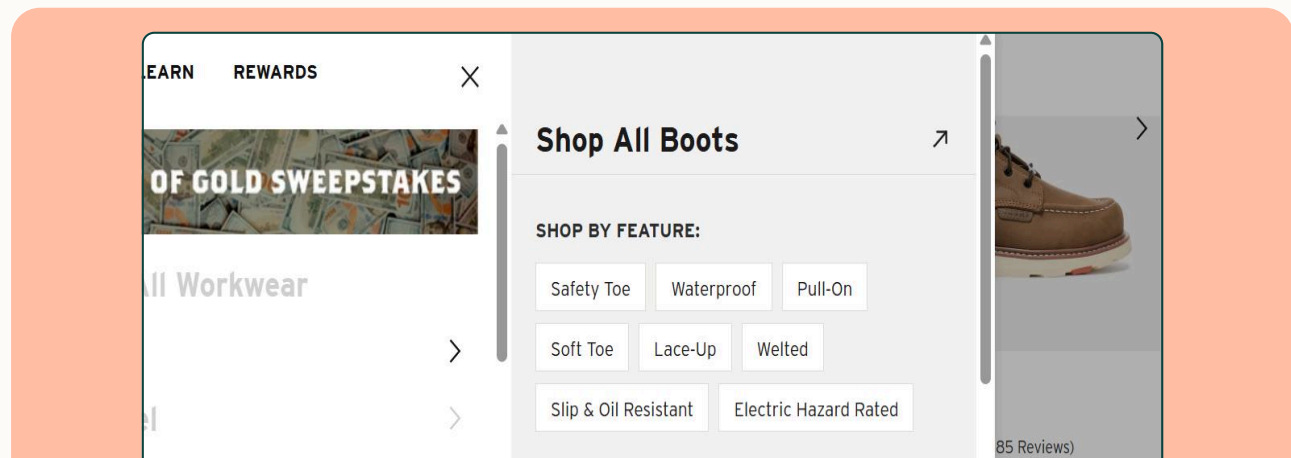


Figure 4. BRUNT Workwear website navigation. Source: [BRUNT Workwear - Homepage](#). Accessed September 2026.



Practical takeaway: Structure your catalog around how buyers search for solutions, not only how your company organizes products.

Insight 3: Treat the catalog as a network, not a list of SKUs

Products rarely stand alone. Buyers may need a compatible item, required accessory, replacement part or refill. When these relationships are hidden, buyers must reconstruct the solution themselves.

:

Examples:

Mous | Phone cases & tech accessories

Model compatibility:

Mous connects phone cases to the devices they fit and surfaces accessories compatible with the same system.

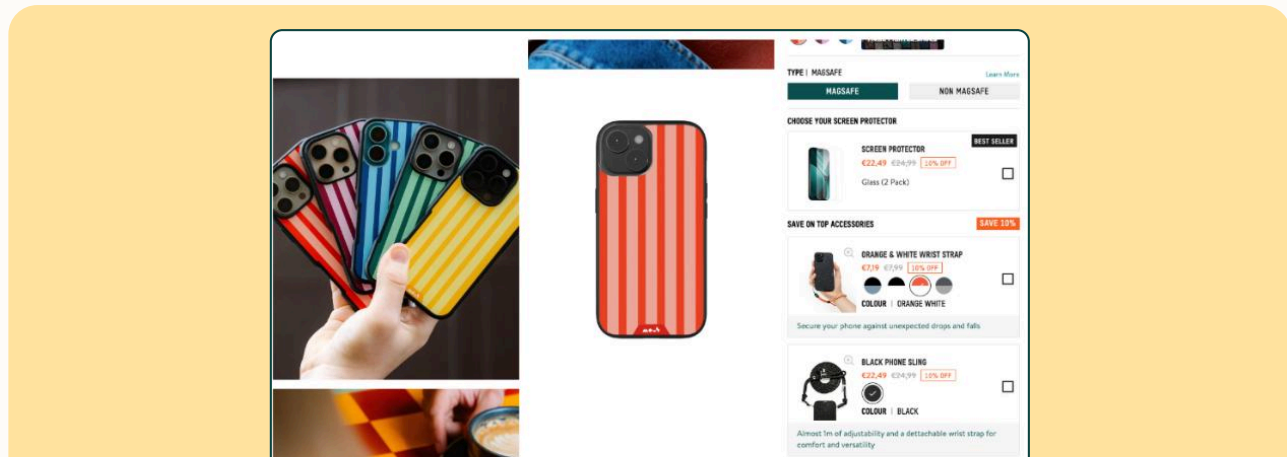


Figure 5. Mous product page. Source: [Mous - Candy Protective MagSafe Phone Case](#). Accessed September 2026.

DECKED | Truck-bed storage systems

Connect configurations to compatible accessories:

DECKED uses vehicle, year and bed-size information to connect buyers with compatible storage systems and accessories.

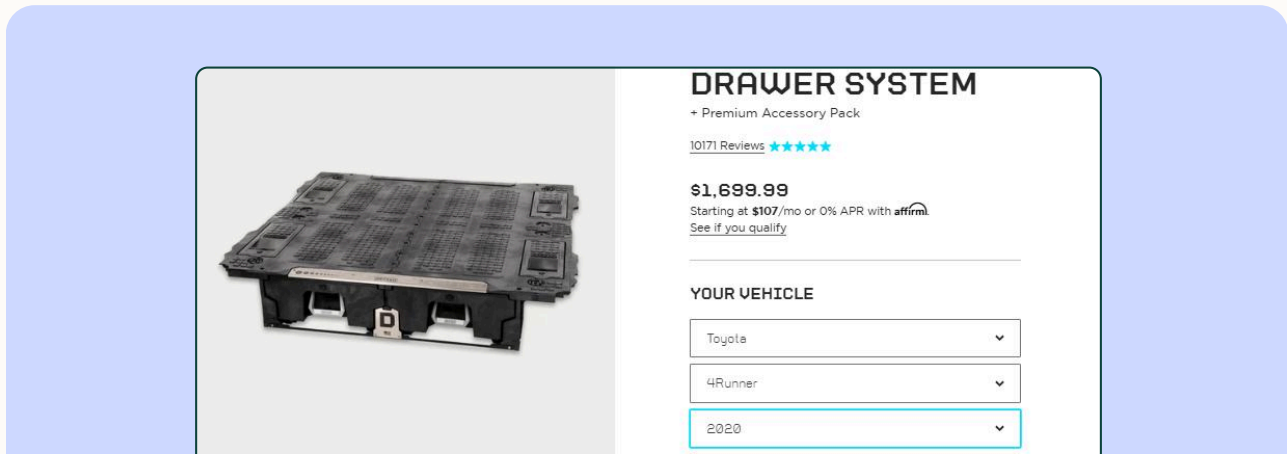


Figure 6. DECKED product page. Source: [DECKED - Midsize Truck Bed Drawer System](#). Accessed September 2026.

Support replenishment:

Microfiber Wholesale connects cleaning systems to compatible frames, handles, pads and refill products.

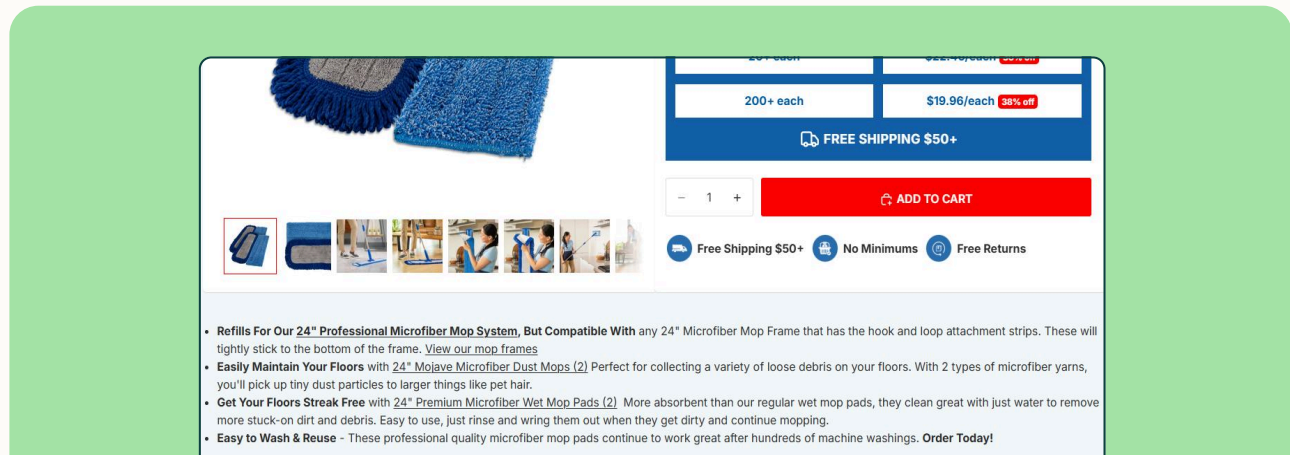


Figure 7. Microfiber Wholesale product page. Source: [Microfiber Wholesale - 24" Professional Microfiber Mop System Refills](#). Accessed September 2026.



Practical takeaway: Connect products through compatibility, accessory, replacement and replenishment relationships so buyers can build the right solution.

Insight 4: Treat technical evidence as part of the product experience

For many purchases, buyers need proof before they can proceed.

Specifications, certifications, test results, drawings and documentation should be easy to find within the product experience.

Examples:

 Warehouse-Lighting | Commercial & industrial lighting

Provide project-validation files:
Warehouse-Lighting makes specification sheets, photometric files and installation documentation available for assessing project suitability.

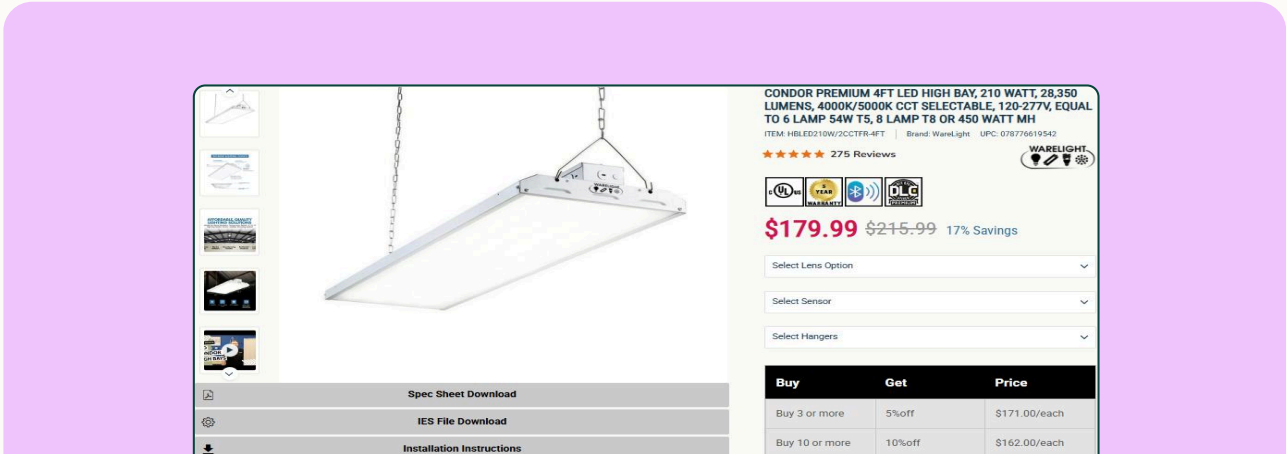


Figure 8. Warehouse-Lighting product page. Source: [Warehouse-Lighting - Condor Premium 4FT LED High Bay](#). Accessed September 2026.

 Solberg Manufacturing | Industrial filtration solutions

Attach engineering documentation:
Solberg connects products to specifications, drawings, manuals, application information and compliance documents.

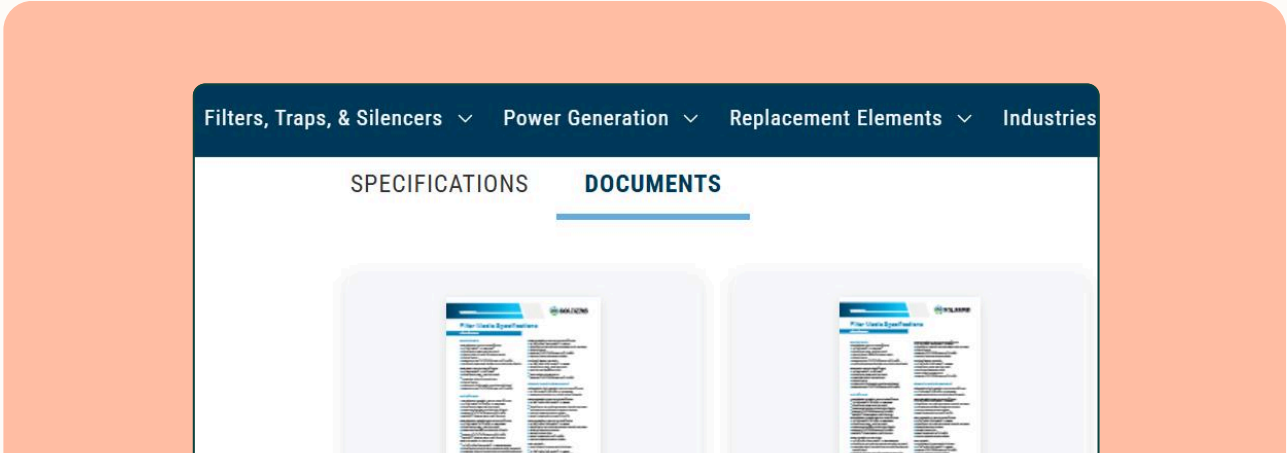


Figure 9. Solberg Manufacturing collection page. Source: [Solberg Manufacturing - High Temperature](#). Accessed September 2026.

Wiley X | Protective eyewear

Connect claims to recognized standards:

Wiley X provides safety standards and testing information for verifying protection and compliance.

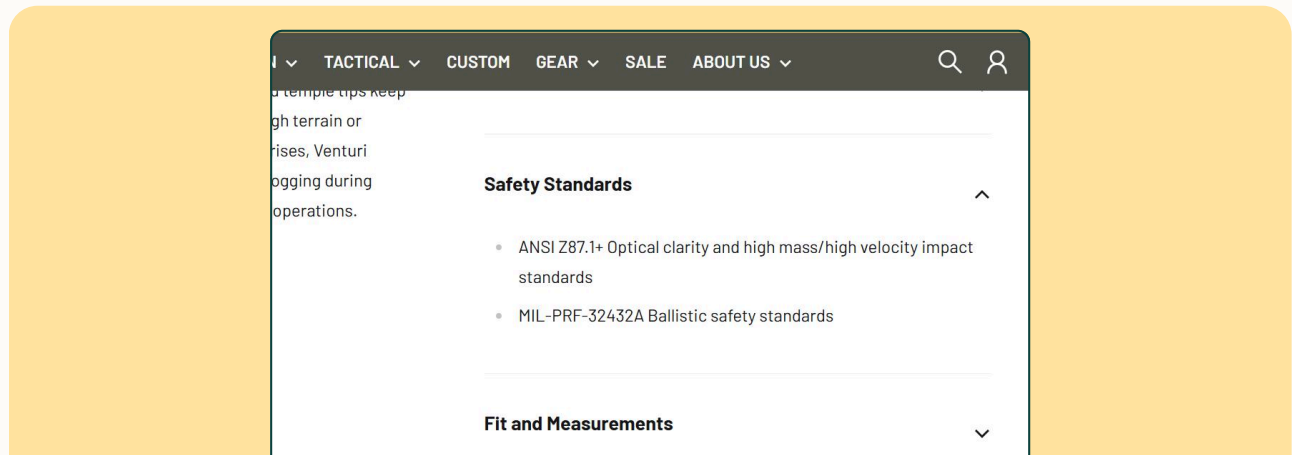
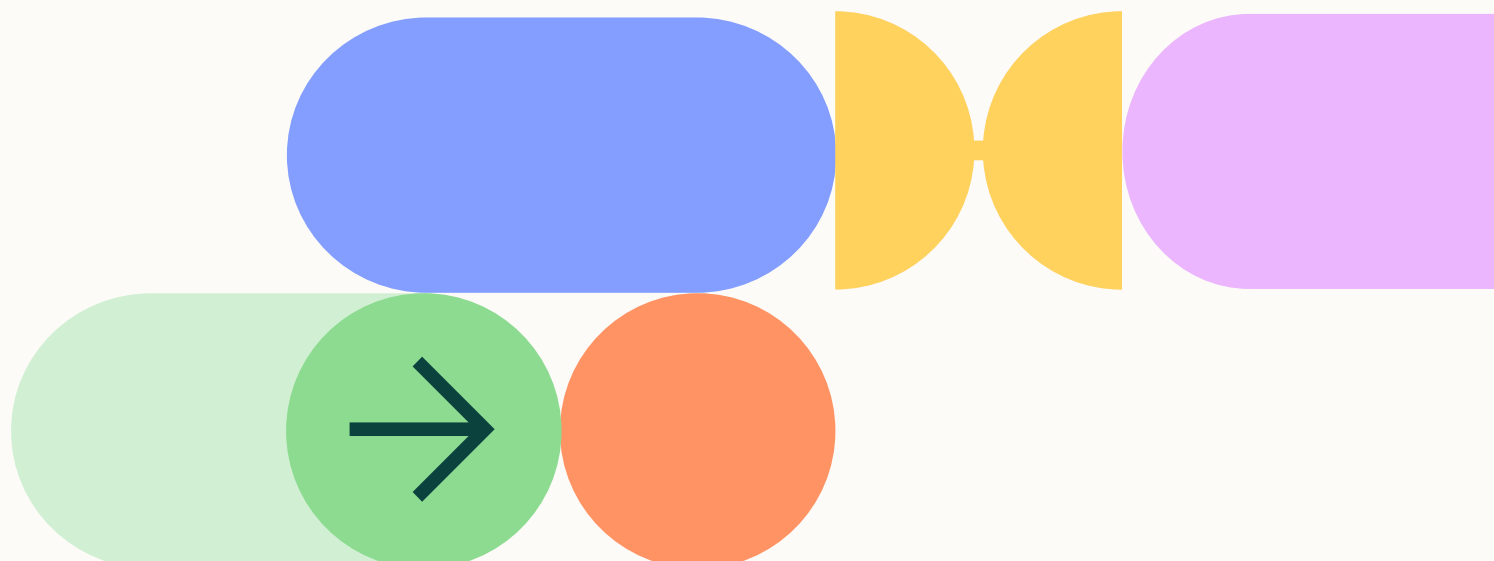


Figure 10. Wiley X product page. Source: [Wiley X - WX Alpine](#). Accessed September 2026.



Practical takeaway: When a purchase requires proof, make that proof part of the product experience.





CHAPTER 2 - AI-READY PRODUCT EXPERIENCES

What helps AI systems understand a business and its products?

AI systems can interpret businesses and products more accurately when content makes their identity, relevance and supporting evidence explicit.

Across the stores reviewed, three insights stood out: define entities clearly, connect products to use cases and support claims with evidence.

Insight 1: Make your entities clear

An entity is a specific concept that AI can identify and distinguish, such as a company, product, person or category.

For a business, entity clarity means making the context needed to identify and understand the company explicit. This may include what it offers, the commercial role it plays, who it serves and what it is known for.

Examples:

WS Whispering Smith | Apparel wholesale & manufacturing

State category, role and audience directly:

Whispering Smith describes itself as “The UK's largest creator, importer, wholesaler and distributor of clothing” and states that it supplies retail and ecommerce brands.



Redmond Fine Foods | Foodservice ingredients & equipment

Build consistent context across key pages:

Redmond Fine Foods identifies its ingredients, specialist products and professional equipment on the homepage, then names the businesses it serves on its About Us page, including restaurants, hotels, bakeries and chocolatiers.

Insight 2: Connect products to use cases

A product definition alone does not explain relevance. AI systems also need context about the audiences, problems and applications a product serves.

Examples:

DECKED | Truck-bed storage systems

Connect products to audiences and activities:

DECKED organizes content around skilled trades, fleets, hunting, fishing, camping, overlanding and garage storage.

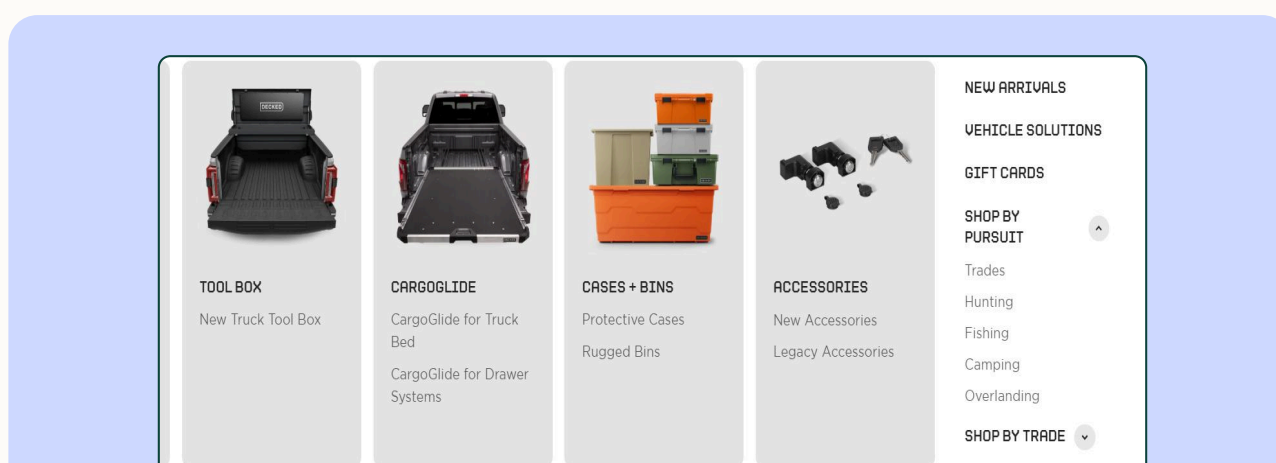


Figure 11. DECKED website navigation. Source: [DECKED - Website navigation](#). Accessed September 2026.

Solberg Manufacturing | Industrial filtration solutions

Connect products to problems and applications:

Solberg relates filtration products to contaminant types and operating environments such as vacuum pumps, compressors and power generation.

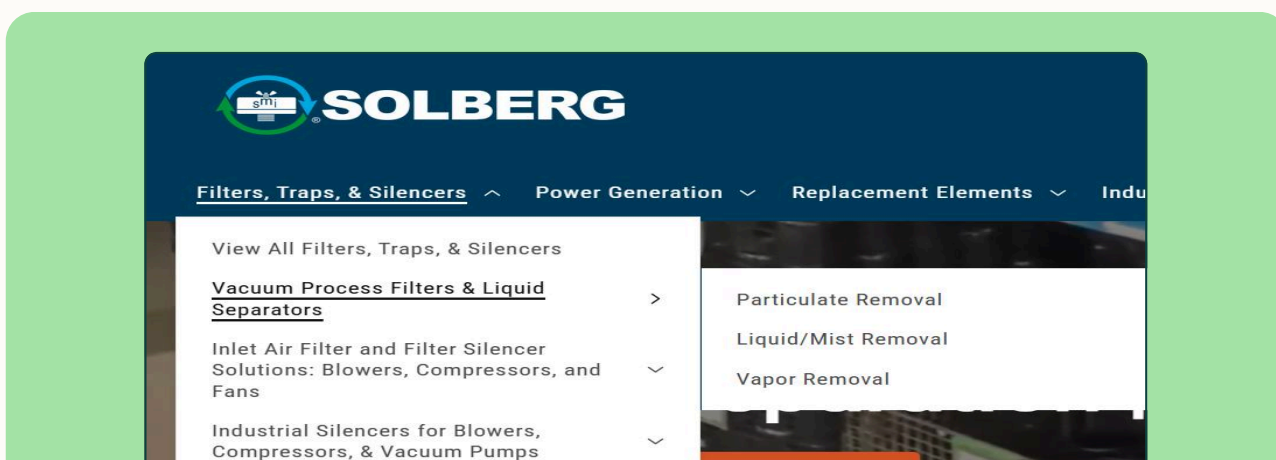


Figure 12. Solberg Manufacturing website navigation. Source: [Solberg Manufacturing - Website navigation](#). Accessed September 2026.



Practical takeaway: Connect products to the problems, applications and audiences they serve.

Insight 3: Support claims with evidence and expertise

Evidence gives AI systems more context for interpreting product claims.

Review volume alone is not enough. Useful evidence connects a product to real-world outcomes, independent validation or identifiable expertise.

Examples:



Microfiber Wholesale | Professional cleaning systems

Name the expert behind product guidance:

Microfiber Wholesale attributes its cleaning recommendations to Melissa Homer, whose 20 years of industry experience add credibility to the advice.



HexClad | Cookware

Validate safety claims independently:

HexClad publishes third-party laboratory results covering PFOS, PTFE, PFOA and broader PFAS testing.



Russell Hendrix | Commercial kitchen equipment & supplies

Use reviews to prove operational reliability:

Russell Hendrix uses customer feedback to demonstrate order accuracy, on-time delivery, service quality and repeat business.



Practical takeaway: Support important product claims with customer outcomes, independent testing or named expertise.



CHAPTER 3 - B2B BUYING EXPERIENCE

What makes a Shopify buying experience ready for B2B?

B2B buyers need journeys that reflect their business context, purchasing process and delivery requirements.

The four insights in this chapter show how Shopify stores can support that complexity without forcing every buyer through the same consumer path.

Insight 1: Create dedicated journeys by business context

Business context shapes what buyers need, from fleet managers focused on vehicle operations to wholesalers sourcing products for resale.

When those needs differ materially, create a dedicated journey that makes the relevant offer, content and services easy to find.

Examples:

DECKED | Truck-bed storage systems

Build around operational priorities:

DECKED for Fleets focuses on fleet efficiency, safety, operating costs and ROI.

TRUEWERK | Technical workwear

Create a managed enterprise program:

TRUEWERK gives larger organizations a dedicated path for managing company-wide uniform programs.

Blueland | Sustainable cleaning products

Separate wholesale from consumer purchasing:

Blueland gives approved wholesale buyers a dedicated storefront with collections for retail, ecommerce and refills.



Practical takeaway: Create a separate journey only when a business segment needs a different offer, message or service. Give that segment a clear entry point.

Insight 2: Match the buying path to purchase

Not every B2B purchase should end with “Add to Cart.” The right path depends on the complexity of the purchase and the level of customization or consultation required.

Examples:

Whispering Smith | Apparel wholesale & manufacturing

Separate ready-to-order and bespoke purchases:

Whispering Smith offers direct wholesale ordering. Custom and private-label projects follow a separate process with minimum quantities and production lead times.



Solberg Manufacturing | Industrial filtration solutions

Use a quote process for engineered solutions:

Solberg lets customers submit their filtration requirements instead of using standard checkout.



Brooklinen | Home textiles

Keep simple trade purchases in checkout:

Brooklinen applies trade discounts through regular checkout. Corporate gifting follows a separate service.



Practical takeaway: Define a clear path for each type of purchase, from immediate checkout to an RFQ or custom order.

Insight 3: Support the procurement process

Selecting the right product is only one step. The buying process must fit company procurement rules, from account pricing and credit terms to tax exemptions and purchase orders.

Support these requirements within account setup and checkout.

Examples:



Tingley | Protective footwear & apparel

Apply account terms:

Tingley offers Net 30 payment terms, account-specific pricing and volume discounts.



BRUNT Workwear | Workwear & footwear

Support bulk and tax-exempt orders:

BRUNT combines automatic bulk pricing, tax-exempt accounts and purchase orders.

Russell Hendrix | Commercial kitchen equipment & supplies

Standardize credit applications:

Russell Hendrix gives companies seeking credit terms a standard process to provide their requested limit and accounts-payable information.



Practical takeaway: Prioritize procurement requirements by customer type and order volume, then manage them through standard account rules rather than one-off processes.

Insight 4: Adapt fulfillment to business operations

Delivery can determine whether an order works operationally, especially for large, scheduled or multi-location purchases.

Make fulfillment requirements clear before the order is placed.

Examples:



STORMTECH | Wholesale outerwear & apparel

Set clear expectations for pallet deliveries:

Stormtech explains the requirements for large orders, loading docks, delivery appointments and unloading equipment.



Redmond Fine Foods | Foodservice ingredients & equipment

Align delivery with operating schedules:

Redmond Fine Foods publishes scheduled commercial delivery routes so kitchens can plan inventory and production.



Simon Pearce | Handcrafted glassware & tableware

Support project-based delivery:

Simon Pearce offers phased shipments and multi-address fulfillment for business projects.



Practical takeaway: Design fulfillment around real delivery conditions, from pallet and scheduled routes to phased and multi-address shipments.



KEY TAKEAWAYS

What strong B2B Shopify stores have in common



CONCLUSION

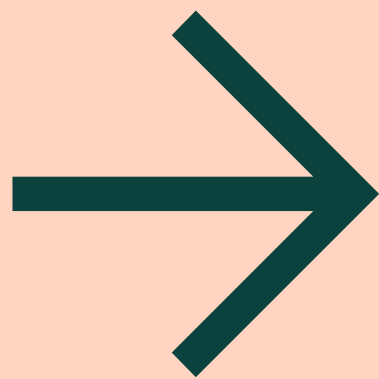
Better B2B ecommerce starts with structured product information

Across the 19 Shopify stores reviewed, the clearest lesson is that strong B2B ecommerce is not about publishing more product information. It is about structuring the right information around buyer decisions.

Product information should support the full B2B buying experience and remain accurate and consistent across channels.

It should also give AI systems enough context to understand what a product is, who it is for, when it is relevant and what supports its claims.

For organizations managing large, complex or frequently changing catalogs, this requires a product information foundation that keeps data accurate, connected and ready across channels. Product data management provides that infrastructure.



Build a Better B2B Product Experience

Sales Layer helps you centralize, enrich and govern complex product information, then deliver accurate, connected content to Shopify and every channel where buyers and AI systems encounter it.

 Manage complex product catalogs in one place

 Keep product data accurate across channels

 Go live in as little as six weeks

Want to improve your product experience?

Start your free trial

"Sales Layer appeared to be the easiest to use without hiring developers. Highly customisable, ready made connectors for Seller Central and Shopify and great multi-language options."



Kate Richards
Director at Precision Dippings

For further information visit saleslayer.com



