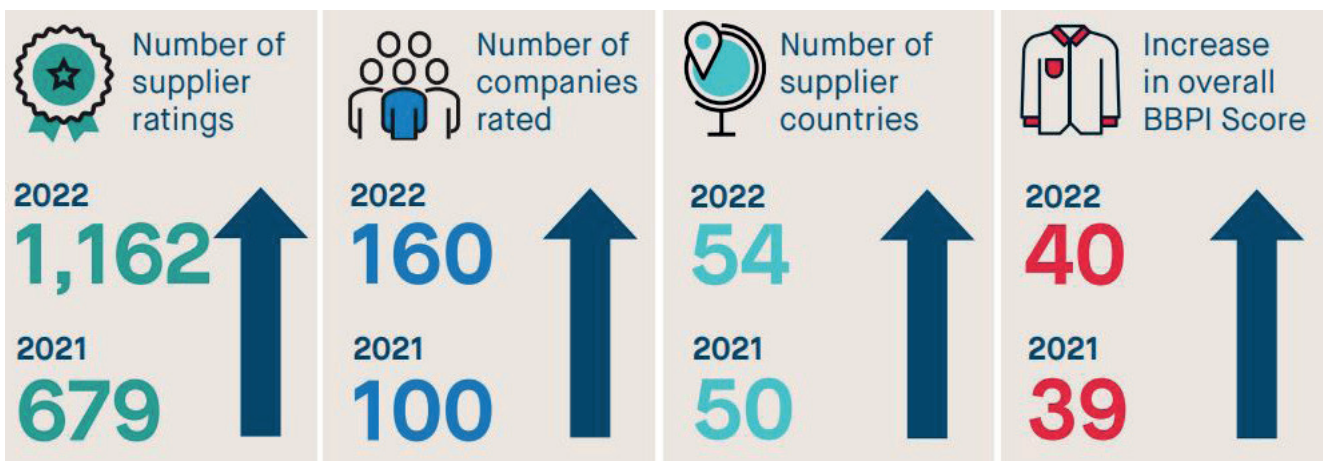


# Better Buying Partnership Index™



## EXECUTIVE SUMMARY | 2023

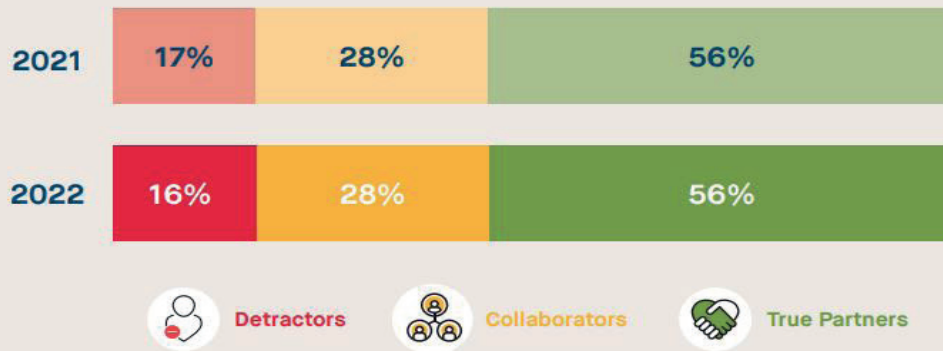
This report presents the findings from the second annual [Better Buying Partnership Index™ \(BBPI\)](#), a short, anonymous survey of the quality of buyer-supplier relationships launched in 2021. It consists of 12 subjective measures and 3 open-ended questions where suppliers can share more in-depth feedback on their buyer's partnership. The BBPI provides buyers with a unique understanding of the stresses their purchasing practices place on suppliers and provides a snapshot of the quality of their supplier partnerships across multiple supply chain tiers, indicating what is working well and where there are opportunities for improvement. For more information, visit our [Guide to the Better Buying Partnership Index™ here](#).



## KEY TAKEAWAYS

1. The overall BBPI score for softgoods increased by one point from last year (40 in 2022, compared to 39 in 2021). The share of True Partner, Collaborator, and Detractor ratings stayed roughly the same.
2. Scores improved compared to 2021 in areas including: buyers making efforts to reduce duplicative audit requirements (4.2%); fairness of buyers' financial practices (4.1%); buyers' efforts to improve working conditions in supply chains (3.3%); and whether a buyer was a preferred partner (2.1%)
3. Scores fell compared to 2021 in areas including: business stability (6.7%); and visibility (2.4%).
4. There were significant differences in BBPI scores by region, with suppliers in China/Hong Kong and South Asia experiencing better partnerships compared to the six other regions in Better Buying™'s analysis.

## PERCENTAGE SHARE OF TRUE PARTNERS, COLLABORATORS AND DETRACTORS



### Conclusions

Business stability declined compared to 2021, suggesting that supply chain disruptions are fair from over even two years out from the onset of the Covid-19 pandemic.

Regional differences in BBPI scores highlight how important it is to understand partnership quality across a buyer's full supplier base. Problems that aren't apparent in one segment might be heavily influencing supplier relationships in another.

A small but emerging trend in the use of technology to improve operational efficiency, communication, and other aspects of buyer-supplier partnerships suggests suppliers' expectations for how they engage with their buyers might be changing.

### Recommendations

Buyers cannot let up their focus on maintaining business relationships with suppliers. Strong communication practices will continue to be a key tool in buyer-supplier partnerships as the industry continues to ride out the aftershocks of Covid-19.

Buyers that subscribe with Better Buying™ can take advantage of disaggregating reporting to dig deeper into their partnership quality with suppliers in different regions, product categories, and other segments of their business.

Buyers should engage internal and external stakeholders to identify opportunities for implementing technologies that could strengthen supplier partnerships.