

# Better Buying Partnership Index™



## EXECUTIVE SUMMARY | 2024

This report presents the findings from the 2023 [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. In 2023, Softgoods achieved its highest BBPI score to date of 48, an 8 point increase on the previous year.
2. The Softgoods score improved in all 12 areas. The largest increases were seen in buyers' efforts to improve environmental performance in products and supply chains (12.6%), followed by the efficiency of operational processes (11%) and buyers' efforts to improve working conditions (10%).
3. Consumer Products (an expansion of our former Hardgoods category) scored an average of 44 points from 387 ratings in the BBPI 2023 ratings cycle, slightly lower than the score for Softgoods.
4. Four of the 16 subscribers in 2023 participated in the BBPI survey for three consecutive years, with three of the four showing improved scores every years.

## PERCENTAGE SHARE OF TRUE PARTNERS, COLLABORATORS AND DETRACTORS

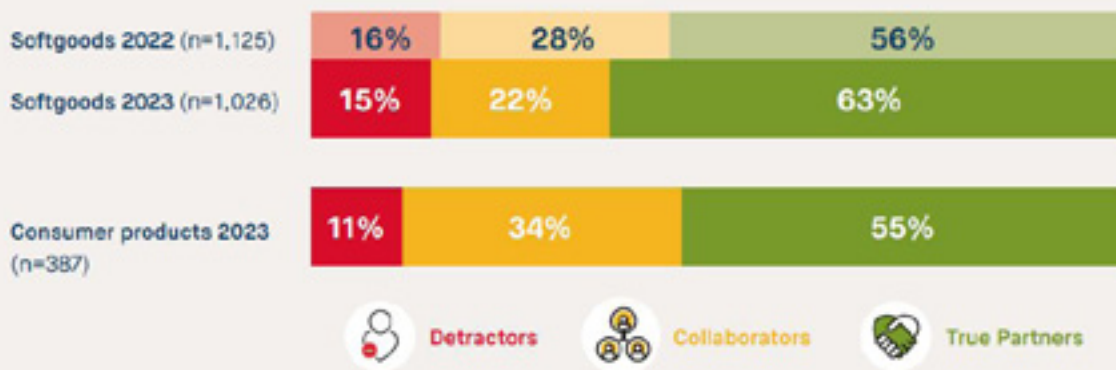


Figure 3: Partnership Categories for Softgoods and Consumer Products with 2022 Softgoods scores in grey

## Recommendations for Buyers

1. Low scores in the Consumer Products category demonstrate the broader sector's need to focus its attention on developing fairer purchasing practices. Better Buying™ invites more Consumer Products companies to join our next data collection.
2. The continuous improvement of Better Buying™ repeat subscribers provides strong support for the fundamental role of supplier data in improving buyer purchasing practices. Buyers need to embrace greater transparency, for example by sharing their Better Buying™ Scorecards and Company Reports with stakeholders, as evidence that improvements are being made.
3. Buyers looking to improve their supplier partnerships should focus on improving business stability, a key practice for supplier sustainability and one of the Five Principles of Responsible Purchasing™.
4. Companies should continue to focus on improving their communication practices with suppliers, a theme that was also highlighted in the BBPI 2023 Report. Dialogue should be focused on achieving consistent ordering patterns, enhancing operational efficiency, and improving the stability and predictability of business.
5. Suppliers rating customers in the Consumer Products sector noted particular challenges and opportunities in relation to operational efficiency and business stability. Buyers should conduct a thorough review of processes to identify and eliminate inefficiencies that impact suppliers, such as bottlenecks in approval workflows or redundant tasks.