

DIRECT-TO-CONSUMER

THE OVERLOOKED SALES CHANNEL THAT'LL DRIVE YOUR BUSINESS GROWTH

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CONSUMER MANUFACTURING BRANDS ALL OVER THE WORLD HAVE EMBRACED SELLING DIRECTLY TO THEIR CUSTOMERS. NOW IS THE TIME TO TAKE ADVANTAGE OF THIS AND REPLICATE THEIR SUCCESS.



81%

of consumers will make at least one DTC purchase over the next 5 years

55%

of consumers prefer to buy directly from brands rather than multi-brand retailers

44%

believe DTC brands produce a higher quality product at a lower price point than traditional competitors

50%

of consumers opt to visit brand websites (rather than retailer websites) because they believe they offer more comprehensive information and guides



77%

of apparel and accessory companies are now DTC

allbirds A DIRECT-TO-CONSUMER SUCCESS STORY

'The D2C story has been a key point with Allbirds. It's given us the ability to spend money where it truly matters, and as a result we've been able to invest heavily in R&D. The biggest benefit of the D2C business model has been the feedback loop'

TIM BROWN | FOUNDER

NOW IS THE PERFECT TIME TO CONSIDER IMPLEMENTING D2C. DEMAND IS GROWING...

40%

of consumers expect that more than 40% of their spending will go toward direct-to-consumer brands in the next five years

Direct-to-consumer is expected to maintain its rapid growth that it has been achieving over the last several years with over 19% further growth in 2021

19%

... AND THE BENEFITS TO YOUR BUSINESS CONTINUE.

1. Data capture and the ability for greater personalisation and customer experience.
2. D2C gives you the ability to rapidly test and iterate.
3. The opportunity to expand sales despite any partner limitations that might exist.
4. D2C offers smarter marketing investment and drives stronger brand loyalty.
5. The business model allows for improved product margins.
6. Opens up a valuable feedback loop directly with your customers.

READY TO GET STARTED?

ECLIPSE WILL HELP GUIDE & IMPLEMENT YOUR D2C STRATEGY AND OPEN A NEW CHANNEL FOR YOUR SUCCESS.

COME TALK TO US TODAY.

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Source Links:
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<https://affiliations.com/wp/2021/dtc-purchase-intent-idx/>
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