

Evolving eCommerce: Direct to Consumer Retailing - US - February 2020

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This report looks at the following areas:

- Consumers are highly interested in the DTC category
- DTC knows how to create value for consumers
- Some consumers still see DTC as a novelty purchase

The direct-to-consumer market is booming, and retailers of all sizes are looking to understand how to compete with these up-and-coming disruptive brands. DTC brands know how to create value for their clients and engage them with an authentic, inviting brand story. As the category looks for growth, they will need to move into what is considered more traditional methods of retail, leveraging small brick and mortar stores and mass media to boost consumer confidence in buying their products.



"The direct-to-consumer market disrupted many CPG categories and left big brands scrambling to change their tone. DTC companies did and continue to do a phenomenal job of giving their brands personalities and purpose."

- Katie Yackey, eCommerce Analyst

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