

# Direct-to-consumer Retailing - US - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the direct-to-consumer landscape
- The lingering effects of the recession on consumers' online shopping behavior
- Motivators and barriers toward shopping DTC brands
- The importance of physical stores and an omnichannel strategy

The direct-to-consumer (DTC) landscape is evolving across categories to include a variety of brands and retailers of various sizes. DTC used to evoke perceptions primarily of small start-ups disrupting their industries through selling their products solely online. Now, mainstream brands are entering the realm, further increasing competition across the retail landscape. Consumers are looking to DTC brands to make their shopping process simpler and more enjoyable throughout their path to purchase. This means that the DTC model will further become a critical component of the retail environment as brands look to connect and engage with their consumers.



“The DTC landscape continues to evolve as both new and mainstream brands enter the playing field. What once conjured up images of small start-ups looking to disrupt their industries, the term DTC has evolved to include a variety of brands bringing their products and an elevated shopping experience to consumers.”  
– Katie Yackey, eCommerce Analyst

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