

# Direct-to-consumer Retailing - US - 2023

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## This report looks at the following areas:

- Consumers' awareness of and shopping history with DTC brands
- What motivates consumers to shop DTC brands
- Barriers to purchasing DTC brands
- The evolving role of brick-and-mortar and wholesale partnerships in the DTC business model
- Consumers' attitudes toward DTC shopping

Direct-to-consumer retailing continues to evolve as the lines between DTC and traditional retail become increasingly blurry. Early DTC entrants – including Dollar Shave Club, Warby Parker and Casper – have by now reached maturity and many have either been acquired by other companies or have gone on to expand into brick-and-mortar and/or wholesale partnerships. At the same time, a surge in ecommerce has seen traditional brands take on a more direct approach by selling products through their own websites and stores, in addition to (and sometimes in lieu of) a wholesale model.

As retail becomes increasingly multichannel, what becomes more clear is that the DTC playbook has changed and fewer brands are getting by selling direct, as retail and wholesale deals become more important to continued growth. Rather DTC is simply one shopping channel that, albeit lucrative and accessible to startup brands, is also on the table for traditional brands.

While 63% of consumers agree that DTC brands have changed the way they shop, fewer than half (42%) can clearly tell the difference between a DTC and a traditional brand. Ultimately, few consumers may be invested in the selling strategy of the brands they shop from and focused instead on the factors that matter most: price, convenience and quality. Looking ahead, both DTC and traditional brands will respond to the need to be anywhere and everywhere in an "always on" omnichannel future.



"The lines between direct-to-consumer and traditional retailing are becoming more blurred in an omnichannel landscape where brands must be anywhere and everywhere. What becomes clearer is that direct is just one channel, as DTC brands pivot to wholesale partnerships and physical stores to meet consumers wherever they are."

**- Brittany Steiger, Senior Analyst – Retail & eCommerce**

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