

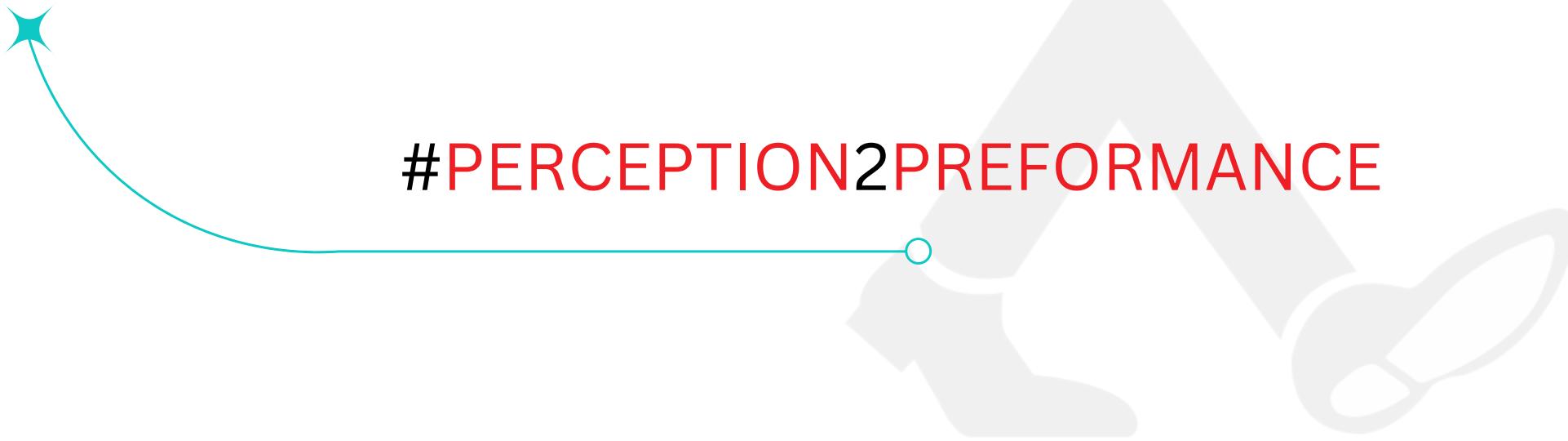
D2C OR



E-COMMERCE

MARKET

#PERCEPTION2PREFORMANCE



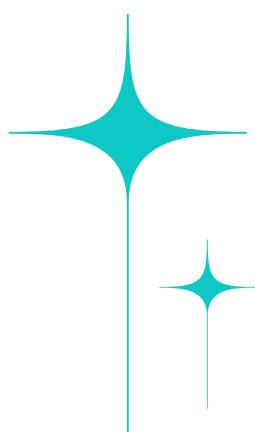


ADVANTAGES OF E-COMMERCE

Worldwide retail e-commerce sales reached **\$4.28 trillion in 2020**, and it is expected to surpass **\$6.38 trillion by 2024**.

Source: **eMarketer**

#PERCEPTION2PREFORMANCE

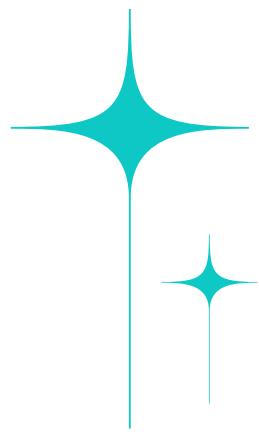


ESTABLISHED TRUST AND RELIABILITY

Amazon puts new brands on the map, generating over **60%** of online product searches in the US.

Source: Jumpshot survey(2018)

#PERCEPTION2PREFORMANCE



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GREATER
CUSTOMER
REACH

89% of US shoppers have purchased from Amazon while only 26% have purchased from a D2C brand.

Source: Feedvisor

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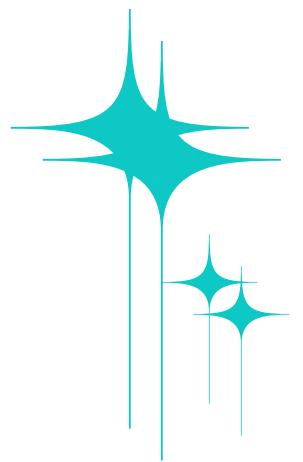


**LOWER
MARKETING
COSTS**

60% of Amazon sellers
spend less than **\$5,000** per
year on advertising.

Source: Jungle Scout

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ADVANTAGES INCREMENTAL PROFITS

The global D2C market is expected to grow to **\$22.4 billion** by **2025**, that is **10-15% higher** than traditional e-commerce brands

Source: Shopify

Source: Gartner

#PERCEPTION2PREFERENCE
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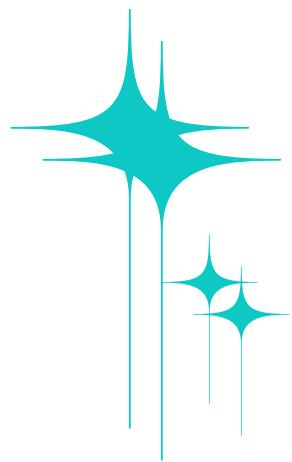


INCREMENTAL PROFITS

D2C brands have an average gross margin that is **10-15% higher** than traditional ecommerce brands

Source: Gartner

#PERCEPTION2PREFORMANCE



THIGHER-MADE
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D2C brands have **38% lower**
D2C brands have **22% higher**
average customer acquisition
average email open rate than
cost. (CAC) than traditional e-
traditional e-commerce brands.
commerce brands.

Source: Klaviyo
Source: McKinsey

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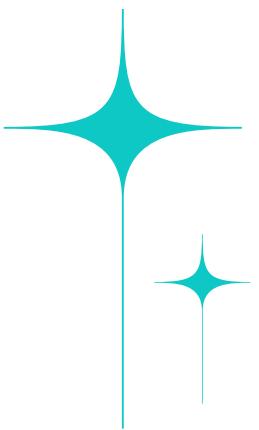


HIGHER BRAND LOYALTY

D2C brands have **22% higher** average email open rate than traditional e-commerce brands.

Source: Klaviyo

#PERCEPTION2PREFORMANCE



D2C OR E-COMMERCE MARKET

