



D2C OR

E-COMMERCE

MARKET

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# 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**

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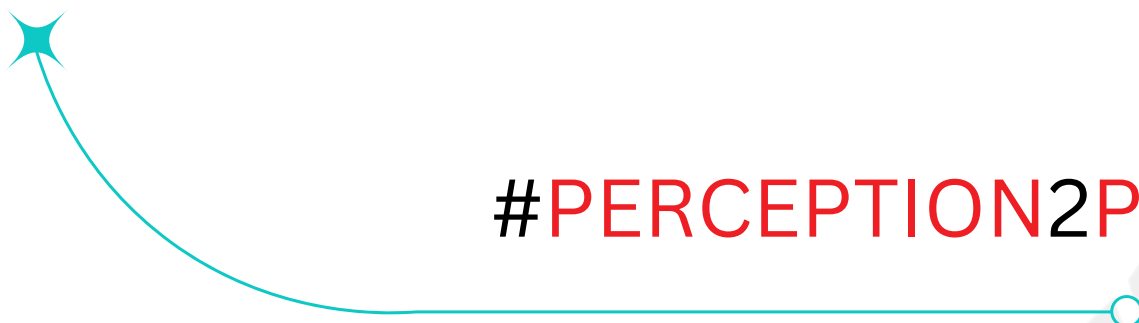


## ESTABLISHED TRUST AND RELIABILITY

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

**Source: Jumpshot survey(2018)**

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# 2

## 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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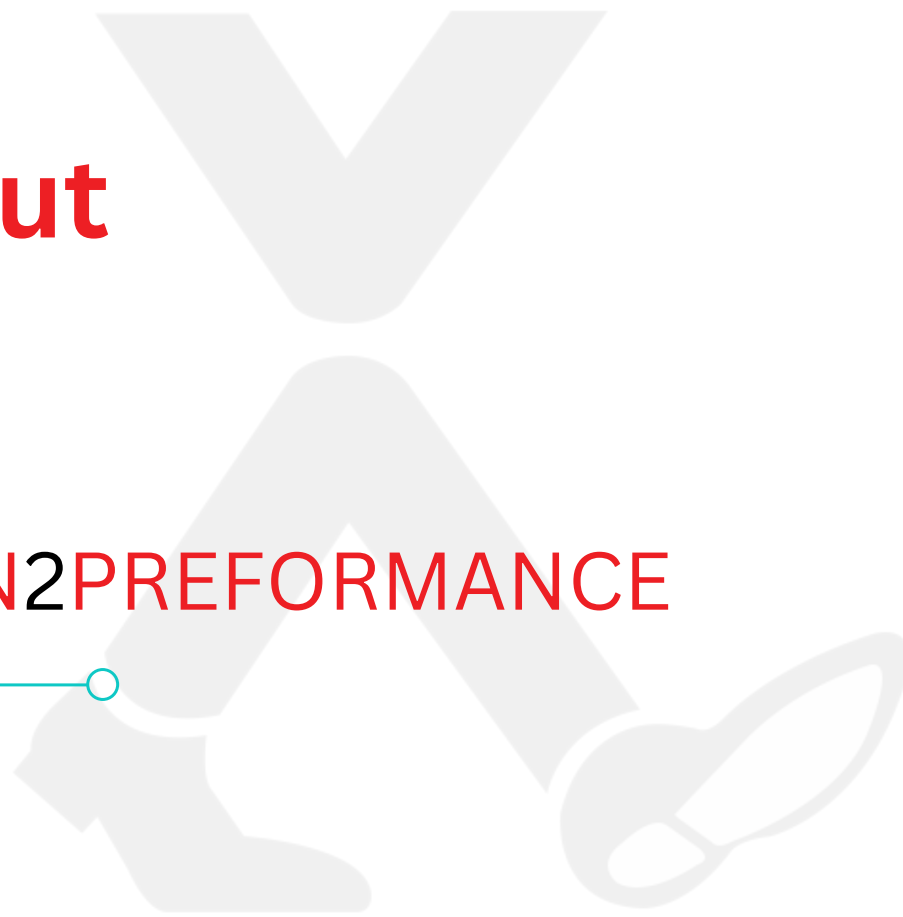


# 3 LOWER MARKETING COSTS

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

**Source: Jungle Scout**

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# ADVANTAGES

## 1 INCREMENTAL D2C PROFITS

The global D2C market is expected to grow to **\$22.4 billion by 2025**. D2C brands have an average gross margin that is **10-15% higher** than traditional e-commerce brands  
**Source: Shopify**

**Source: Gartner**

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# 1 INCREMENTAL PROFITS

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

**Source: Gartner**

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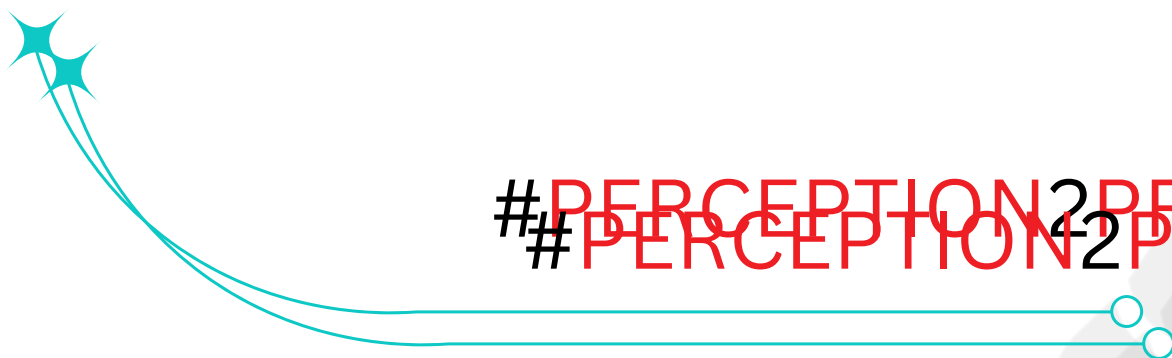


## 3 HIGHER-MADE CUSTOMER LOYALTY EXPERIENCE

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

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