

TRACKING THE ONLINE SHIFT TOWARD D2C

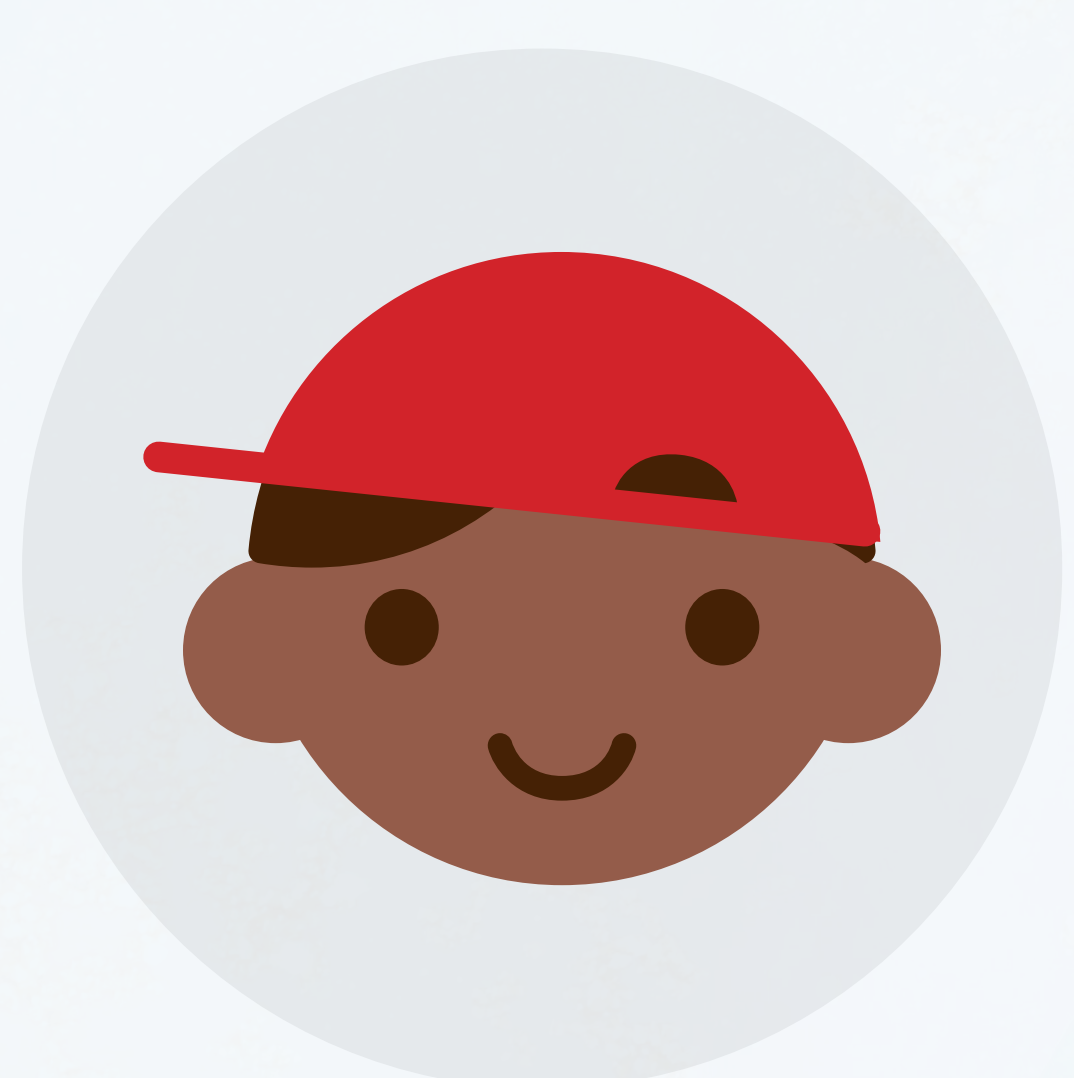


PYMNTS.com

sticky.io

Shoppers are utilizing direct-to-consumer (D2C) channels more frequently to shop and pay for consumer packaged goods (CPG) during the pandemic.

A MAJORITY OF CONSUMERS TRIED NEW BRANDS DURING THE PANDEMIC, AND YOUNGER CONSUMERS WERE MOST LIKELY TO DO SO.



GENERATION Z

purchased from new brands



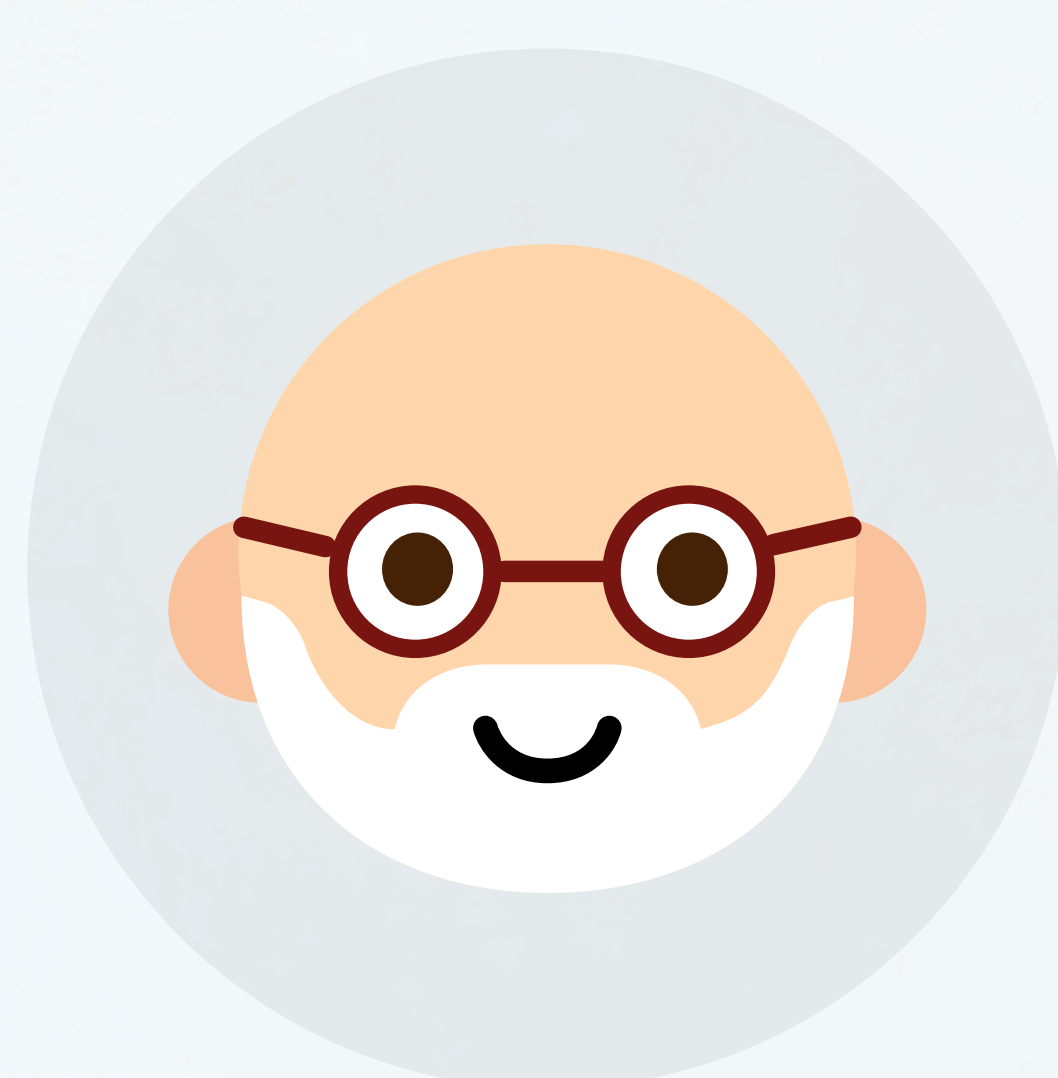
58%

FOOD AND BEVERAGES



48%

RETAIL PRODUCTS



BABY BOOMERS AND SENIORS

purchased from new brands



38%

FOOD AND BEVERAGES



27%

RETAIL PRODUCTS

THIS ONLINE SHIFT HAS BEEN ESPECIALLY PRONOUNCED AMONG D2C SHOPPERS, WHO WERE **MORE LIKELY TO INCREASE THEIR USE OF DIRECT CHANNELS** THAN MARKETPLACE USERS WERE IN SEVERAL KEY PRODUCT AREAS.

Share of online D2C users

who increased D2C channel use during pandemic:



61%

Food and beverages



50%

Clothing and accessories



50%

Beauty and cosmetics

Share of marketplace users

who increased use of marketplaces:



60%

Food and beverages



49%

Clothing and accessories



43%

Beauty and cosmetics

PRODUCT AVAILABILITY

WAS A MAIN DRIVER OF D2C USE DURING THE PANDEMIC.

The most-cited reasons consumers employed D2C channels:



THE ABILITY TO FIND
A FULL RANGE OF
PRODUCTS IN STOCK

45%

RETAIL PRODUCTS

41%

FOOD AND BEVERAGES



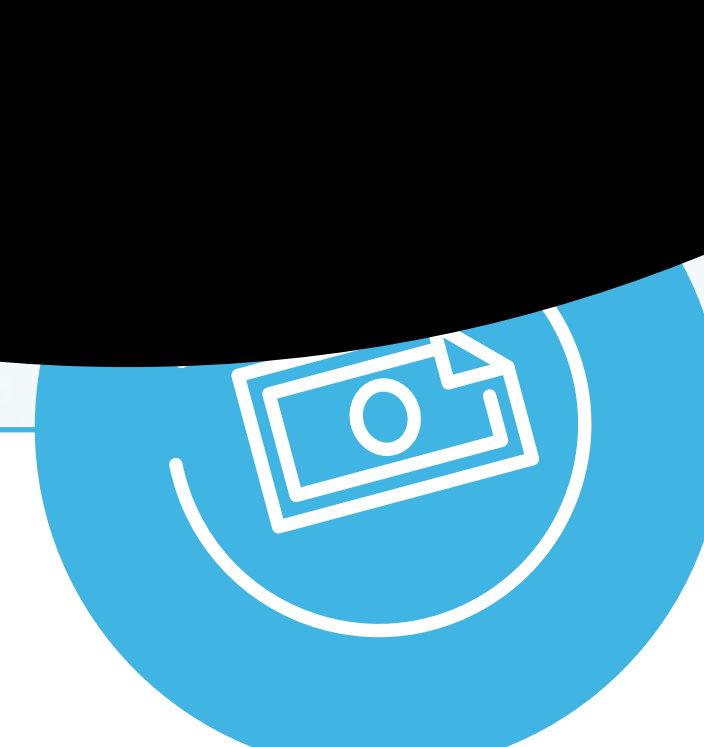
THE ABILITY TO FIND
SPECIFIC PRODUCTS

24%

FOOD AND BEVERAGES

23%

RETAIL PRODUCTS



AFFORDABILITY

22%

FOOD AND BEVERAGES

19%

RETAIL PRODUCTS

CHANGES IN
PURCHASING HABITS
ARE LIKELY TO LAST
WELL BEYOND THE PANDEMIC,
ESPECIALLY AMONG D2C USERS.

APPROXIMATELY 80%

of consumers plan to maintain
some or all of their new shopping
habits over the next three years.

83.3 percent of D2C users
intend to do the same.