

Qurate looks to appeal to younger consumers via its new Sune app

Article

This article was written with the assistance of ChatGPT.

The news: Qurate has launched **Sune**, a beta mobile app aimed at younger consumers, per Women's Wear Daily.

- The app presents users with a personalized video feed featuring a mix of live and on-demand content from brands such as **Coach**, **Kate Spade**, and **Michael Kors**.
- As the parent company of **QVC** and **HSN**, Qurate has a wealth of knowledge about the types of video and livestream content that resonate with particular audiences.

An uphill climb: The biggest challenge facing Qurate is that only 12% of consumers ages 18 to 34 use livestreaming or video ecommerce regularly, and only another 16% have ever done so, **per** an October Insider Intelligence survey conducted by Bizrate Insights.

- While that's double the 6% share of all consumers who regularly use livestream ecommerce, a sizable percentage (73%) of young consumers have never shopped via livestream or video ecommerce.
- That said, Qurate is hardly alone in attempting to find a formula that works. **Fanatics Inc.** plans to roll out **Fanatics Live**, a livestream shopping experience, in the US later this year, and companies such as **Walmart** and **TalkShopLive** are **recruiting celebrities** to attract livestream shopping viewers.

The big takeaway: It makes sense for Qurate to experiment with livestream and video content aimed at younger consumers. But cable TV is a very different medium from a mobile app and what works with HSN and QVC's audiences may not resonate with younger consumers.

- However, being an earlier mover may enable it to find the right formula.

Go further: Listen to the recent *"Behind the Numbers: Reimagining Retail"* podcast episode focused on livestreaming.