

# How D2C disruptors are faring—and how they stack up against established brands

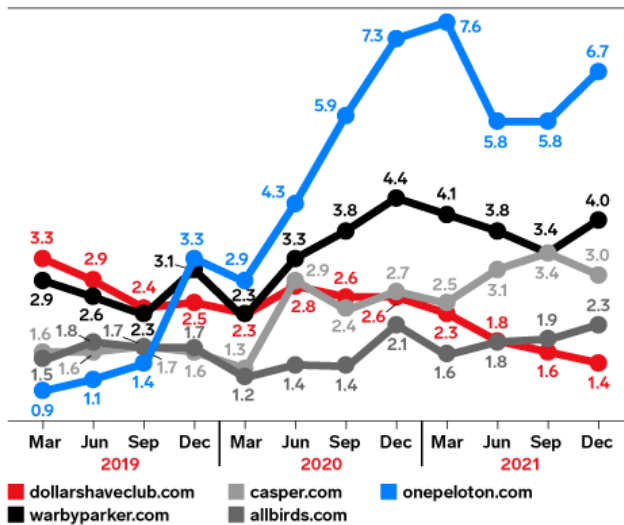
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Direct-to-consumer (D2C) ecommerce growth has slowed since 2020, but the leading digitally native brands remain popular. In December 2021, the **Peloton** website raked in **6.7 million** visits worldwide, far more than the sites of **Warby Parker**, **Casper**, and other top digital natives in the D2C space.

**Beyond the chart:** Peloton's revenues plunged in its most recent quarter after months of decelerating growth. But these growing pains are expected as the brand comes down from its 2020 highs, according to Andrew Lipsman, principal analyst at Insider Intelligence. As Peloton and its digital-first peers seek out new growth avenues, it is mass-market brands that will drive the majority of US D2C ecommerce sales this year—**75.5%** of the **\$155.69 billion** in sales, per our estimates. These established brands are adopting D2C strategies to shorten the path to purchase while sidestepping the issues of scale that hamper many disruptor brands.

**Total Visits to Leading Direct-to-Consumer (D2C) Brand Websites Worldwide, March 2019-Dec 2021**  
millions



Note: includes desktop and mobile web  
Source: SimilarWeb; Insider Intelligence calculations, March 23, 2022  
274529 eMarketer | InsiderIntelligence.com

More like this:

- Report: [D2C Brands 2022](#)
- Podcast: [Reimagining Retail: Where D2C brands are headed and which 5 are most likely to endure](#)
- Article: [As Nike pulls away from wholesale, sports apparel brands sense an opportunity](#)