

Why livestream shopping in the US will matter, same-day delivery, and D2C brands in 2022

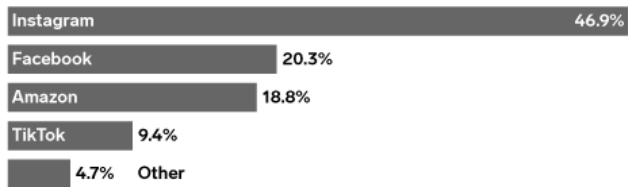
Audio

On today's episode, we discuss why retailers and consumers are (and why they're not) excited about livestream shopping in the US. For "In Other News," we talk about when same-day

delivery will be the norm and what to expect from direct-to-consumer (D2C) brands in 2022. Tune in to the discussion with our analyst Sky Canaves.

Go-To Shopping Livestream Platforms According to US Creators, Nov 2021

% of respondents



Note: n=45; among respondents who have participated in a shopping livestream
Source: Mavrck, "Ask the Creators: On the Horizon in 2022," Jan 24, 2022

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