

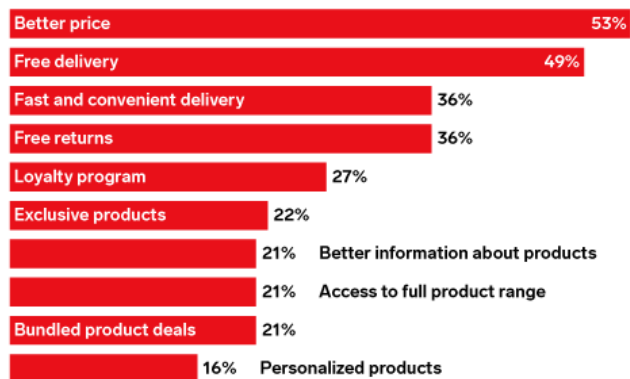
D2C shoppers value low-cost products, free shipping

Article

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Leading Factors That Would Encourage Shoppers Worldwide to Buy Directly From Brands, April 2023

% of respondents



Source: Wunderman Thompson, "The Future Shopper Report: 2023," June 28, 2023

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Insider Intelligence | eMarketer

Key stat: The top two reasons shoppers worldwide buy directly from brands are a better price (53%) and free delivery (49%), followed by fast and convenient delivery and free returns (both 36%), according to Wunderman Thompson.

Beyond the chart:

- Amazon's click-to-door speed is over two times faster than the industry average. This gives the retail giant a leg up on other retailers, as over one-third (38%) of US consumers want their items to arrive in one day or less, per 2022 data from FarEye.
- In an effort to compete with Amazon, other retailers are partnering with delivery platforms—like Instacart, DoorDash, and Uber—to entice customers with same-day delivery.
- But free and low-cost delivery is a tradeoff for non-Amazon brands and retailers, who may have to raise prices to cover the expense.

Use this chart:

- Prioritize D2C sales strategies.
- Emphasize the importance of delivery for brands in the D2C space.

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Methodology: Data is from the June 2023 Wunderman Thompson report titled "The Future Shopper Report: 2023." 31,647 digital shoppers worldwide who shop online at least once a month were surveyed online by Censuswide during April 6-20, 2023. Respondents were from: UK, US, France, Spain, China, Japan, Australia, Brazil, Argentina, Mexico, Colombia, India, Poland, UAE, Netherlands, Germany, South Africa, and Thailand.