

# Sizing up the global D2C opportunity

Article



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This year, **64%** of consumers worldwide—or as many as **1.70 billion** digital buyers of the **2.65 billion** we forecast—will regularly buy directly from a brand, up **15 percentage points** from 2019.

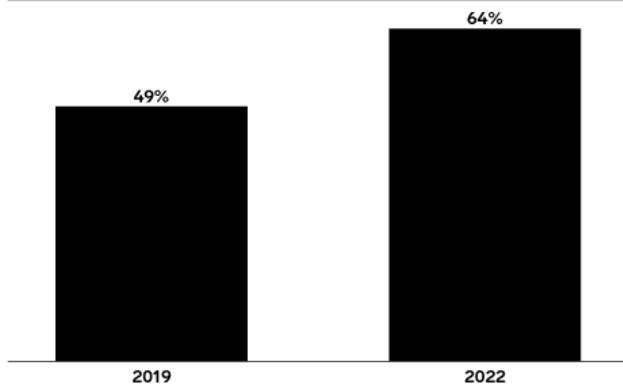
**Beyond the chart:** With direct-to-consumer (D2C) selling, brands have more opportunities to control their marketing messages, lower logistical costs, and encourage customer loyalty.

Companies like **Nike** are leveraging this model worldwide, to great success. Last year, **36.8%** of the sportswear giant's revenues came from D2C sales worldwide, based on our calculations. Nike continues to drive those sales by pulling away from wholesale and investing more in owned and operated channels.

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**Consumers Worldwide Who Regularly Buy Directly From a Brand, 2019 & 2022**

% of respondents



Note: ages 10-58

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

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