

# The Demise of Brandless and Other D2C Brand Struggles

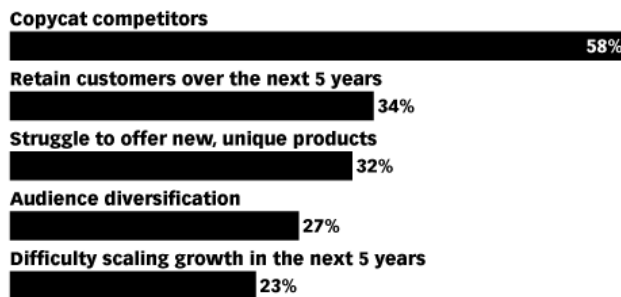
**AUDIO** |

## eMarketer Editors

eMarketer principal analysts Nicole Perrin and Andrew Lipsman discuss the state of direct-to-consumer brands and why some major players, such as Brandless and Casper, encountered recent struggles.

### Challenges that Brand Marketers\* Worldwide Believe Direct-to-Consumer (D2C) Brands May Not Forsee, Aug 2019

% of respondents



Note: 71% of D2C brands (n=14) believe their biggest challenge is scale and churn; \*B2C brands; excludes D2C brands  
Source: The CMO Club and Epsilon, "What All Brands Can Gain From the New DTC World," Dec 10, 2019

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